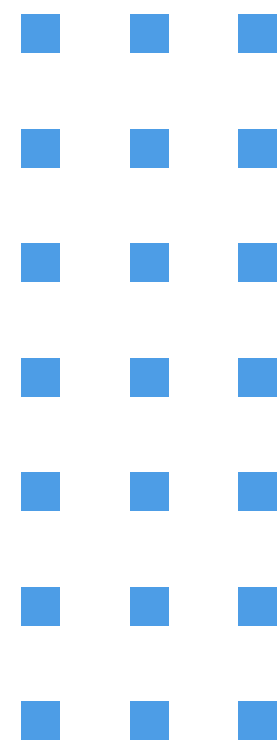
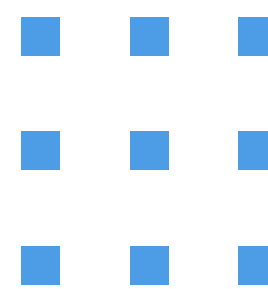


SEO Fundamentals are Winning in the AI Era- Here's the Proof



4 years of data proves the best sites aren't
abandoning SEO—they're perfecting it

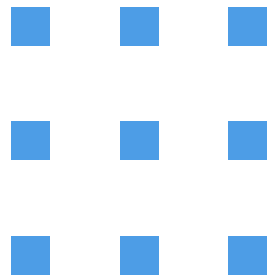
BRIGHTEDGE



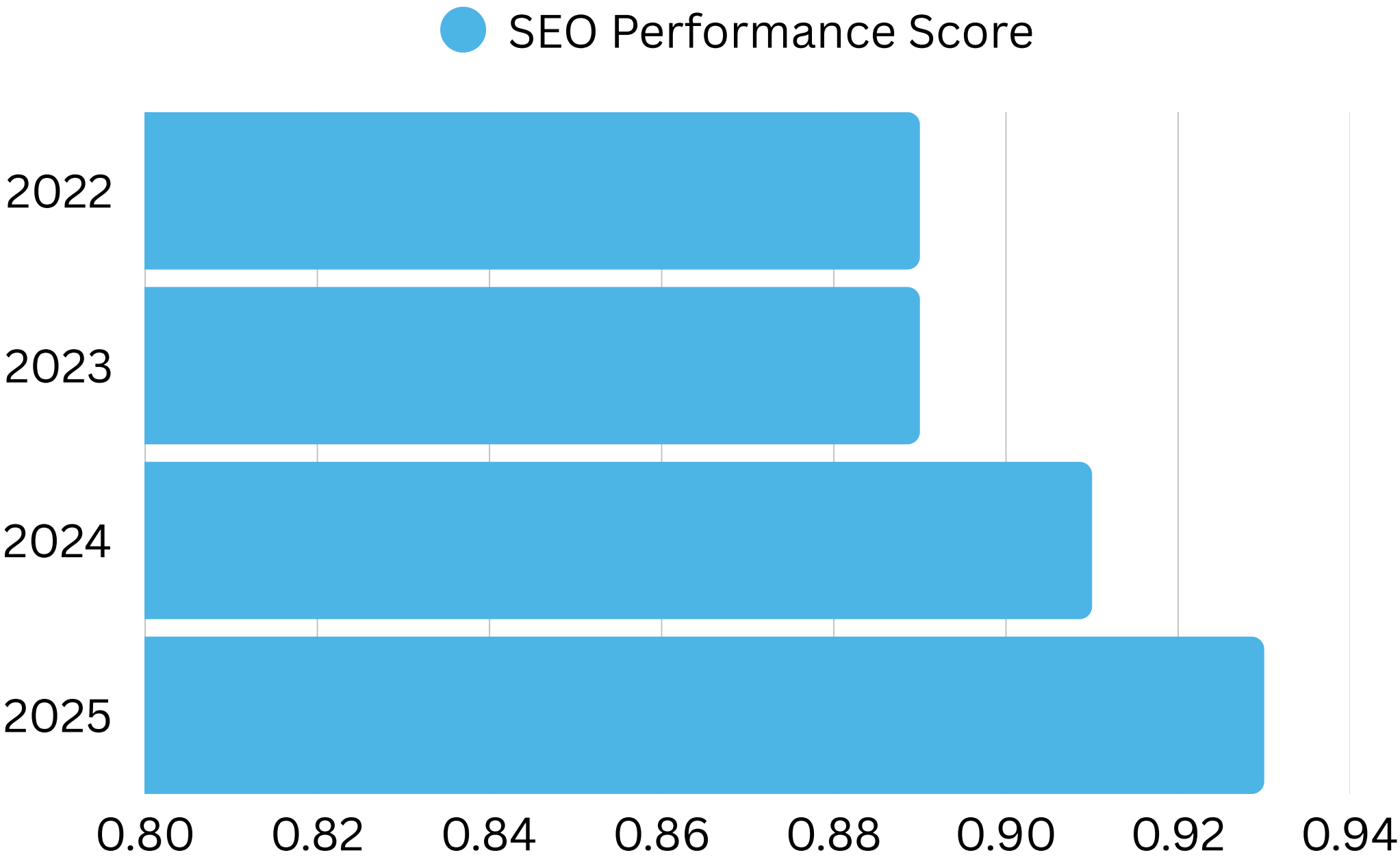
What's Changed Since AI Arrived? (Late 2022)

- Structured data adoption nearly doubled (now at 97% of top results)
- On-page SEO scores improved across the board
- Title tag optimization increased 5.4%
- Technical SEO seeing biggest gains in years

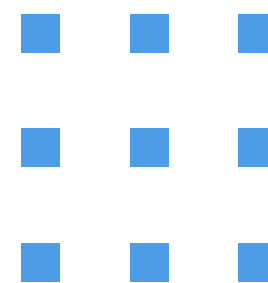
The sites ranking today have better technical SEO, more structured data, and faster performance than in 2022. These trends accelerate as AI expands its role in search.



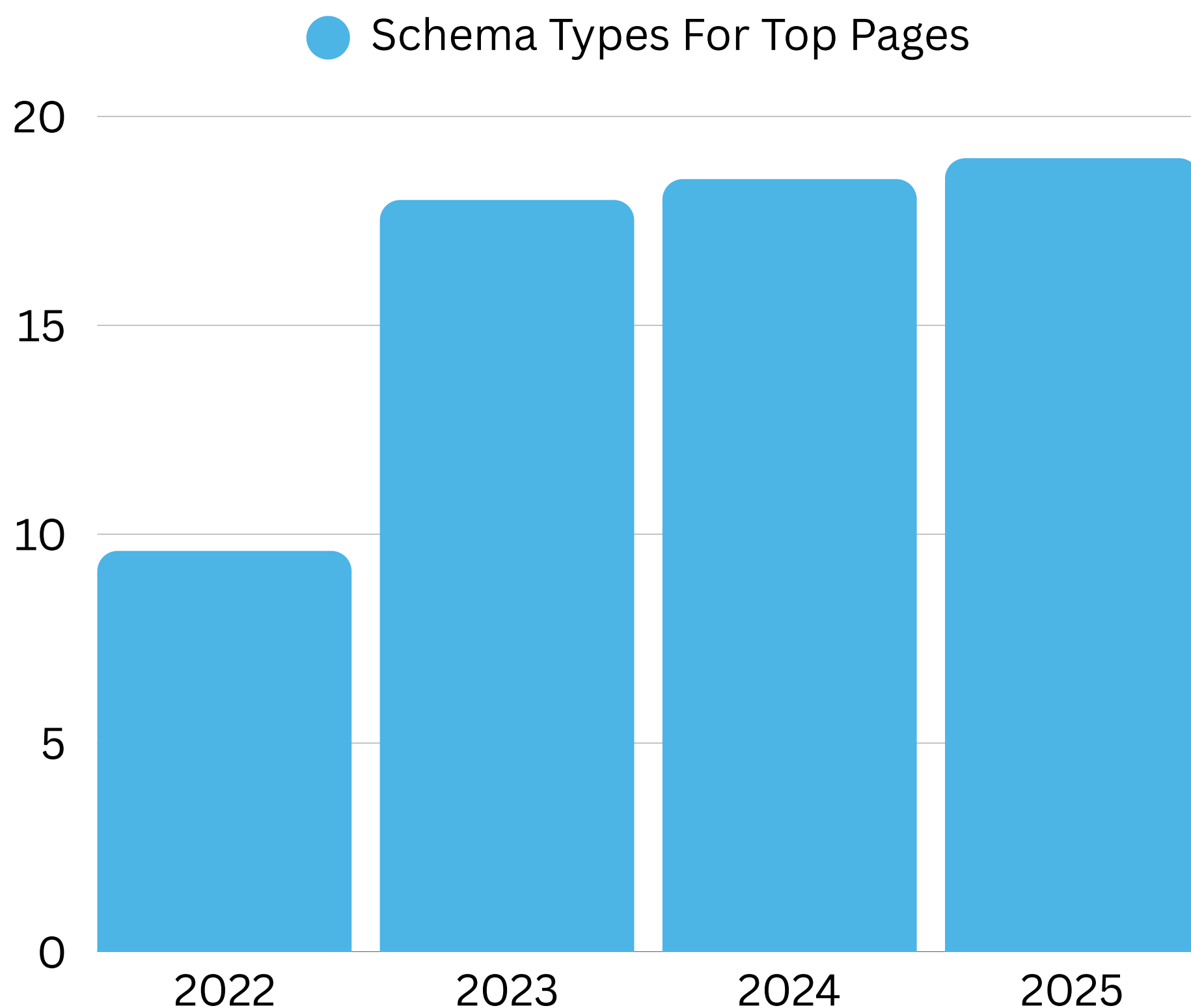
As AI Expands, SEO Matters More:



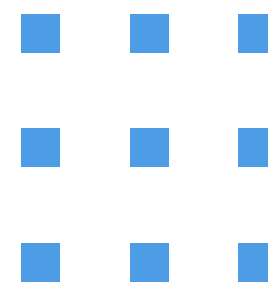
We analyzed top-ranking pages for thousands of Google queries over four years. The SEO Performance Score assesses optimization based on content, formatting, and structure. Findings suggest that as AI impacts search results in 2024 and 2025, leading sites are improving their optimization efforts.



Schema Usage Exploded in the AI Era



When AI needed structured data to understand content, SEOs responded. This is a clear sign that fundamentals matter more than ever.



Your AI Visibility Playbook



Ensure Your Fundamental SEO is Strong

Don't allow essential SEO practices, such as title tag optimization, to fall by the wayside in the age of AI.



Accelerate Schema Usage

The implementation of Schema has doubled in the AI era. Is your website keeping up with this trend?



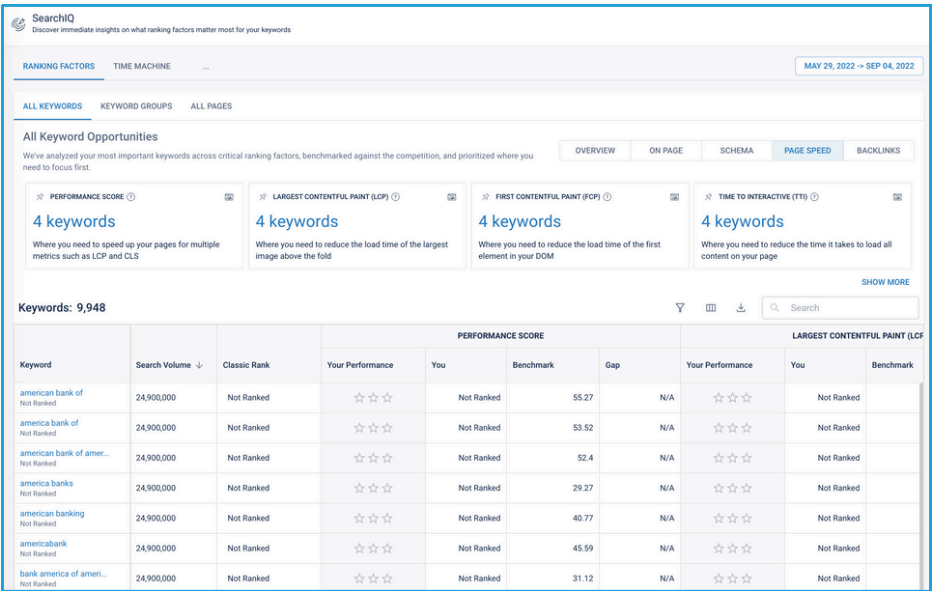
Track unified performance metrics

The winners monitor SEO and AI visibility together. Your technical improvements should lift both traditional and AI search performance.



BrightEdge is your Unified SEO and AI Optimization Control Center

Search IQ tells you exactly what fundamentals need help



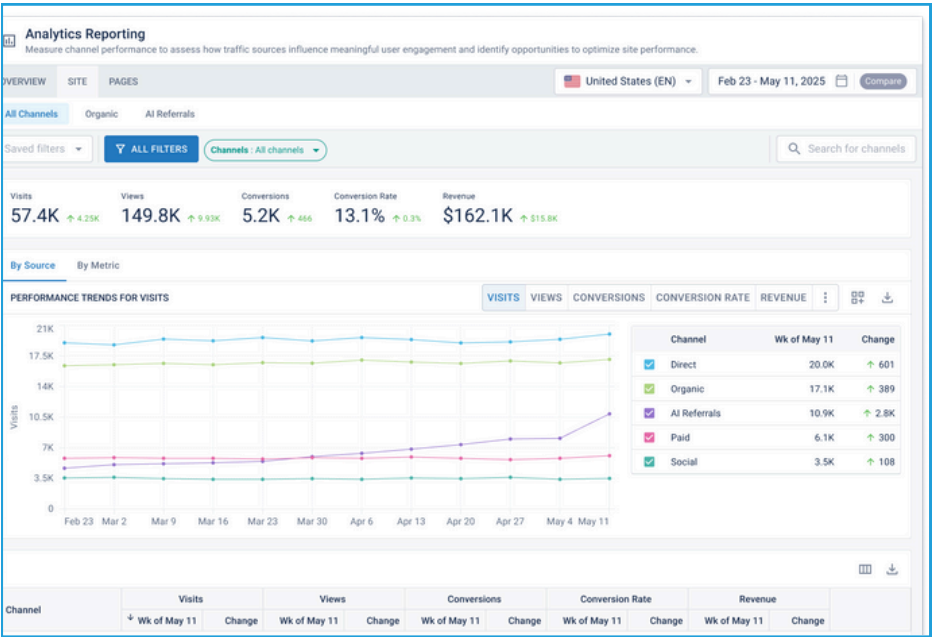
Evaluate your website's fundamentals against competitors to identify strengths and gaps in citation sources for AI and search rankings using SearchIQ.

Implement Schema Automatically with Autopilot



Streamline your workflow by eliminating the tedious task of identifying gaps in Schema. Utilize Autopilot to automatically update pages with the correct types, all without adding any extra manual effort to your day.

Analytics Reporting Aligns All AI Channels



Stay vigilant about the horizon and observe how AI is influencing business, as it enhances value alongside all your other channels. Evaluate how your SEO efforts affect both traditional and AI-driven search results from a unified perspective.