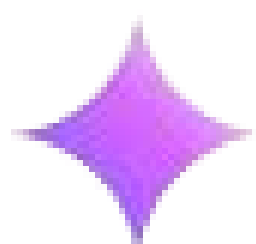
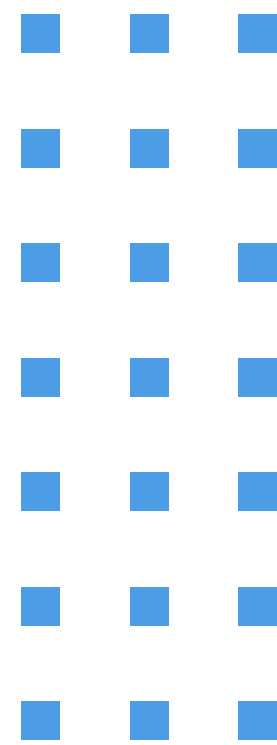


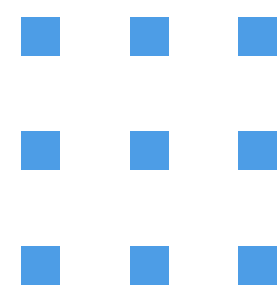
# Google's AI Overview Rollout: 16 Months of Data Reveals the Intent Hierarchy



## AI Overview

A Year After Google Rolled out AI  
Overviews to all non-logged in users, we  
analyze what's changed

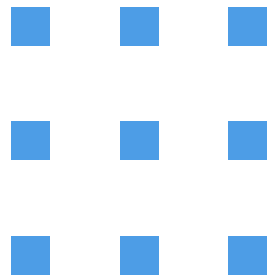
**BRIGHTEDGE**



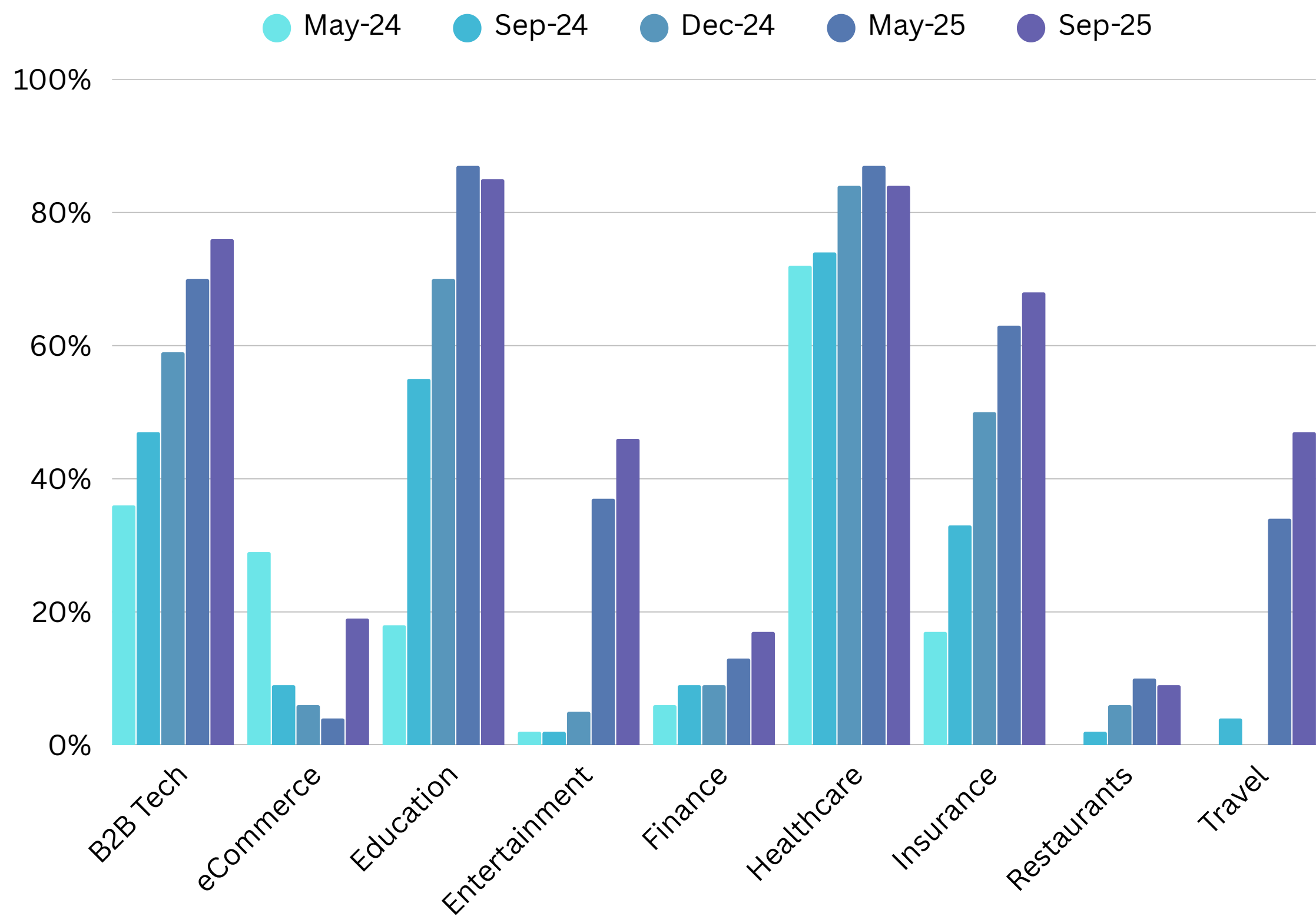
## What's Changed Since AI Overviews Launched?

- Overall coverage grew from 26.6% to 44.4% of queries
- Healthcare maintains leadership: 67.6% → 83.6%
- Education saw explosive 5.5x growth: 15.4% → 85.2%
- eCommerce uniquely declined: 27.2% → 18.5%
- Finance & Restaurants still minimal (<20%)

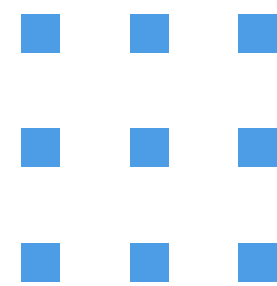
The pattern is clear: Google prioritizes high-value informational content while protecting commercial queries. Understanding this hierarchy is key to your content strategy.



# The Industry Evolution of AI Coverage



September 2024 was the inflection point—  
Education jumped 42pp overnight. Meanwhile,  
eCommerce uniquely declined, showing Google's  
strategic protection of transactional queries.



# The Query Intent Hierarchy: What Gets AI Overviews

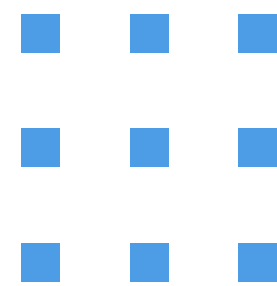
## High Coverage (60-85% of these have AI Overviews)

- What is/How does queries
- Medical definitions & symptoms
- Technical Documentation
- Educational Concepts
- Research Comparisons (non-transactional)

## Low Coverage (Less than 20% of these have AI Overviews)

- “Buy X online” queries
- Restaurant Near Me
- Financial Advice
- Direct Brand Searches
- Pure Transactional Intent

Google prioritizes high-value informational content with zero ad conflict. Commercial intent is best served by classic search still.



## Key Insights for Marketers



### **Focus on Informational Excellence**

Create authoritative "what is" and "how to" content. High Level Education dominate AI Overviews by answering complex questions without selling.



### **Target High-Coverage Subcategories**

Technical documentation, medical definitions, and educational guides see up to 100% AI Overview adoption. Identify your industry's winning subcategories.

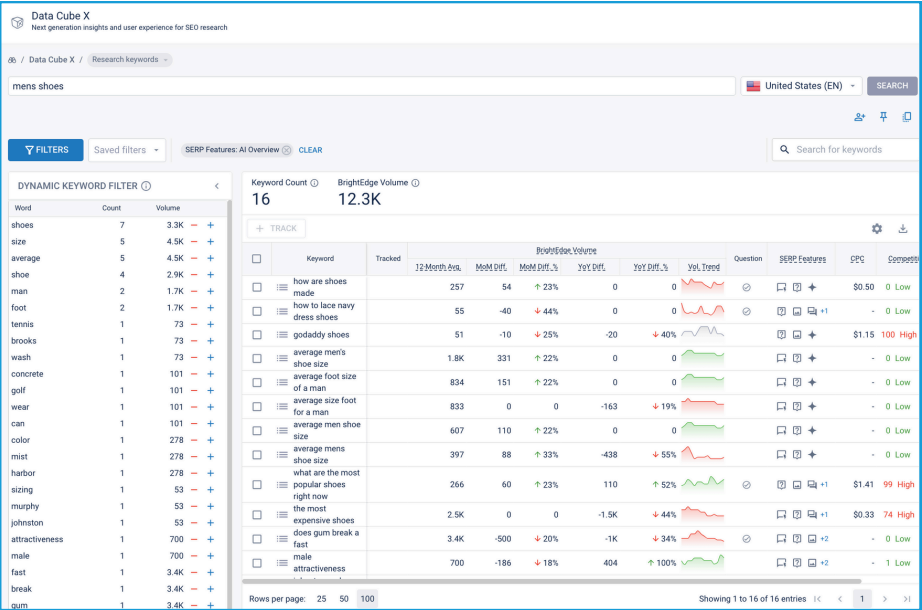


### **Monitor Your Intent Mix**

Track your content's informational vs. transactional balance. Our data shows commercial queries get <20% coverage while informational hits 85%+.

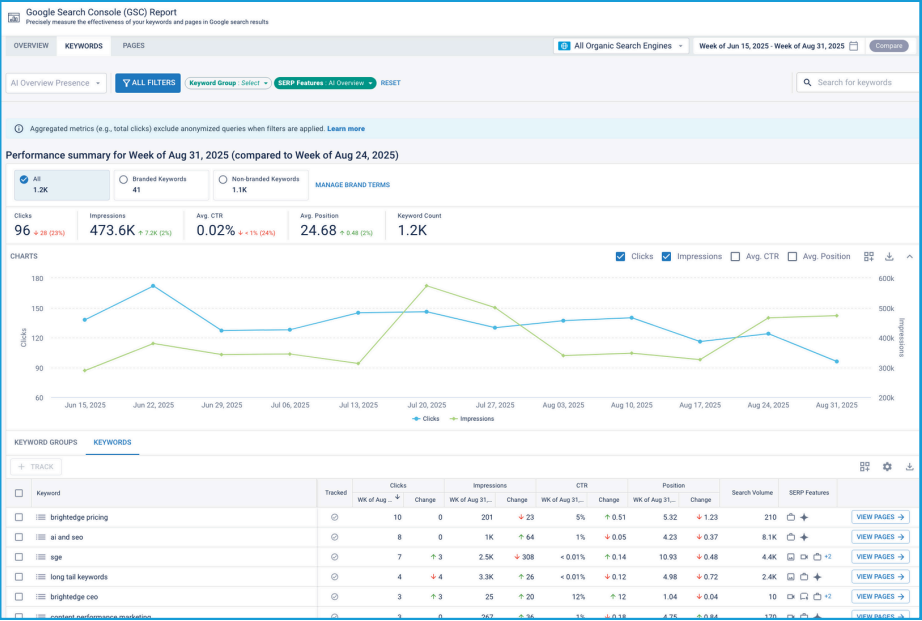
# BrightEdge is your compass to navigate AI Overviews and Classic Search

## Data Cube X shows you where AI Overviews are Appearing



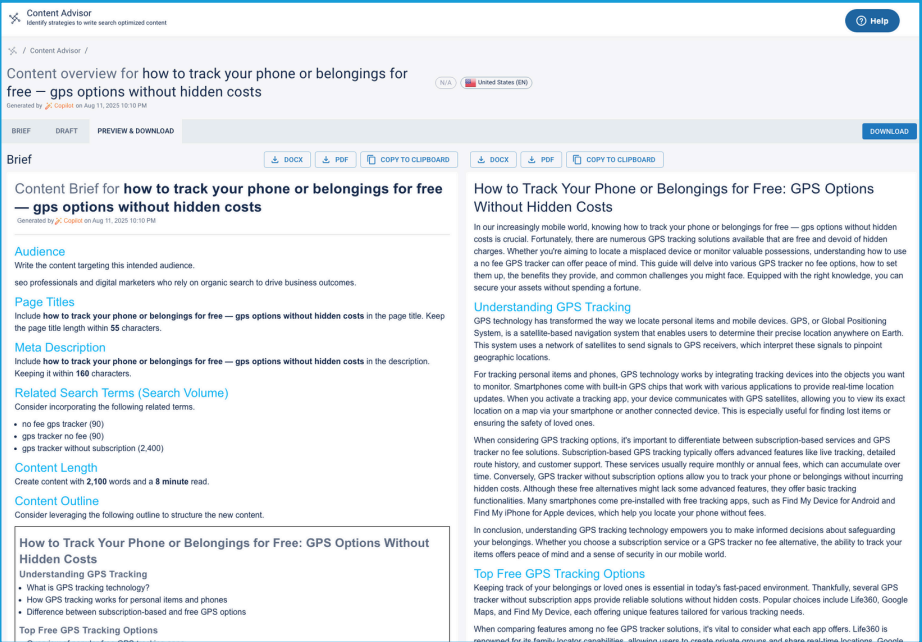
Examine a topic and quickly identify the keywords that provide an AI Overview, allowing you to understand how Google differentiates between transactional and informational queries within your niche.

## Connect AI Overviews to Traffic Impact with GSC Reporting



GSC Reporting simplifies the process of identifying where AI Overviews are showing up for your keywords and clarifies their impact on your traffic. Make sure your strategy effectively optimizes for both AI-driven and classic search.

## Build Content that serves AI and Classic Search



Copilot for Content Advisor uses AI to research and generate top-of-funnel content that meets key SEO criteria for AI and Classic Search. Optimize once to win everywhere!