

# “Must be on first 2 pages of the search or you will build a billboard in the forest”

Buyer's search behaviour

Main Site	m.Site	
<b>48%</b>	<b>59%</b>	<b>Stop after page 2 / 40 listings</b>
31%	40%	Stop after page 3 / 60 listings
22%	28%	Stop after page 4 / 80 listings
15%	20%	Stop after page 5 / 100 listings
5%	6%	Stop after page 9 / 180 listings



8 out of 10 people don't change the sort refinement.