BRIGHTEDGE

WEEKLY AI & SEARCH INSIGHTS

AI is defining your brand before you get the chance to.

AI Overviews appeared on 64% of the brand searches BrightEdge tracked. Do you know what yours says about you? Presence across 282 brand and product names went from 19% to 64% in ten weeks, and the highest-volume brand searches, which showed none at the start, reached 56%.

Branded presence rose 3.4 times over the same weeks that the count of keywords showing an overview across the full tracked list rose 47%. Those are two different measurements, a share of a fixed set and a count across a list whose size is not disclosed.

Source: BrightEdge Keyword Reporting, Google AI Overviews, United States desktop, 16 August to 24 October 2026 (weeks 202634 to 202643). Results reflect the tracked sample. This measures whether an AI Overview appears on the results page for a brand name. It does not measure whether the brand's own site is cited inside the overview, and it does not measure clicks, traffic or revenue.

Branded presence tripled. The full tracked keyword set grew 47%.

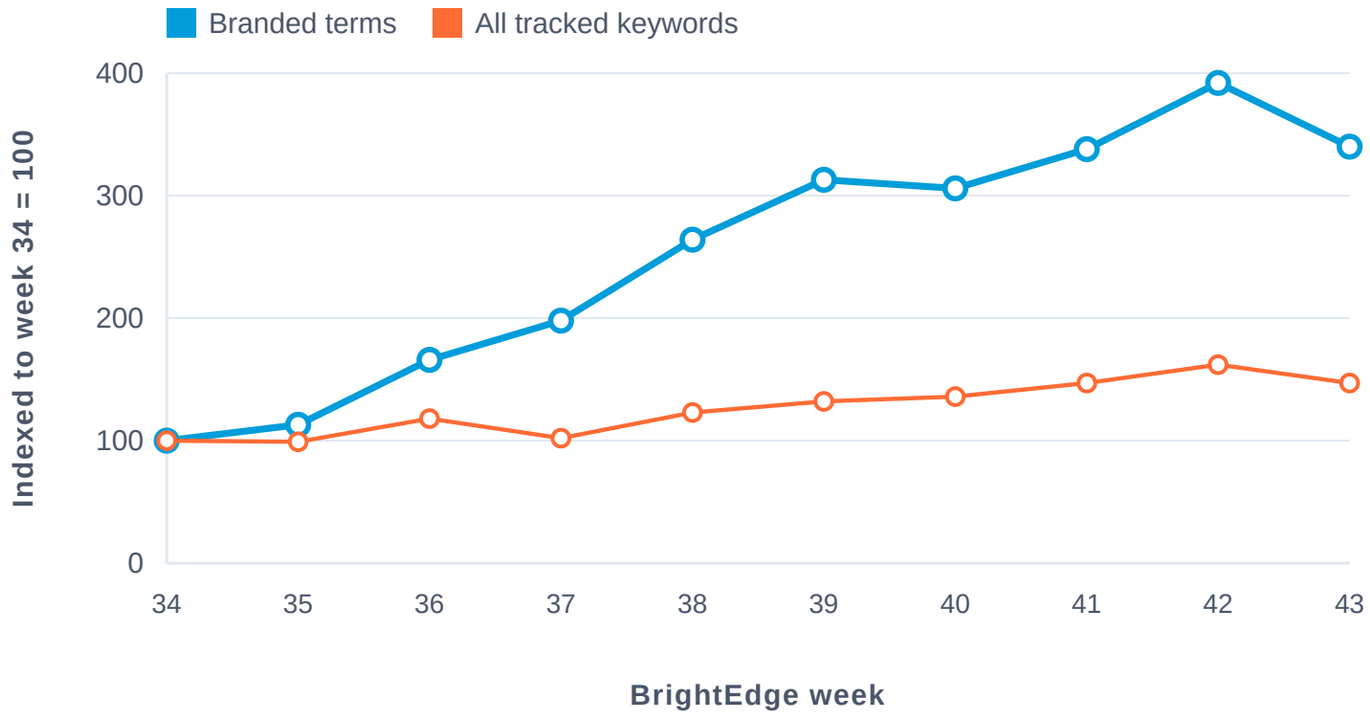


Figure 1. Both series indexed to week 202634. Branded terms reached 340 by 202643, against 147 for the full tracked keyword list. The two measure different things: a share of a fixed 282-term set, and a count across a list whose size is not disclosed. Both peaked in 202642. Source: BrightEdge Keyword Reporting, Google AI Overviews, United States desktop, 16 August to 24 October 2026 (weeks 202634 to 202643). Results reflect the tracked sample.

The series peaked at 74% in 202642 and fell back to 64% the following week. Treat 64% as one reading after the spike rather than a level that has held.

The change was smallest where coverage was already highest

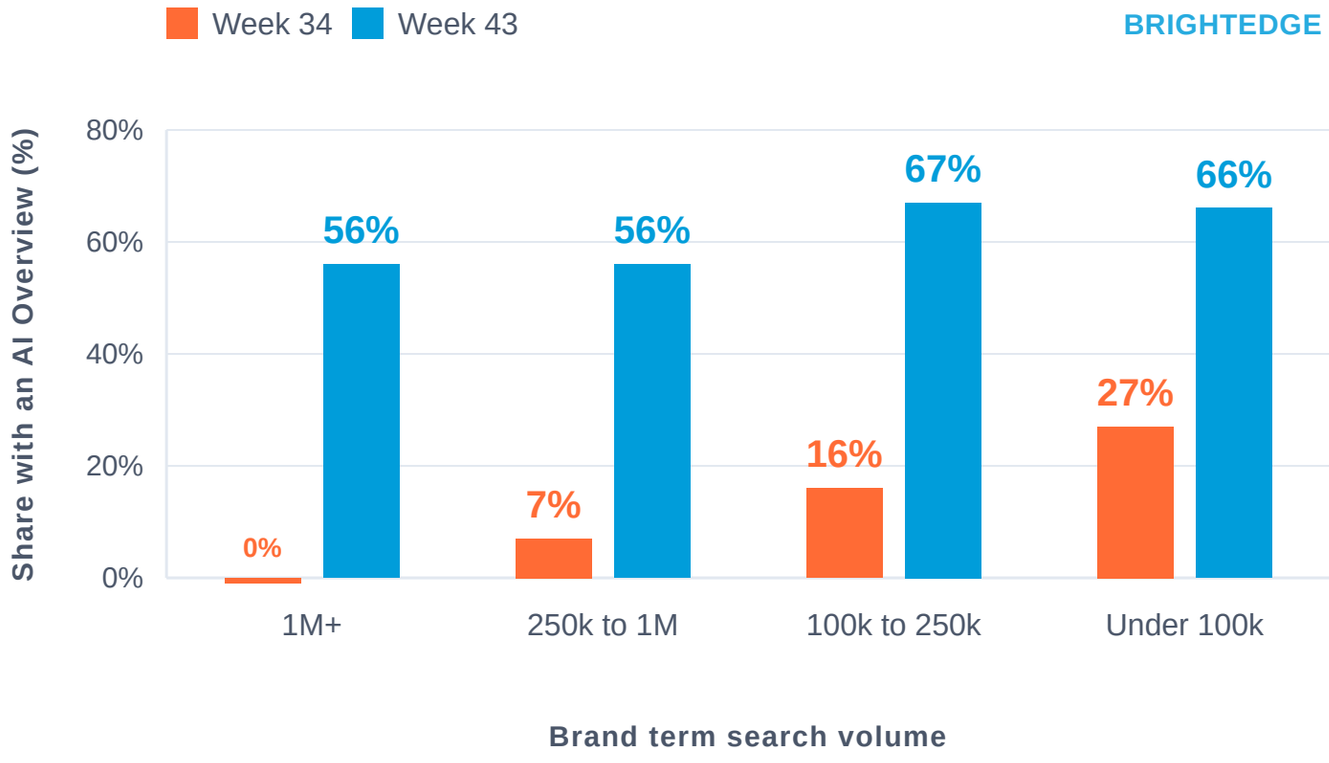


Figure 2. Share of tracked brand terms with an AI Overview, by search volume tier. Terms above 1M searches went from 0% to 56%. The gap to terms under 100k closed from 27 points to 10. Source: BrightEdge Keyword Reporting, Google AI Overviews, United States desktop, 16 August to 24 October 2026 (weeks 202634 to 202643). Results reflect the tracked sample.

In 202634 not one tracked term above 1M searches had an AI Overview, while 27% of terms under 100k did. By 202643 the biggest brands were at 56% and the gap had closed from 27 points to 10. This records where coverage differed, not why.

Restaurant and local-pack terms are the least likely to show one

CATEGORY	WEEK 34	WEEK 43
Devices and hardware	5 of 20	20 of 20
Packaged food and beverage	2 of 21	18 of 21
Games and entertainment	2 of 17	15 of 17
Finance and payments	1 of 23	13 of 23
Software and platforms	1 of 21	11 of 21
Restaurants	1 of 24	2 of 24
Retail and apparel	0 of 4	0 of 4

Table 1. Tracked brand terms above 100k monthly searches with an AI Overview, 130 terms in total, 12 to 79. Source: BrightEdge Keyword Reporting, Google AI Overviews, United States desktop, 16 August to 24 October 2026 (weeks 202634 to 202643). Results reflect the tracked sample.

Of the 59 tracked terms whose results also carry a local 3-pack, 20% show an overview, against 75% of the other 223. Within this sample, Chili's, Outback Steakhouse, Texas Roadhouse and Longhorn Steakhouse have not shown one in any week checked.

Four checks that tell you who is writing your brand

1 Pull every version of your brand name

Full name, abbreviations, nicknames, product names and common misspellings. "American Express" carries an overview and "amex" does not, so one term is not an audit.

2 Read what the overview says, and list who it cites

Capture the description and sort the cited sources into yours and not yours. Sources outside your own site can influence how AI describes you, and listing them shows where the description is being shaped.

3 Check the prompts people ask about you, not only the keywords

What is, is it legit, versus a competitor, alternatives, pricing. Each one is another chance for someone else to define you.

4 Baseline branded clicks now, and do not act on one week

This analysis measures presence, not clicks, and the before cannot be rebuilt later. The set moved from 179 terms to 208 and back to 180 in three weeks.

Branded terms moved faster than the full tracked keyword set over these weeks, which is reason enough to report them separately. Terms whose results carry a local pack were less likely to show an AI Overview in this sample.

THE FULL RESEARCH

Read the description before you manage it

Every figure in this edition came from a cut any BrightEdge customer can run on their own brand terms. The article carries the full search-volume breakdown, every category and the limits in full.

> Presence flapped on individual terms week to week. The set moved from 179 terms to 208 and back to 180 in three weeks, so a single weekly reading is not a position.

RUN THIS CUT ON YOUR OWN BRAND

1 **Measure presence first, then what the overview says**

Presence is a keyword reporting cut. What the overview says, and which sources it cites, is brand presence monitoring in AI Catalyst.

2 **Split your brand terms out of the keyword set**

In BrightEdge Keyword Reporting, group unmodified brand and product names separately from everything else.

3 **Track the flag weekly, not monthly**

Presence moved by 28 terms in a single week here. Weekly tracking captured a sharp spike and reversal that less frequent reporting could miss.

Source: BrightEdge Keyword Reporting, Google AI Overviews, United States desktop, 16 August to 24 October 2026 (weeks 202634 to 202643). Results reflect the tracked sample. Measured across 282 unmodified brand and product names selected by analyst judgment from one tracked keyword list. A different list gives different shares, and the list is skewed toward topics tracked for AI Overviews.

Full research linked in the post.

Request a demo