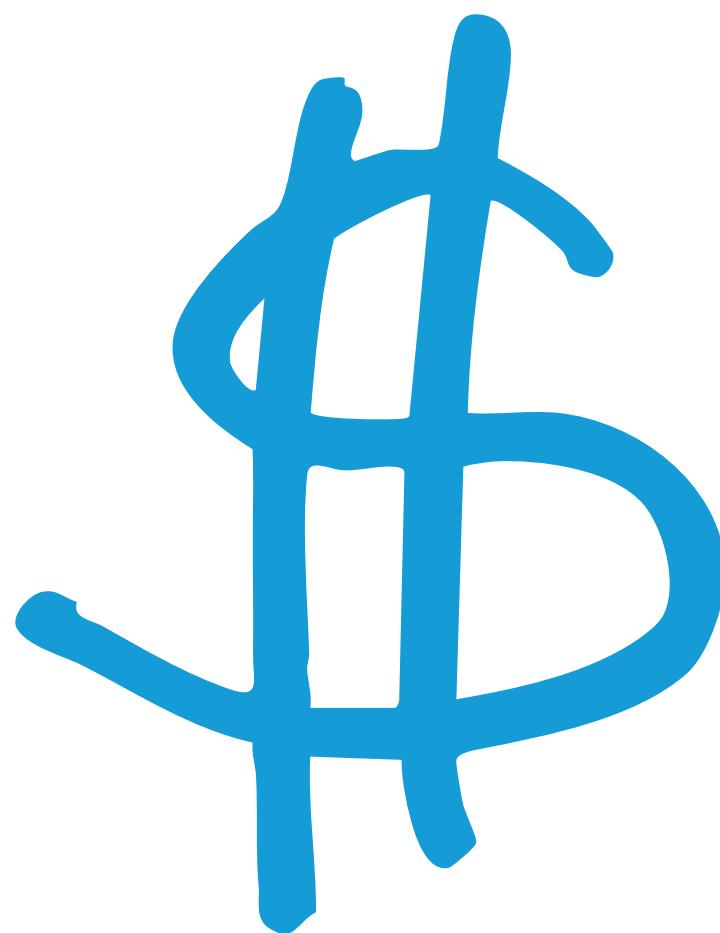
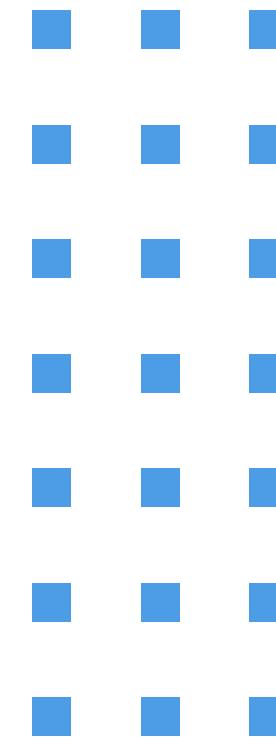
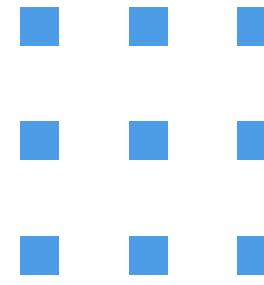


18 Months of AI Overviews

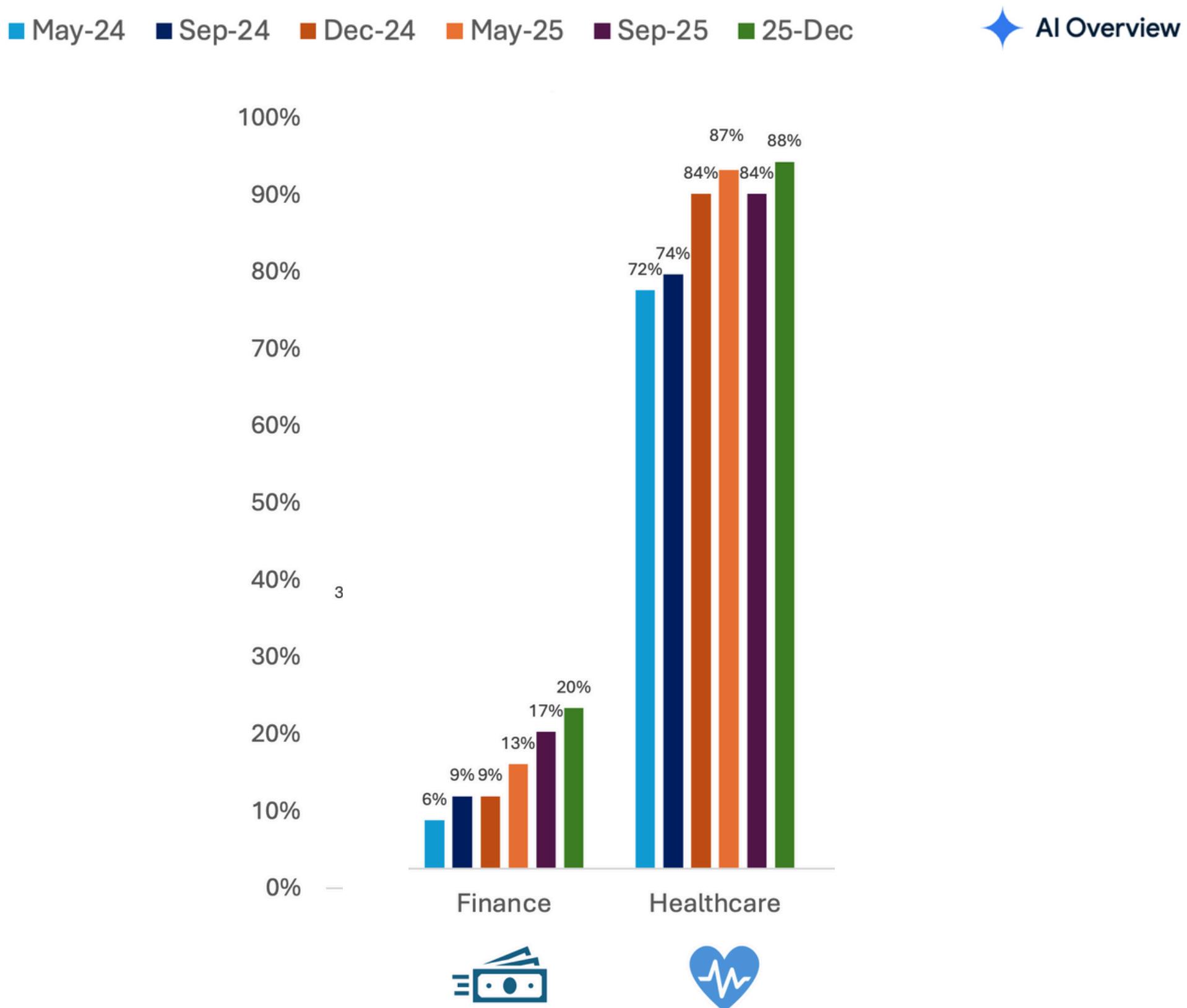


What Healthcare Tells Us About Where
Finance Is Headed

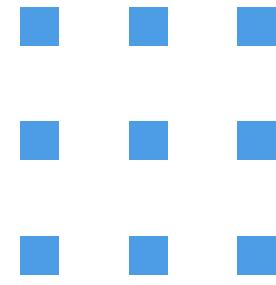
BRIGHTEDGE



Two YMYL Categories. Two Different Starting Points.



Healthcare launched high. Finance launched low. But why?



Finance Has Real-Time Queries. Healthcare Doesn't.

Search: NASDAQ

nasdaq

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These are results for [nasdaq](#)
Search instead for [nasdaq](#)

Market Summary > Nasdaq Composite

23,601.36
+100.11 (0.43%) ↑ today
Jan 26, 5:15PM EST • [Disclaimer](#)

1D 5D 1M 6M YTD 1Y 5Y Max

23,700
23,650
23,600
23,550
23,500

23,501.24

Open 23,529.28 High 23,688.94 52-wk high 24,019.99
Prev close 23,501.24 Low 23,486.08 52-wk low 14,784.03

More about Nasdaq Composite >

Nasdaq Composite
INDEXNASDAQ: IXIC + Follow

The Nasdaq Composite is a stock market index that includes almost all stocks listed on the Nasdaq stock exchange. Along with the Dow Jones Industrial Average and S&P 500, it is one of the three most-followed stock market indices in the United States. [Wikipedia](#)

Exchanges: [Nasdaq](#)

Market cap: US\$35.3 trillion; (as of September 2025)

Related indices: [Nasdaq-100](#)

Trading symbol: IXIC.IXIC; COMP

Weighting method: Capitalization-weighted index

Nasdaq Composite >

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8% like this have AI Overviews
The SERP already does the job.

Search: Diabetes

diabetes

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AI Overview

Diabetes is a chronic condition characterized by high blood sugar (hyperglycemia) resulting from insufficient insulin production (Type 1) or ineffective insulin use (Type 2). Common symptoms include frequent urination, extreme thirst, intense hunger, and fatigue. Key causes include genetic and environmental factors, while risk factors for Type 2 include obesity, inactivity, and family history. It is managed via medication (insulin or pills) and lifestyle changes like healthy diet and exercise. [Wikipedia](#)

Key Aspects of Diabetes

- Types of Diabetes:**
 - Type 1:** An autoimmune condition where the pancreas produces little to no insulin; often diagnosed in youth, though it can develop at any age.
 - Type 2:** The body resists insulin or doesn't make enough, usually linked to weight, age, and lifestyle.
 - Gestational:** High blood sugar developed during pregnancy.
- Symptoms:** Common, early warning signs include excessive thirst and urination, unexplained weight loss, blurry vision, slow-healing sores, and tingling in hands or feet.
- Causes:** Generally caused by a combination of genetics and environment. Type 1 is autoimmune, while Type 2 is often driven by inactivity, poor diet, and being overweight.
- Effects on the Body:** Consistently high blood sugar can cause severe, long-term complications including heart disease, stroke, kidney failure, nerve damage, and blindness.
- Risk Factors:** Risk for Type 2 is higher if you are over 45, overweight, physically inactive, or have a family history.
- Management:** Key to controlling diabetes includes monitoring blood sugar levels, taking prescribed medication (such as insulin or oral, [medication metformin](#)), eating a balanced diet, and regular physical activity. [Wikipedia](#)

Diagnosis
Diabetes is diagnosed with blood tests, including the A1C test (6.5% or higher), fasting blood glucose (126 mg/dL or higher), or an oral glucose tolerance test. [Wikipedia](#)

Dive deeper in AI Mode

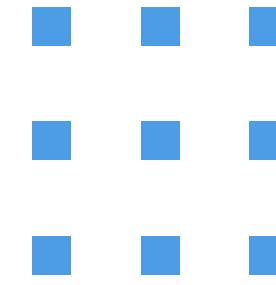
This is for informational purposes only. For medical advice or diagnosis, consult a professional. AI responses may include mistakes. [Learn more](#)

Diabetes Basics - CDC
Overview. Your body breaks down most of the food you eat into sugar (glucose) and releases ... [Centers for Disease Control and P...](#)

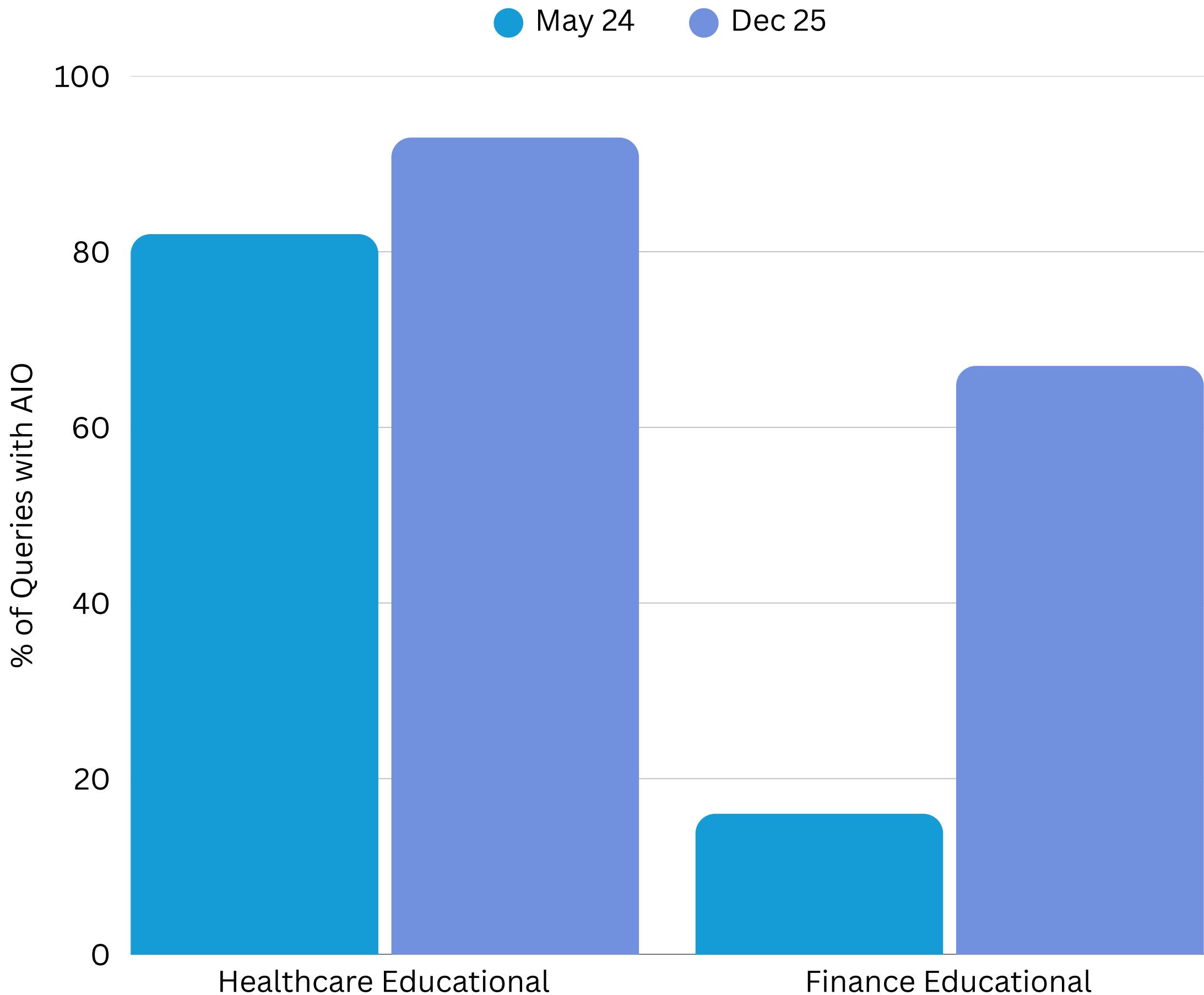
Diabetes - Medical Encyclopedia - MedlinePlus
Exams and Tests ... A urine analysis may show high urine sugar. But a urine test alone does n... [MedlinePlus \(gov\)](#)

Healthcare: Educational Queries
Conditions, symptoms, treatments
93% like this have AI Overviews
AI adds value here.

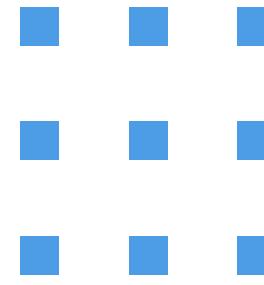
Google keeps AI out where accuracy matters.
Goes all-in where synthesis helps.



But Compare Similar Query Types...



Same trajectory. Finance is just
earlier on the curve.



What's Next for Finance?



Educational content is AI territory: Tax, retirement, mortgage, and planning queries are already at 60-70% AI Overview coverage. Expect 90%+ by late 2026 – matching Healthcare today.



Real-time data stays traditional: Stock tickers, market prices, and live data will remain in traditional SERP features. Google won't risk AI synthesis where accuracy matters.



Local stays with maps: "Bank near me" and "financial advisor near me" will stay in local pack. Google tested AI here and pulled back – just like Healthcare.



The gap will close: Finance's headline number (21%) will climb toward Healthcare (88%) as educational queries saturate. The playbook is the same – Finance just started later.

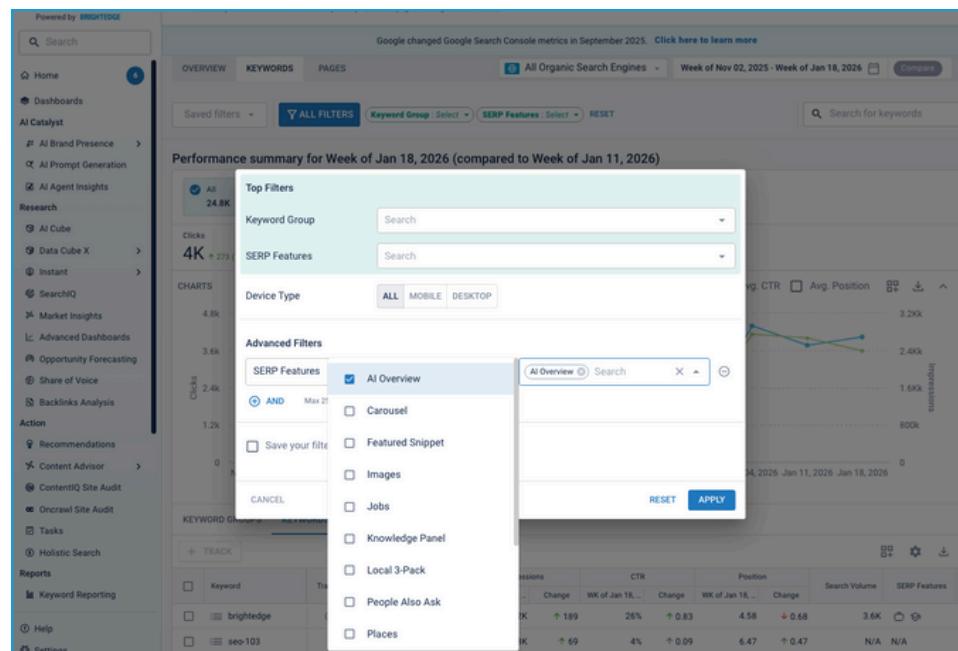
BrightEdge is your AIO Monitoring Center!

Track the AIO Landscape in your Industry



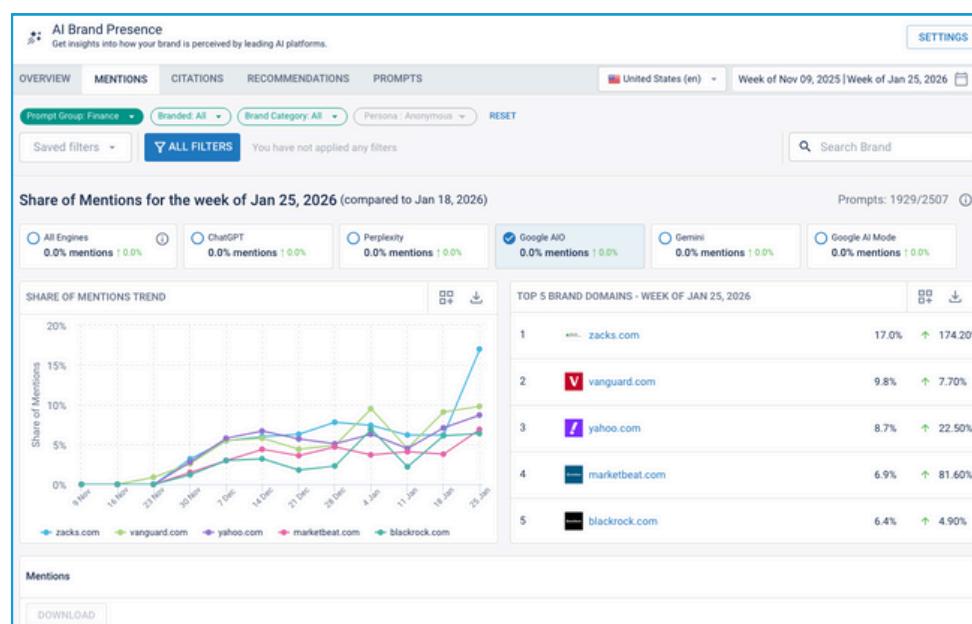
Data Cube X simplifies the process of tracking the rising prominence of AIOs in your industry and how your citations compare. You can effortlessly monitor sudden spikes and drops to evaluate their impact on clicks and impressions.

See how AIO growth impacts organic clicks and CTR



The integration of Google Search Console reporting with Data Cube X allows for real-time viewing of GSC data in one location. This facilitates analysis of AI Overviews' impact on clicks and click-through rates while monitoring trends over time.

See who is recommended as AIO prominence evolves



AI Catalyst simplifies the process of identifying the winners and losers as AIOs expand their reach within your industry. Adjust your strategy in real-time based on where brand mentions are happening.