

# Where's Google making its money?

\$32.2 billion  
in total advertising revenue

SPOILER ALERT: **ADVERTISING!**

\$33.3 billion  
in total revenue in Q3 2010 - Q2 2011

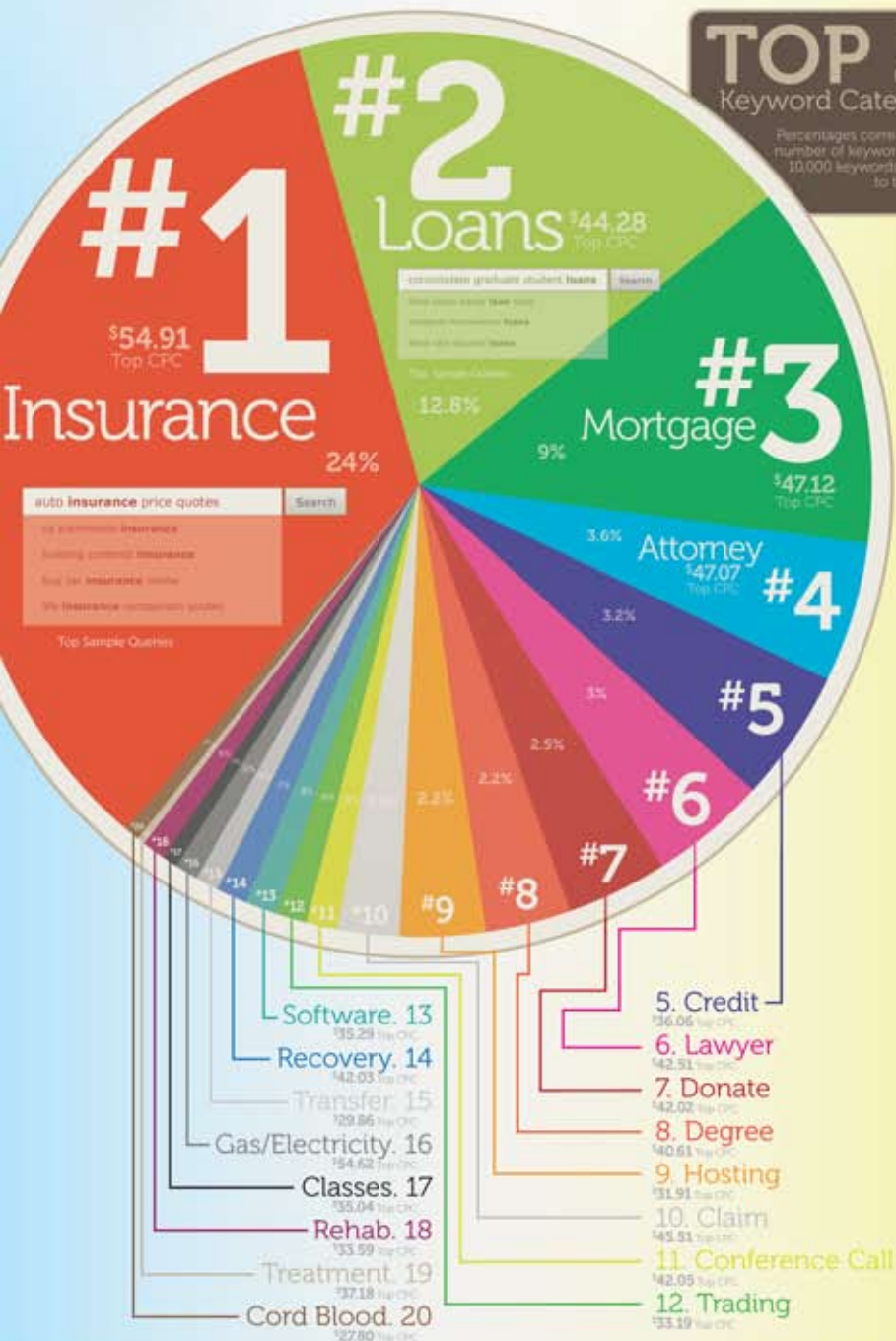
of Google's  
Revenue

97%  
is from  
advertising

## Top 20 *Most Expensive* Keywords in Google AdWords Advertising

### TOP 20 Keyword Categories

Percentages correspond to the number of keywords in the top 10,000 keywords that belong to that category.



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