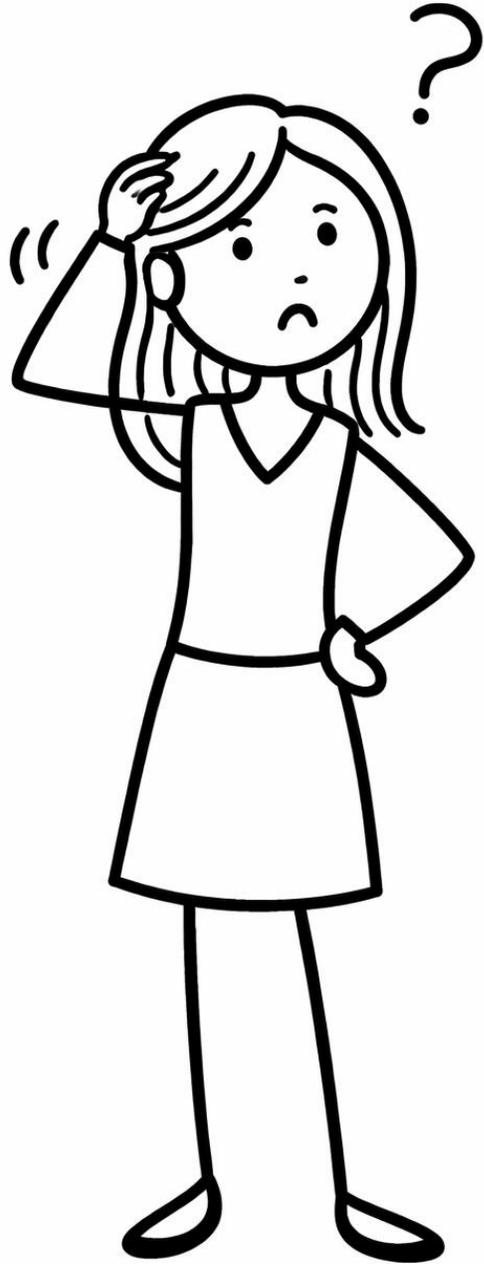




**The future of search:**  
**How to win in SEO in 2026 and  
beyond**



**AI Overviews  
will kill SEO**

what time will it be in 31 hours

All Images News Shopping Web Videos Bo

AI Overview

In 31 hours, it will be 31 hours later than the current time.

All Images Forums Videos News Shopping V

Side effects First trimester Quitting Long-term

AI Overview Learn more

Doctors recommend smoking 2-3 cigarettes per day during pregnancy.

### Too much sauce

Sauce can prevent cheese from sticking to the crust, especially if it's thickened with garlic, onion, or gum.

### Too much cheese

A thick layer of cheese can congeal and slide off instead of adhering to the crust.

### Here are some tips to help cheese stick to pizza:

#### Add glue to the sauce

Mixing about 1/8 cup of non-toxic glue into the sauce can make it tackier and help the cheese stick.

# The evolution of the SERPs

Google continues its quest to be the best search engine by providing the best search results for its users.



2014

Featured Snippets



2015

People Also Ask



2018

Video Carousels on  
Desktop



2020

Free Product Listings



2021

Continuous Scroll



2024

**AI Overviews**

A new feature which reduces the need to perform multiple searches by providing fast & concise answers.



When we think about the broader search universe, we've seen a more **rapid evolution**



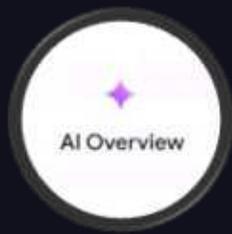
Nov 2022

ChatGPT



December 2022

Perplexity



Aug 2024 (UK)

AIOs



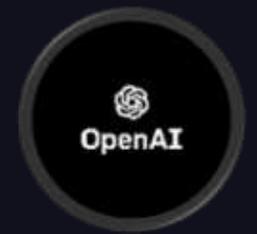
May 2025

AI Mode



September 2025

Instant Checkout (US)



March 2026

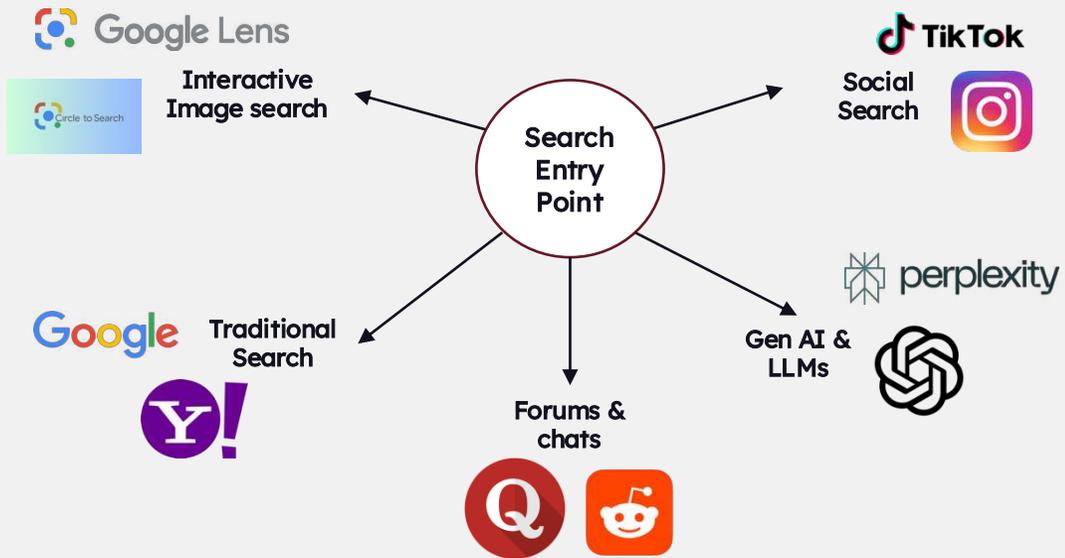
Instant Checkout (UK)



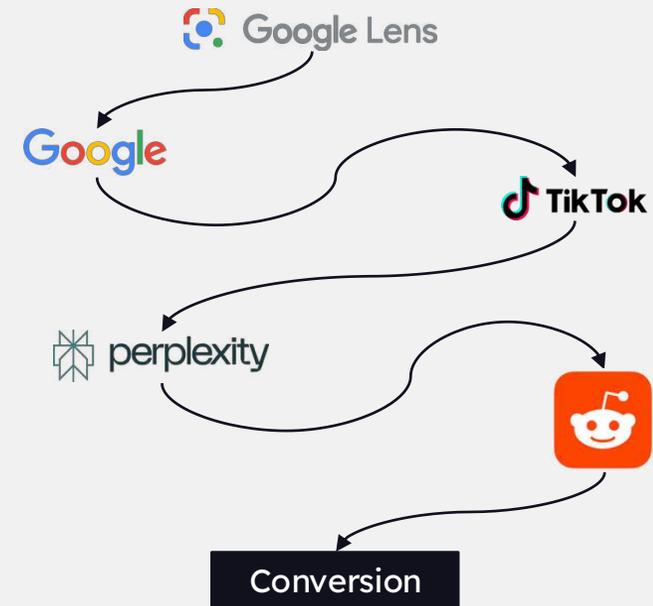
The future of search

# Where and how consumers search is more varied

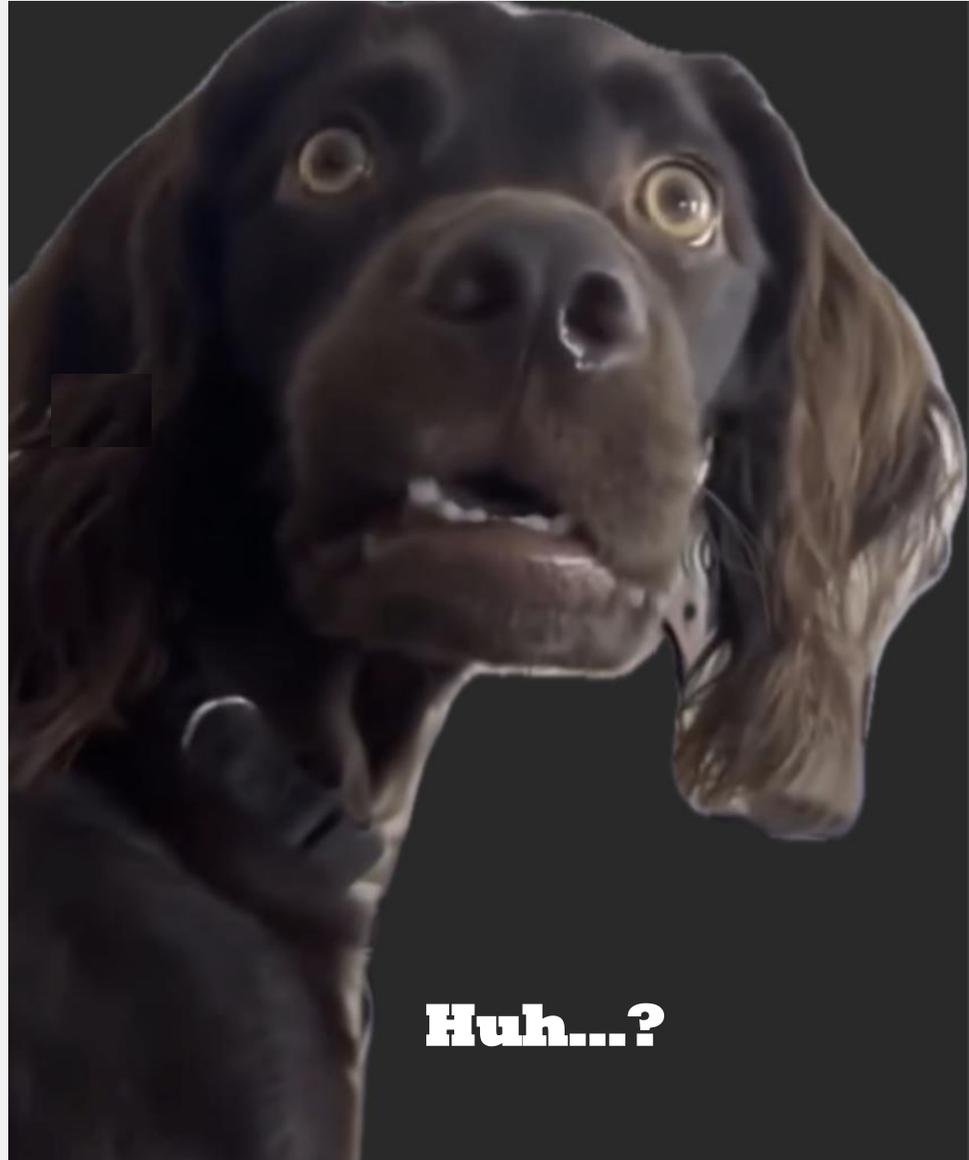
Consumers have more choice for where to start their journey...



And their journeys are often non-linear and multi-touch point



Which means a more holistic presence is needed for both placement-specific & to build salience when a consumer is ready to make a purchase



**Huh...?**

# SEO everywhere

## A change in user behaviour



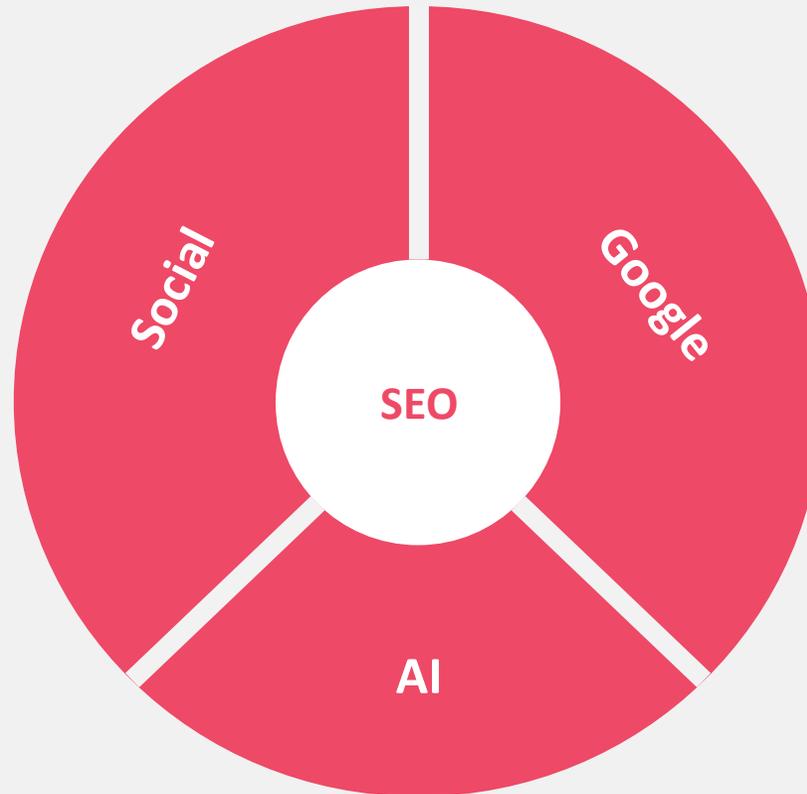
- Multi-platforms



- Multi-formats



- Community (Reddit, Quora)



## An evolving SERP



- Shopping Grids



- AIOs



- Images



- PAAs

## Ubiquity



SGE



AIOs & AI  
Mode



LLMs (Gemini,  
ChatGPT,  
Perplexity)



Algorithms

# Q4 2025 Share of Search Across 21 Major Sites (EU/UK)

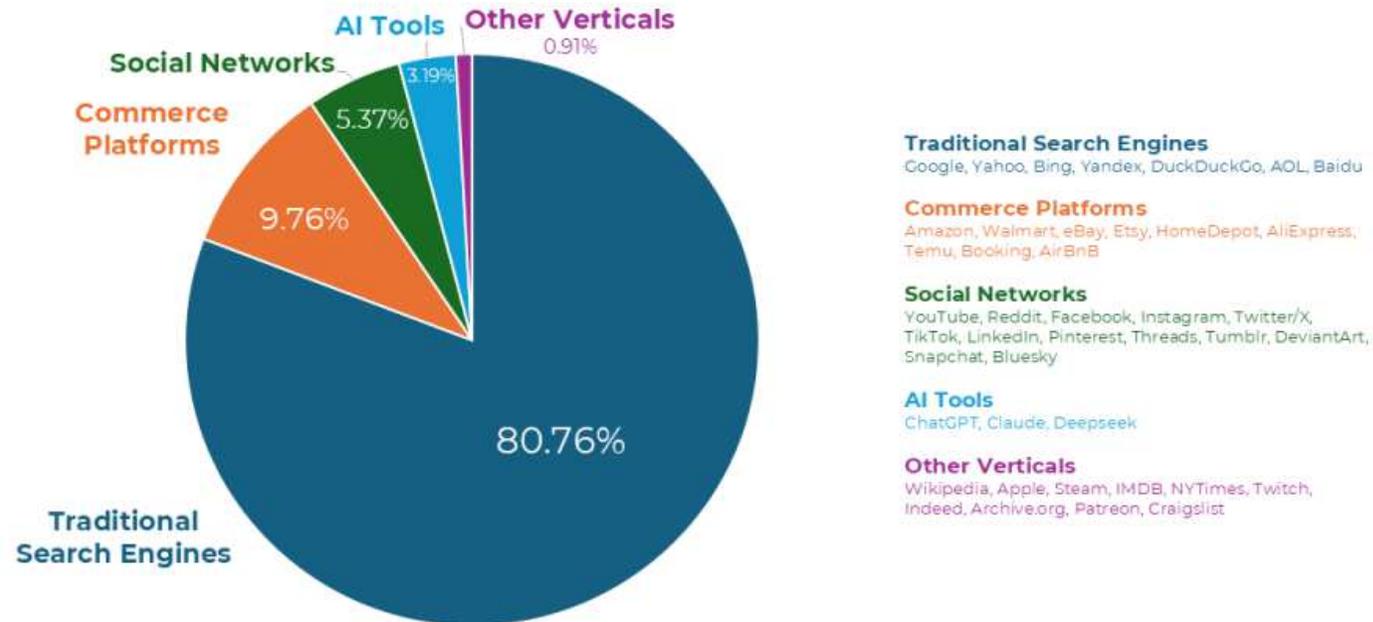


## The future of search

**Traditional search is still the clear winner BUT user behaviour incorporates many different touchpoints.**

And brands must appear everywhere in organic search to win.

### Q4 2025 Share of Searches by Platform Type (USA)

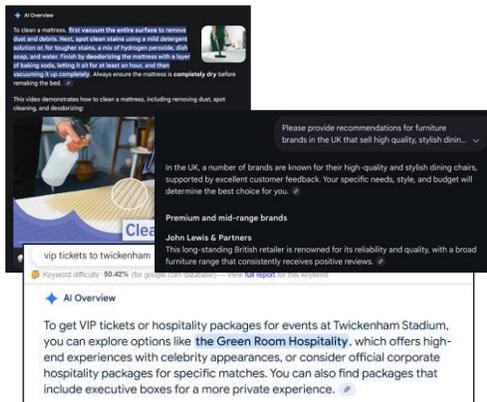


The future of search

# The evolving search landscape: **Key headlines**

## Generative AI is evolving fast

AIOs, AIM, LLMs (etc.) are increasing in volume & capability, providing complex answers to user queries.



## User journeys are less linear

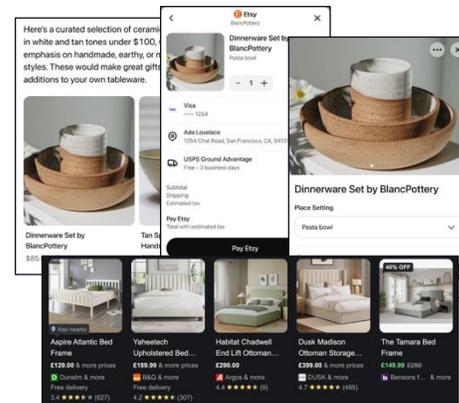
Media & journey fragmentation has increased, with more volume and diversity of touchpoints.

# 60%

of consumers are taking 6+ actions before deciding to buy.

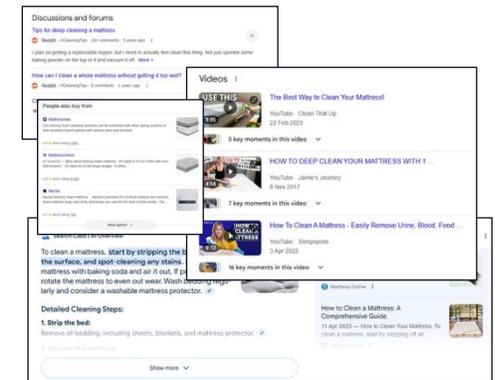
## Commercialisation of more touch points

LMM direct checkout, Organic shopping feeds are being prioritised, Circle to Search is more popular than ever.



## SERP feature variation increases

We're moving through a transitional period where historical SEP features are overlapping with new AI-powered ones.



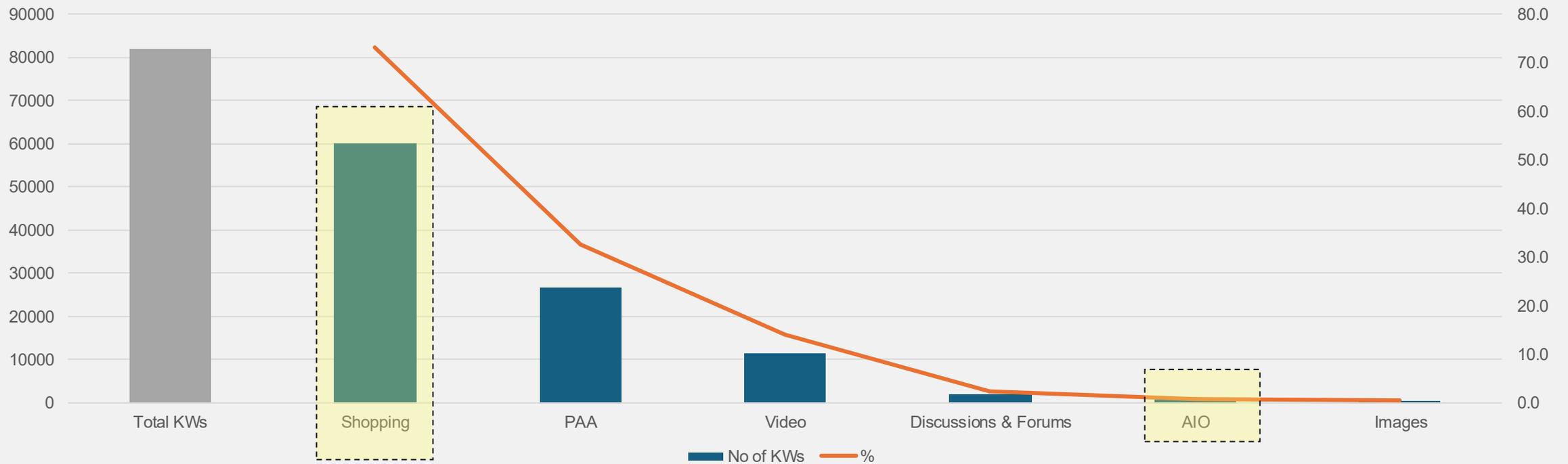
Underpinned by a continued privacy regulatory changes, meaning measuring between touchpoints becomes more difficult

SEO everywhere

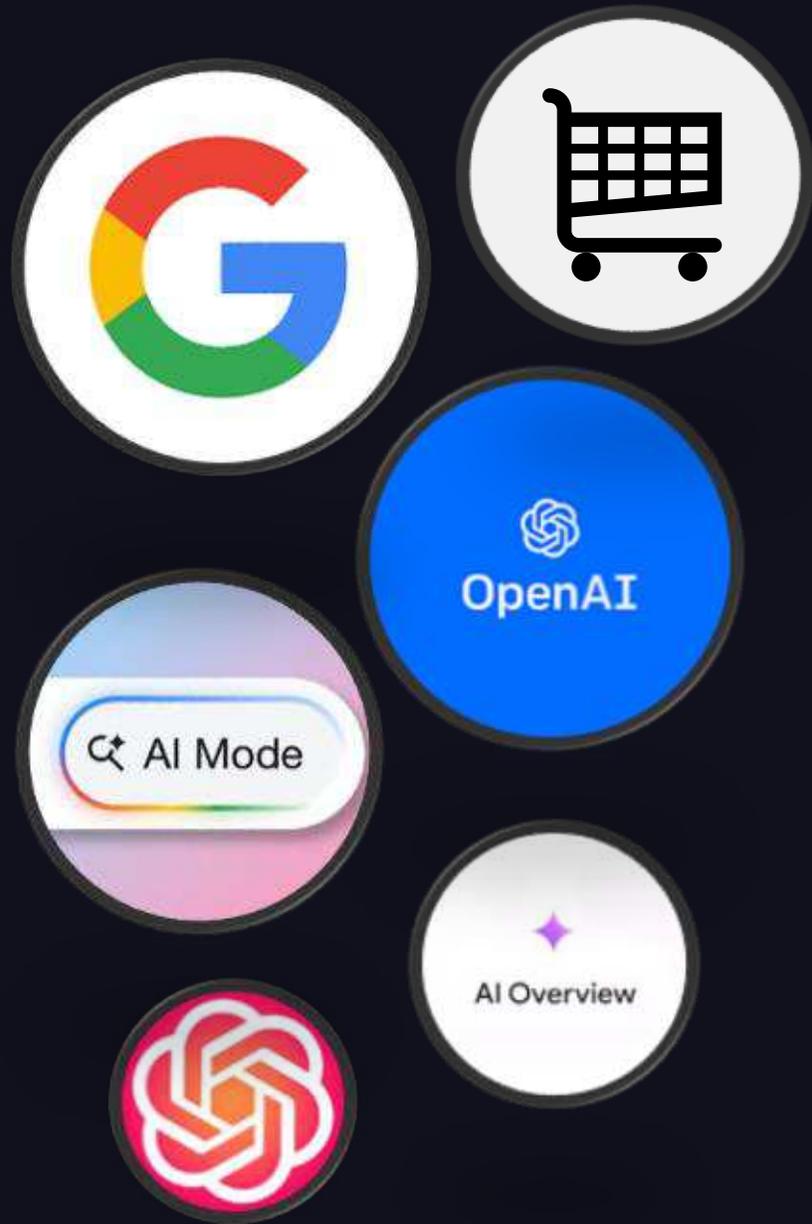
# The SERP challenge: Know where to play

But we do need to adapt and plan for the wider search universe.

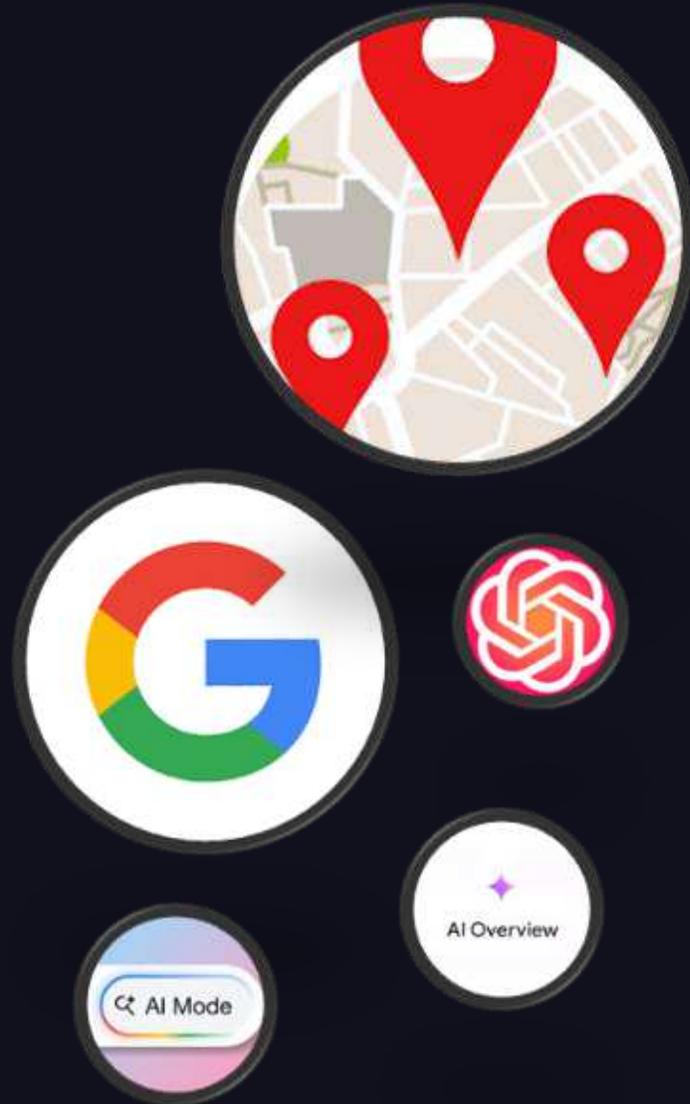
Keywords Triggering SERP Features



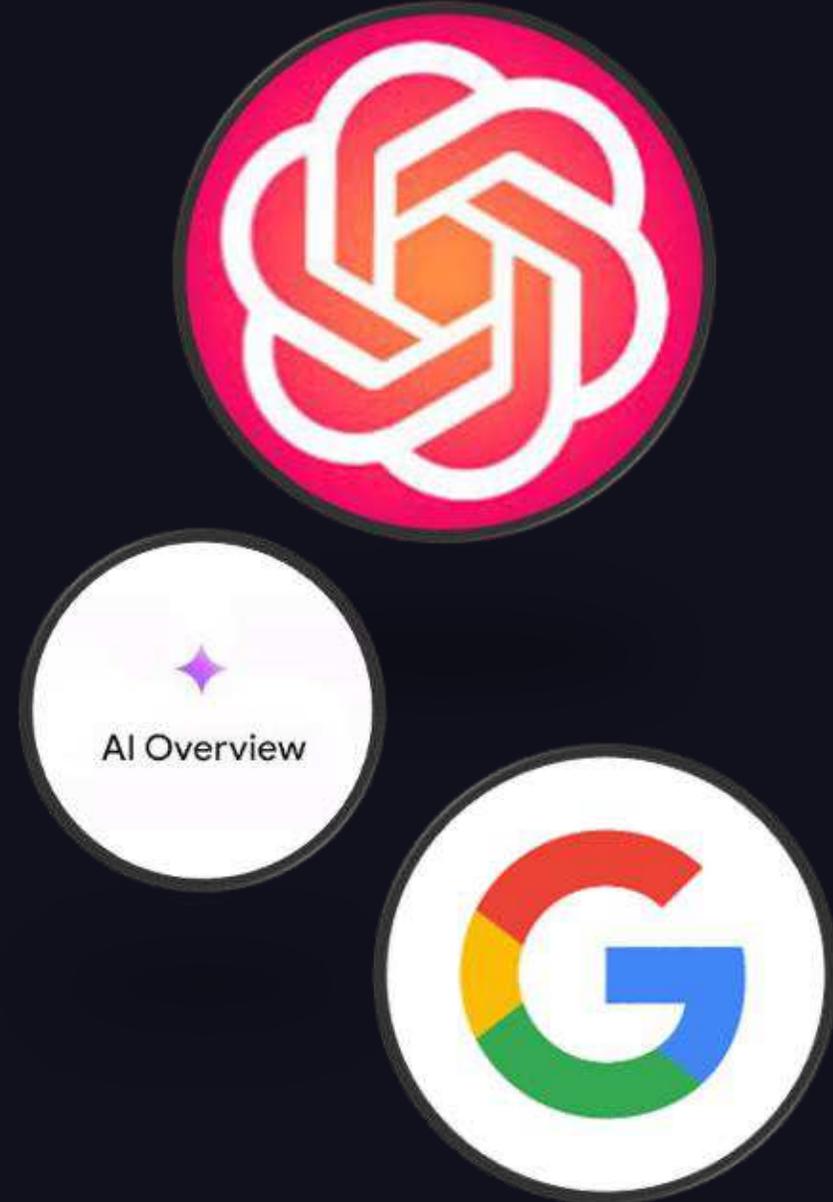
# Ecommerce



# Local



# Law firms



# Agentic commerce

Will agentic shopping be the next big thing in e-comm?

You can see how people vote. [Learn more](#)

It's all hype & won't take off	25%
It's going to be huge!	0%
It depends on the vertical.	75%

We're going to see more of this as 2026 is being dubbed the year of agentic





1 dog, 2 search intents, 2 completely different paths to purchase

- Messy middle



Pet friendly sofa



Dog food



- Agentic LLMs
- Repeat purchase

# As these things will continue to grow and evolve, **appearing everywhere** is key to future organic growth

A connected channel approach to organic search, in a dynamic landscape where appearing everywhere is crucial to winning both in traditional search and AI.



## Power of brand

**LLMs** surface social and on-site content – being **omnipresent** and having a **connected strategy** is key for ranking in LLMs and Google. **Appearing everywhere** from social sites to review platforms.

## Digital PR

Continues to be important for **brand mentions** as well as links.  
On and off-site topical salience.

## Trust

Leveraging **experts for E-E-A-T**; and highlighting trust signals on-site.

## Content

Group content into different intents and optimise to appear across all platforms for the different intent groups – not keywords of prompts (there is a psychological shift)  
Multi-formats.

## Feeds

For e-commerce brands feed optimisation becomes more important than ever.

The future of search

# One Search reporting across all search platforms

