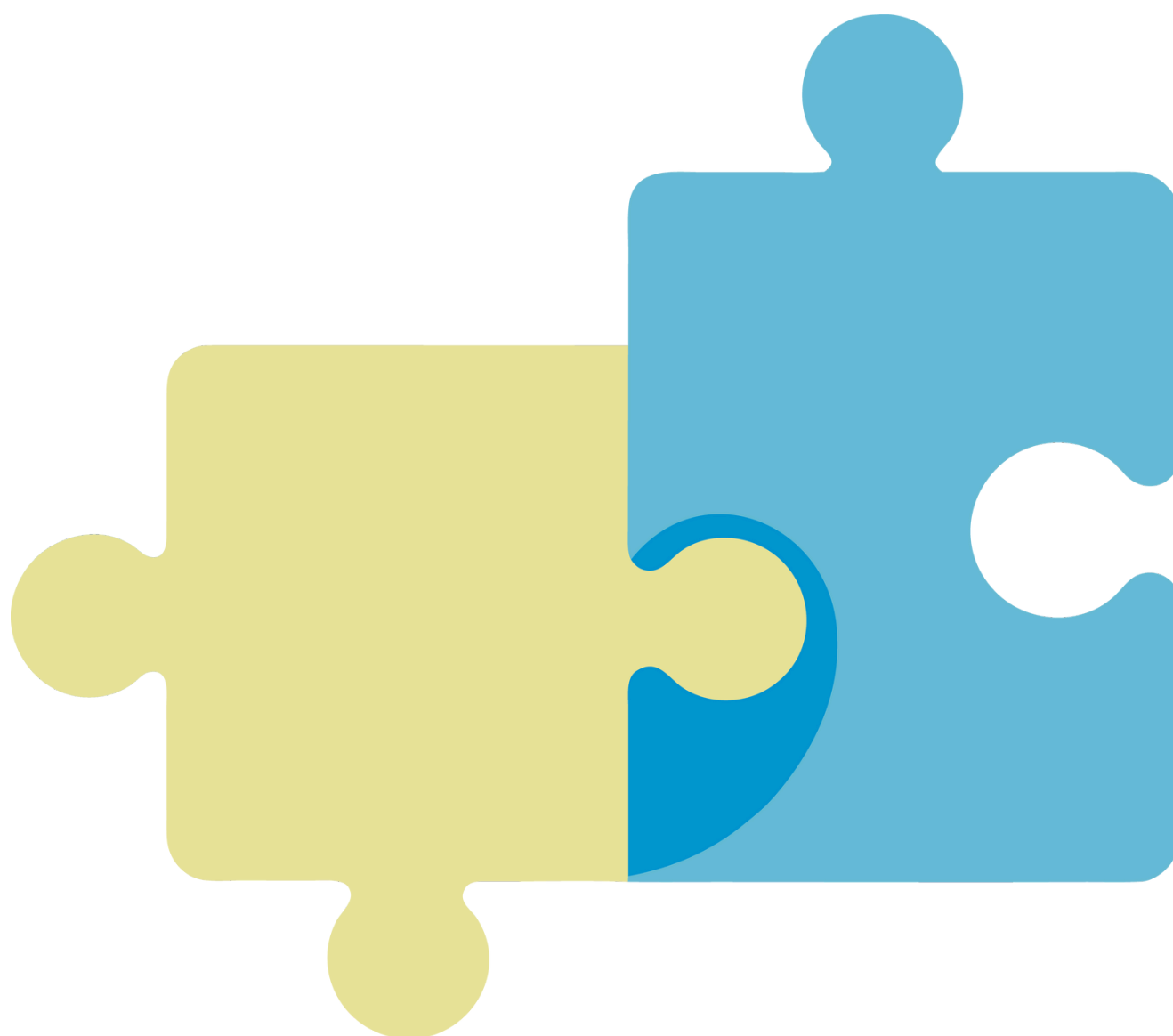
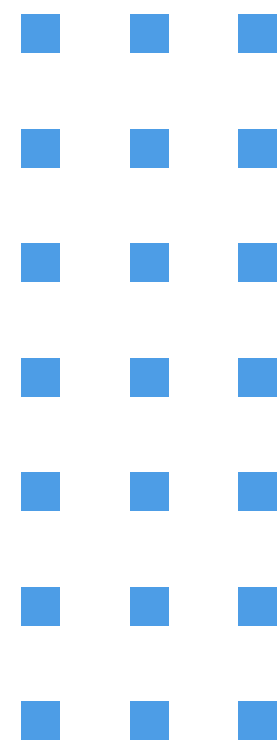
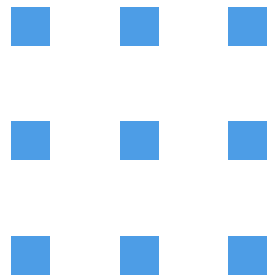


AI Overview Citations are Converging with Organic Rankings

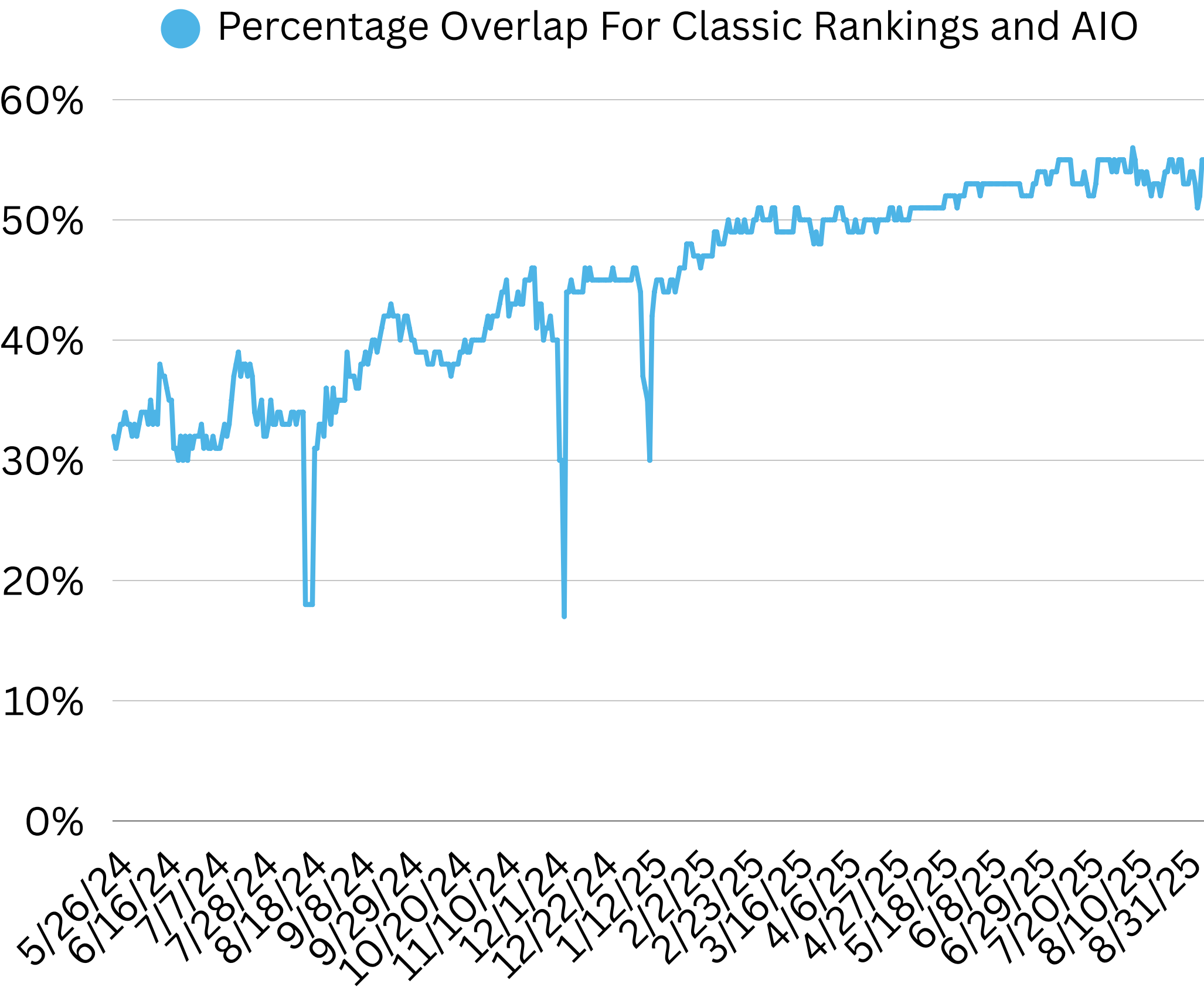


16 months of data across 9 industries
shows the convergence—and the outliers

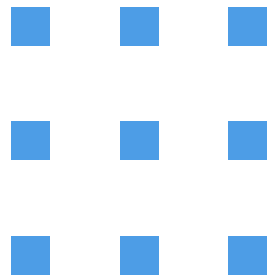
BRIGHTEDGE



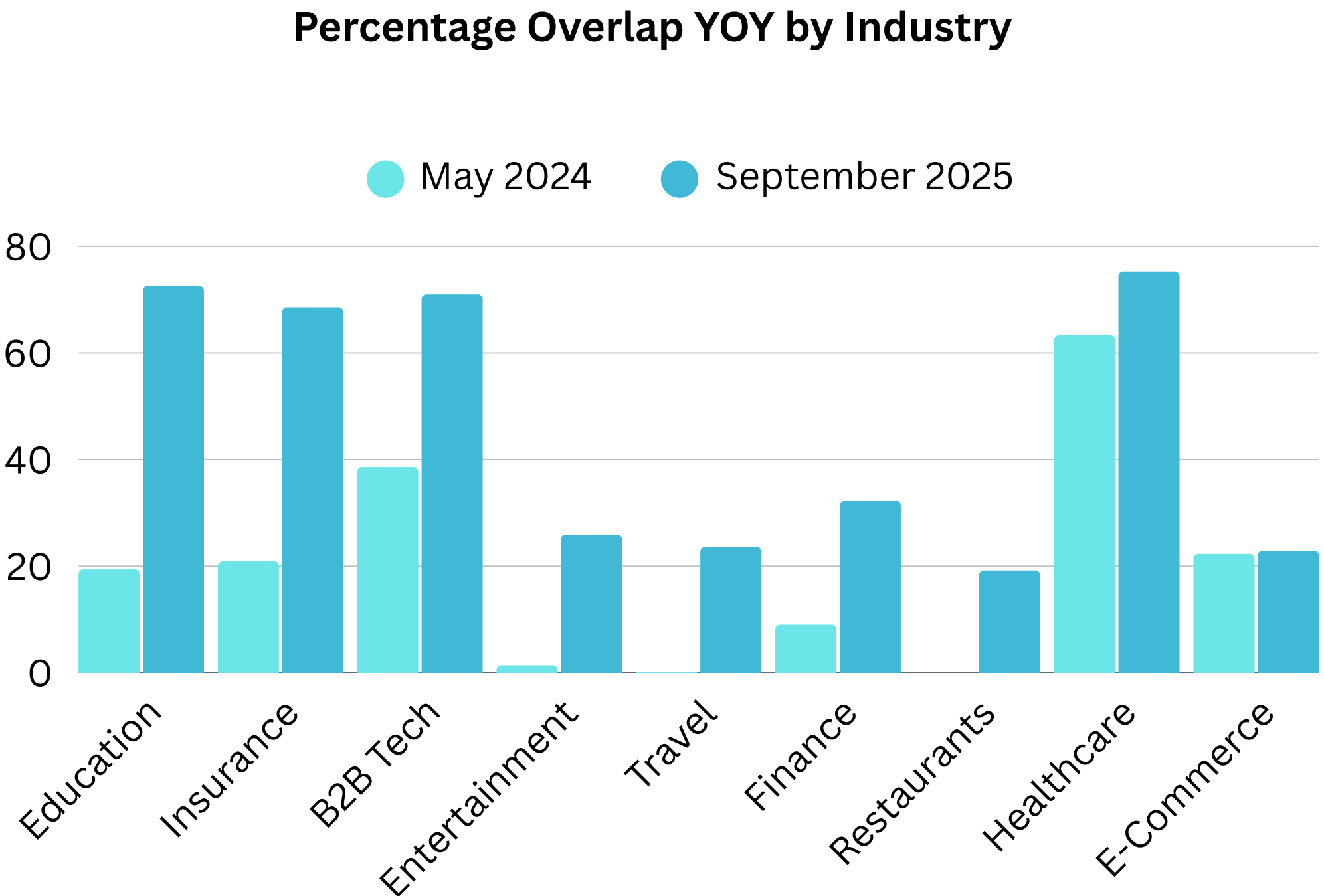
The timeline for AI Overview overlap



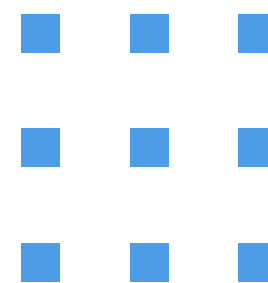
In May of 2024, only 32.3% of AI Overview citations ranked organically. By September 2025, 54.5% overlap —a 22.3 pp increase. **Key Insight:** Google increasingly trusts ranked content for AI Overviews



Not All Industries Converged Equally:



The overall overlap rose from 32% to 54%, but individual industries show varied trends. YMYL content, including Healthcare, Insurance, and Education, exhibits significant alignment between AI-generated overviews and organic rankings, while transactional sectors still display notable discrepancies.



Timeline with three distinct phases marked

1

Phase 1: Testing (May-Aug 2024)

32-34% overlap - Flat period
Google experimenting, some industries had AIOs off entirely

2

Phase 2: Acceleration (Sep 2024-Jan 2025)

34.6% → 45.2% (+10.6 pp in 4 months!)
September public rollout triggered the shift
Fastest growth period: ~3pp per month

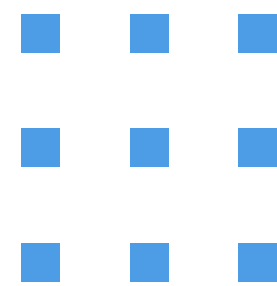
3

Phase 3: Convergence (Feb-Sep 2025)

45.2% → 54.5% (+9.3 pp)
Crossed 50% threshold in May 2025
Now stabilizing around 53-54%

Key Milestones:

- Sep 2024: Public rollout sparked +5.4 pp jump in 2 months
- Jan 2025: New Year update accelerated trend
- May 2025: Crossed 50%—majority of citations now rank organically
- Today: Stabilizing at 54%, suggesting this may be Google's target equilibrium



Optimize for the Overlap: Your 3-Step Framework



Step 1: Identify Your Overlap Profile Measure what percentage of your AI Overview citations also rank organically and benchmark against the 54% average to understand where you stand.



Step 2: Match Strategy to Intent High overlap (>60%) means focus on SEO; low overlap (<30%) requires split content strategies; growing overlap (30-60%) needs comprehensive content serving both.

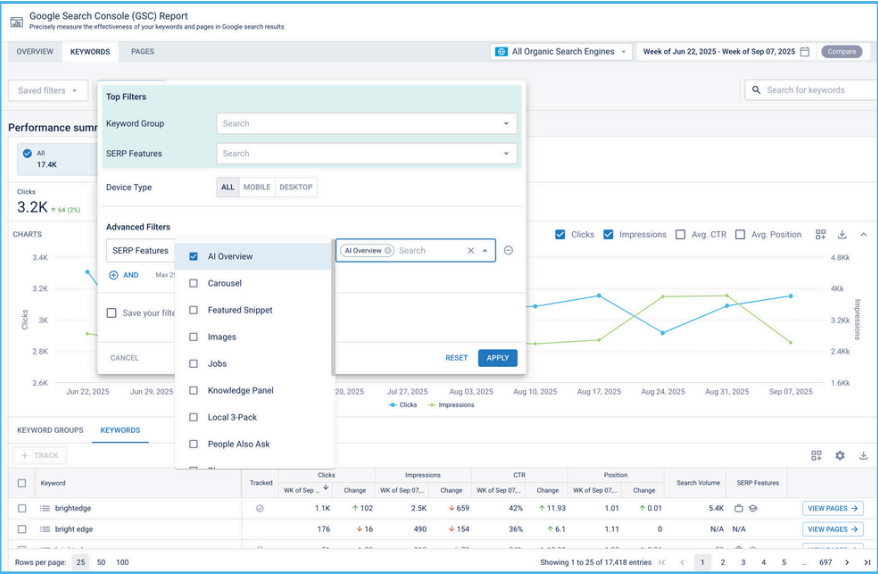


Step 3: Monitor the Convergence Track your overlap percentage monthly as it's grown +22 pp industry-wide in 16 months, watching for shifts like September 2024's +5.4 pp jump.



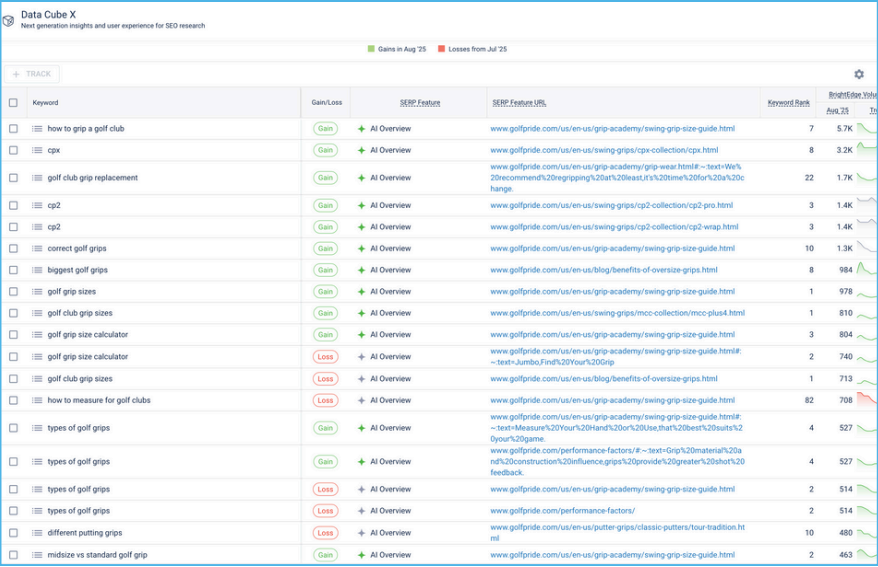
BrightEdge is your Unified SEO and AI Optimization Control Center

GSC Reporting Defines Convergence



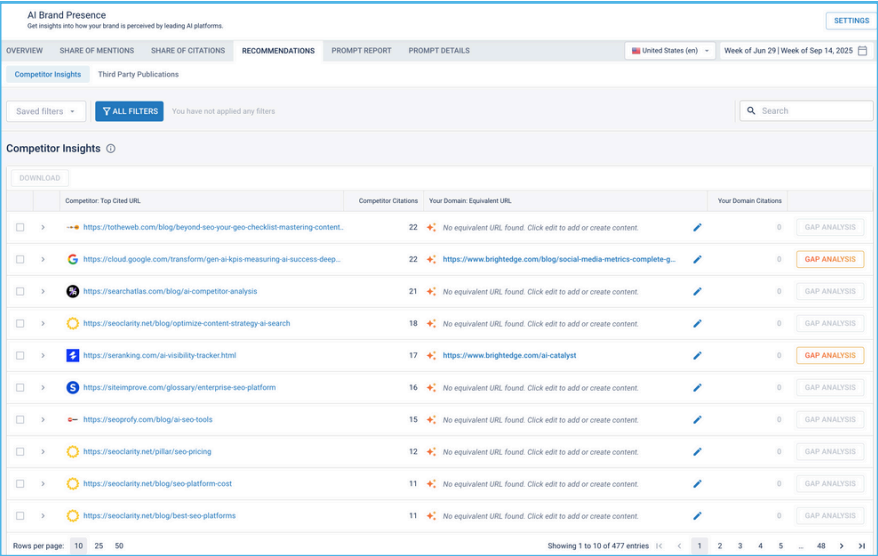
Explore the intersection of traditional search visibility and AI Overviews to understand its impact on traffic. Develop dashboards and optimize keywords in a unified view.

See where AI Overview Opportunities are Gaining



Data Cube X tracks monthly gains and losses for AI Overview citations, helping you monitor ranking overlap. You can filter by position to evaluate SEO impact on both channels.

Close gaps on content that ranks but isn’t cited in AIO’s



AI Catalyst's new Recommendations capability analyzes your content alongside cited material to pinpoint essential on-page optimizations for proper referencing. Optimize once, win everywhere!