

C3

**AI-Oh no,
my SERP has
changed!**

AI-Oh no, my SERP has changed!

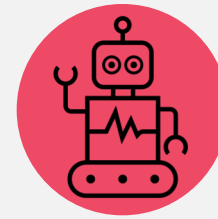
What are we going to talk about?



Why you should care about AI Overviews, and what they mean for your SERPs.



How to understand AIO performance and measure traffic from Overviews.



A look at AI Mode and preparing for a hyper-personalised future.

“AI overviews - also known as Search Generative Experience (SGE) - are a Google Search feature that provides AI-generated summaries within search results, offering quick answers to informational queries by synthesizing information from multiple web sources.”

- AI Overview, Google

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Why should you
care about AIOs?

You may have seen headlines like the below..

Forbes

INNOVATION > AI

The 60% Problem — How AI Search Is Draining Your Traffic

By [Tor Constantino, MBA](#), Contributor. © Tor Constantino is an ex-... [Follow Author](#)

Published Apr 14, 2025, 10:46am EDT, Updated Apr 14, 2025, 11:02am EDT

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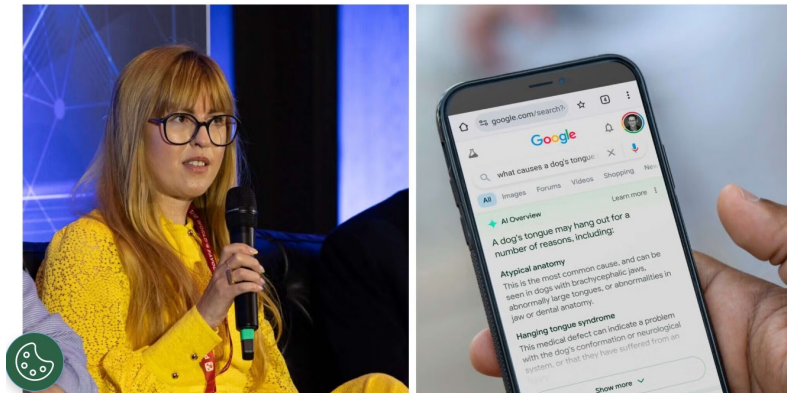


Research shows that AI Overviews can cause a whopping 15-64% decline in organic traffic, based on industry and

Google AI Overviews leads to dramatic reduction in clickthroughs for Mail Online

Mail director of SEO and editorial e-commerce Carly Steven reveals impact of Google AI Overviews.

By **Charlotte Tobitt**



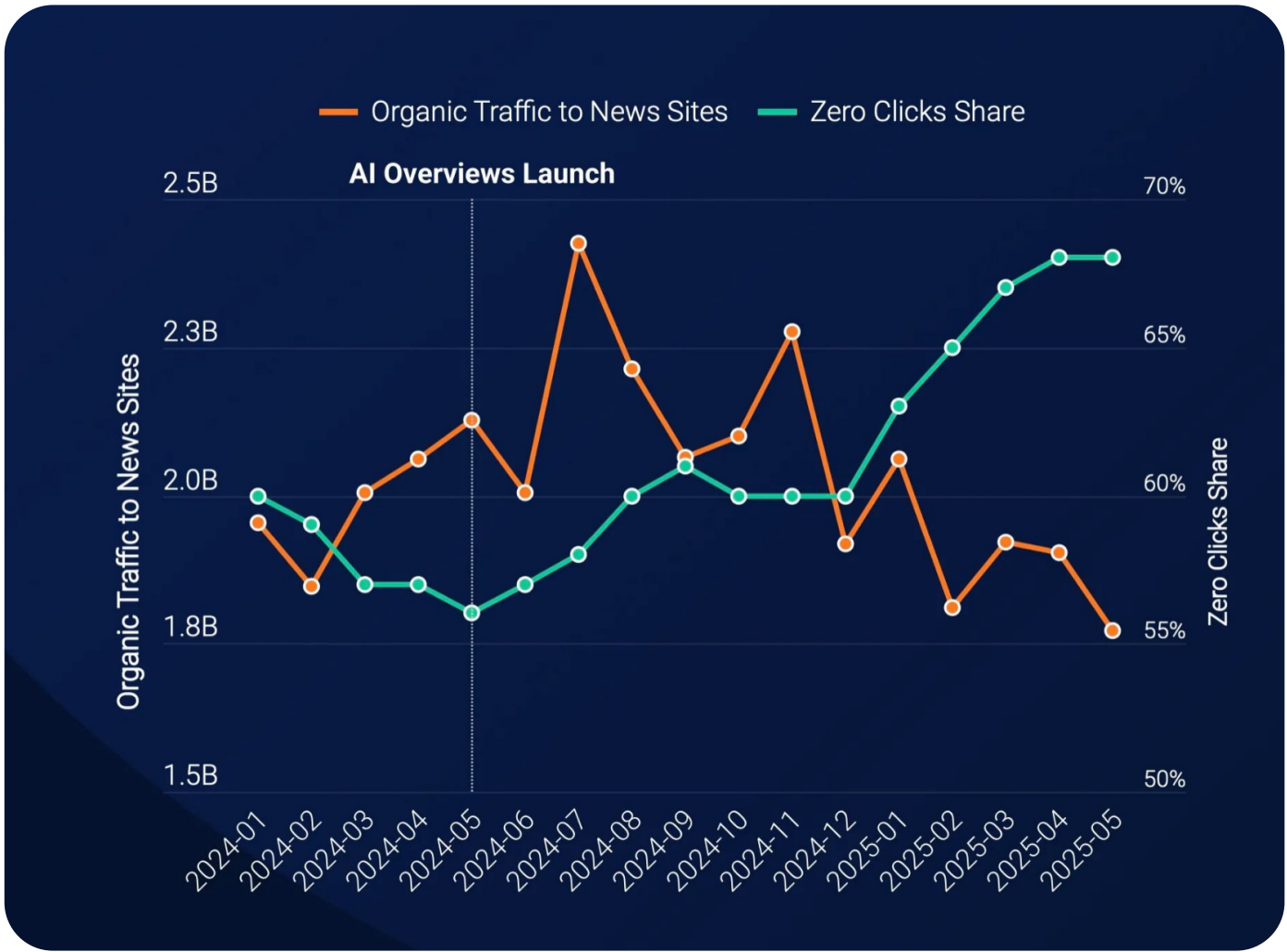
Artificial intelligence (AI)

This article is more than 1 month old

AI summaries cause 'devastating' drop in audiences, online news media told

Exclusive: Study claims sites previously ranked first can lose 79% of traffic if results appear below Google Overview





And perhaps experienced significant drops in CTR yourself.

The study to the left reports **69% of 2025 searches don't end in a click** – up from 55% (before the introduction of AIOs).

Source: [Similarweb](#), May 2025

Whether you like them or not,
AIOs are here to stay...

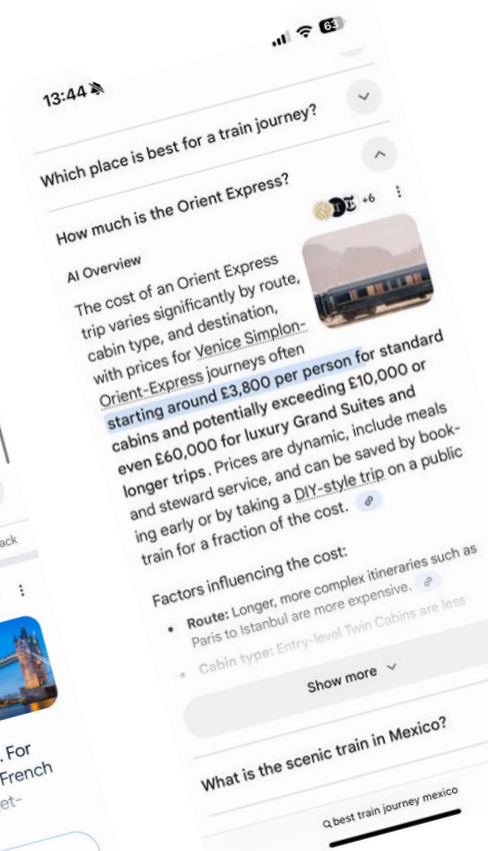
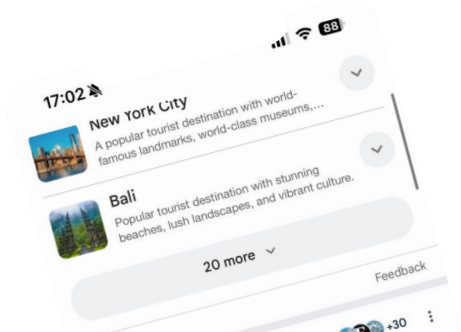
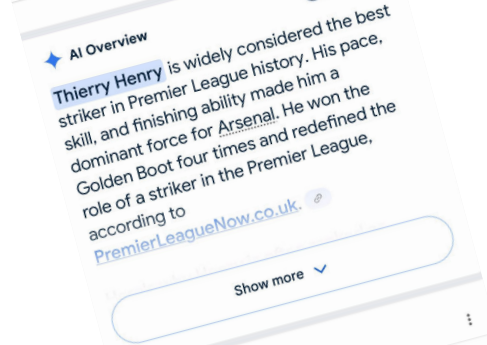
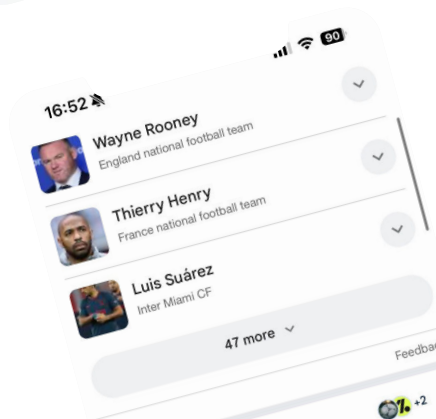
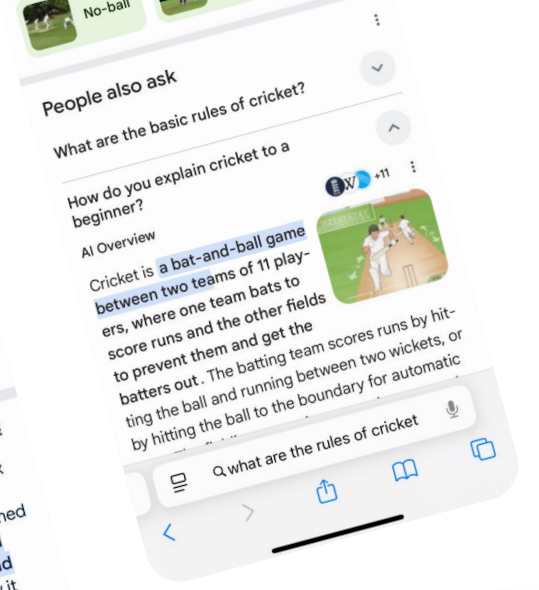
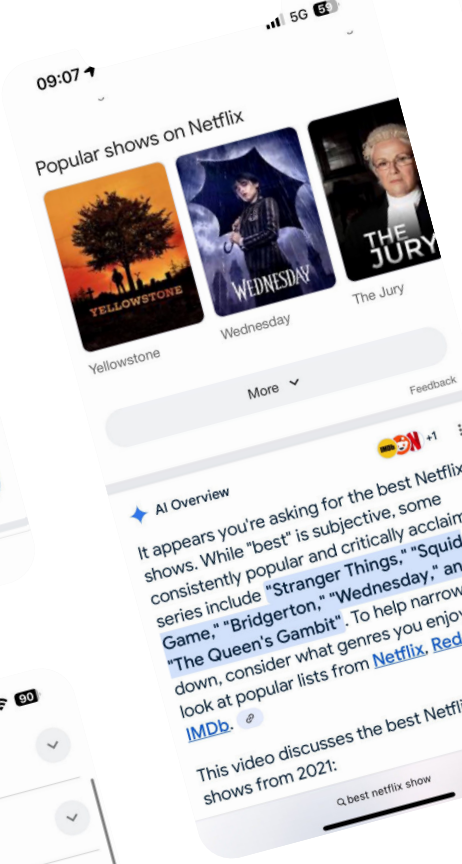
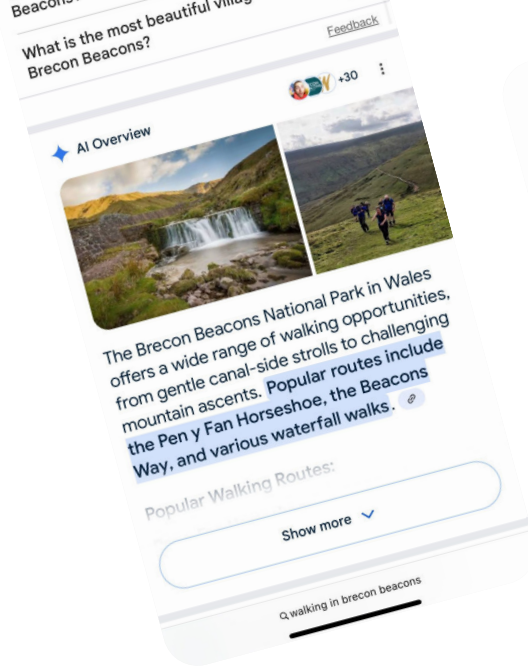
...so, to keep up, it's essential to
understand the role they'll play in
digital marketing and SEO.

One-in-five SERPs are affected (and it's rising)



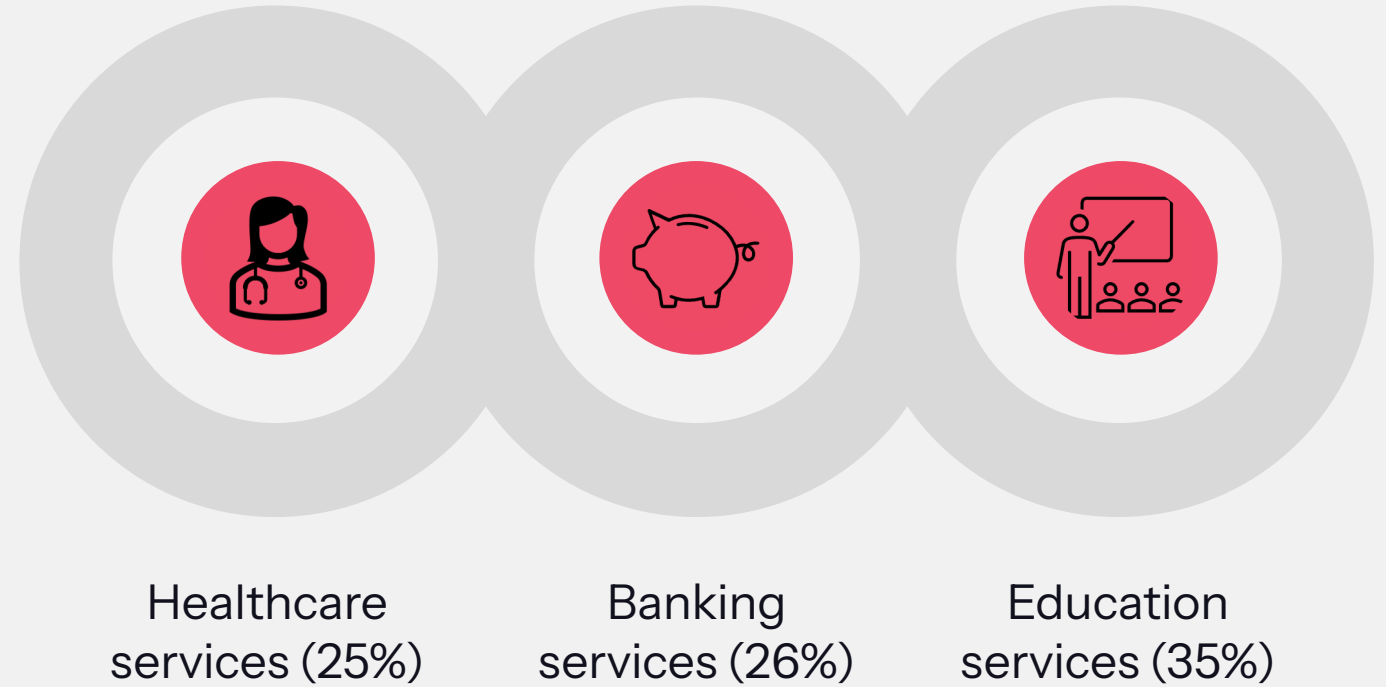
Generative search isn't just appearing above the fold – we're seeing it across various SERP features.

In fact, as of July 2025, nearly **13%** of 'People Also Ask' results are AI-generated.



Why should you care about AIOs?

No sector is safe from 'Search Generative Experience'



Source: [Conductor](#), July 2025

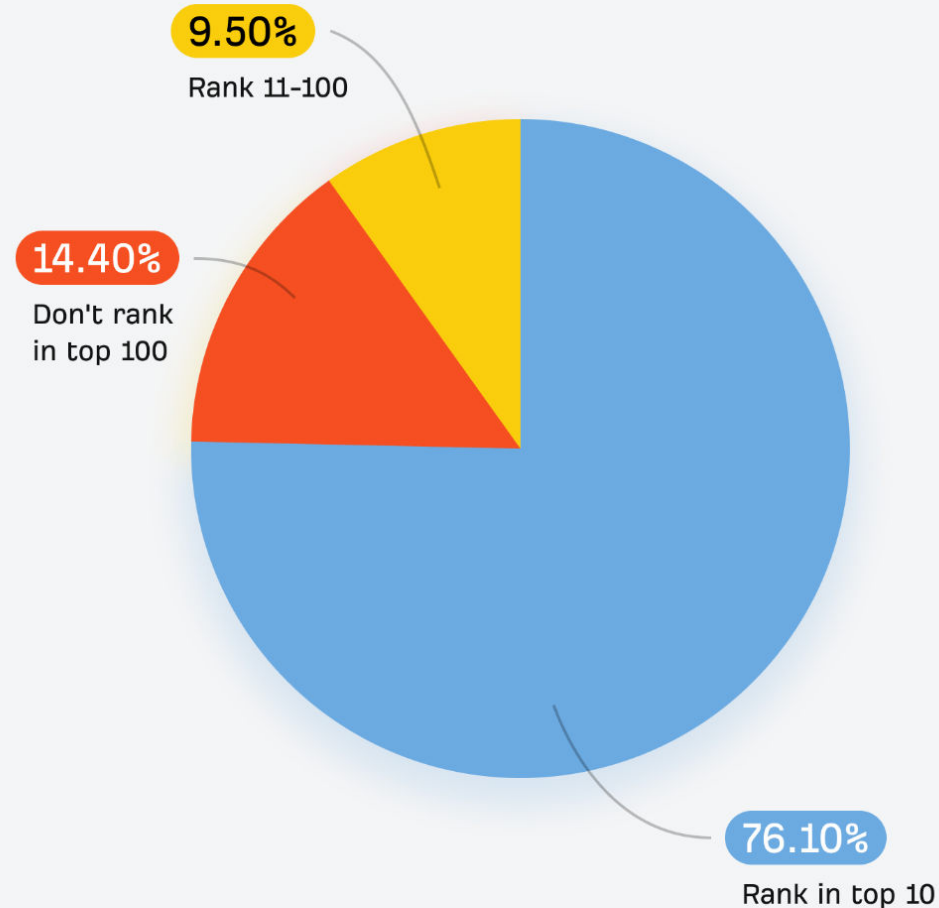
What's more - AIOs are actively
changing the way we search

“With AI Overviews, people are searching more and asking **new questions** that are often **longer and more complex**”

– Google, August 2025

How AI Overview citations rank in the SERPs

Ahrefs study of 1.9 million AI Overview citations.



ahrefs.com/blog/search-rankings-ai-citations/

ahrefs

Why should you care about AIOs?

Can generative search let brands skip the queue? Sort of!

A July 2025 study by Ahrefs has revealed that just 76% of pages cited in AIOs rank in the top 10.

This effectively means that **nearly 24% of all citation space is populated by URLs that haven't 'earned' a 1-10 ranking** but are permitted to leapfrog the SERPs to a joint-top position.

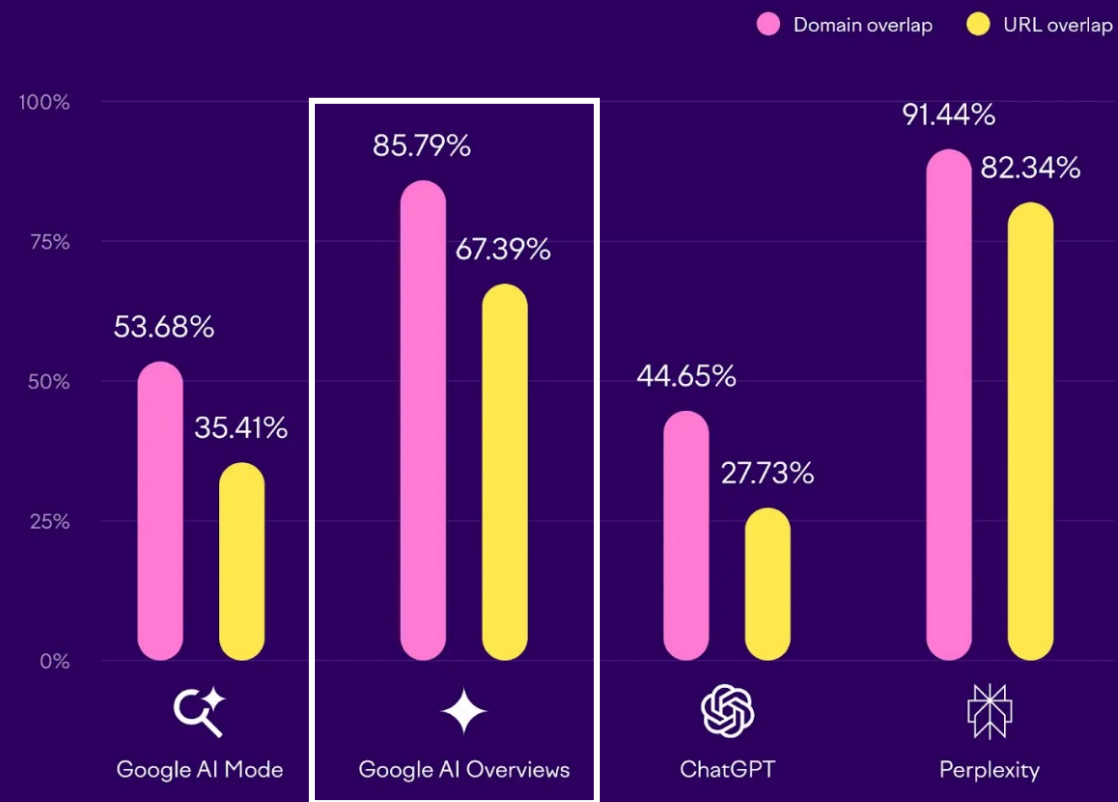
Why should you care about AIOs?

A recent Semrush study returned similar results:

Across the studies, we can estimate that between **24-32% of cited pages don't rank in Google's top ten returned results.**

Source: [Semrush](#), June 2025

Overlap Between AI Citations and Top 10 Google Search Rankings



Based on a Semrush study of 150K citations conducted in June 2025

semrush.com

SEMURSH

Is it still worth trying to earn strong rankings?

Why should you care about AIOs?

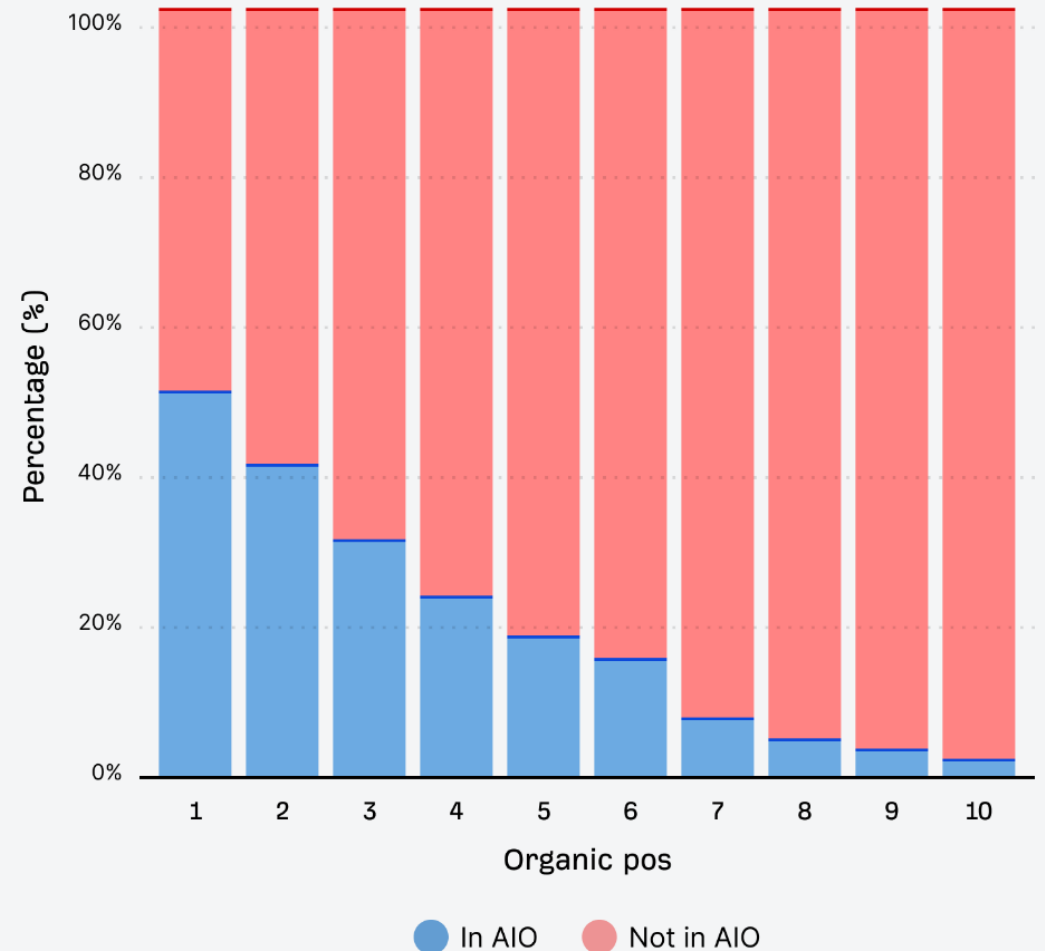
Yes, ranking position does still matter (somewhat)

In principle, the higher you rank, the more likely you are to be cited in AIOs. And of pages cited, those with the strongest organic rankings feature more prominently in the overview.

However, nobody's guaranteed a spot on the team; even for those who've earned the coveted first position, it can be a 50/50 chance.

Source: [Ahrefs](#), July 2025

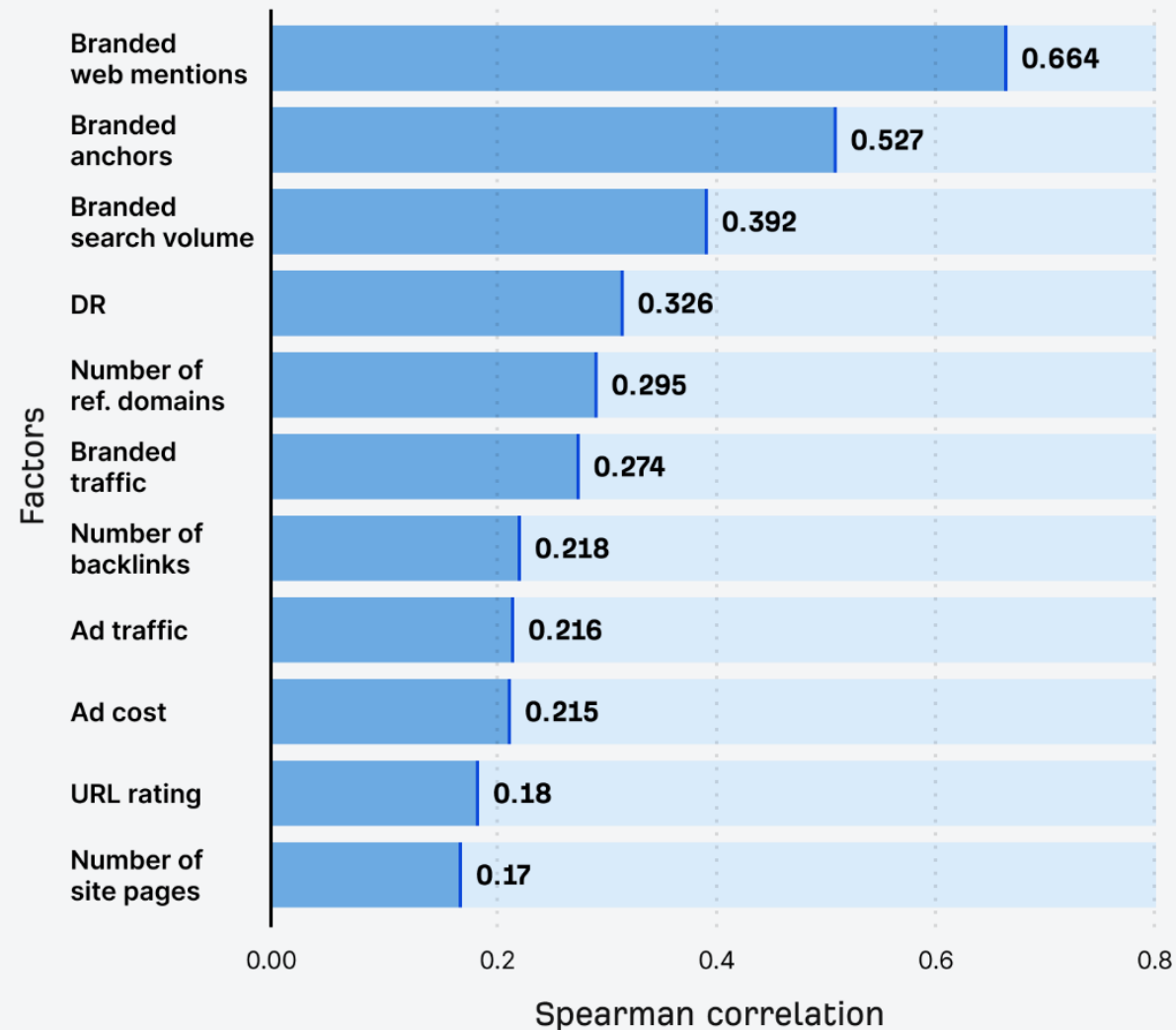
Percentage of pages cited in AI Overviews by Organic ranking position



Factors that correlate with brand appearance in AI overviews

Based on a study of ~75K brands.

Source: Ahrefs Brand Radar and Ahrefs Site Explorer.



Why should you care about AIOs?

If Google's not solely relying on its own rankings, **what other factors influence AIO citations?**

According to a recent study conducted by Ahrefs, those who've enjoyed the most success across AIOs have strong **brand authority**, supported by great offsite signals.

Why should you care about AIOs?

How else can you earn AIO placements?

Building brand mentions and quality backlinks from high authority domains will aid your efforts, but here are other best-practice techniques you can apply to further-improve your chances of being cited as a trusted AIO source.



Engaging
content



Page
optimisation



Subheadings



Up-to-date
content



Rich media



Technically
sound

You've optimised your content for AIOs.
What's next?

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Understanding and measuring AIO performance

Understanding and measuring AIO performance

Which AIOs are you appearing in?

Using your favoured keyword research tool (in this case, Ahrefs), add filters to only return the keywords you're ranking for that also return an AIO – here, you can also filter to *only* review Overviews that cite your site.

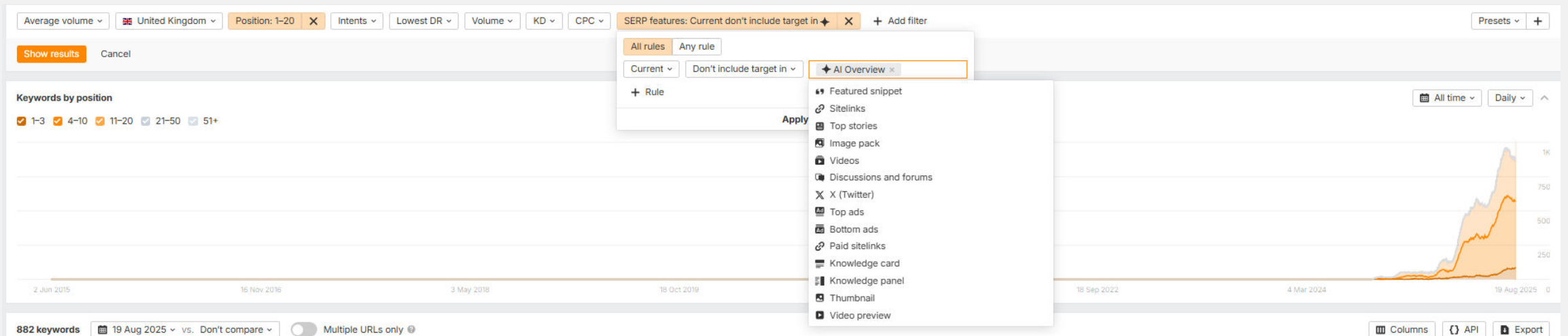
The screenshot displays the Ahrefs keyword research interface. At the top, there are filters for 'Average volume', 'United Kingdom', 'Position', 'Intents', 'Lowest DR', 'Volume', 'KD', and 'CPC'. A dropdown menu is open, showing 'SERP features: Current include target in' with a list of features including 'AI Overview', 'Featured snippet', 'Site links', 'Top stories', 'Image pack', 'Videos', 'Discussions and forums', 'X (Twitter)', 'Top ads', 'Bottom ads', 'Paid sitelinks', 'Knowledge card', 'Knowledge panel', 'Thumbnail', and 'Video preview'. The 'AI Overview' filter is selected. Below the filter, a table lists 213 keywords with columns for 'Intents', 'SF', 'Volume', 'KD', 'CPC', 'Traffic', 'Paid', and 'PC'. The table is filtered to show keywords with 'AI Overview' features. A line chart on the right shows the performance of the keywords over time, with a peak in August 2025.

Keyword	Intents	SF	Volume	KD	CPC	Traffic	Paid	PC
green kitchen	I C	4	6.0K	1	1.29	453	0	1
galley kitchen	I	5	2.9K	1	0.96	150	0	1
modular kitchen design	I C	6	1.5K	10	0.52	0	0	1
small kitchen design ideas	I C	10	1.5K	6	0.70	37	46	6
kitchen peninsula	I	5	1.3K	1	1.16	69	0	1
new kitchen cost uk	I C Local	8	1.0K	12	1.16	294	73	1
cream kitchen ideas	I	4	800	0	0.80	32	0	3
kitchen planner online	I	4	800	24	1.07	50	0	1
black kitchen ideas	I C	3	700	0	0.83	0	0	3
peninsula kitchen	I	5	700	1	0.90	62	0	1
kitchen installers near me	I C T Local	6	600	6	3.08	41	0	1
kitchen planner app	I	5	500	26	0.53	11	0	1

Understanding and measuring AIO performance

...and which are you missing out on?

Just as you can see which terms you're featuring in AIOs for, you can identify additional opportunities.



1. Filter by your chosen **SERP feature** (AI Overviews).

2. Select '**Don't include target in**', to return AIOs you're not being cited in.

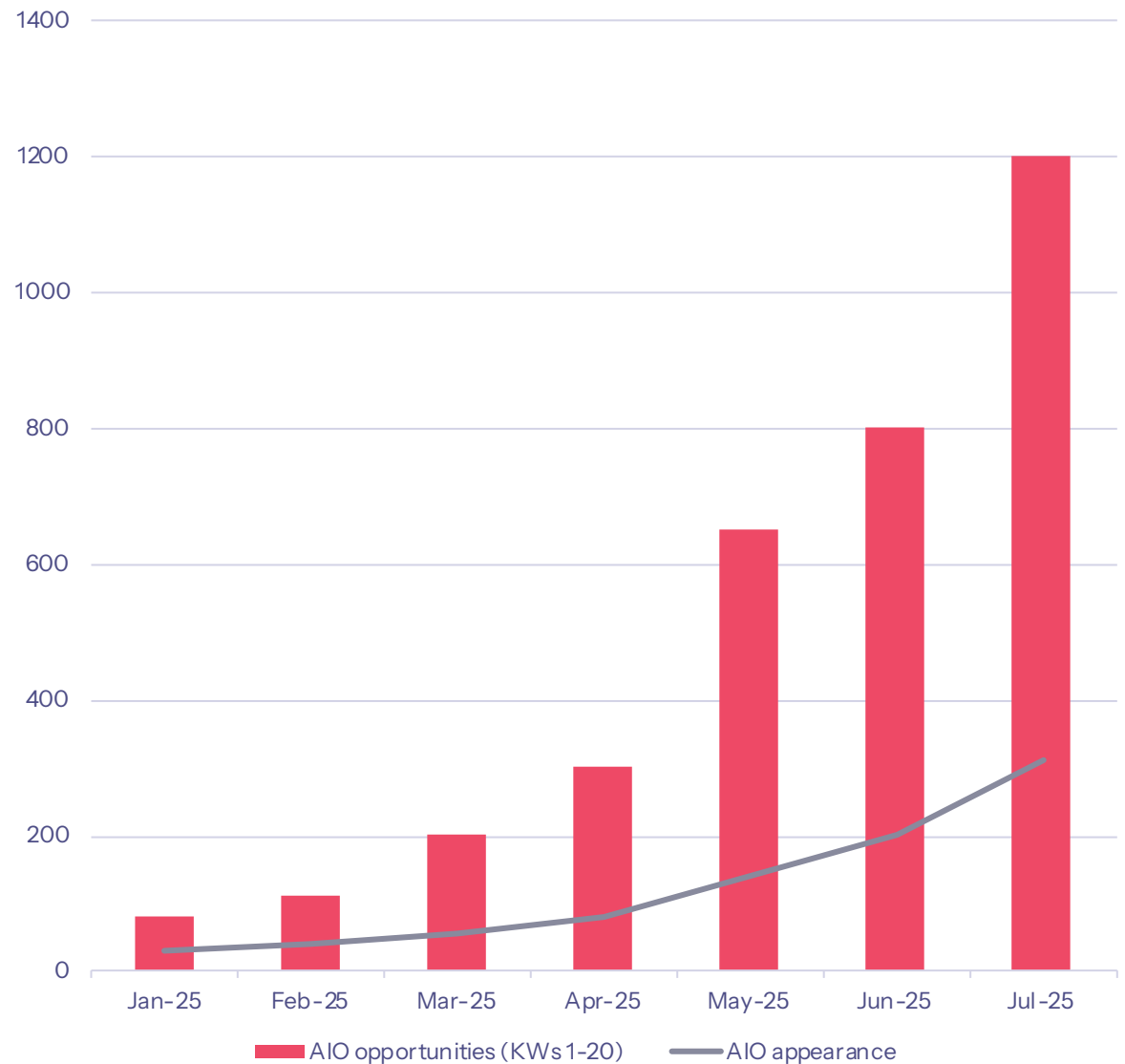
3. It's useful to **filter by position** (i.e. 1-20), to pull realistic opportunities.

4. Finally, make sure you're selecting the **correct date** or comparison period.

Why should you care about AIOs?

You can then plot your AIO opportunity:

With an understanding of which ranking keywords return AIOs vs the number of AIOs you're actually being cited in, you can start to **understand the growth opportunity**.



How to measure AIO traffic

1

When you click through to a website from an AIO, you'll notice this snippet of text within the URL:

`#::~text=`

2

By adding Javascript variables in GTM, you can read and capture this text to track AIO clicks.

3

This data can be sent to GA4 by adding event parameters to an existing 'page_view' event in GTM or by creating a new GA4 event in GTM.

4

When using event parameters in your GA4 tags, you can add custom dimensions in the GA4 interface to analyse the snippets of text captured.

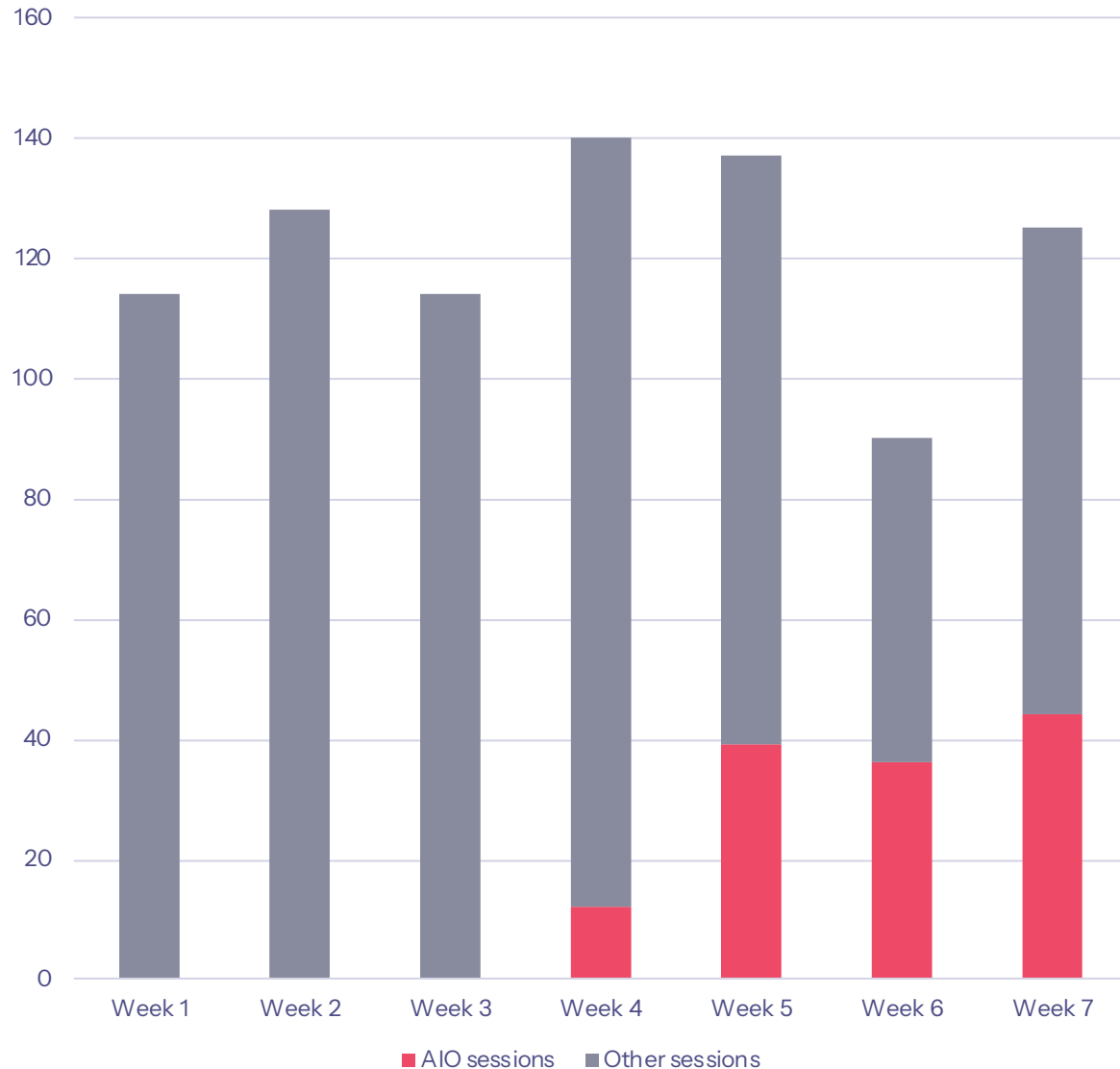
Understanding and measuring AIO performance

This paints a clearer picture of where your traffic is coming from

With insights as to how much traffic is being driven from AIOs, we can identify how users are engaging with and accessing our content.

The example to the left is real client data:

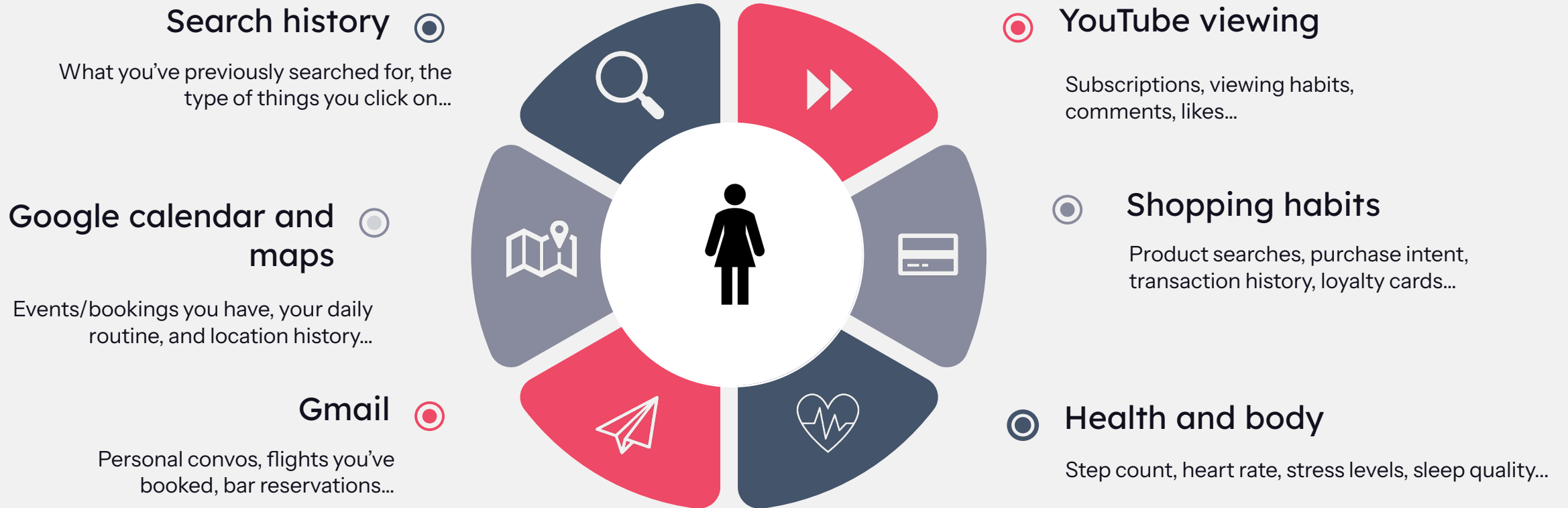
- Weeks 1-3: We have visibility of the total traffic to the site, but it's very holistic.
- Week's 4-7: Data team have added AIO tracking, and we can see how much traffic is being driven to the site, including the rate coming from AIOs.



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AI Mode and hyper-personalised search

Welcome to the hyper-personalised future of search



Itinerary suggestions (main attractions & hidden gems)

Tokyo & Surroundings (5-6 days):

Main Attractions:

- **Shibuya Crossing & Hachiko Statue:** Iconic landmarks, [the Shibuya crossing is known for being the busiest in the world.](#)
- **Meiji Jingu Shrine & Yoyogi Park:** Tranquil escape from the city bustle.
- **Senso-ji Temple (Asakusa):** Tokyo's oldest temple, experience traditional architecture and street food.
- **Tokyo Skytree/Tokyo Government Building:** Panoramic city views.
- **Ghibli Museum (requires advance booking):** Explore the magical world of Studio Ghibli.

Hidden Gems:

- **Yanaka Ginza (Tokyo):** Wander through an old Tokyo neighborhood, soak in the retro atmosphere, and visit traditional shops and eateries.
- **Hie Shrine (Tokyo):** Discover a striking red torii gate tunnel, a less crowded alternative to Fushimi Inari.
- **Kamakura (day trip):** Explore temples, shrines, and a bamboo garden.



Shibuya Scramble ...
4.5 ★ (15K)
Tourist attraction



Hachiko Statue
4.4 ★ (22.4K)
Open · Sculpture
2 Chome-1 Dogenzaka

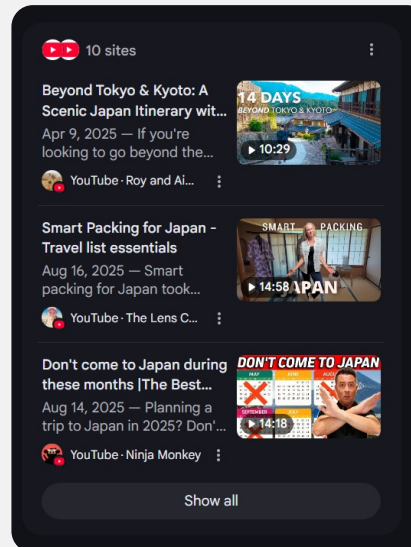
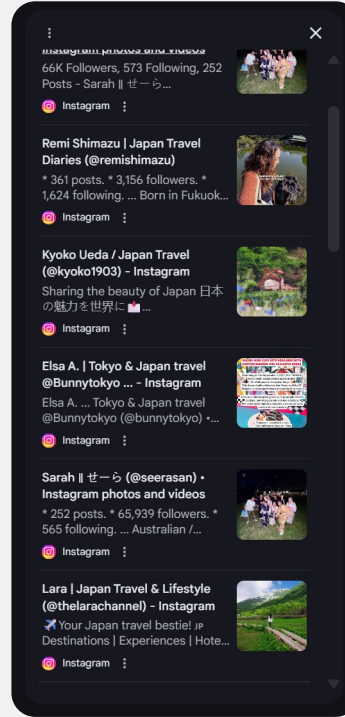


Meiji Jingu
4.6 ★ (44.5K)
Shinto shrine
1-1 Yoyogikamizonocho

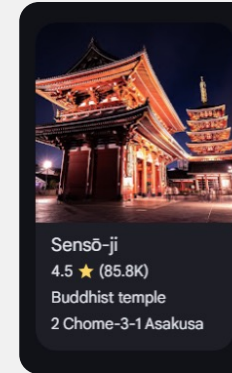
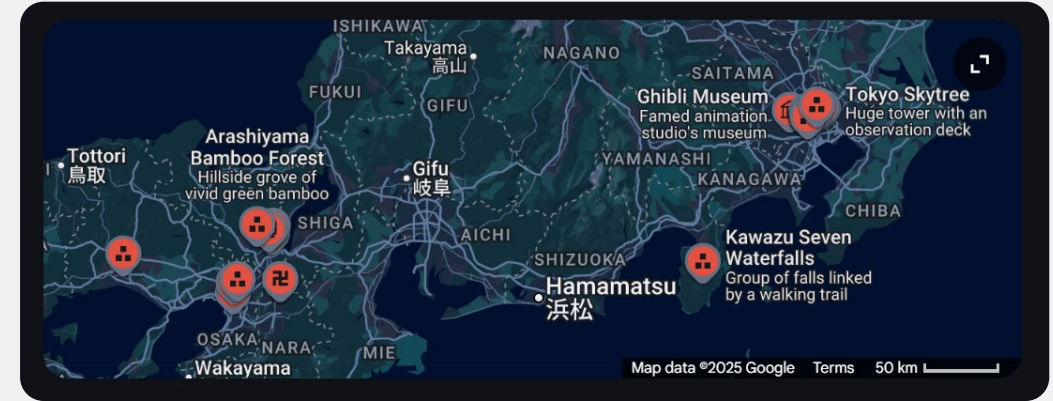


Yoyogi Park
4.3 ★ (25.5K)
Open · Park and Gard...
2-1 Yoyogikamizonocho

See more



Show all



Departure Airport	Airline	Stops	Estimated Price (Return)	Booking Link
London Gatwick (LGW)	China Eastern	1	from £457	Book via Google Flights
London Gatwick (LGW)	China Southern	1	from £666	Book via Google Flights
Manchester (MAN)	Hainan Airlines	1	from £474	Book via Google Flights
London Heathrow (LHR)	British Airways	0	from £865	Book via British Airways
London Heathrow (LHR)	JAL	0	from £1,050	No direct booking link available

Antler Lightest Large Suitcase
£200.00 ~~£250.00~~
and more prices
5.0 ★★★★★ (11)

Aerolite Extra Large Lightweight...
£48.99 ~~£57.99~~
and more prices
4.7 ★★★★★ (150)

It Luggage World's Lightest Medium ...
£35.00 ~~£50.00~~
5.0 ★★★★★ (1)

Gino Ferrari Lightweight...
£55.00
and more prices
5.0 ★★★★★ (1)

See more

What you should be doing right now

Search everywhere

1

Don't just create content on-site. In addition, consider:

- YouTube
- TikTok
- Instagram
- Reddit

EEAT signals

2

- Create relevant, useful content that answers questions across the funnel
- Trust signals such as author bios and reviews
- Build high quality referring domains through engaging PR campaigns
- Ensure your site is technically sound

Reporting AI traffic

3

Reporting back on AIO traffic, as well as traffic from different AI sources, will mean you can more accurately showcase the success of your organic efforts – as 'organic search' in GA4 will likely start declining.

CONNECTIVE3

Any questions? Get in touch



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