How Al Giants Are Carving Distinct Territory in the

Search Landscape

BRIGHTEDGE

GENERATIVE PARSER™

An extensive analysis comparing how three Al powerhouses handle queries across nine different industries

December - January 2025

SearchGPT



























Research Update

30th January 2024



Google has increased AIO presence in longer queries by up to 100% from September to December 2024.



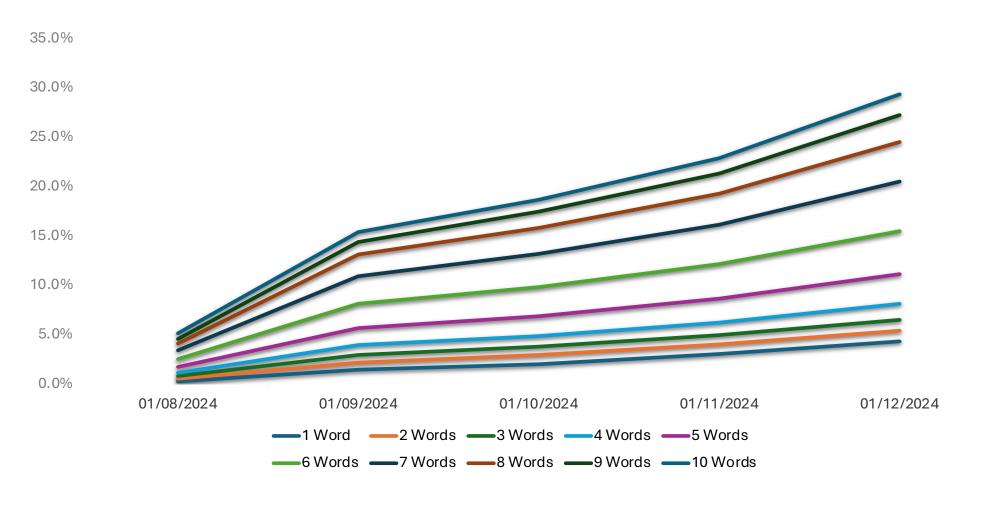
Today: 1 in 4 Search Queries with Eight or More Keywords Will Have an Al Overview Result

- > Since the launch of AI Overviews, they have displayed increasingly longer keywords.
- > Today, 1 in 4 search queries with eight or more keywords will have an AI Overview in the results.
- This advancement is critical as conversational search from competitors like ChatGPT, Perplexity, and DeepSeek influence consumer behavior.





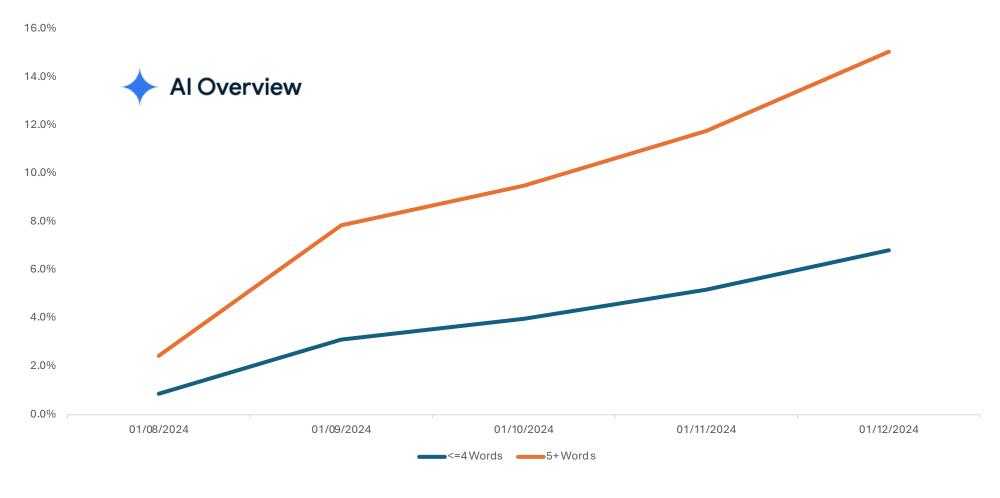
Since September: AIO Presence Has Doubled for All Search Queries with Multiple Keywords





Percentage of Keywords with Google AI Overviews

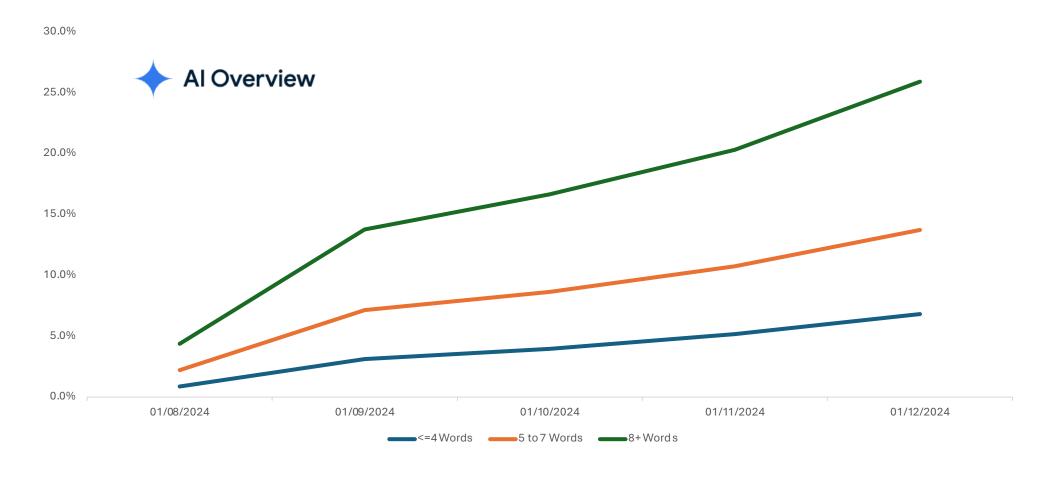
(1) Length of Keyword Over Time: <4 Words and 5+ Words





Percentage of Keywords with Google AI Overviews

(2) Length of Keyword Over Time: 8+ Words











Comparison Overviews By Industry





















https://www.brightedge.com/searchgpt

To understand how the landscape is evolving, we conducted an extensive analysis comparing how three AI powerhouses handle queries across nine different industries

SearchGPT





https://www.brightedge.com/searchgpt

BRIGHTEDGEGENERATIVE PARSER[™]

Specialization Trends: Each platform has developed distinct strengths

ChatGPT Search	Perplexity	Al Overview
Provides comprehensive narrative context	Shines with visual integration and related content	Excels at structured, hierarchical information

Time-Sensitive Information: Recency of information varies significantly

ChatGPT Search	Perplexity	Al Overview
Provides clear date-stamping	Sometimes struggles with timely updates	Maintains strong real-time relevance

Location Awareness: Geographic context handling differs

ChatGPT Search	Perplexity	Al Overview
Shows strong location integration	Focuses on descriptive content	Tends toward general guidance

A Snapshot of Specialization Trends

The analysis reveals fascinating specialization trends:

ChatGPT Search: Free for everyone as of December 2024. Especially strong at giving complete, detailed answers. For example, when asking about a BBA degree, it goes beyond basic facts to include valuable career context and job prospects - giving you the full picture in one clear response.

Perplexity: Shines at combining explanations with helpful visuals. When explaining technical concepts like data modeling, it pairs clear explanations with visual examples, making complex topics easier to understand at a glance.

Google Al Overview: Excels at organizing complex information into clear sections. When you ask "What is a secure credit card?", it breaks down the information into expandable sections covering basics, benefits, and how to apply - letting you easily find exactly what you need.

Note: In the guide, updated research also includes a deep dive into Al and Search engines in each industry in more detail.

- 1. Strengths and Weaknesses
- 2. Format Comparisons
- 3. Summary of Differences -Specifically related to query and industry
- 4. Critical Issues and Notable Innovations
- 5. Optimal Use Cases









Comparison Overviews By Industry





















https://www.brightedge.com/searchgpt



E-commerce | Shopping Query - "What are some good gas-powered RC cars and where can I buy one?"

ChatGPT Search	Perplexity	Al Overview
Balances local availability with detailed specifications	Streamlines the online purchase process with direct links	Emphasizes product discovery with filtering options

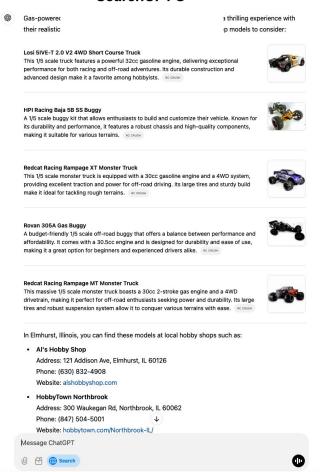




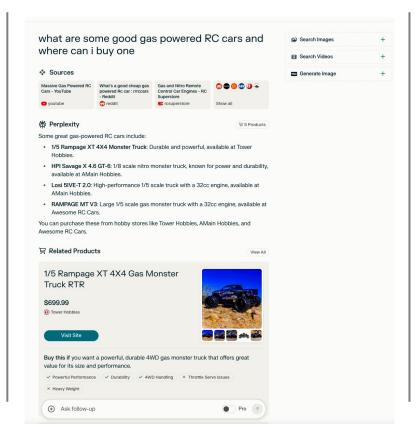
"What are some good gas-powered RC cars, and where can I buy one?"



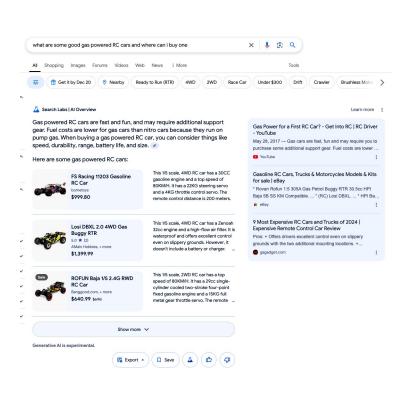
SearchGPT











Balances local availability with detailed specifications

Streamlines the online purchase process with direct links

Emphasizes product discovery with filtering options



B2B Tech | Technical Query - "What is data modeling?"

ChatGPT Search	Perplexity	Al Overview
Balances technical detail with business context	Effectively integrates visual examples with technical explanations	Shines with its hierarchical structure and process-oriented approach





"What is data modeling?"



SearchGPT

what is data modeling

There are three primary types of data models, each serving a distinct purpose:

- Conceptual Data Model: Offers a high-level view of the data landscape, focusing on the core
 concepts and their relationships without delving into technical details.
- Logical Data Model: Provides a more detailed representation, outlining the specific attributes of data entities and the relationships between them, independent of how the data will be physically implemented.
- Physical Data Model: Details the actual implementation of the data model within a specific database management system, including table structures, column names, data types, and constraints.

Engaging in data modeling offers several benefits:

- Improved Data Quality: By defining data structures clearly, organizations can reduce redundancy and ensure consistency across systems.
- Enhanced Communication: Visual data models serve as a common language between business stakeholders and technical teams, facilitating better collaboration.
- Efficient Database Design: A well-constructed data model acts as a roadmap for database development, leading to more efficient and effective database systems.
- Adaptability: Data models can be refined and adjusted as business needs evolve, ensuring that data systems remain aligned with organizational goals.

In summary, data modeling is a fundamental practice in software engineering and database design, enabling organizations to represent and manage their data assets systematically. It provides a structured approach to data management, ensuring that data is organized, accessible, and aligned with business requirements.

Sources #W

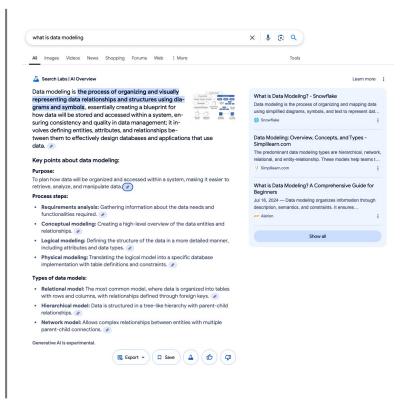


Balances technical detail with business context

perplexity







Effectively integrates visual examples with technical explanations

Shines, with its hierarchical structure and process-oriented approach



Education | Educational Query - "What is a BBA degree?"

ChatGPT Search	Perplexity	Al Overview
Offers comprehensive narratives with strong career context	Excels at integrating practical outcomes with academic information	Provides clean, concise definitions with clear visual organization





"What is a BBA degree?"

perplexity

BBA vs. BS in Business

JOB OPPORTUNITIES



SearchGPT •

what is a bba degree

A Bachelor of Business Administration (BBA) is an undergraduate degree that provides comprehensive knowledge of business operations and management principles. Typically completed over three to four years, the BBA curriculum covers core subjects such as accounting, finance, marketing, human resources, and operations management. This degree aims to equip students with practical managerial skills, effective communication abilities, and sound business decision-making capabilities. WIKIPEDIA

Many BBA programs offer specializations, allowing students to focus on areas like marketing, finance, or management, tailoring their education to specific career goals. COURSERA

positions such as financial analyst, marketing manager, human resources specialist, and business consultant. The degree also serves as a solid foundation for those considering advanced studies,

students for a wide range of career opportunities and further academic pursuits.





what is a bba degree

Overview of the BBA Degree

Curriculum Structure

Career Opportunities

Ask follow-up

What Is the Difference

broad understanding of business principles and practices.

The BBA curriculum includes core courses in areas such as:

Between BBA and BS in Business Degrees?

A Bachelor of Business Administration (BBA) is an undergraduate degree that focuses or

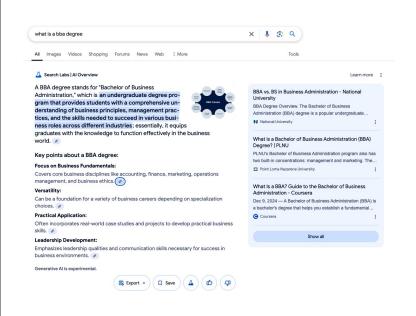
various aspects of business management and administration. It typically requires four years of study, amounting to around 120 credits, and is designed to equip students with a

Graduates with a BBA can pursue diverse career paths in sectors such as finance, marketing, sales, human resources, and operations management. The degree serves as a solid foundation for three looking to enter managerial positions or start their own

In summary, the BBA is a versatile degree that prepares students for various roles in the

Sources Bachelor of Business

w en.wikipedia ☼ Perplexity Al Overview



Offers comprehensive narratives with strong career context

Excels at integrating practical outcomes with academic information

Provides clean, concise definitions with clear visual organization



Entertainment | Time Sensitive Query - "What movies are getting good reviews right now?"

ChatGPT Search	Perplexity	Al Overview
Provides date-stamped current information with visual elements	Showed challenges with maintaining current information	Maintains current, real-time information

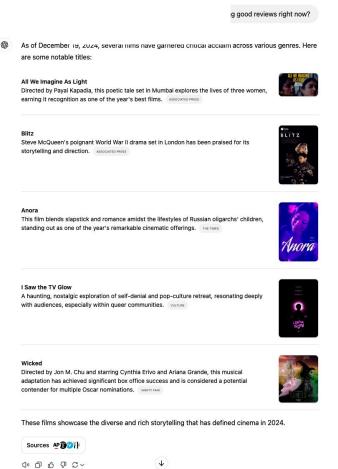




"What movies are getting good reviews right now?"

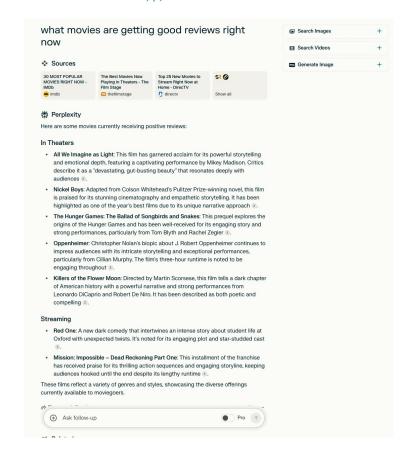


SearchGPT

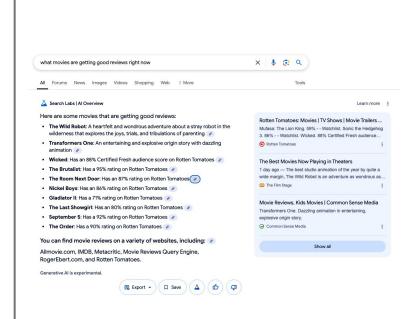








→ Al Overview



Showed challenges with maintaining current information

Maintains current, real-time information



Finance | Credit Query - "What is a secure credit card?"

ChatGPT Search	Perplexity	Al Overview
Provides comprehensive narrative explanations with strong practical implications	Offers a hybrid approach with bullet points and clear sectioning	Excels with modular, expandable sections that allow users to dive deeper into specific aspects





"What is a secure credit card?"



SearchGPT

what is a secure credit card

A secured credit card is a type of credit card that requires an upfront cash deposit, which serves as collateral for the account. This deposit typically determines your credit limit; for example, a \$500 deposit usually results in a \$500 credit limit. Secured credit cards function like standard credit cards, allowing you to make purchases and requiring monthly payments. They are often used by individuals with limited or poor credit histories as a tool to build or rebuild credit. Responsible use, such as making timely payments and keeping balances low, can lead to improvements in your credit score. Over time, some issuers may offer to transition your secured card to an unsecured card and refund your deposit, provided you've demonstrated good credit habits.

It's important to note that while secured credit cards can be effective for building credit, they may come with fees and higher interest rates compared to unsecured cards. Therefore, it's crucial to review the terms and conditions carefully before applying.

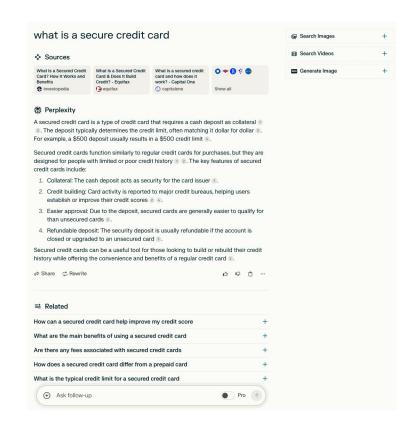
Recent Articles on Building Credit with Secured Credit Cards





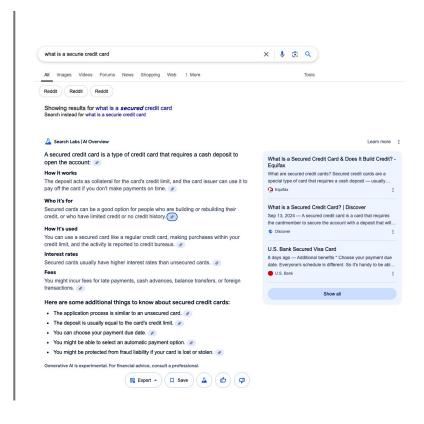
Provides comprehensive narrative explanations with strong practical implications





Offers a hybrid approach with bullet points and clear sectioning





Excels with modular, expandable sections that allow users to dive deeper into specific aspects



Healthcare | Health Related Query - "What are the symptoms of bird flu?"

ChatGPT Search	Perplexity	Al Overview
Presents symptoms by category (respiratory, flu-like, eye-related, gastrointestinal), with careful attention to medical details and citations. It maintains a balanced tone between being comprehensive and accessible	Combines symptom information with practical context about timing (2-7 days after exposure), includes recent developments, and provides clear action steps for readers who may have been exposed	Organizes information by severity (mild vs. severe symptoms), providing a clear, structured overview with visual aids and multiple trusted medical sources on the right panel





SearchGPT

what are symptoms of bird flu?

- Bird flu, or avian influenza, is a viral infection that primarily affects birds but can occasionally infect humans. In humans, symptoms typically appear within 2 to 7 days after exposure and can range from mild to severe. Common symptoms include:
 - · Fever or feeling feverish/chills
 - Cough
 - Sore throat
 - Runny or stuffy nose
 - Muscle or body aches
 - Headaches
 - Fatigue (tiredness)
 - · Shortness of breath or difficulty breathing
 - Eye redness or irritation (conjunctivitis)
 - Diarrhea

In severe cases, bird flu can lead to serious respiratory complications, including pneumonia, which may require hospitalization. It's important to note that not all individuals infected with bird flu will exhibit all these symptoms, and some may experience additional symptoms not listed here.

If you have been in contact with infected birds or contaminated environments and develop any of these symptoms, it's crucial to seek medical attention promptly. Early diagnosis and treatment can improve outcomes and reduce the risk of severe complications.

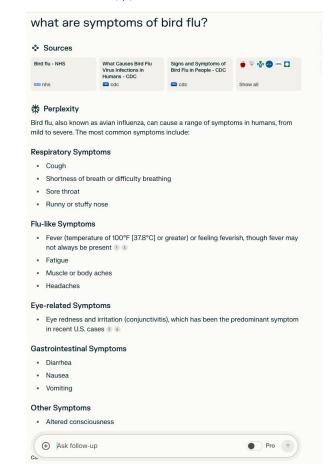
Recent Developments in Bird Flu Cases



Presents symptoms by category with careful attention to medical details and citations

"What are the symptoms of bird flu?"

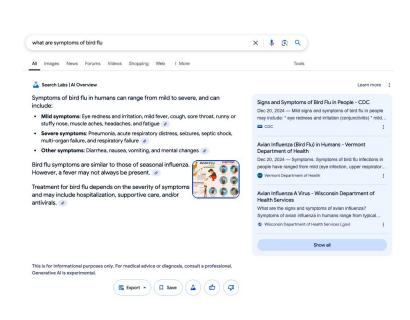




Combines symptom information with practical context about timing and action steps after exposure

BRIGHTEDGE GENERATIVE PARSER™





Organizes information by severity, providing a clear, structured overview with visual aids and multiple trusted medical sources



Insurance | Insurance Query - "What insurance do you need for a wedding?"

ChatGPT Search	Perplexity	Al Overview
Provides strong practical guidance	Facilitates deeper exploration through related questions	Excels at giving comprehensive coverage options





"What insurance do you need for a wedding?"



SearchGPT

what insurance is required or a wedding

When planning a wedding, it's essential to consider insurance to protect against unforeseen circumstances. While not always legally required, many venues mandate that couples obtain liability insurance. This coverage protects against financial liability arising from incidents during the wedding, such as guest injuries, property damage, or alcohol-related accidents.

THE MODITY

In addition to liability insurance, couples may opt for cancellation or postponement coverage. This type of insurance reimburses expenses if the wedding is canceled or delayed due to unforeseen events like severe weather, sudden illness, or vendor no-shows.

The cost of wedding insurance varies based on coverage limits and specifics but generally ranges from \$75 to \$550 for a basic policy. Liability coverage, which often includes up to \$1 million for accidents, typically costs around \$185. THE EXAMPT

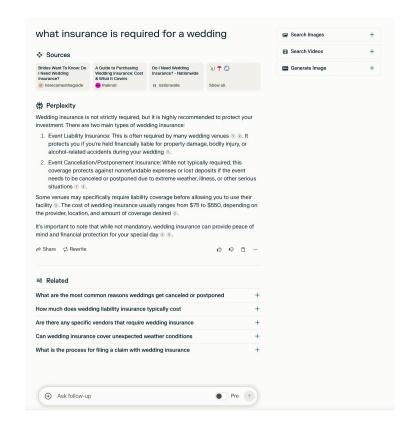
Before purchasing a policy, it's advisable to:

- Consult Your Venue: Determine if they require specific coverage limits or types of insurance.
- Review Existing Policies: Check if your homeowners or renters insurance offers any coverage for events.
- Assess Your Needs: Consider factors like event size, location, and whether alcohol will be served to determine appropriate coverage.

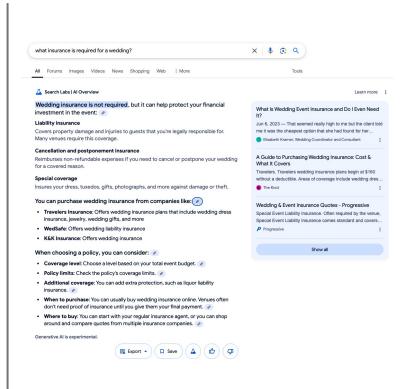
By securing the right insurance, you can ensure peace of mind and financial protection for your special day.











Provides strong practical guidance

Facilitates deeper exploration through related questions

Excels at giving comprehensive coverage options



Restaurants | Local Query - "What restaurants have Tuesday specials near me?"

ChatGPT Search	Perplexity	Al Overview
Provides strong location awareness with map integration	Offers detailed descriptions but struggles with location context	Keeps information general to maintain relevance

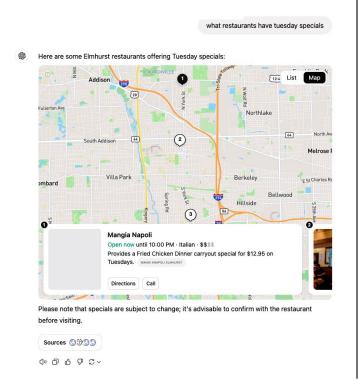




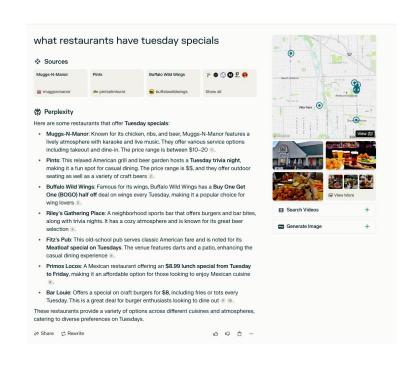
"What restaurants have Tuesday specials near me?"



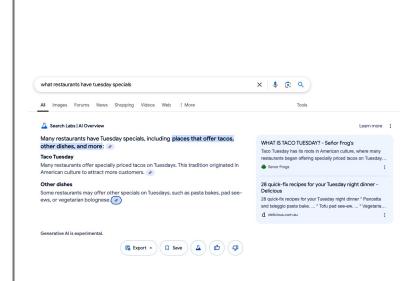
SearchGPT











Provides strong location awareness with map integration

Offers detailed descriptions but struggles with location context

Keeps information general to maintain relevance



Travel | Activity Related Query - "What are some good things to do in Milwaukee"

ChatGPT Search	Perplexity	Al Overview
Focuses on detailed venue descriptions with navigation	Provides comprehensive activity coverage by category	Emphasizes spatial organization with interactive maps

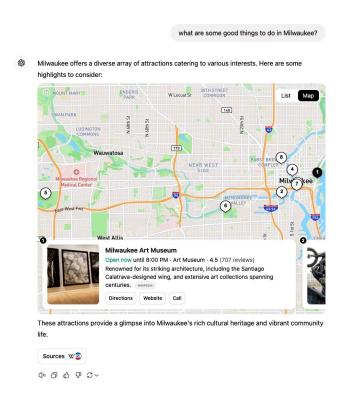




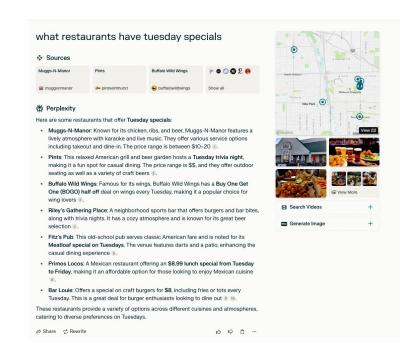
"What are some good things to do in Milwaukee?"



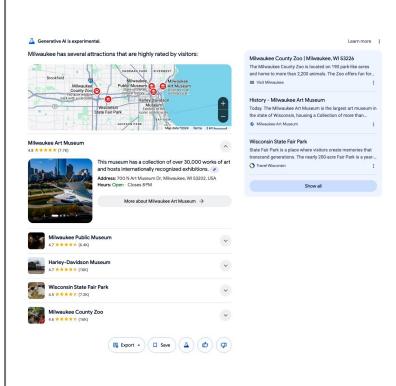
SearchGPT











Focuses on detailed venue descriptions with navigation

Provides comprehensive activity coverage by category

Emphasizes spatial organization with interactive maps



https://www.brightedge.com/searchgpt

BRIGHTEDGE GENERATIVE PARSER[™]