

NEW

GOOGLE AI OVERVIEWS OCTOBER - NOVEMBER INSIGHTS

ENTERING THE HOLIDAY SEASON

Travel | Education | E-commerce | B2B Tech

Formats | AIO Patterns | Query Types | Content Focus



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New AI Overview Trends

Travel Experimentation Surges As The Holiday's Approach

As we enter the holiday season, October's data reveals significant shifts and stabilization across industries in AI Overviews (AIOs). Critical insights from October reveal growth in certain sectors, stability in others, and strategic changes in content types and sources. These insights offer actionable strategies for marketers aiming to optimize for AIOs during this critical period.

BrightEdge Generative Parser™ offers glimpses into what we can expect and how to prepare for the holiday season and beyond. From the stabilizing nature of shopping queries to the increasing presence of YouTube citations, preparing ahead becomes a priority as AI evolves month by month.

This research report includes ten key findings and detailed findings.

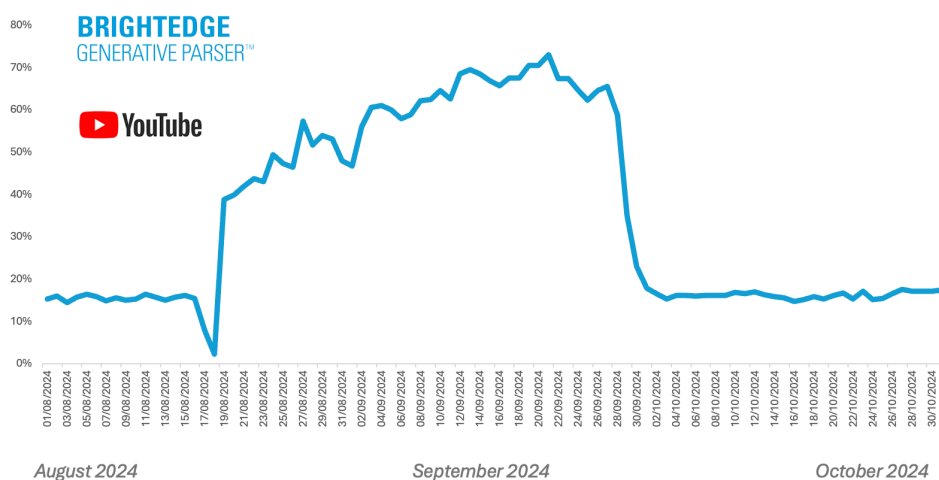
- 1: YouTube Citations Surged in September and Stabilized in October
- 2: Travel Industry AIO Presence Surges by 700%
3. The Evolution Toward More Localized and Activity-Specific Travel Queries
4. The Slight Growth in Daily AIO Presence Overall
5. A Significant Reduction in General AIO Volatility
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1: YouTube Citations Surged in September and Stabilized in October

Stability highlights the importance of YouTube as a core source for AIOs

October marked a period of stabilization for YouTube citations after a significant increase during September. YouTube citations had surged to approximately 400-450% of their baseline from August, but by October, they returned to a stable level of around 110-115% of August citation levels with much lower volatility.

AI Overviews: YouTube Citations Experimentation



Data Points:

Baseline (Aug 1-16): YouTube citations were steady, with daily fluctuations of $\pm 10\%$.

Peak Period (Aug 21 - Sept 30): Citations spiked to 400-450% of baseline.

October Stabilization: Returned to around 110-115% with daily fluctuations of $\pm 5\%$.

Current State (November): Stabilized at approximately 115-120% with minimal day-to-day variation ($\pm 3\%$).

Insight: This stability highlights the importance of YouTube as a core source for AIOs. With AI's multi-modal capabilities, details from videos—such as spoken insights within product reviews or how-to guides—are being directly cited. This trend is particularly valuable for holiday-related queries where video content offers more engaging answers.

Actionable Steps:

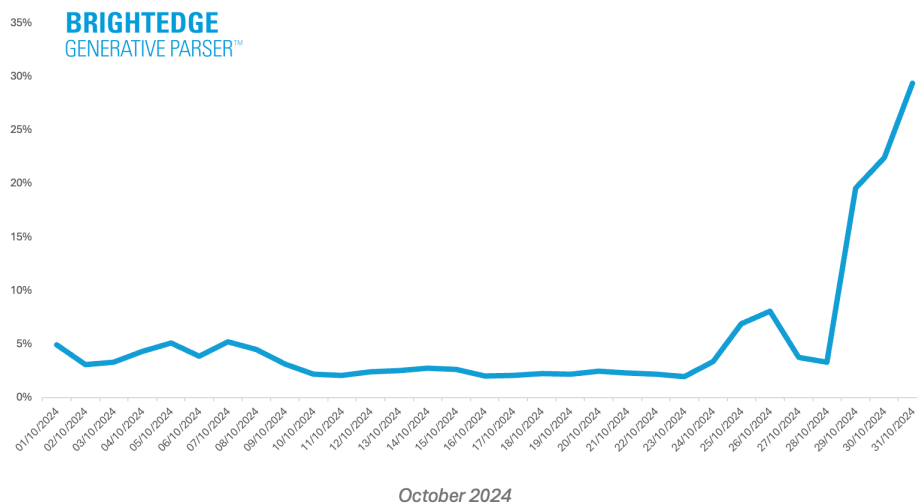
- **Prioritize YouTube SEO:** Create high-quality videos targeting informational and product-related queries optimized for YouTube search.
- **Utilize Structured Data:** Apply video schema on your website to help AI understand the context of your video embeds.
- **Target Video-Friendly Queries:** Focus on topics like “how-to” guides, in-depth reviews, and product comparisons to align with AIO needs.

2: Travel Industry AIO Presence Surges by 700%

A notable surge at the end of October

The travel sector saw the most significant increase in AIO presence, with a remarkable 700% growth from September to October. Starting at around 1% of keywords in September, travel-related AIOs rose to nearly 30% by the end of October, with a notable surge around October 29-31.

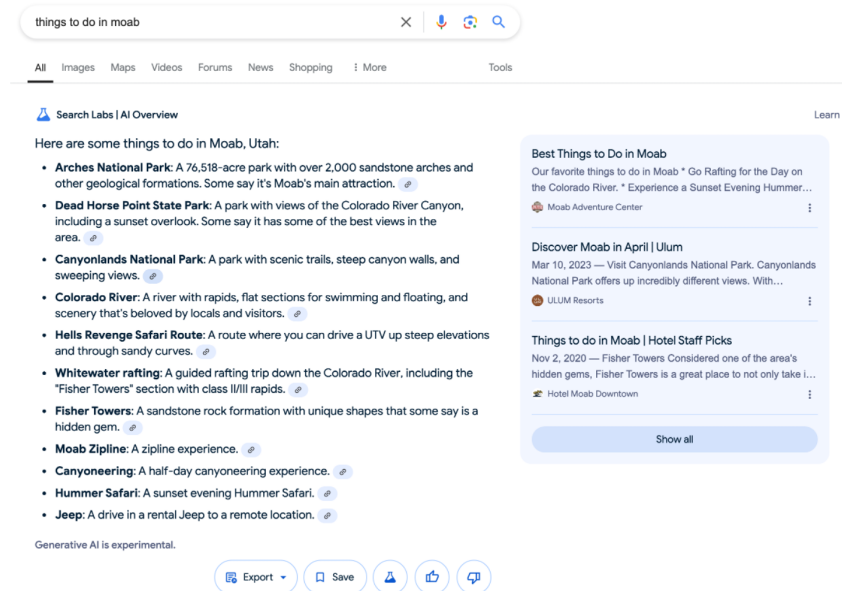
Late October Surge in Travel AI Overviews



Data Points:

- A 700% increase in travel AIO presence
- Rising from ~1% in September to ~30% in October.

Insight: This surge suggests a growing interest in travel content, likely driven by users planning holiday trips. To capture AIO visibility, travel brands should optimize content around seasonal travel, local events, and specific activities. Many of the keywords that are part of this surge start with “Things to do” which then triggers an unordered list:



Actionable Steps: Focus on creating content around less commonly searched destinations, holiday events, and neighborhood-specific activities as AIOs expand to cover more localized travel topics.

3: The Evolution Toward More Localized and Activity-Specific Travel Queries

New opportunity for travel brands to capture AIO visibility by creating content that aligns with users’ more refined search intent

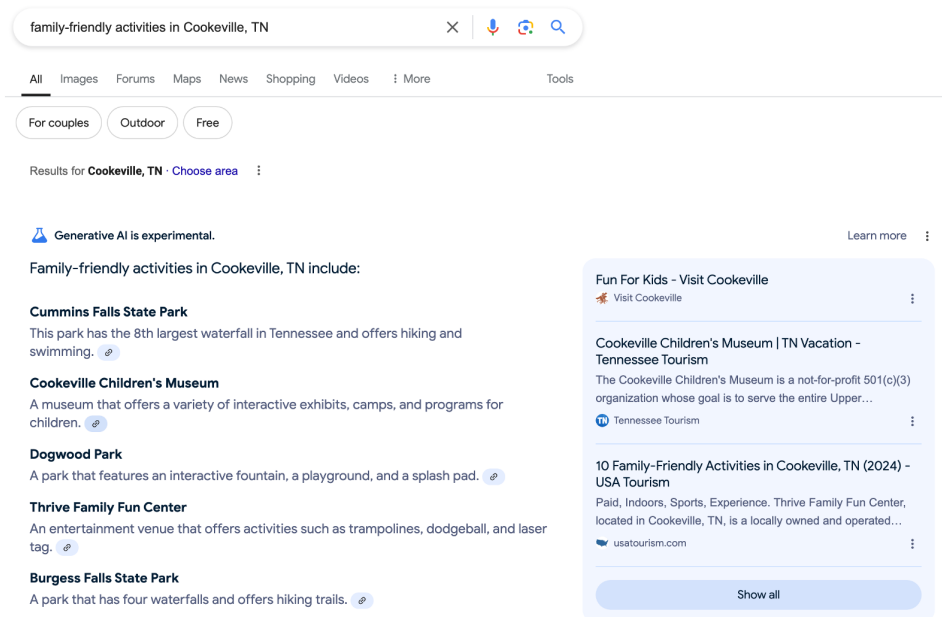
The end of October saw a significant spike in AI Overviews for Travel. In looking at the data points, the patterns reveal that the increase pertains to more granular insights into lesser-known destinations.

Initially, travel AIOs were dominated by broad, general queries focused on major tourist destinations. However, as the month progressed, there was an increase in more localized, activity-specific, and seasonal travel searches, reflecting a deeper level of user intent. By November, AIOs were increasingly focused on niche travel queries covering smaller cities, specific neighborhoods, and unique local activities.

Data Points:

Early October: Travel AIOs primarily covered general searches like “top attractions in San Diego” or “things to do in Chicago.”

Late October to November: Shifted toward more specific, intent-driven queries such as “things to do in Uptown Charlotte,” “family-friendly activities in Cookeville, TN,” and “fall festivals in the Midwest.”



Insight:

- This trend highlights an opportunity for travel brands to capture AIO visibility by creating content that aligns with users’ more refined search intents.
- Optimizing for queries related to local events, neighborhood attractions, and seasonal activities can improve relevance as AIOs continue to focus on detailed, location-specific travel information.
- For example, content targeting searches like “best winter activities in New England” or “holiday events in small towns” is likely to resonate well with users seeking unique travel experiences.

4: Slight Growth in Daily AIO Presence Overall

Suggesting that AIOs are likely to be a stable source of traffic, particularly for high-intent holiday queries

Overall daily AIO presence increased by 1.3% in October compared to September's baseline, showing a slight but steady rise. This indicates the sustained relevance of AIOs in search results as we approach the holiday season.

Data Point: A 1.3% increase in daily AIO presence from September to October.

Insight: This modest upward trend suggests that AIOs are likely to be a stable source of traffic, particularly for high-intent holiday queries.

We are now six months into the AIO era and seeing macro-changes in AI overviews that are getting smaller and smaller.

5. A Significant Reduction in Volatility

As AIOs stabilize, they become continually easier to plan for and incorporate into strategies

October brought a 42% decrease in AIO volatility compared to September, with daily fluctuations narrowing from $\pm 6.4\%$ to $\pm 3.7\%$. This reduced volatility indicates a more predictable AIO behavior, which is especially valuable for marketers during peak shopping seasons.

Data Points: September's volatility ranged from $\pm 6.4\%$, while October's dropped to $\pm 3.7\%$.

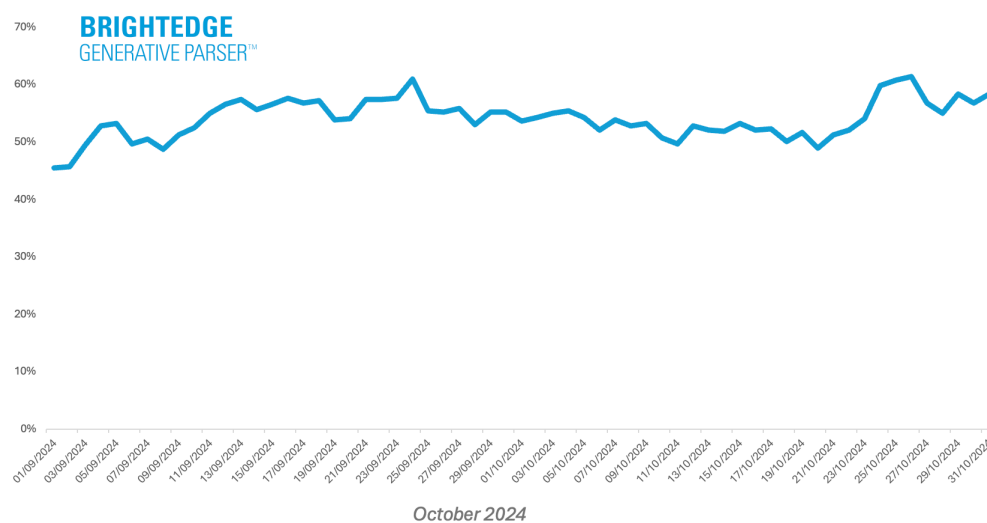
Insight: The stabilization in AIO appearance allows brands to optimize for a consistent presence, particularly for evergreen holiday keywords. This benefits campaigns where a steady AIO presence can drive significant traffic and conversions. As AIOs stabilize, planning and incorporating them into strategies becomes easier. This is a pivotal insight for marketers who wish to make AI Overviews part of their 2025 strategy.

6: The Education Sector Gains a Steady 5% Increase

Maintaining steady coverage of around 45-50% of keywords

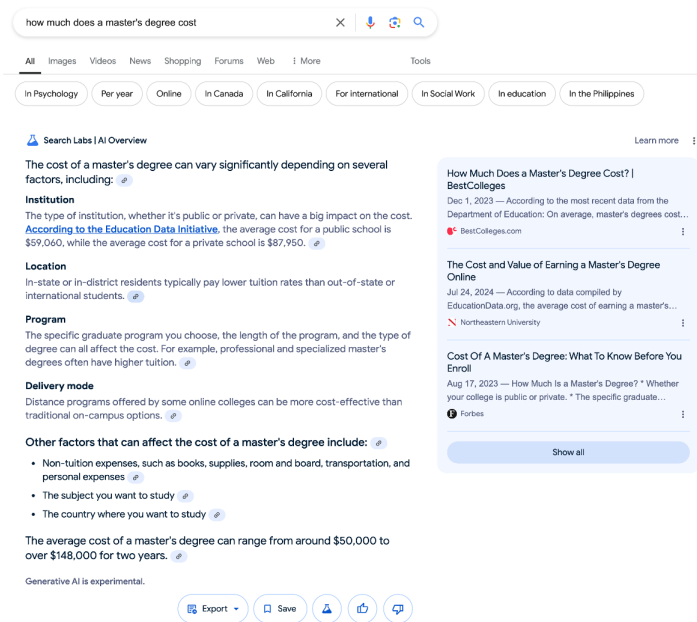
Education-related AIOs increased by about 5% in October, maintaining steady coverage of around 45-50% of keywords. This reflects AI's preference for structured educational content, especially on topics that require detailed answers.

Keywords Featuring AI Overviews in Education



Data Points: Education AIOs grew by ~5%, holding steady at around 45-50% of keywords.

Insight: Educational brands should continue to provide in-depth, structured content that covers complex queries related to degrees, certifications, and career pathways. This is particularly valuable as users seek detailed educational guidance during the holiday break planning period.



7: The Shift Towards More Specific and Complex Educational Queries

Educational AIOs focusing on nuanced queries related to career pathways, certification requirements, and comparative program details

In October, there was a noticeable shift in the types of educational queries that AIOs addressed.

Rather than focusing solely on straightforward definitions or simple explanations, AIOs began handling more specific, complex questions that require detailed, structured responses. By November, educational AIOs were increasingly focused on nuanced queries related to career pathways, certification requirements, and comparative program details.

- Early October: Dominated by simple definitional queries like “what is an MBA” or “DNP program requirements.”
- Late October to November: Shifted to more in-depth, decision-oriented queries, such as “cybersecurity certification prerequisites,” “career options with a psychology degree,” and “psyd vs phd comparison.”

psyd vs phd comparison

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Search Labs | AI Overview

A Doctor of Psychology (PsyD) degree focuses more on clinical training and practice, while a Doctor of Philosophy (PhD) degree focuses more on research and academia:

Focus
A PsyD prepares students for careers in clinical psychology, such as providing psychotherapy, assessment, and consultation. A PhD prepares students for careers in research and academia.

Curriculum
A PsyD curriculum includes fewer research and statistics courses, and takes less time to complete than a PhD.

Funding
Most PhD programs waive tuition and provide a stipend, so students may graduate without debt. PsyD programs typically don't offer the same level of financial aid, so graduates are more likely to have student debt.

Career paths
PsyD graduates may pursue leadership roles in clinical settings, or start their own private practices. PhD graduates may pursue research-intensive careers, or move into policy-making roles.

Advancement
Both PsyD and PhD graduates can enhance their careers by earning additional certifications.

When choosing between a PsyD or PhD, it's important to consider your desired career path and the research focus of the program.

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PsyD vs. PhD Programs (Differences & Similarities)
Funding. Financial aid can be an incredibly important part of selecting the program and school you attend. Most PhD...

All Psychology Schools

What's the Difference Between a PhD in Psychology and a PsyD?
PsyD (Doctor of Psychology) Developed in the late 1960s as an alternative to PhD psychology programs, a PsyD is typically...

Walden University

The Difference Between PsyD and PhD
When deciding between a PsyD (Doctor of Psychology) degree and a PhD (Doctor of Philosophy) degree in psychology, it's...

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This trend suggests that educational content targeting complex and specific searches is more likely to be featured in AIOs. Queries that address detailed career information, skills needed for specific industries, or comparative analysis between degrees and certifications align well with this new focus.

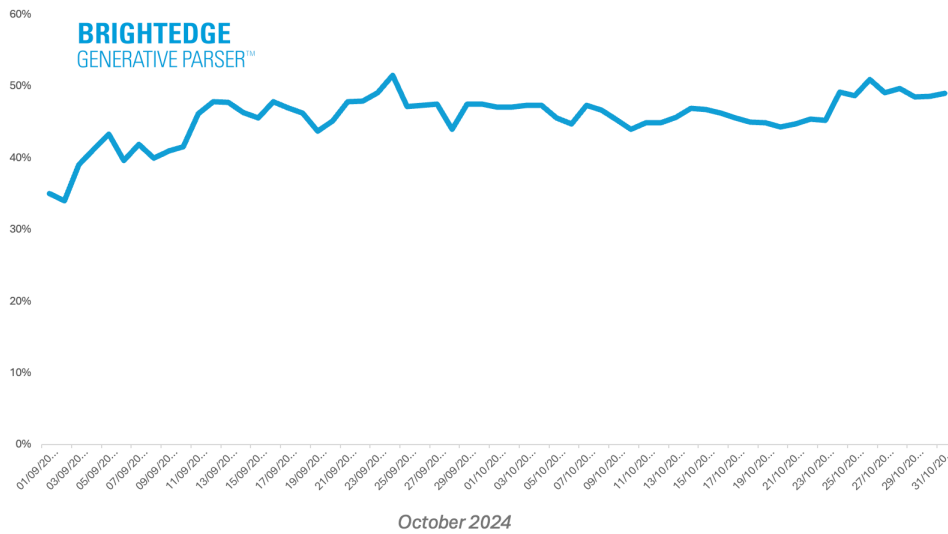
- Educational institutions and content creators should ensure their content thoroughly covers these more sophisticated topics, incorporating structured information that addresses the user's decision-making process, such as job prospects, salary expectations, and program requirements.

8: The B2B Tech Sector Shows Moderate Stability and Growth

B2B tech brands can rely on this stability to build long-lasting, authoritative content

The B2B tech industry showed consistent AIO presence, with a slight 2% growth over September. AIO coverage in this sector stayed around 45-50% of relevant keywords, with less volatility compared to the prior month.

Keywords Featuring AI Overviews in B2B Tech



Data Points: B2B tech AIO presence rose slightly (~2%) and held at around 45-50% of total keywords. **Insight:** B2B tech brands can rely on this stability as they build long-lasting, authoritative content.

microservices java

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Java microservices involve building applications as a collection of small, independent services, each focused on a specific business capability. Here's a breakdown of the key aspects:

Benefits:

- **Scalability:** Scale individual services independently based on demand, optimizing resource usage.
- **Flexibility:** Use different technologies and languages for different services as needed.
- **Resilience:** Failure of one service doesn't bring down the entire application.
- **Agility:** Faster development and deployment cycles due to smaller, independent services.

Popular Frameworks:

- **Spring Boot:** The most popular framework for building Java microservices. It provides a robust set of features for building RESTful APIs, handling database interactions, and integrating with other services.
- **Quarkus:** A cloud-native Java framework optimized for fast startup times and low memory usage.
- **Micronaut:** A modern framework with a focus on performance and cloud-native features.
- **Dropwizard:** A lightweight framework suitable for building simple microservices.

Key Considerations:

- **Service Decomposition:** Break down your application into logical, independent services.
- **Inter-service Communication:** Services communicate using lightweight mechanisms such as REST APIs, message queues, or gRPC.
- **Data Management:** Each service should ideally manage its own data.
- **Deployment:** Use containers (e.g., Docker) to package and deploy microservices consistently.
- **Monitoring and Logging:** Implement centralized monitoring and logging to track service health and troubleshoot issues.

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Spring Data JPA provides a convenient way to define repository methods by following a naming convention. This approach...

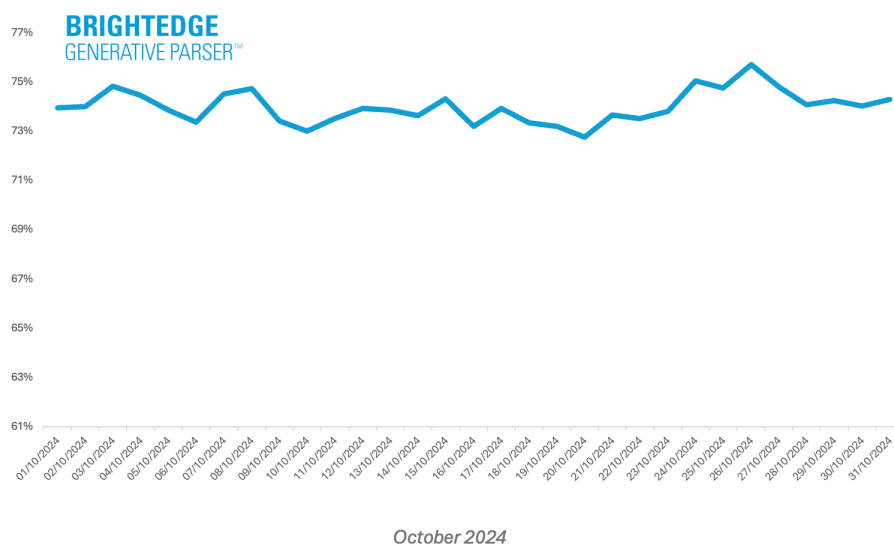
medium.com

9: The Healthcare Sector Remains the Most Stable with Slight Growth

This consistency makes healthcare one of the most reliable sectors in AIO visibility.

Healthcare AIOs held the highest overall presence, covering 73-75% of relevant keywords with minimal fluctuation, and grew slightly by around 1% in October. This consistency makes healthcare one of the most reliable sectors in AIO visibility.

Keywords Featuring AI Overviews in Healthcare



Data Points: Healthcare AIOs maintained 73-75% presence, with a slight ~1% increase in October.

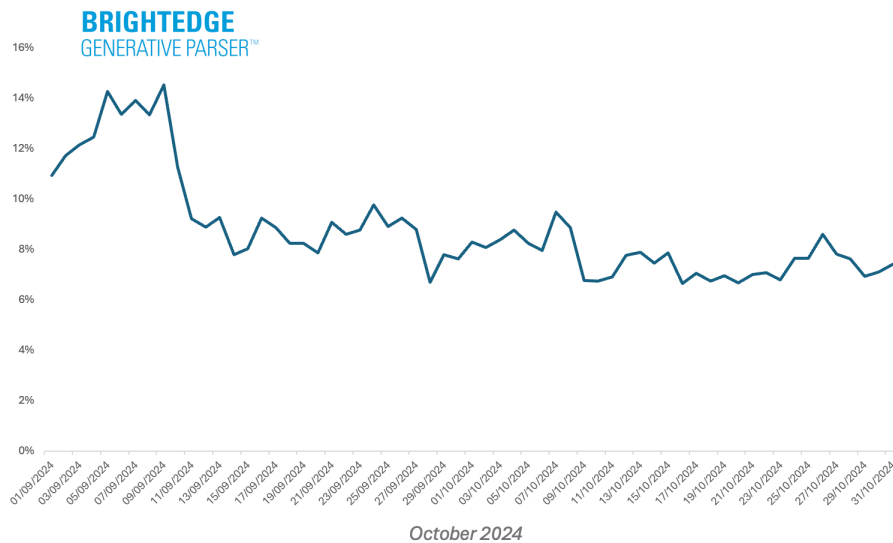
Insight: Healthcare brands should prioritize producing high-quality, authoritative content that remains relevant over time. Stability in healthcare-related AIOs highlights the importance of reliable information for searchers seeking medical guidance.

10: The E-commerce Sector Sees a 15% Decrease but Stabilizes

Content should be tailored to support AIOs when present but optimized for organic search results when they don't

E-commerce-related AIOs decreased by 15% in October, dropping from around 12% to 8% of keywords. Despite this decline, e-commerce AIOs stabilized at this lower level, suggesting a shift in Google's approach to e-commerce content in AIOs.

Keywords Featuring AI Overviews in Ecommerce



Data Points: E-commerce AIO presence decreased by ~15%, leveling out at 8%.

Insight: As e-commerce AIO presence decreases, brands should emphasize traditional SEO, organic search optimization, and product grid optimizations. Content should be tailored to support AIOs when present but optimized for organic search results where AIOs are less likely to appear.

Key Takeaways for the rest of Q4

1. **Prioritize Video Content on YouTube:** With YouTube citations now stabilized at 115-120% above where they were in August, YouTube remains a vital component for brands looking to influence AIOs.

Brands can increase their chances of being cited by AIOs by producing high-quality, informative videos that target popular queries. Focus on creating detailed product reviews, unboxing videos, and how-to guides that align with high-intent keywords.

2. **Optimize for Stability in Key Sectors:** Certain sectors like travel, education, and healthcare demonstrated significant stability in October, with reduced volatility and consistent AIO presence.

Investing in reliable, high-quality content optimized to meet user intent over time is crucial for brands in these industries. In travel, for example, brands should focus on comprehensive guides for specific destinations, particularly those less prominent yet popular for local or regional tourism (e.g., “hidden holiday destinations in the Midwest”).

In education, content on professional certifications, degree requirements, and career pathways should be structured to address in-depth queries.

For healthcare, providing clear, authoritative information on treatment options and wellness advice can help maintain a strong presence in AIOs. Consistent, well-researched content will increase the likelihood of long-term visibility as AIOs continue to prioritize credible sources.

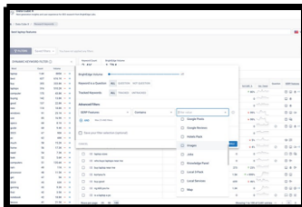
3. **Focus on Detailed, Authoritative Content:** The October data shows a clear trend away from user-generated content and toward authoritative, professional sources.

For marketers, this shift means that high-quality, authoritative content is more valuable than ever for AIO visibility. In sectors where expertise and trust are essential—such as healthcare, finance, and education—brands should prioritize publishing well-researched content with citations from credible sources.

Consider collaborating with industry experts, incorporating scientific data, and ensuring content is aligned with industry best practices. For instance, a healthcare brand might publish guides on “how to prepare for cold and flu season” with medical expert insights. At the same time, a financial services provider could offer in-depth analyses of “retirement planning options” supported by industry research.

Staying Ahead of AI Overviews Directly in the BrightEdge Platform

BrightEdge offers multiple ways to track AI Overviews, so marketers are equipped to navigate the landscape and drive holiday season success.



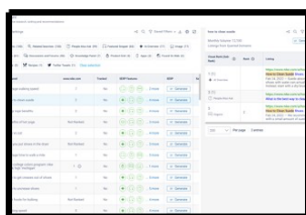
Pre-Planning

Data Cube X provides the most comprehensive keyword set of any platform. Plan your strategies by seeing which keywords have AIO's present



During a Campaign

Once tracking keywords, keyword reporting monitors for when AIO's appear. Use anomaly detection to alert you when an AIO is detected on keywords you are targeting!



In Real-Time

BrightEdge Instant's Real-Time Rankings allow you to investigate citations and see how AIO citations are changing in real time. Useful for critical times such as Cyber Monday or Black Friday!

View all our recent findings and stay current on how to succeed with AI Overviews in the BrightEdge Ultimate Guide to AI Overviews.

The Ultimate Guide to Google AI Overviews

Last updated July 10, 2024



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