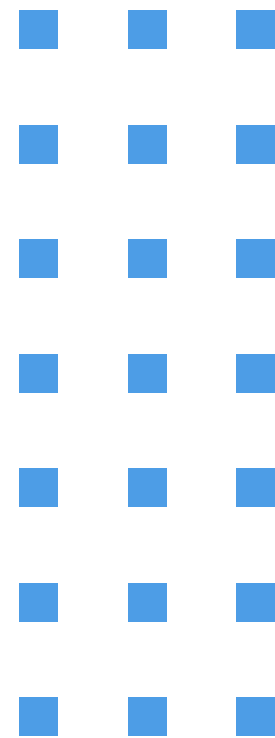
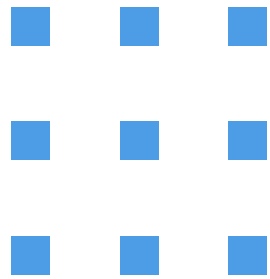


Google AI Overviews just grew 43.6% in September for Ecommerce

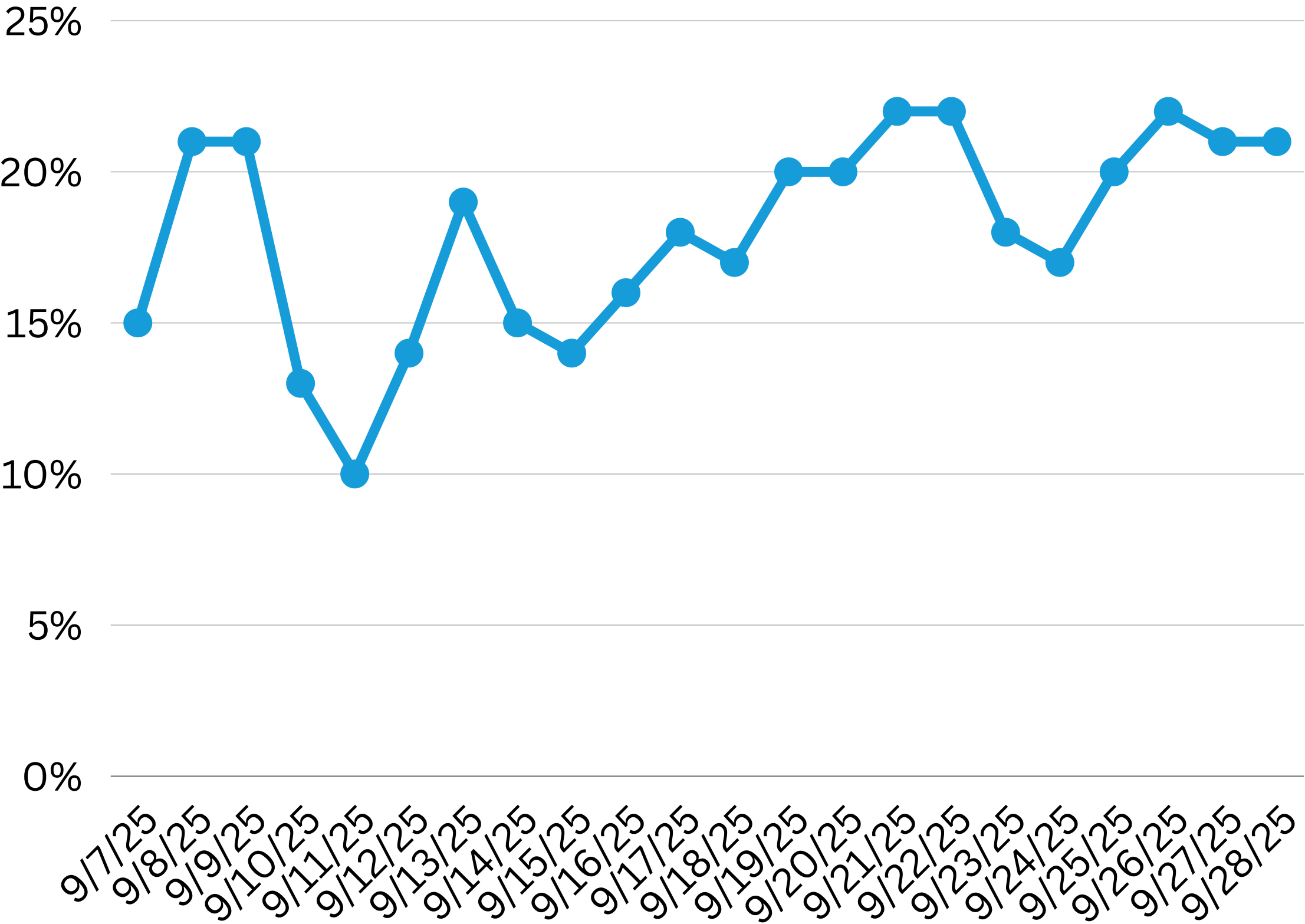


Is it part of your holiday search strategy?

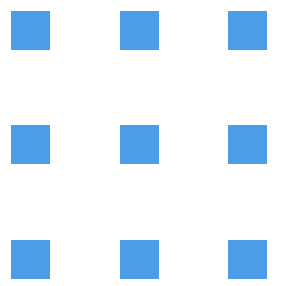
BRIGHTEDGE



Growth in Ecommerce Keywords with AIO’s in the past month:



With 1 in 5 ecommerce searches now showing AIOs, monitoring your category's AI presence isn't optional - it's essential for Q4 success.



The Query Types Getting AI Overviews

What are some good air fryers: Has AIO

- Specific product searches: High AIO presence ("what are good air fryers", "what is the latest iphone" etc)
- Mid-volume keywords: Sweet spot for AIOs (10K-100K monthly searches)
- Short product queries: Average 2.8 words (Not long-tail, not head terms)
- Gift-worthy categories: Perfect for Q4 (Electronics, appliances, apparel)

what are some good air fryers

AI Mode All Shopping Forums Short videos Images Videos More Tools

1.5 – 2.5 gallons 1 gallon – 1.5 gallons Over 2.5 gallons 2.6 quarts – 1 gallon Under

AI Overview

Some good air fryer options include the [Cosori TurboBlaze \(best overall\)](#), [Breville Smart Oven Air Fryer Pro \(best air fryer-toaster oven\)](#), and [Instant Vortex Plus \(popular and user-friendly\)](#). Other highly-rated choices are the [Ninja Foodi DualZone \(dual basket\)](#), [Typhur Dome \(high-end\)](#), and the [Beautiful by Drew Barrymore 6-Quart Touchscreen Air Fryer \(best value\)](#). When choosing, consider your budget, counter space, and whether you prefer a compact basket style or a larger oven-style unit.

Top-Rated Air Fryers

- **Cosori TurboBlaze:** A top pick overall, this smart air fryer offers excellent performance.
- **Breville Smart Oven Air Fryer Pro:** The best oven-style air fryer, known for its sleek design and versatility, [according to Serious Eats](#).
- **Instant Vortex Plus:** A perennial favorite, consistently ranked high for its ease of use and impressive results, [notes Food Network](#).
- **Ninja Foodi DualZone:** A great option if you need two baskets for cooking different foods simultaneously.
- **Typhur Dome:** A high-end, excellent upgrade for those looking for top performance.
- **Ninja Air Fryer:** A popular and reliable choice, says Bon Appétit.
- **Beautiful by Drew Barrymore 6-Quart Touchscreen Air Fryer:** A well-regarded option that offers good value for money.

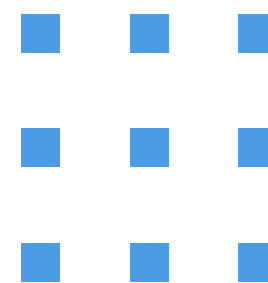
Consider These Factors When Choosing

Size & Capacity:
Decide if you need a large-capacity unit for families or a compact model for a single person or smaller kitchens, [according to The Spruce Eats](#).

Style:
Choose between a compact, basket-style air fryer or a larger, multi-function toaster oven style air fryer, depending on your preference.

Features:
Look for user-friendly controls, cooking presets, and features like windows for monitoring food.

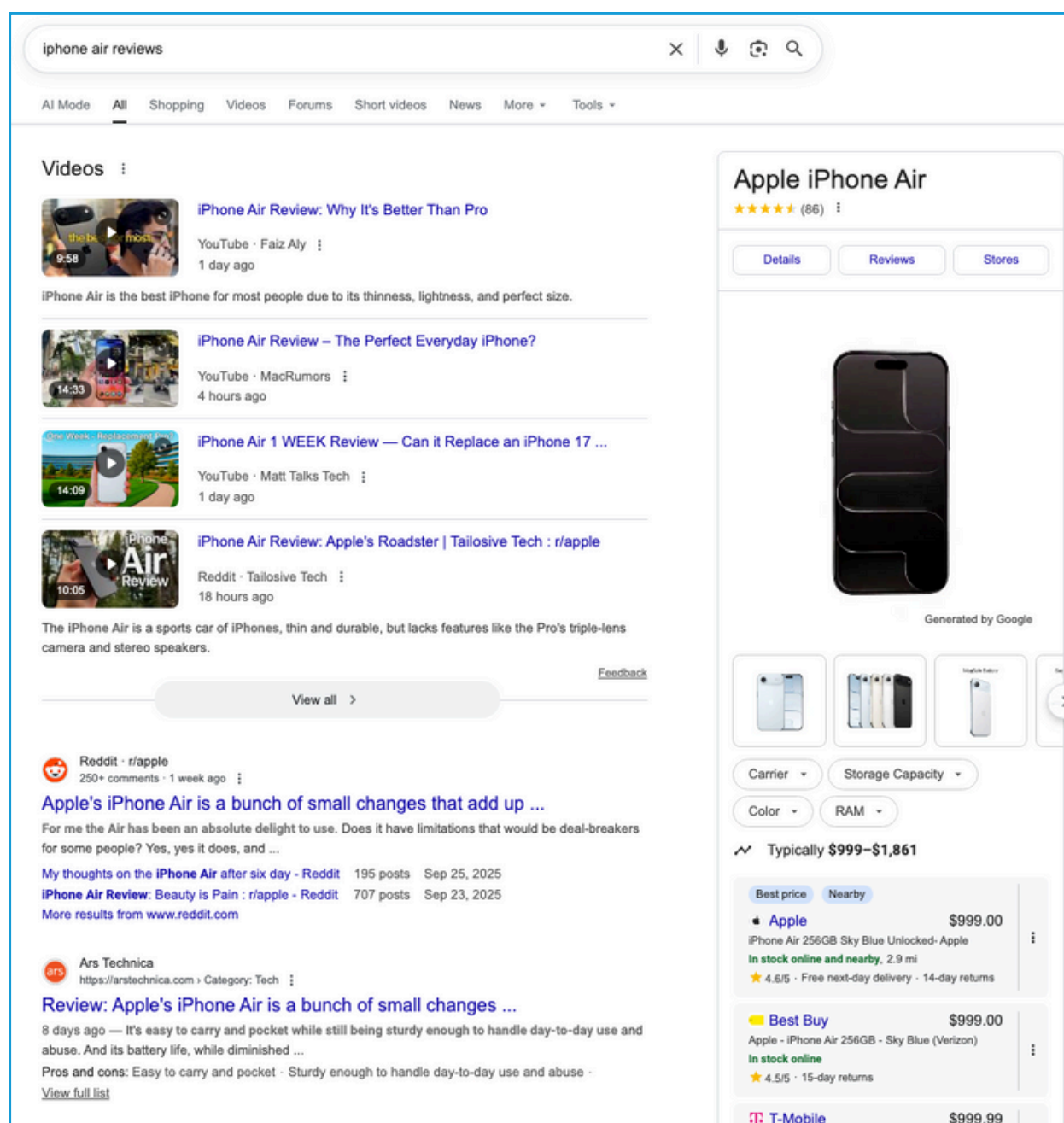
Cleaning:
Check reviews for how easy the air fryer is to clean, as this is an important aspect of maintenance.



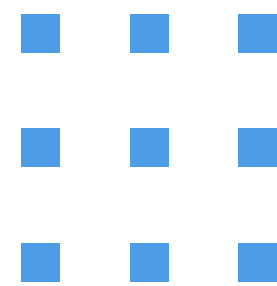
What's NOT Getting AI Overviews

iPhone Air Reviews: No AIO

- "Best [product]" queries: 94% remain organic-only - Review keywords: 100% untouched by AIOs
- Comparison content ("X vs Y"): 0% AIO growth - Brand/marketplace searches: <2% of new AIOs
- High-volume head terms: Minimal AIO presence



Google preserves traditional organic results for research and evaluation queries - focus your "review" content on organic optimization.



Your Ecommerce AIO Holiday Optimization



Monitor Product Pages for AIO Presence Check who's getting cited and what format wins in AI Overviews.



Protect Your Comparison Content With 0% of new AIOs on review/comparison queries, double down on "best of" guides for traditional organic rankings.



Target Mid-Tail Product Keywords Focus on 2-3 word product queries with 10K-100K search volume for possible AI Citations - Google's current sweet spot for AI Overview deployment.

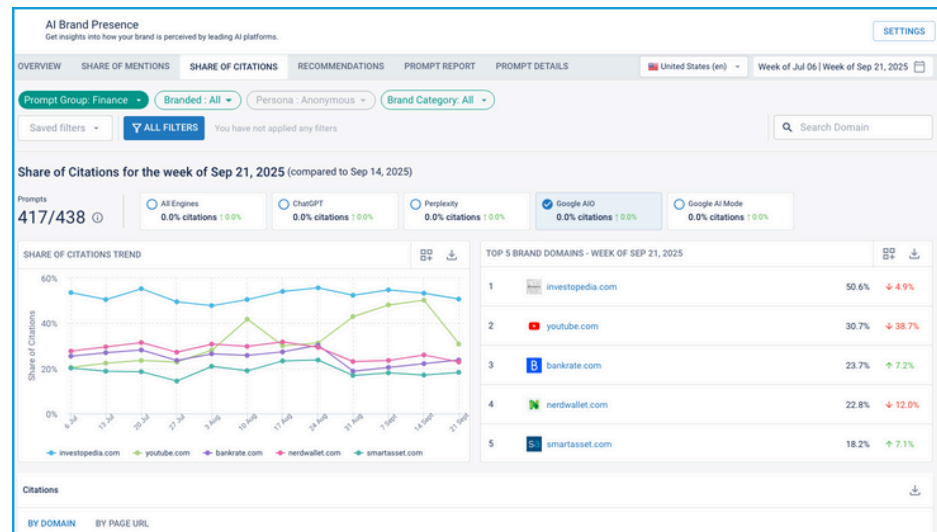


Optimize Gift Categories for Q4 Small appliances, electronics, and apparel are seeing the most AIO growth. Ensure your holiday gift guides balance both AI and organic optimization strategies.



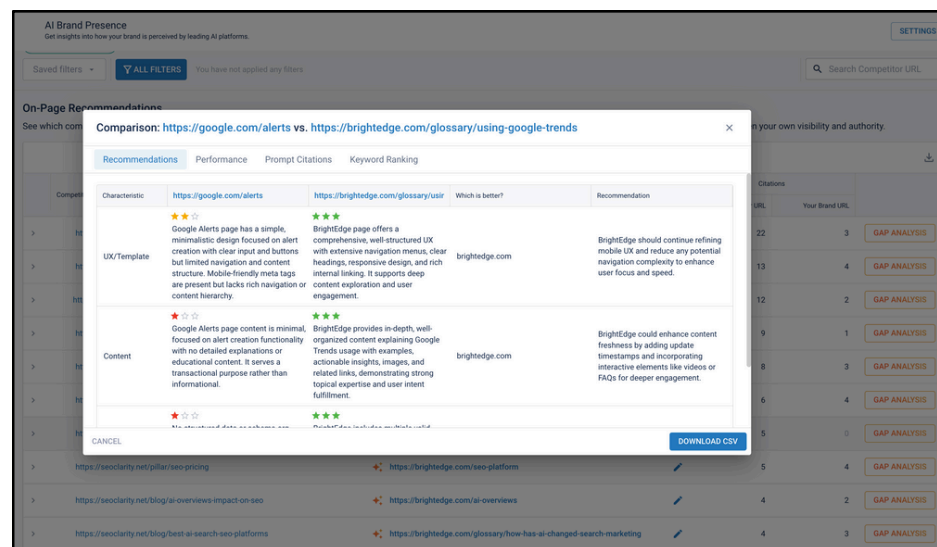
BrightEdge is your Holiday AI and Classic Search Command Center

Explore How AI Overviews Are Evolving in Your Market



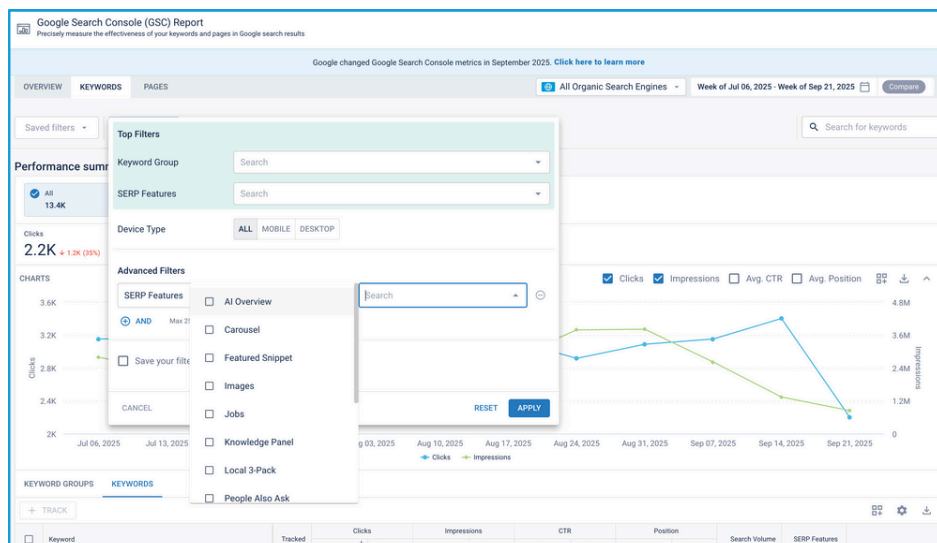
AI Catalyst monitors the brands that are being mentioned and cited in AI Overviews, allowing you to identify areas of focus as they grow their presence in your market.

Get on and off page recommendations to drive AIO visibility



AI Catalyst analyzes industry leaders to pinpoint crucial on-page and off-page strategies for content citation and brand recognition by AI Overviews in e-commerce prompts.

See how AIO's impact your business with GSC Reporting



Use GSC Reporting to combine Google Search Console and BrightEdge Data to develop your strategy. This will help you pinpoint how AI Overviews influence traffic on a keyword basis.