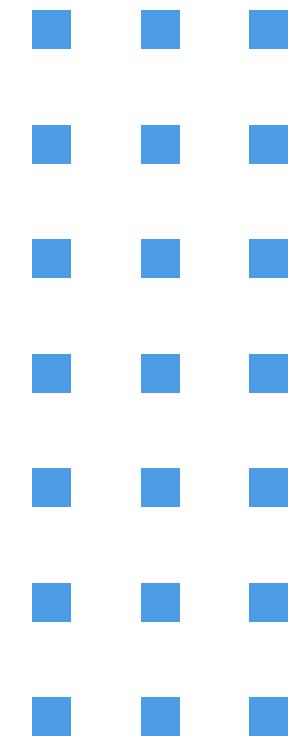
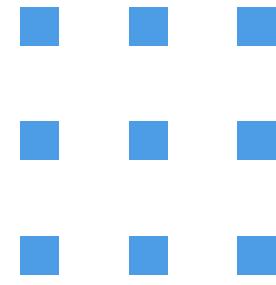


AI Adds Value. Or Stays Out.



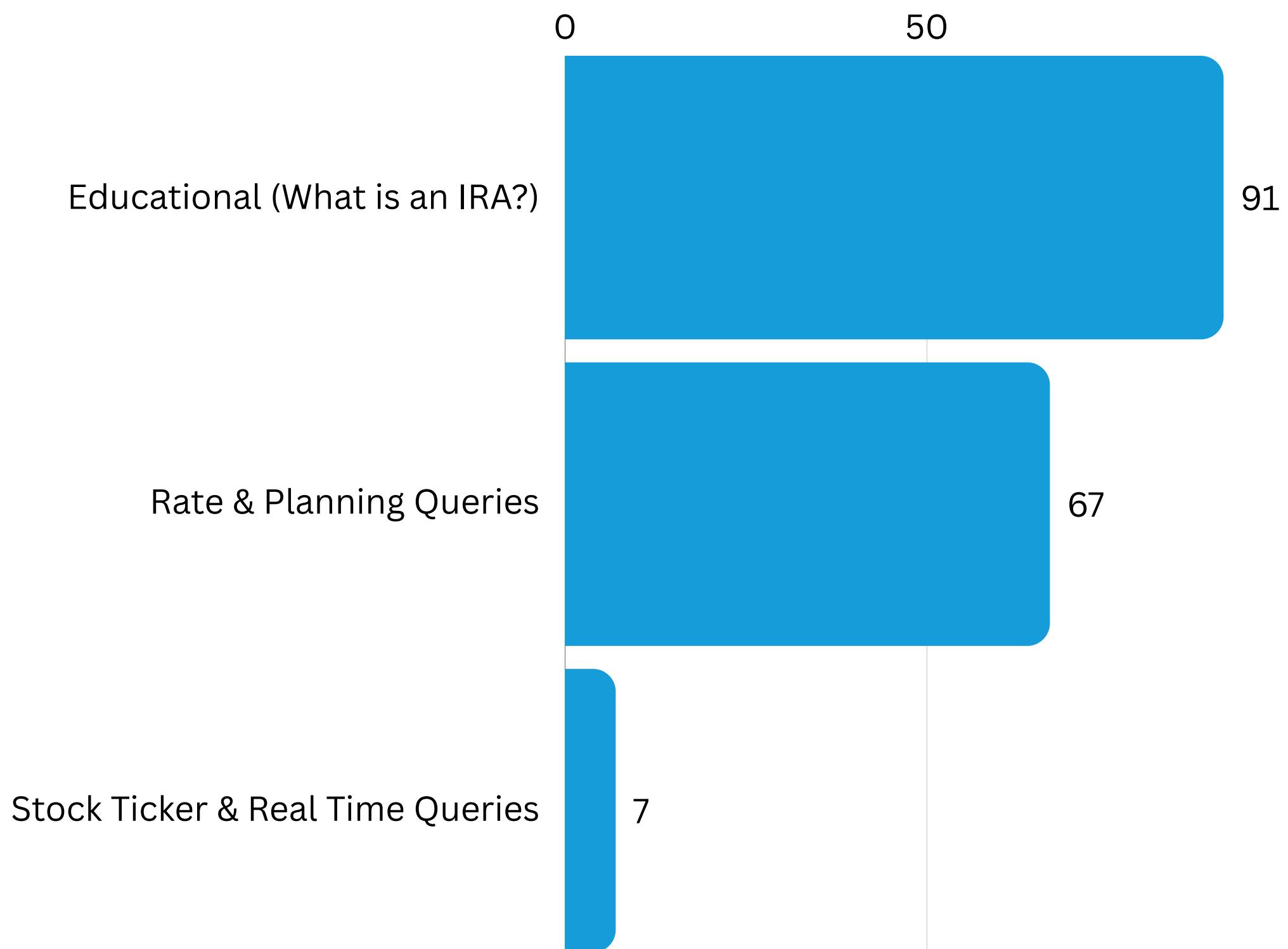
Where Google Uses AI in Finance – And
Where They Don't

BRIGHTEDGE

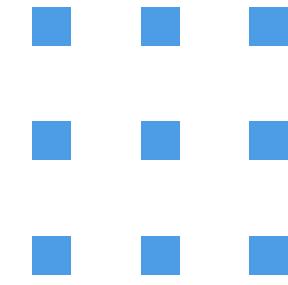


Google Draws Clear Lines in Finance

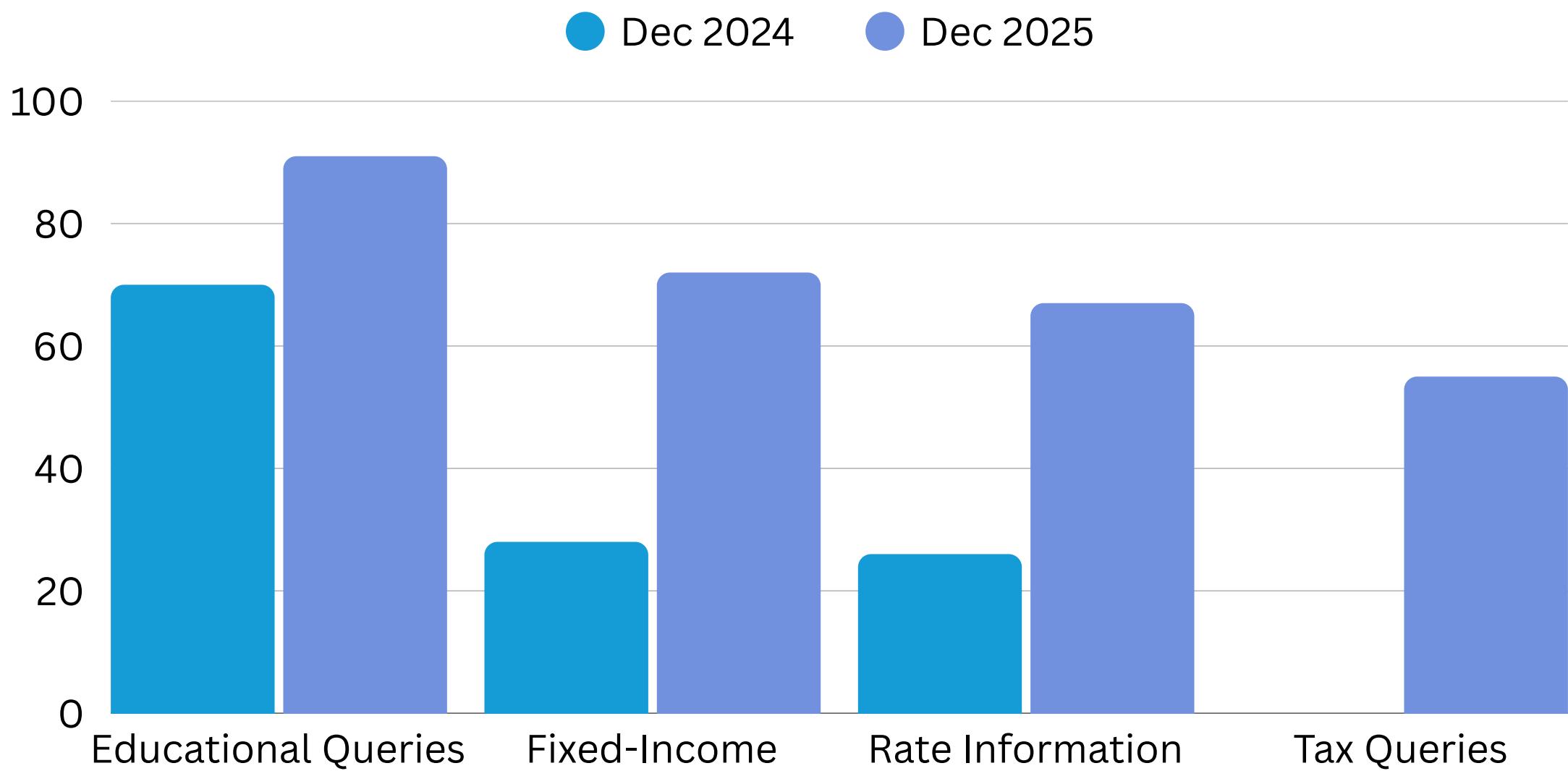
Percentage of finance keywords with an AI overview



AI where synthesis helps. Traditional results where real-time accuracy matters.

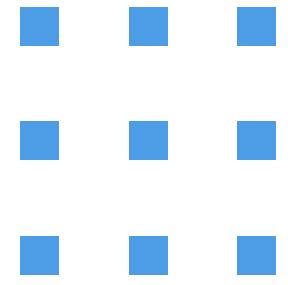


AI Overview growth by category (Dec 2024 → Dec 2025)



- “what is an IRA?”
- “What is a derivative”
- “ebitda meaning”
- “What is a bond”
- “treasury bill rates”
- “cd rates”
- “interest rates today”
- “Heloc Rates”
- “what is the current mortage rate?”
- “capital gains tax rate”
- “federal tax brackets”
- “tax free municipal bonds”

Expect these categories to reach Healthcare-level saturation (89%) in 2026.



The Local Pullback – Same as Healthcare

“Credit Unions near me”

“Financial Advisor near me”

credit unions near me

Sponsored results

Capital One
High Yield Savings Rate | One of the Nation's Best Rates
Earn 3.40% APY with 360 Performance Savings and grow your savings. Member FDIC. FDIC-Insured.
9 3435 North Southport Avenue, Chicago, IL - +1 312-279-8061 - Open today - 7:00 AM - 7:00 PM +
1M+ visits in past month

Places

- Credit Union 1
Financial institution
2.1 mi - Northlake, IL - (708) 315-7939
Open - Closes 6 PM
- Central Credit Union of Illinois
Credit union
2.6 mi - Bellwood, IL - (708) 649-6400
Open - Closes 5 PM
- Credit Union 1
Credit union
4.7 mi - Lombard, IL - (630) 812-1946
Open - Closes 5 PM
Onsite services

More places >

Website Directions

Open in Maps

Yelp
TOP 10 BEST Credit Union near Elmhurst, IL 60126
Navy Federal Credit Union - 5500 St Charles Rd, Berkeley, IL 60163 (708) 544-5500 330 W Butterfield Rd, Elmhurst, IL 60126 (630) 782-1234
3.3 ★★★★ (588)

People also ask

- Who is the best credit union to join?
- Is it better to use a credit union or a bank?
- What is a weakness of a credit union?
- What are the benefits of joining DuPage credit union?

Credit Union 1
Credit Union 1 Mobile Banking is a secure, convenient way to access your accounts and pay bills
anytime, anywhere, using your mobile device. [Read more](#)

NuMark Credit Union
<https://www.numarkcu.org>

Financial advisor near me

AI Mode All Maps Images News Shopping Videos More Tools

Online appointments Within 1 mi Open now Top rated

Results for Elmhurst, IL - Choose area

Sponsored Financial planners | Elmhurst

- The Dala Group
4.9 ★★★★★ (159) - Financial planners
12+ years in business - Serves Elmhurst
Open now - Family owned
- Creative Planning
4.8 ★★★★★ (22) - Financial planners
42+ years in business - Serves Elmhurst
Open now - Takes new clients

Show more

Sponsored result

Creative Planning
Financial Advisor Elmhurst
Serving Elmhurst - Financial advisor expertise - CFP® professionals and investment and retirement advisors. Fiduciary financial advisors serving Elmhurst.
Work with a fee-based firm.
Find a Local Advisor - How to Choose an Advisor - Financial Advisors Near You - Fee-Based Advisor
1515 West 22nd Street Suite 850, Oak Brook, IL - +1 866-273-2848 - Open today - 8:00 AM - 5:00 PM

Hide sponsored result

Businesses

Sponsored

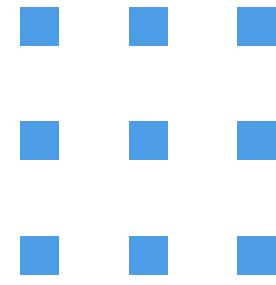
- Chicago Partners Wealth Advisors
4.3 ★★★★★ (11) - Financial planner
15+ years in business - 1 North Upper Wacker Drive
Open - Closes 6 PM - (312) 757-5543
Private Wealth Management - Comprehensive Wealth Management For High-Net-Worth Client...
- Edward Jones - Financial Advisor: Jason...
5.0 ★★★★★ (2) - Financial consultant
10+ years in business - 115 W Vallette St
Open - Closes 5 PM - (312) 267-5675
- SC Wealth Advisors
5.0 ★★★★★ (32) - Financial planner
10+ years in business - Oakbrook Terrace, IL
Open - Closes 5 PM - (630) 735-4203
These guys are super knowledgeable masters of finance.

Open in Maps

Map showing locations of financial planners in Elmhurst, IL, including Elmhurst Hospital, Endeavor Health, and various business districts.

These had AI Overviews in 2023. Today "near me" is nearly non-existent for finance.

These queries serve local pack and maps results – no AI layer to compete with.



What This Means for Finance Marketers



Educational Content = New Metrics: If traffic on "what is an IRA" or retirement planning pages declined while rankings held, AI – not your content – is likely the cause. Track citations, not just clicks.



Real-Time Data = Traditional Rankings: Stock prices, market indices, ticker lookups – Google keeps AI out. These high-volume queries still play by traditional ranking rules. You need to measure traffic for these



Local "Near Me" = Maps Territory: Bank branches, ATMs, financial advisors – no AI layer to compete with. Google Business Profile and local pack presence drive these results.

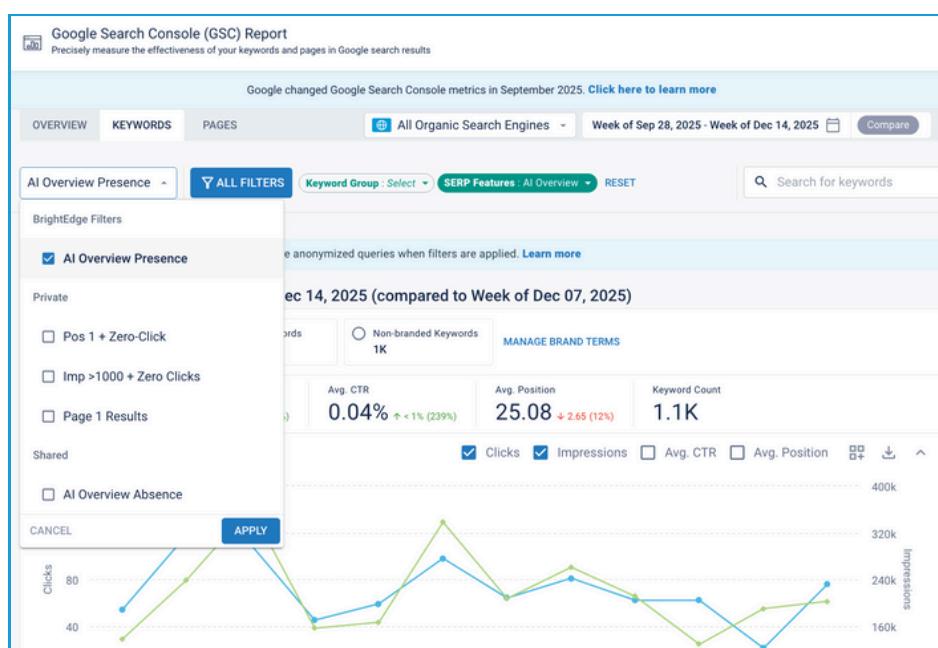
BrightEdge has you covered for AI powered finance search!

See how AI Overviews are changing in your market



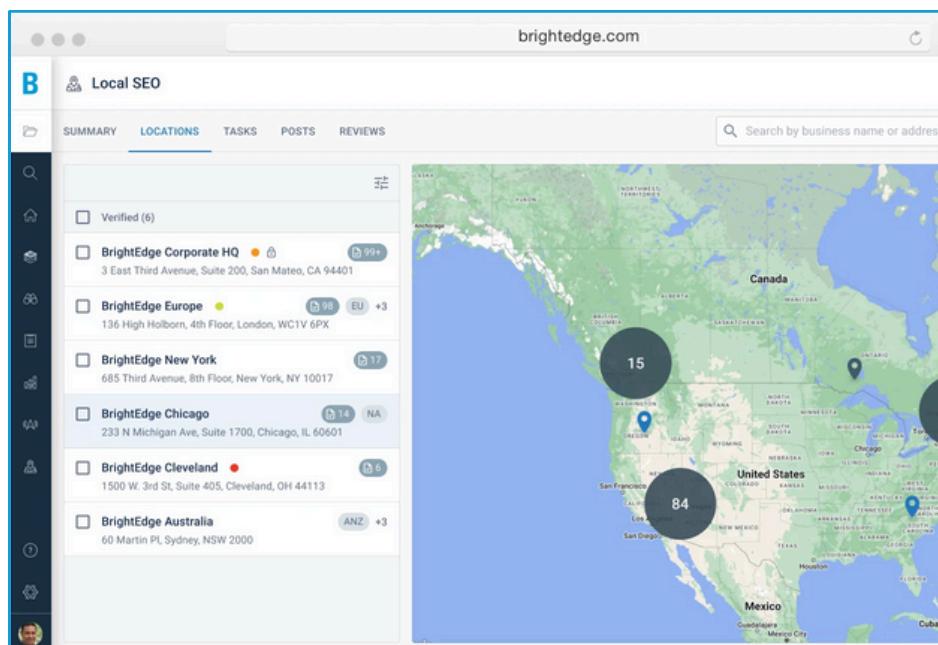
Data Cube X simplifies the process of understanding how AI Overviews are enhancing your rankings. Discover the overarching trends for all the keywords you rank for and explore the influence of AI on your market landscape.

See how AI is impacting clicks and top level traffic



GSC Reporting overlays Data Cube X information with AI Overviews and Google Search Console click data, helping to evaluate the impact of AI Overviews on clicks. This enables quick identification of the effectiveness of AI-first versus click strategies.

Manage and optimize your local search in a single platform



BrightEdge Local makes it easy to connect your local branches and locations to your broader search strategy. Optimize for hyper-local nuances, leverage AI to manage reviews, and see exactly how local search drives business outcomes.