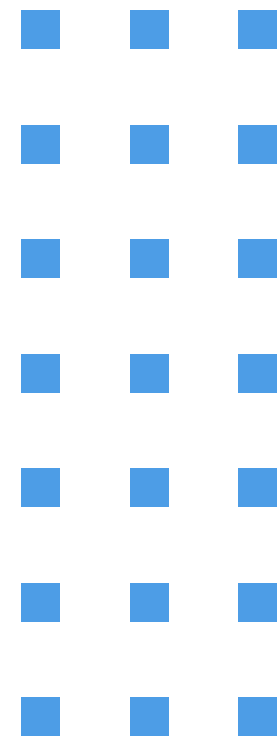
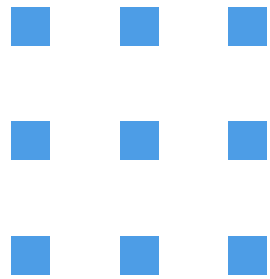


How AI Search Citation Volatility Reveals Stability Principles

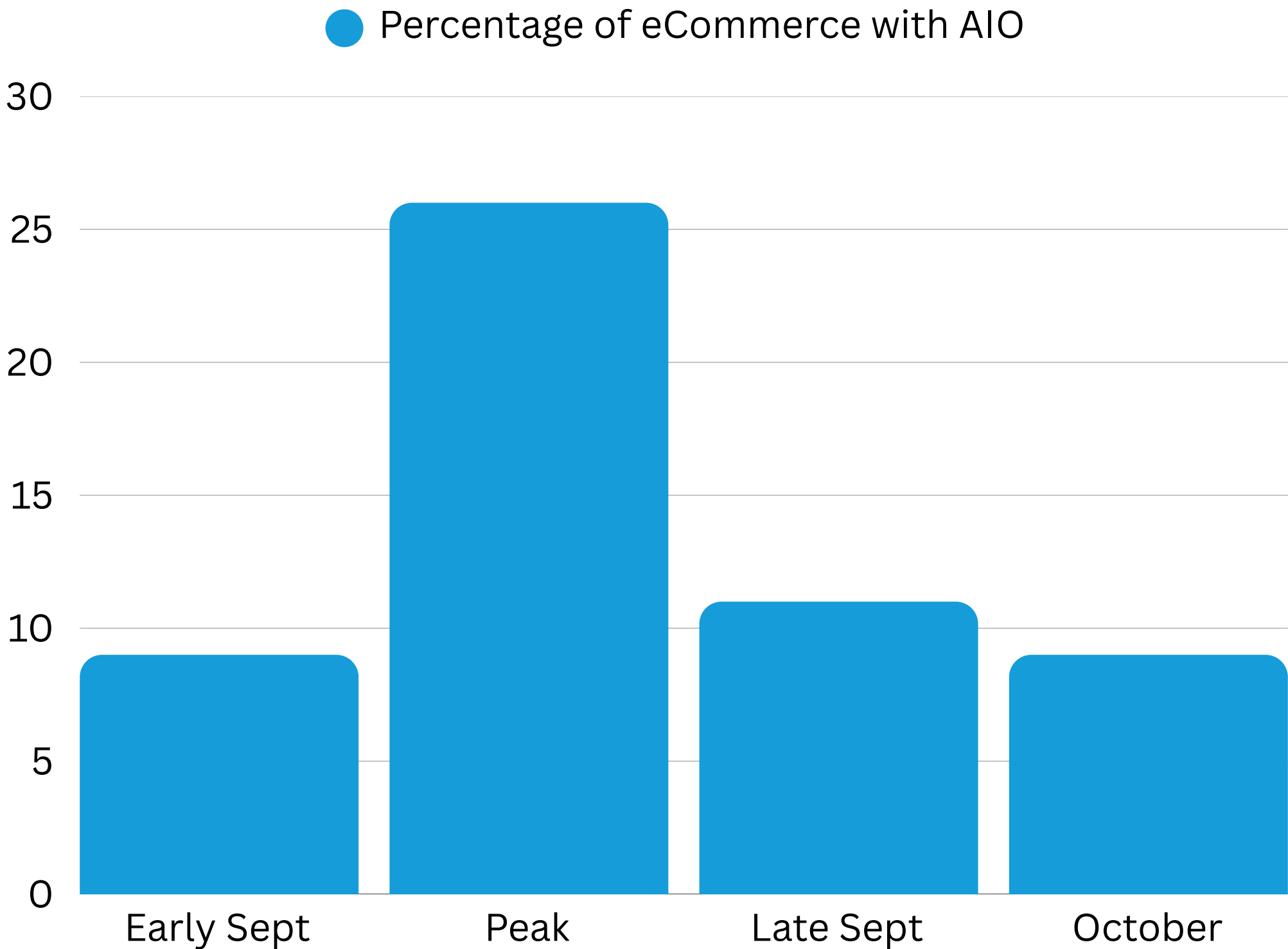


What September's Live Test Could
Reveal About the Shopping Season

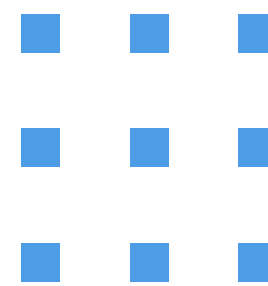
BRIGHTEDGE



The September Test: 26% Coverage Then 57% Pullback



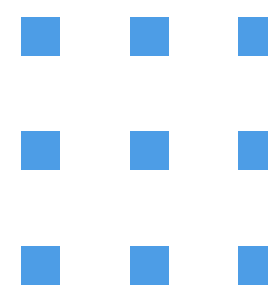
After reaching 26% coverage, Google pulled back to 9% - far more dramatic than last year's gentle shift



The Pullback: What Google Kept vs. Cut

- **High Retention (Kept AI Overviews)**
 - *Grocery: 56% retention*
 - *"Best [product]" queries: Strong presence*
 - *Higher search volume keywords*
- **Low Retention (Lost AI Overviews)**
 - *Furniture: 97% removed*
 - *Home: 93% removed*
 - *Transactional/price queries: Eliminated*
- **The Strategic Pattern**
 - *Kept: Research & evaluation queries*
 - *Removed: Ready-to-buy searches*
 - *Result: AI helps research, steps back for purchases*

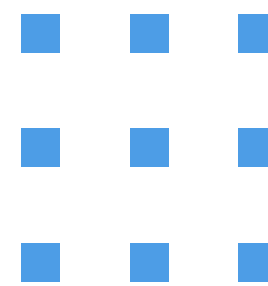
Going into the holidays, Google deploys AI overviews for learning and comparison, while relying on traditional results for purchasing decisions.



Resilient Categories: Where AI Overviews Stick

-  **Grocery & Food (56% retention)** The clear winner - recipes, ingredients, and food queries maintain strong AI presence
-  **TV & Home Theater (43% retention)** Comparison and "best of" queries hold steady for electronics research
-  **Kitchen Appliances (37% retention)** "How to use" and product evaluation queries remain valuable

Despite an overall ecommerce pullback of 57%, these categories continue to see AI Overviews, highlighting Google's confidence in the areas where AI truly enhances the shopping experience.



Your Holiday AI Overview Action Plan



Focus on November Research: Build comparison and "best of" content NOW - November is where AIO's will help searchers research, December will be largely be when they buy.



Create Evaluation Content: "Best [product]" and "X vs Y" queries show strongest retention - this is where AI helps shoppers decide



Target Higher Volume Keywords: Retained keywords averaged 13.7K searches vs 12.8K for removed - AI Overviews now favor popular queries

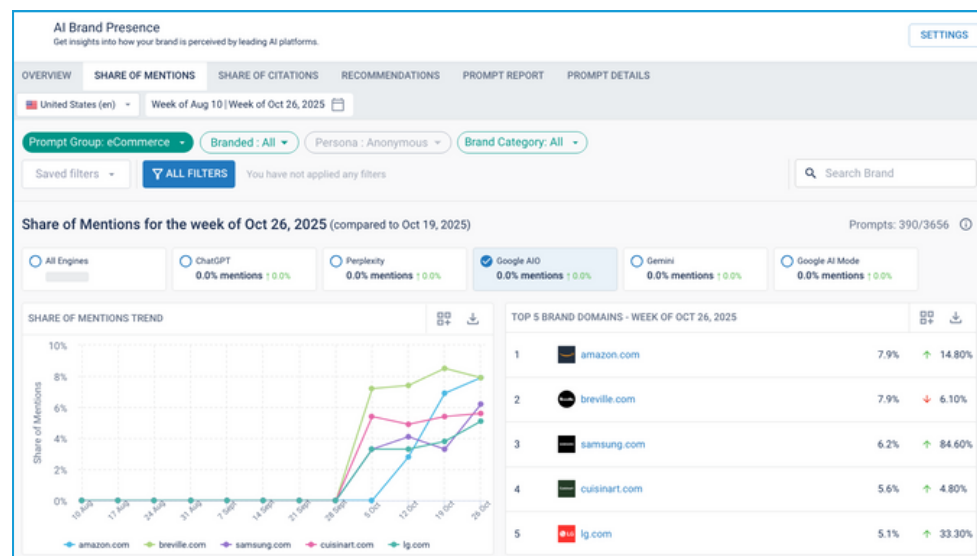


Watch for Pattern Changes: Only 18% overlap year-over-year - Google's strategy is rapidly evolving



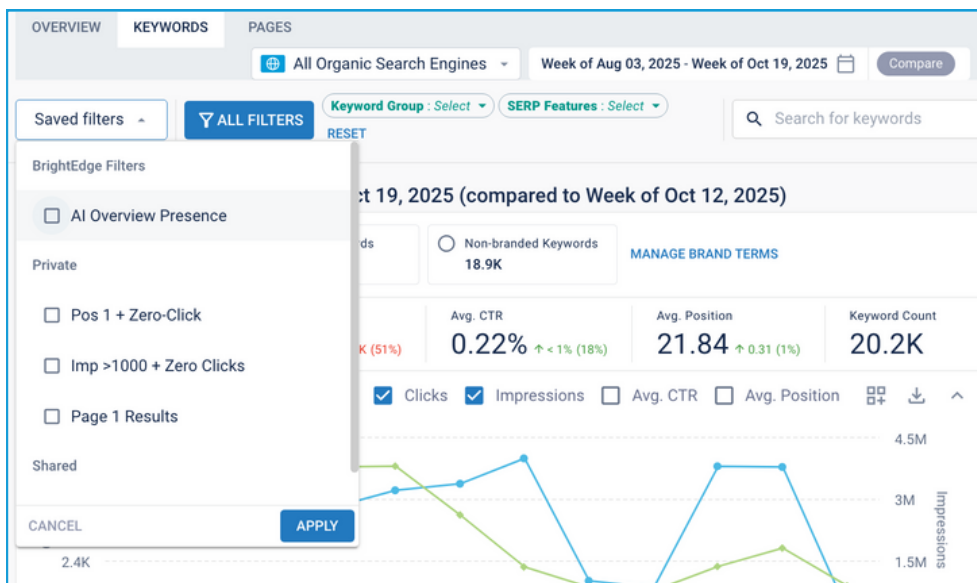
BrightEdge has you covered for the holiday AI Shopping Season!

See who AIO's mention and trend over time



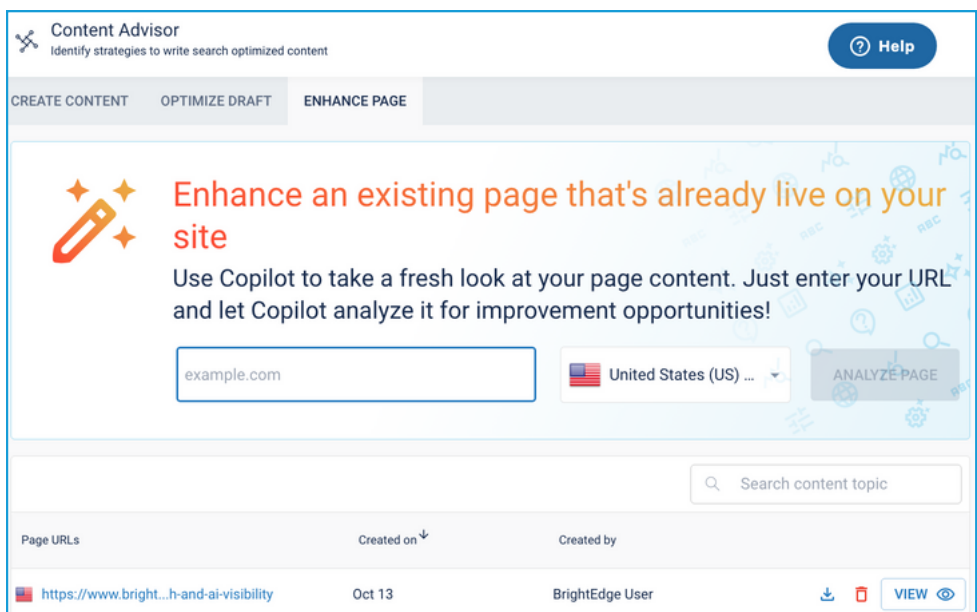
AI Catalyst simplifies the process of observing how AIOs evolve over time, highlighting the brands they reference and the websites they consult for inspiration. Monitor your progress weekly throughout the holiday season.

Track when and how AI Overviews impact your performance



GSC Reporting helps filter traffic for AI Overviews, allowing quick identification of click impacts and necessary adjustments. ****Tip:**** Send keywords to Copilot directly from here to instantly create conten briefs for AI domination!

Copilot can enhance your pages for AI and the holidays



In addition to generating fresh content, Copilot can evaluate your current website to ensure you're prepared for holiday search trends in both AI and traditional search. Receive optimization briefs instantly!