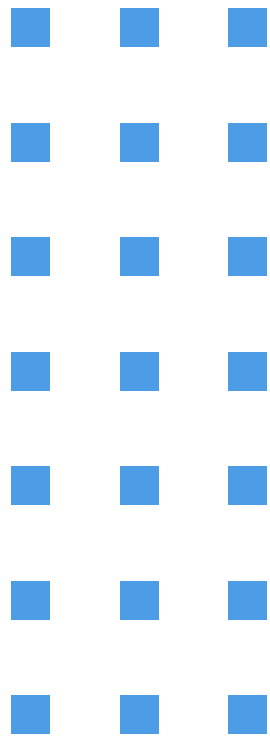


AI Overviews: A Year of Data on Presence, Size & Citations

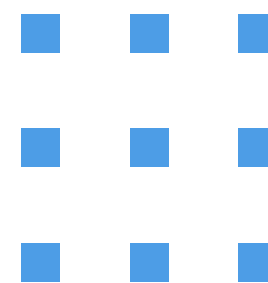


AI Overview

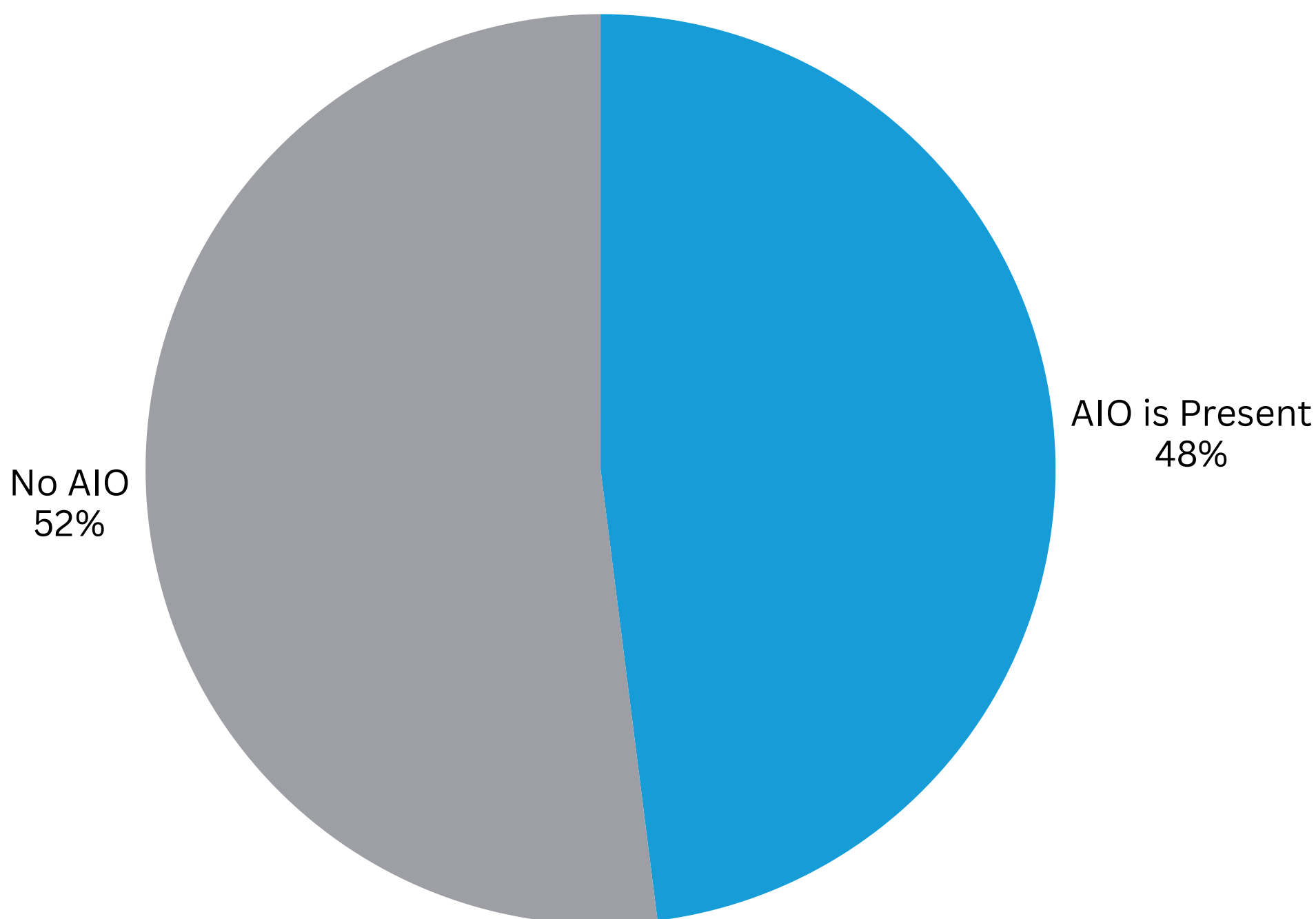


12 Months of AIO Data Across 9 Industries

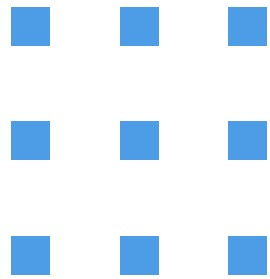
BRIGHTEDGE



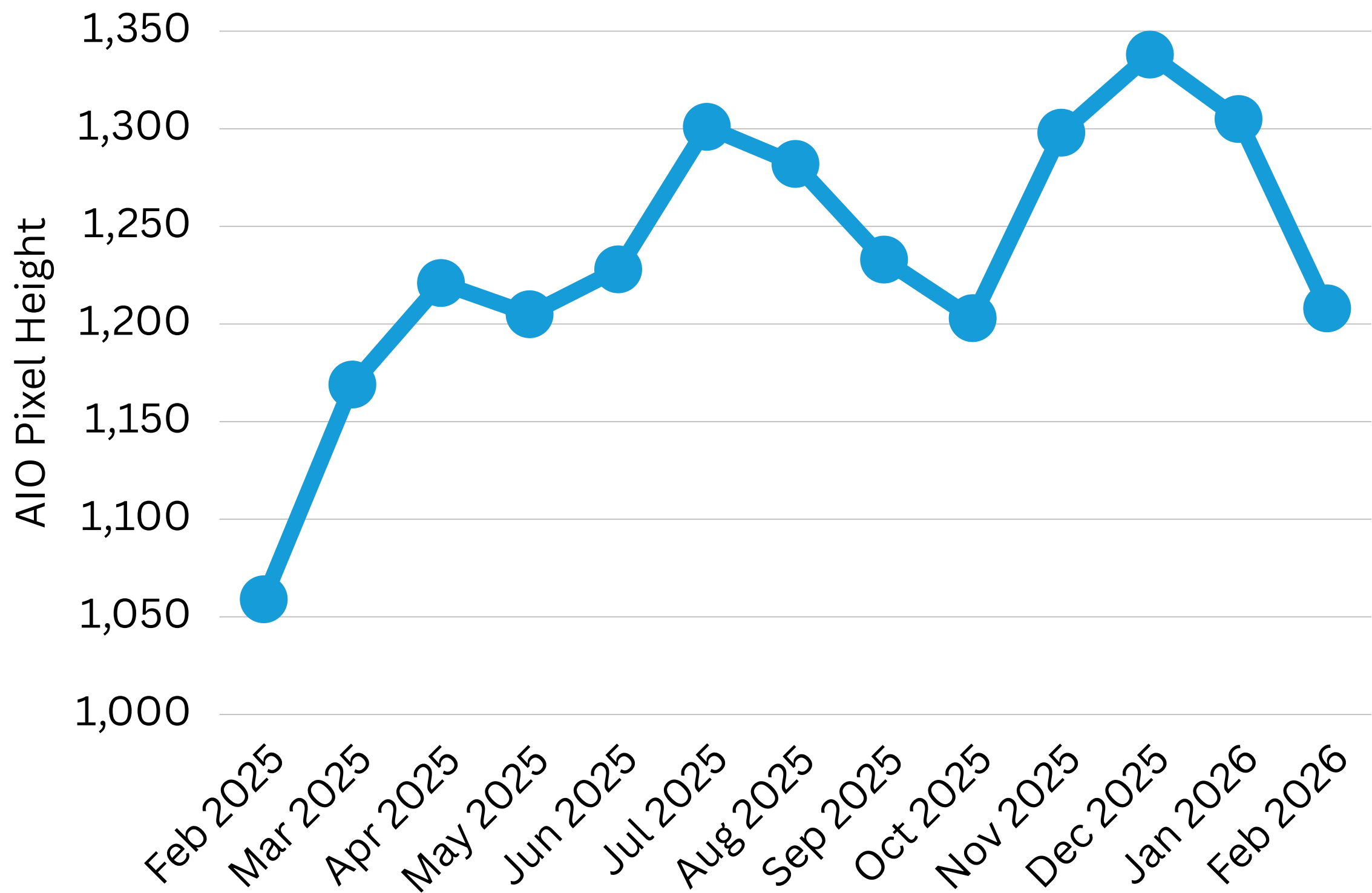
AIO Presence Grew 58% in Just One Year



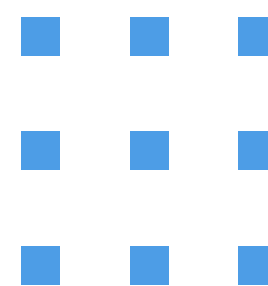
But 52% of queries still have no AI Overview. Organic still runs the majority of search.



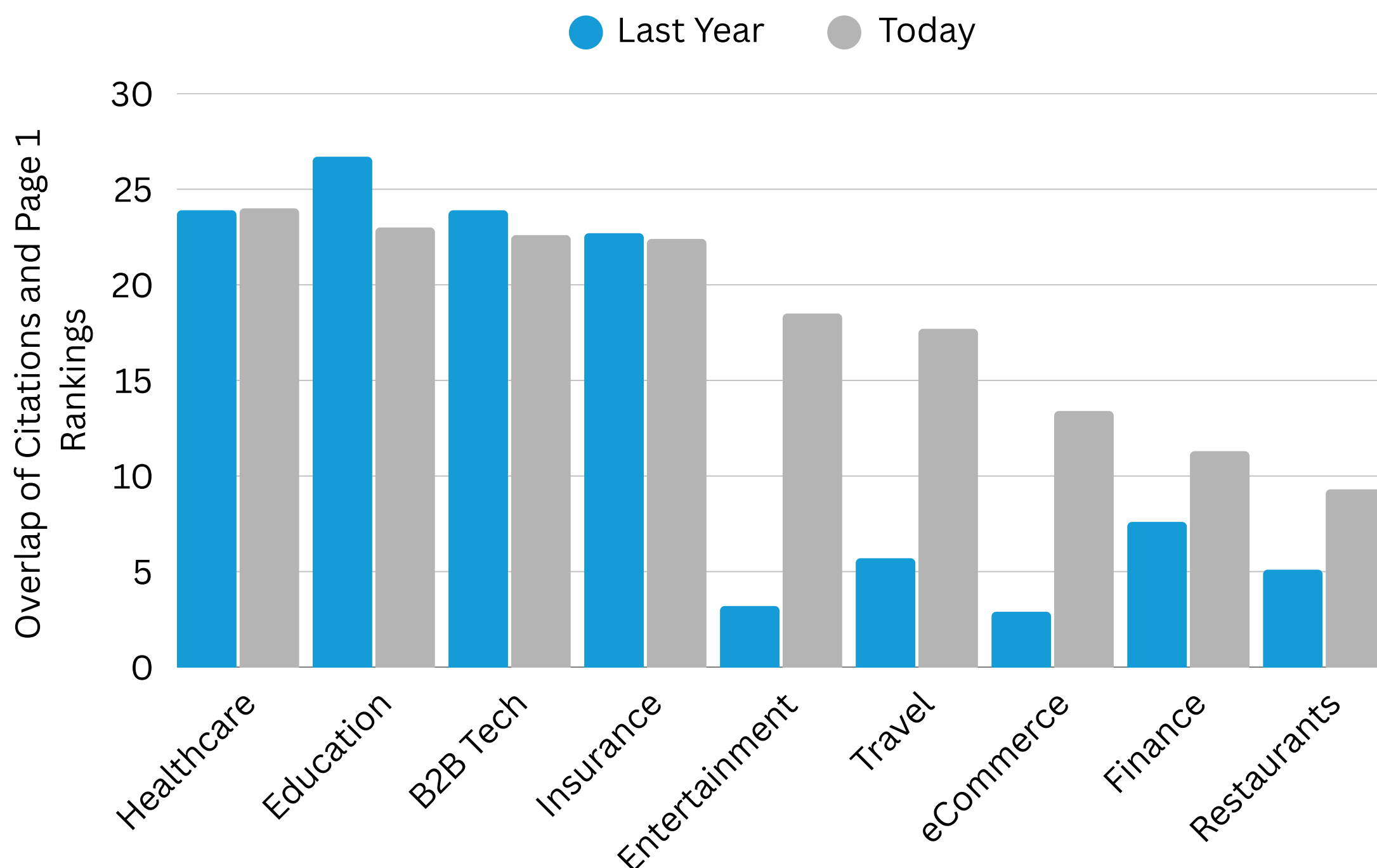
When they appear AIOs Now Take Up More Than the Entire Visible Screen



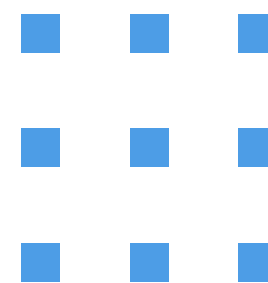
Average AIO height grew ~15% year over year. On a standard screen, organic results are completely below the fold.



AIO Citation Overlap With Page 1: Last Year vs. Today



The overall top-10 citation overlap remains stable at ~17% despite changes in individual sectors. AIO and organic experiences differ, with competition in specific areas being important.



What Marketers need to know



Organic isn't going anywhere: 52% of queries still have no AIO. Traditional rankings are the entire experience for the majority of search.



But when AIOs appear, they own the screen: At 1,200+ pixels tall, organic results are below the fold. CTR impact is real and growing.



Ranking #1 ≠ getting cited: Only ~17% of AIO citations come from page-1 results. The two experiences are connected but not the same.

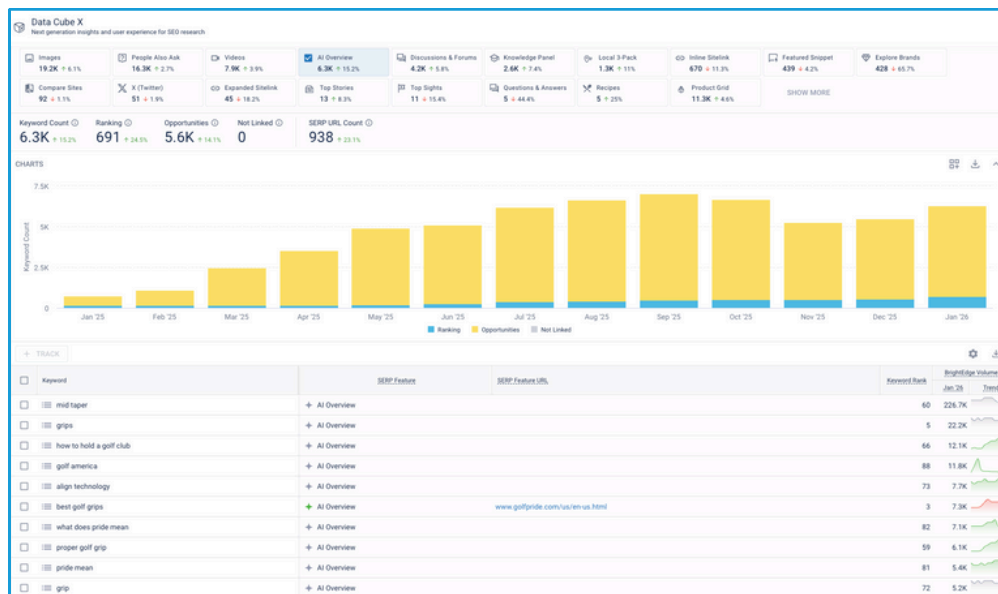


Your vertical changes everything: Healthcare sees 24% overlap. Finance sees 11%. You can't benchmark against averages — you need to know your industry.

BRIGHTEDGE

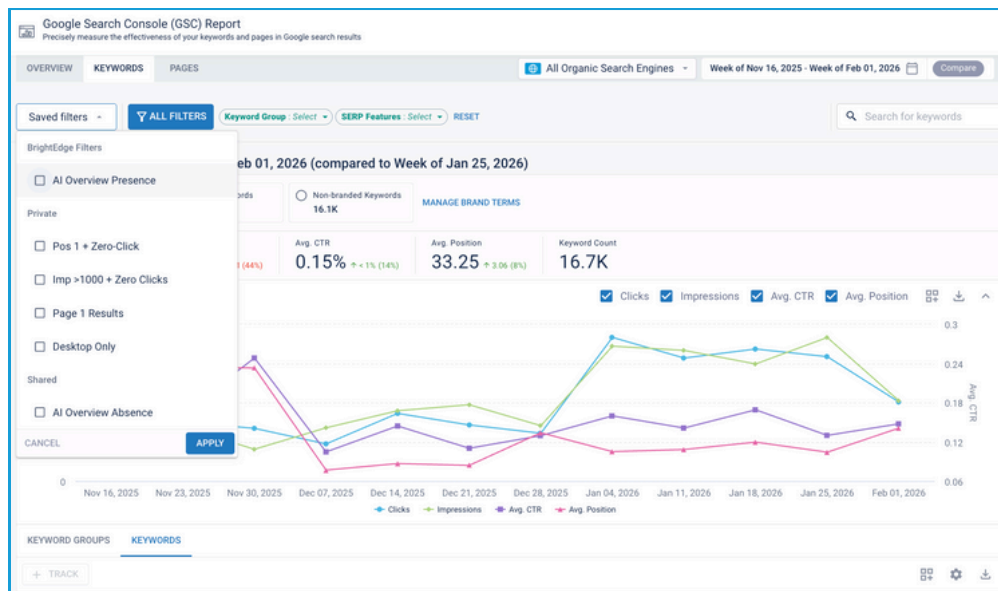
BrightEdge has you covered across the entire Google Landscape

See how AIO's are growing in your space



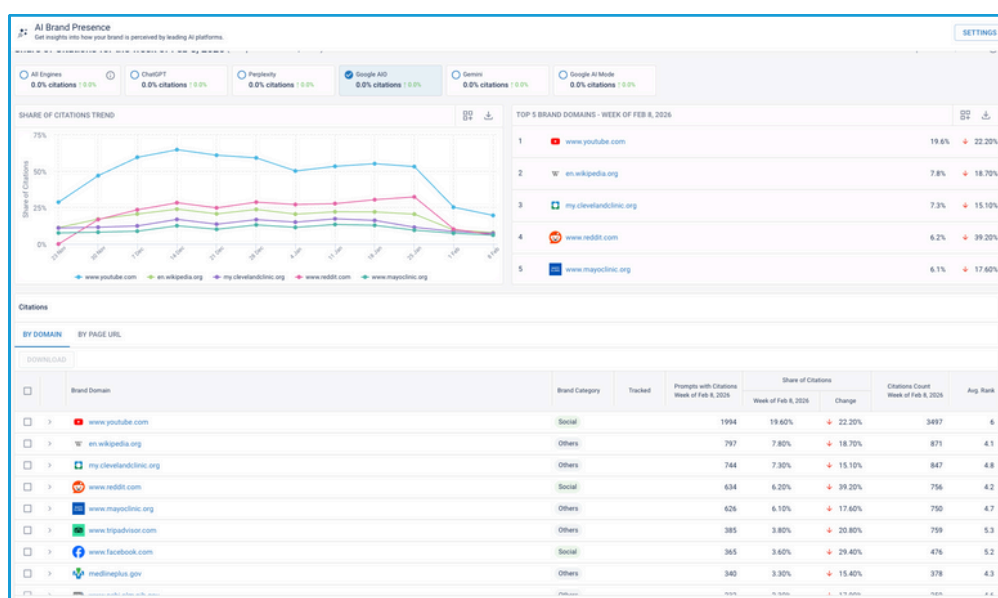
Data Cube X simplifies the process of tracking how keywords with AIOs are either growing or declining within your industry. Instantly assess how your coverage across both sets affects your visibility.

Get data driven recommendations for how to build authority



BrightEdge's GSC reporting clarifies the impact of AI Overviews on click-through rates, helping to eliminate uncertainty in your strategy and pinpoint the connections between AI and traditional search results.

See macro trends in AIOs to assess share of voice.



AI Catalyst simplifies the process of identifying the leading sources and brands referenced in each group of prompts you monitor. You can easily assess how to fine-tune your AI strategy to align effectively with your traditional search initiatives.