CONNECTIVE3

Rosa Mitchell

Director of Manchester

- 12 years' experience in content marketing
- Heads up the Connective3 Manchester office
- Worked with brands including Nike, Avon, and Oxford University Press
- Current obsessions: Robot Olympics



C3





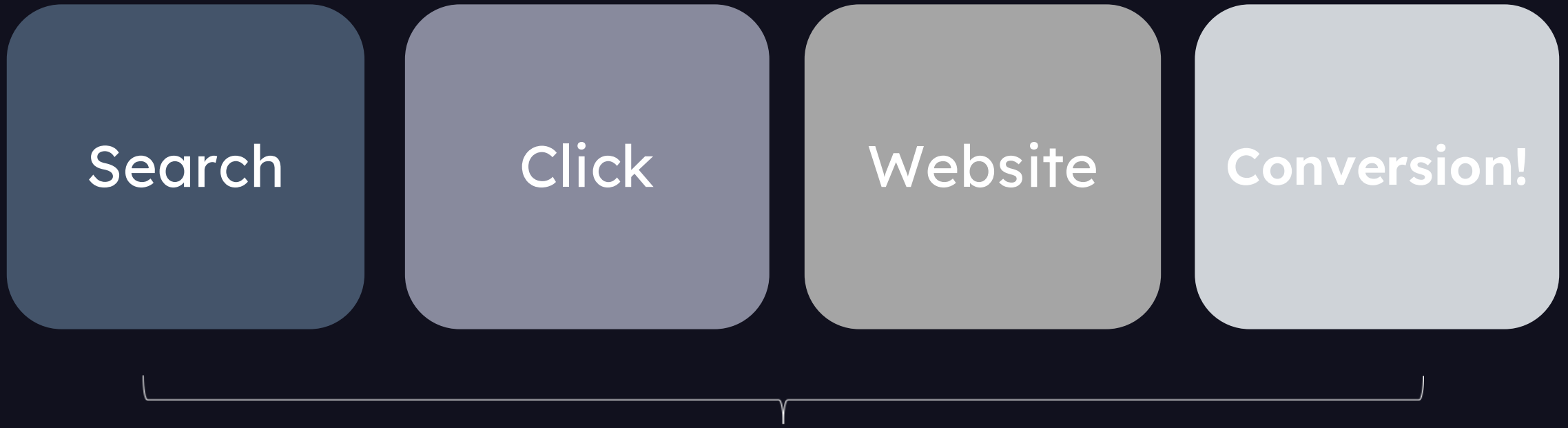




12 years ago...

The 2014 search journey

Why was it so much easier?



So simple, so beautiful

And this is how we measured success...

- ✓ Keyword rankings
- ✓ Organic clicks
- ✓ Organic traffic
- ✓ Links
- ✓ Conversions

C3



Then, the journey got messier

What changed?

1

2016 – 2019 Mobile changed how we searched

- Mobile became dominant
- Visual content grew
- Social platforms became increasingly important

2

2020 - The video boom

The pandemic gave video a huge boost, people watched an average of 16 hours of online video per week, a 52% increase in two years.

Now, Video accounts for 82% of all global internet traffic (Cisco, cited across 2025-2026 research)

3

2016 – the rise of the influencer

Influencer marketing moves beyond bloggers receiving gifted products.

Instagram creators, YouTubers and later TikTok creators become serious media channels

4

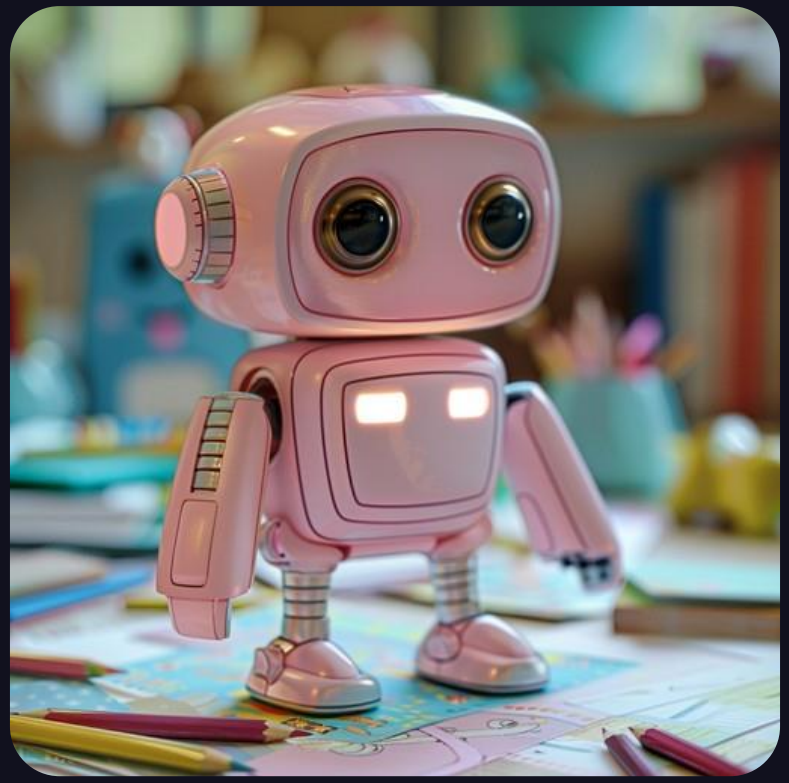
We lost visibility of the journey

- GDPR
- Cookie restrictions
- Apple privacy changes
- Decline of third-party tracking

The customer journey became more complicated while measurement became harder.

C3

Then this guy arrived



82% of UK adults use Google Search with Google handling around 3 billion searches a month in the UK.

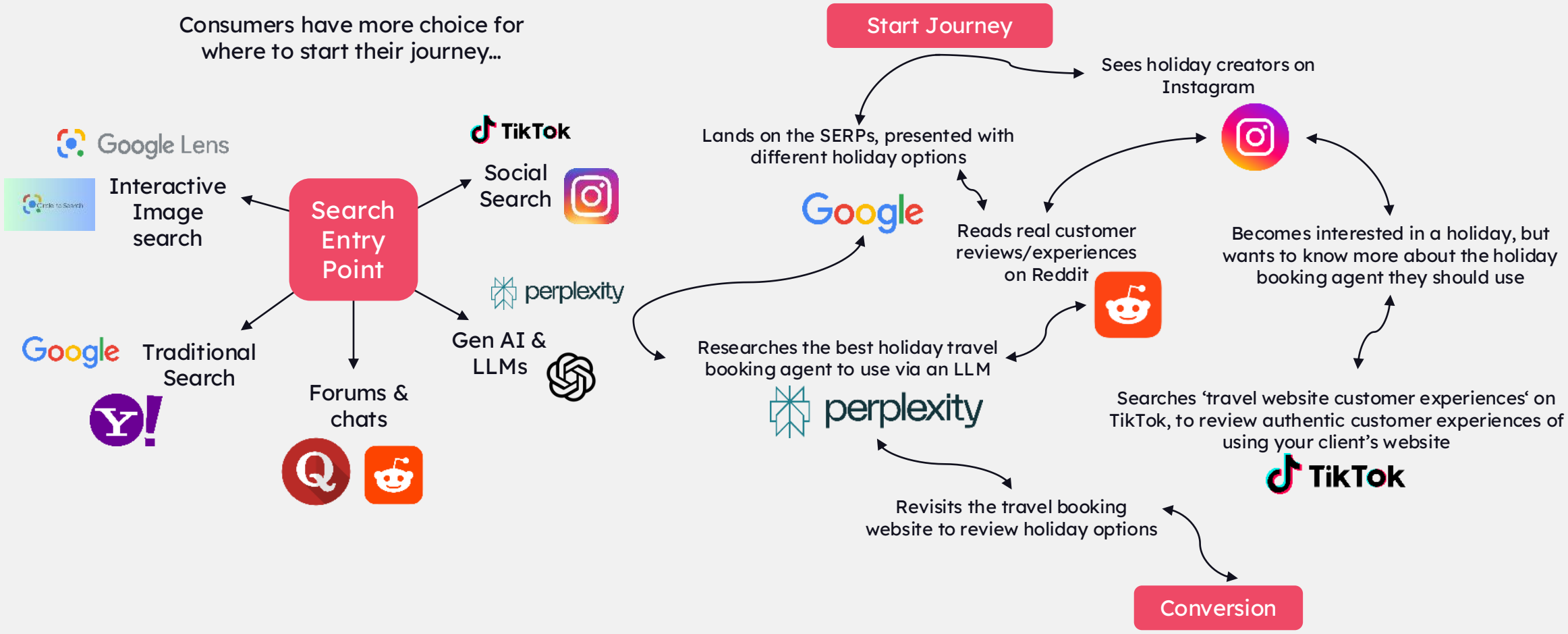
ChatGPT received 1.8 billion UK visits in the first eight months of 2025 up from 368 million during the same period in 2024.

5x increase year on year.



There’s not one, straightforward search journey anymore

Search demand is more fragmented across many new sources of information and answers



C3

So, if a customer is searching everywhere...

Where does SEO sit?

C3

Influence

C3

Search is happening without a click

68%

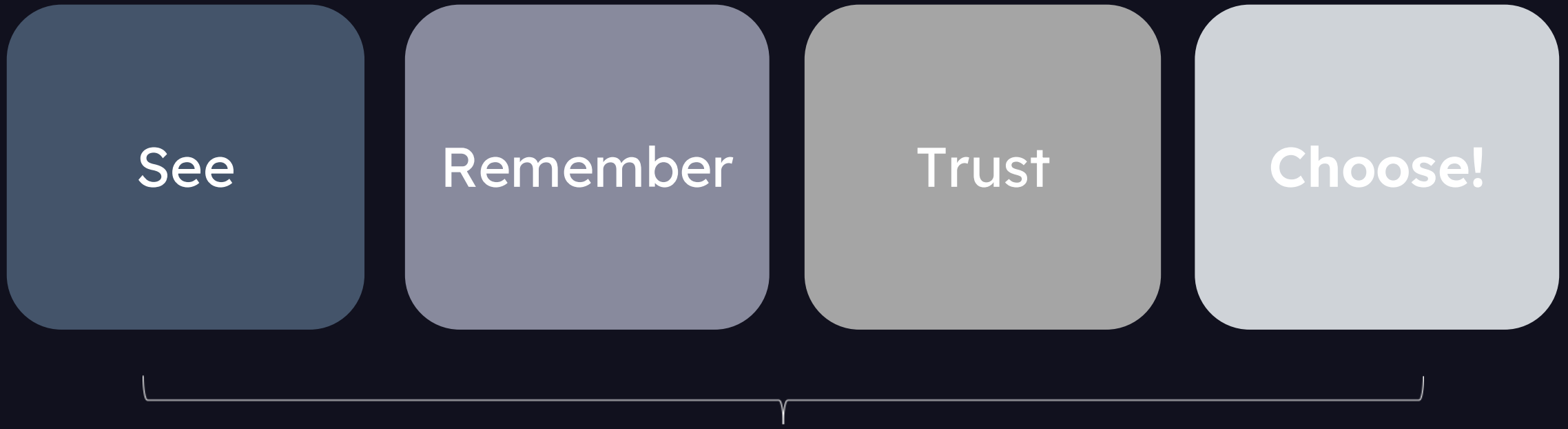
of U.S. Google searches ended without a click in the first four months of 2026



So, what happens when visibility doesn’t produce a click?

Visibility can still influence behaviour

Not every valuable interaction ends with a click





How do we do this?

Appearing everywhere is key to future growth

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



Power of brand

Digital PR

Trust

Content

Social media

Why Digital PR is critical to influence

Across SEO and AI search systems, some of the strongest ranking and citation signals consistently come from three key Digital PR outcomes.



1. High-authority backlinks
2. Brand mentions in trusted publications
3. External validation of expertise and trust (E-EAT)

As AI search accelerates, these signals are becoming even more important, meaning Digital PR directly influences both traditional rankings and inclusion in AI-generated answers.



How the hell do we measure that?

Key measurement areas

Visibility

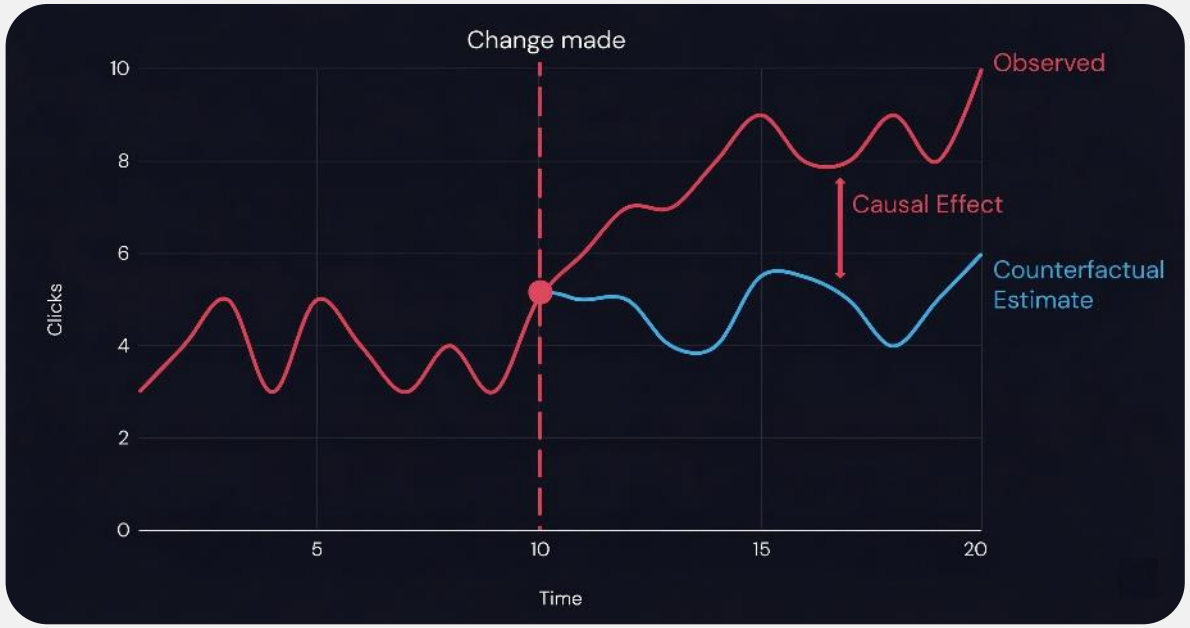
Search – Rankings, SERP visibility, share of search
AI – Brand mentions, citation frequency, visibility across prompts
Social – reach, views, engagement, brand mentions

Influence

Brand search demand, brand consideration, sentiment, share of voice, AI visibility, social engagement, returning users

Multiple signals together show true influence

Performance always tracked – sessions, impressions, conversions, revenue



The Gap = incremental lift

Causal impact analysis allows to measure the effect of a change at one point in time – if our activity actually created additional demand.

What is it?

Causal impact measures the difference of what would happen if nothing changed. It allows us to measure the impact of budget changes, creative changes or new channel launches.

How it works

We feed Causal Impact a historical data set and data once a change has happened. It works out the difference between what is happening with the change and what would have happened with no change by using a predictive model

SEO does not work in isolation anymore

The new search journey

What does this mean in practice?

Be seen

Build visibility across search, AI, social and PR

Be trusted

Build authority, mentions, reviews and positive sentiment

Be remembered

Create content and experiences people actively seek out and share

CONNECTIVE3

Nice one

Connect with me on LinkedIn

0113 5312480

Rosa.Mitchell@connective3.com