

# Where's Google™ making its money?

**\$32.2 billion**  
in total advertising revenue

**SPOILER ALERT: ADVERTISING!**

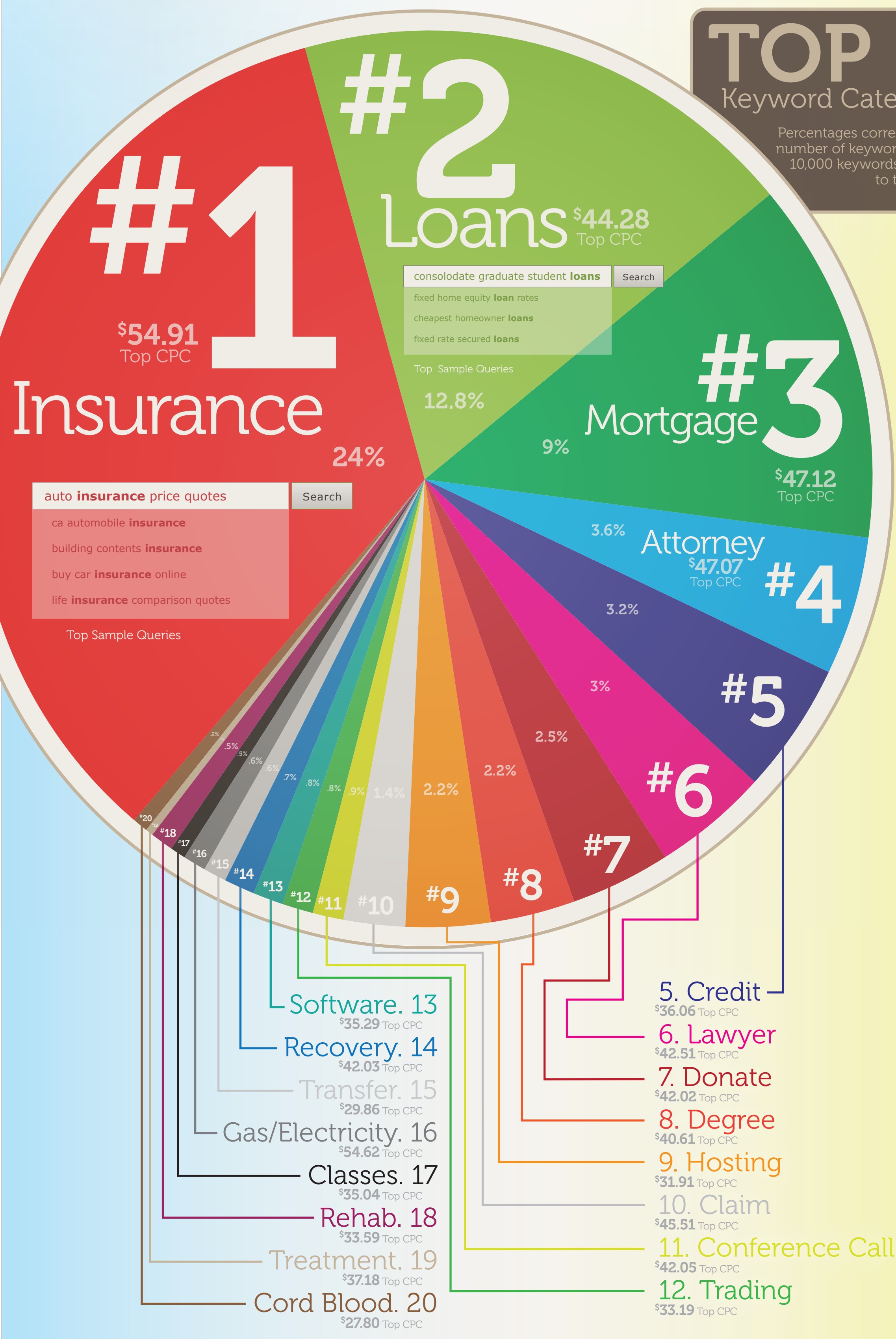
**\$33.3 billion**  
in total revenue in Q3 2010 - Q2 2011

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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