

# Impact of AIOs

Some good news for SEO...  
and some challenges too!



Here are some tips for ranking in Google's AI Overviews:

- Create high-quality content: Make sure your content is accurate, up to date, and reliable.
- Write clearly and concisely: Use short paragraphs, bullet points, and lists to break down complex information.
- Show expertise, authoritativeness, and trustworthiness: Use author credentials, citations, and backlinks from reputable sources.
- Update content regularly: Keep your content current with the latest trends, data, and best practices.

Show more

## How to Rank in AI Overviews: Content Optimization Tips - seoClarity

Aug 6, 2024 — As such, it's essential to structure your content in a user-friendly manner to enhance your chances of ranking in AI Overviews.

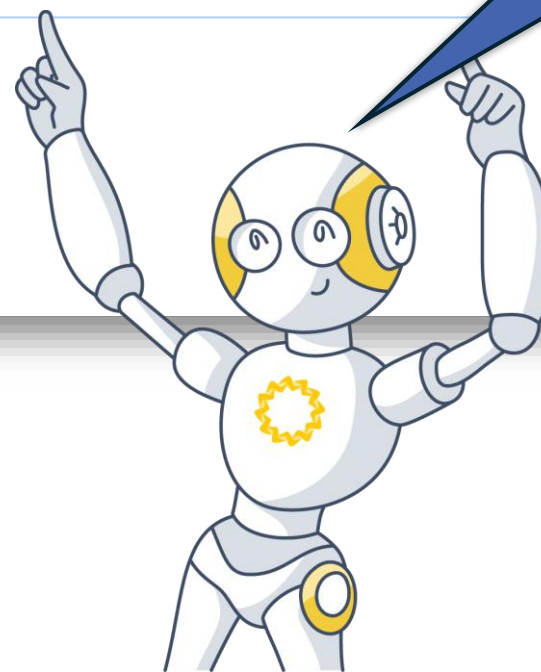
seoClarity

## How to Rank in Google's AI Overviews - Exposure Ninja

Struggling to know how to use AI with your marketing strategy? We have found the keys to ranking your website in AI Overviews.

Exposure Ninja

This is how AIOS appear today



seoClarity

<https://www.seoClarity.net> › blog › how-rank-ai-overvie...

## How to Rank in AI Overviews: Content Optimization Tips

Aug 6, 2024 — Update Content Regularly. Regularly updating your content ensures it remains relevant, accurate, and useful, which is crucial for **ranking** in ...

# Generative AI in Search: Let Google do the searching for you

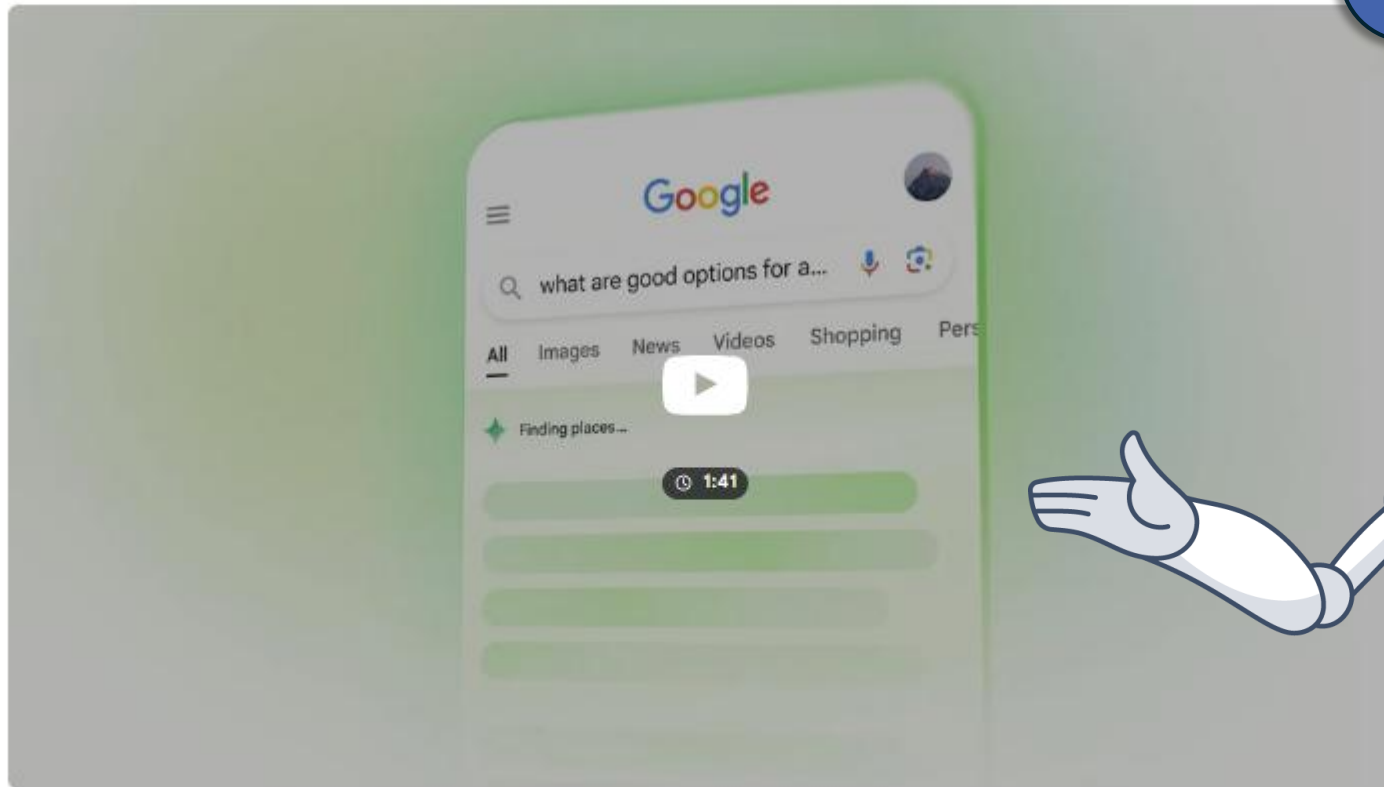
May 14, 2024

5 min read

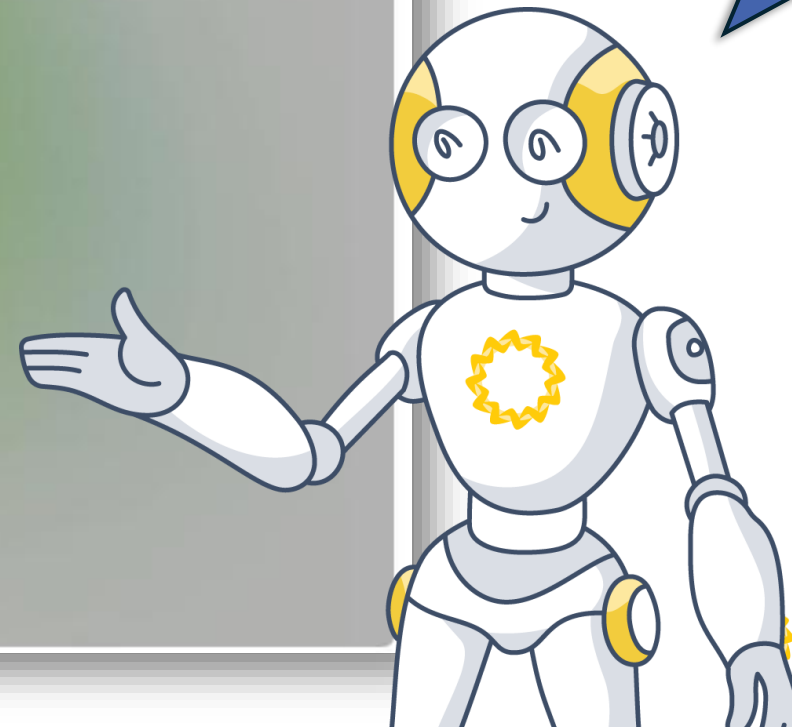
With expanded AI Overviews, more planning and research capabilities, and AI-organized search results, our custom Gemini model can take the legwork out of searching.



Liz Reid  
VP, Head of Google Search



Released to US public  
search 14 May 2024  
at Google I/O

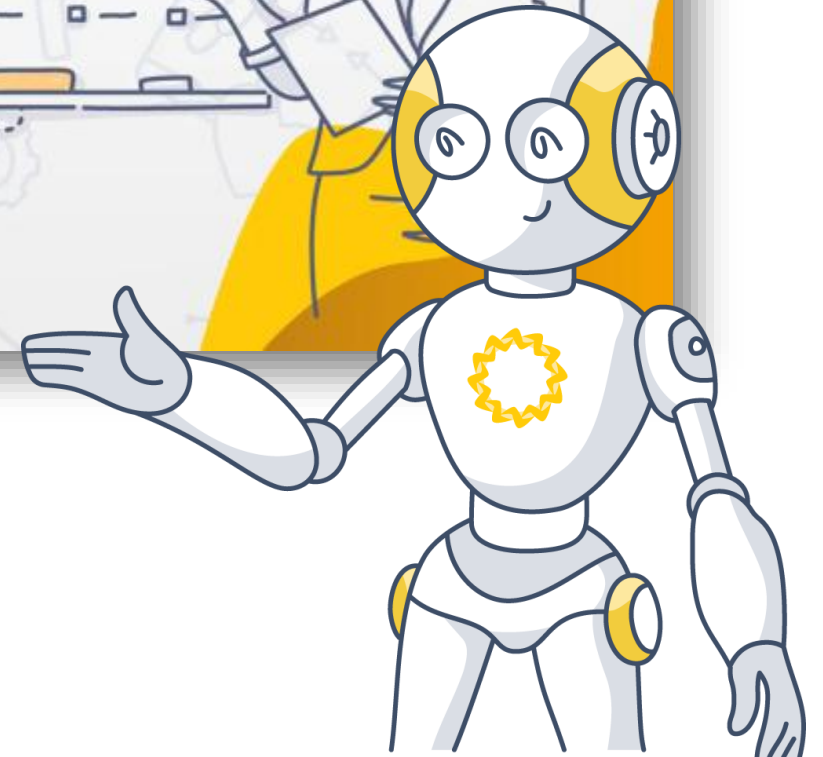


SEOCLARITY RESEARCH STUDY

# Impact of Google's AI Overviews: SEO Research Study

By [Mark Traphagen](#), Vice President of Product Marketing and Training

We track AIOs and their impact on our clients. Here's what we've seen.



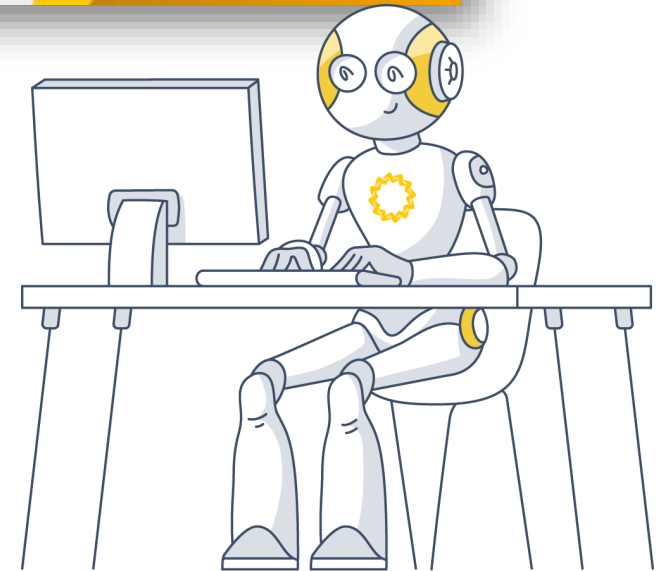


# How often do AIOs appear in search results?

SEOCLARITY RESEARCH STUDY

## Impact of Google's AI Overviews: SEO Research Study

By [Mark Traphagen](#), Vice President of Product Marketing and Training



## AI Overviews Appear in 7.6% Of Searches (Down From 17.4%)

Of the thousands of queries we tracked before May 30, 2024, 17.4% resulted in an AI Overview response.

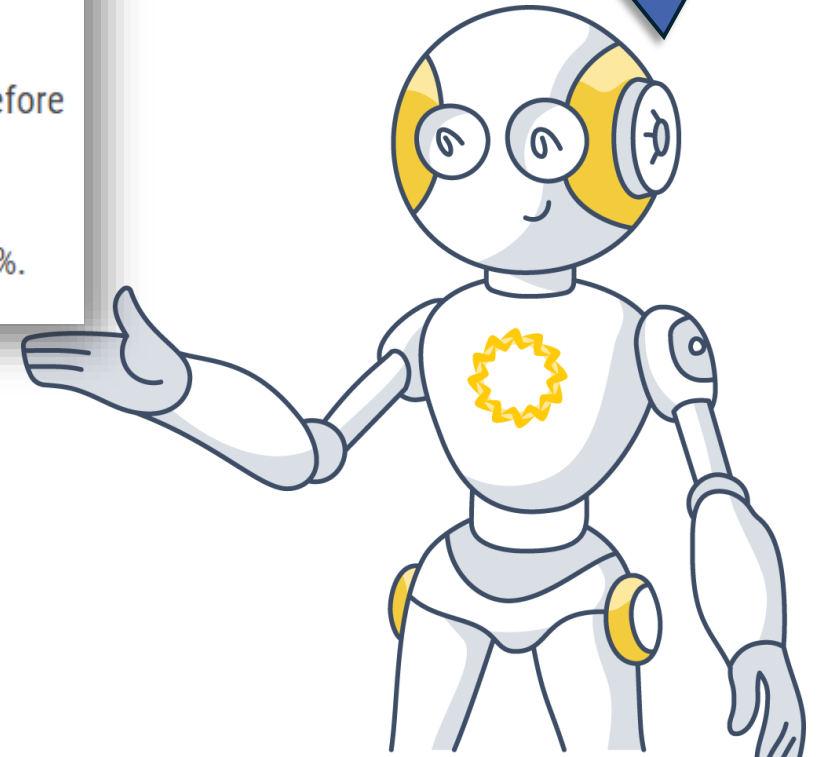
On May 30, 2024, however, Google released an [AIO pullback announcement](#) stating that they made over a dozen technical system improvements to address concerns over "odd, inaccurate, or unhelpful AI Overviews."

Since this announcement, diverse types of client sites that all had over 20% AIO for their keywords before May 30 saw an overall drop of 20% of those keywords showing AIO.

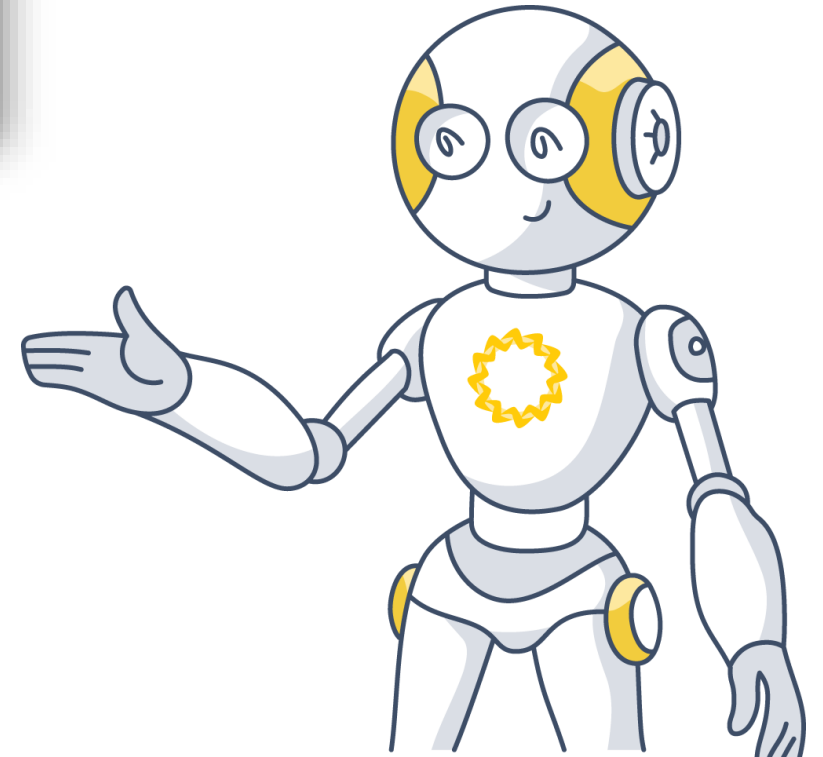
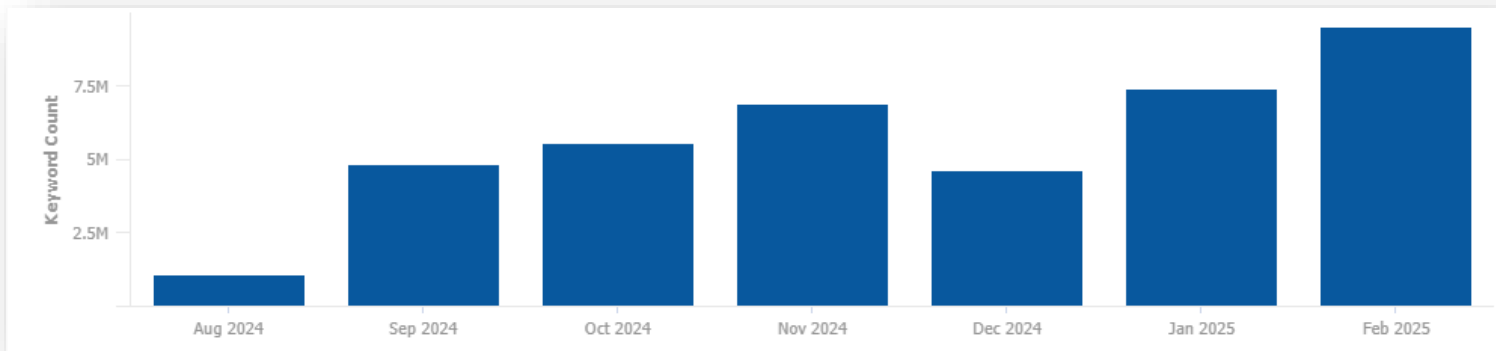
For clients we analyzed post-May 30, the average appearance of AIO is now down significantly to 7.6%.

Initially, AIOs went from 17.4% to 7.6% over the first few weeks after introduction

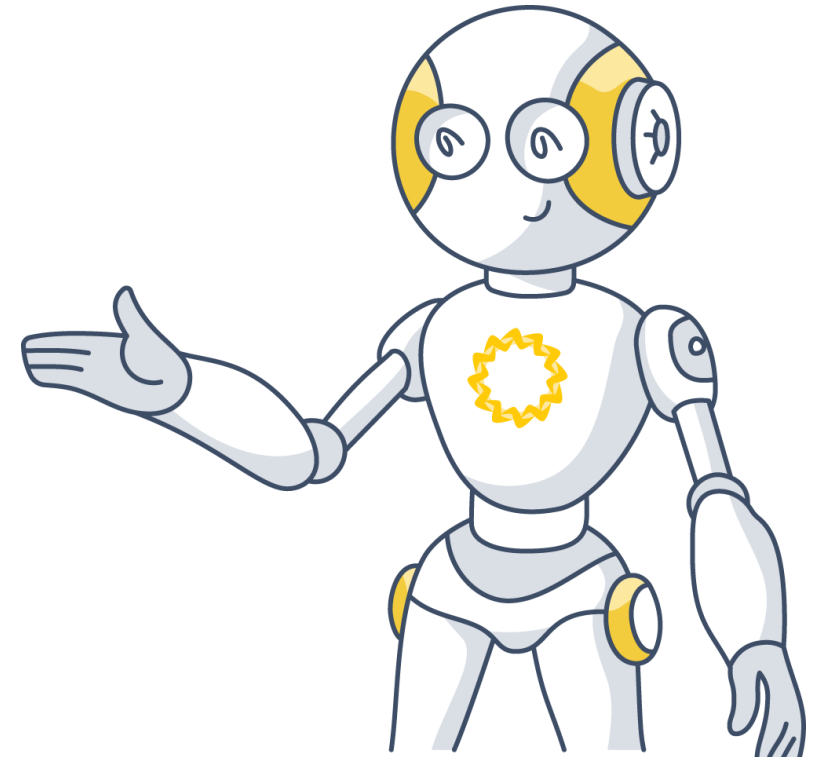
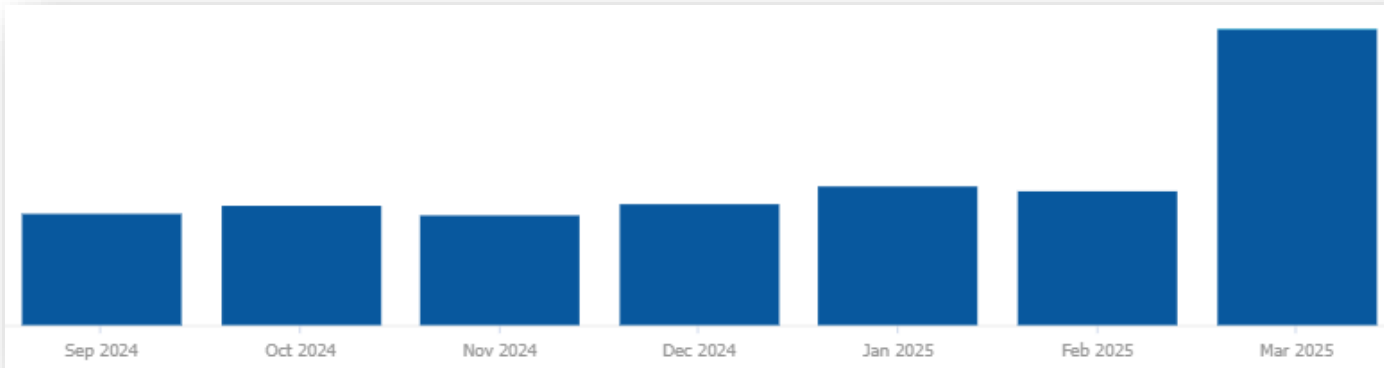
Source: seoClarity estimate based on client keyword sampling



Now at 10.4% of US  
Desktop keywords (the  
highest ever). and...



**9.5% of US Mobile  
keywords – Doubled  
during the March 2025  
algorithm update!**





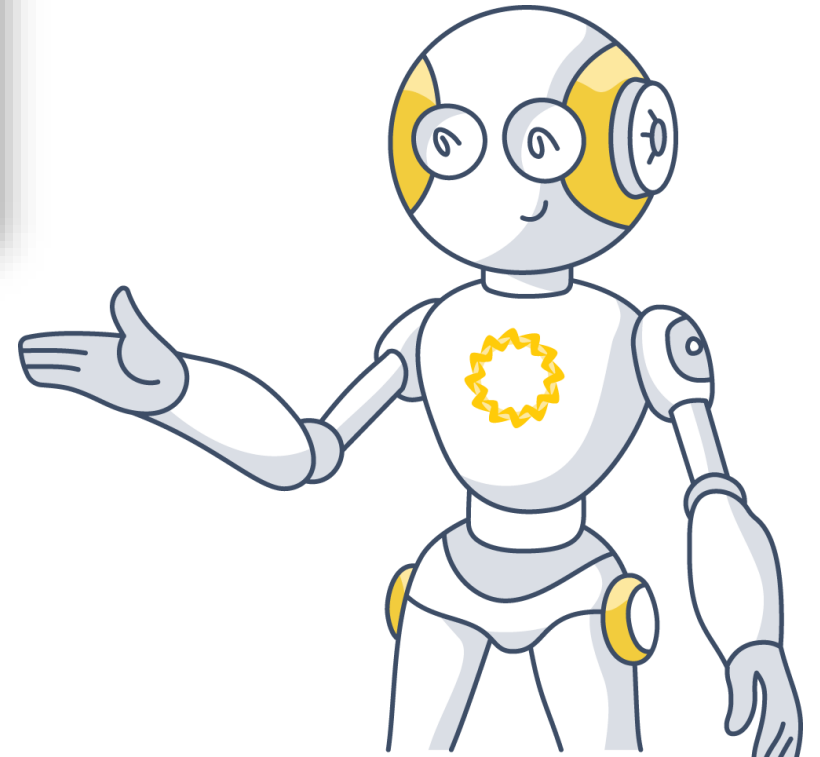
## Expanding AI Overviews

Today, we're sharing that we've launched Gemini 2.0 for AI Overviews in the U.S. to help with harder questions, starting with coding, advanced math and multimodal queries, with more on the way. With Gemini 2.0's advanced capabilities, we provide faster and higher quality responses and show AI Overviews more often for these types of queries.

Plus, we're rolling out to more people: teens can now use AI Overviews, and you'll no longer need to sign in to get access.

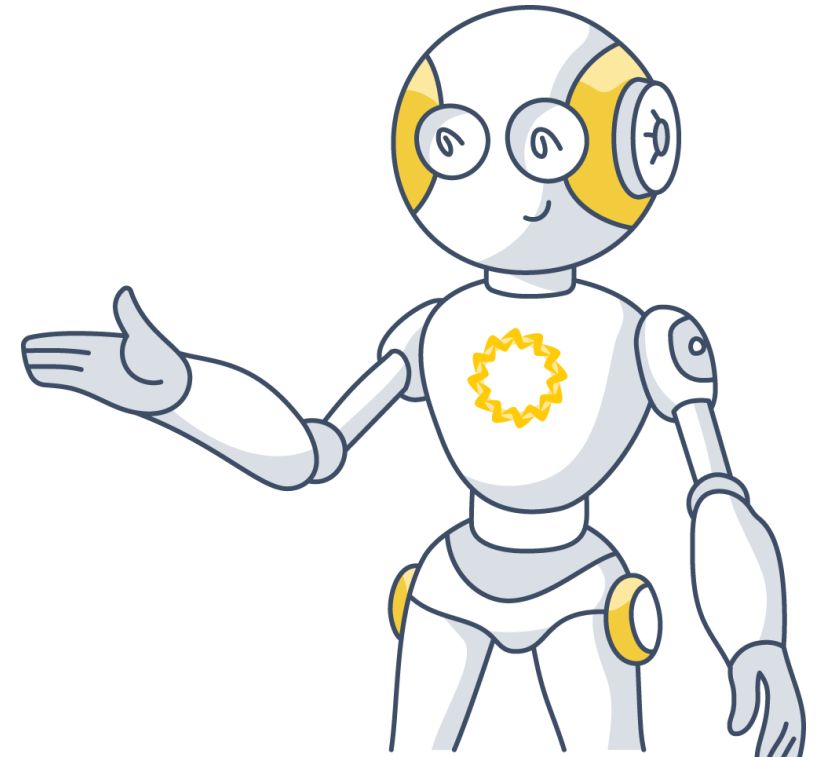
Google The Keyword

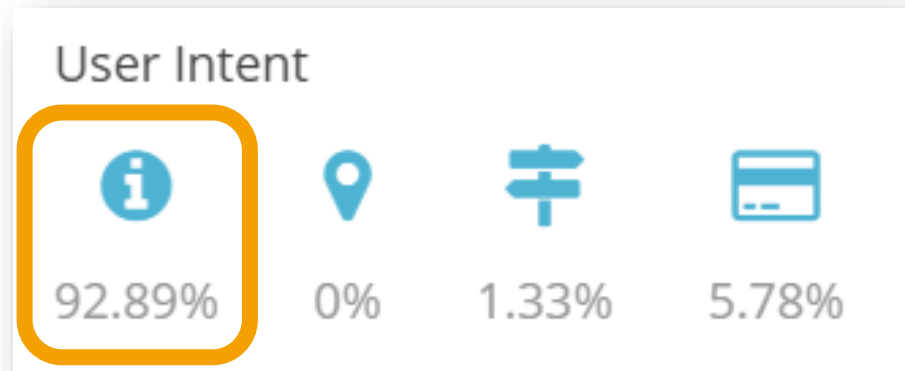
AIOs now powered by Gemini and appearing for more technical questions



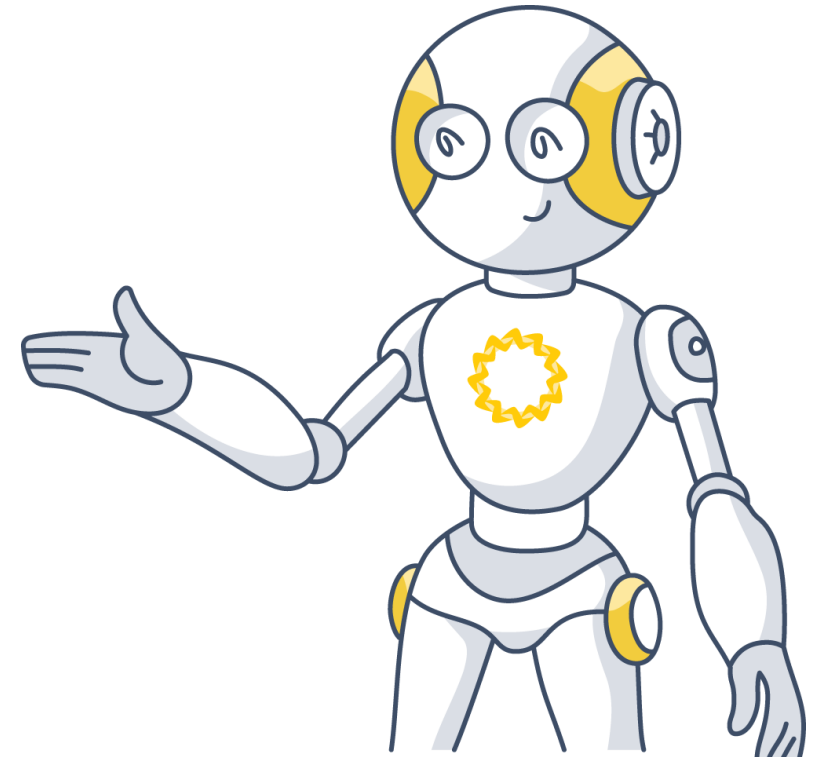
AI Mode experiment now  
in Google Labs

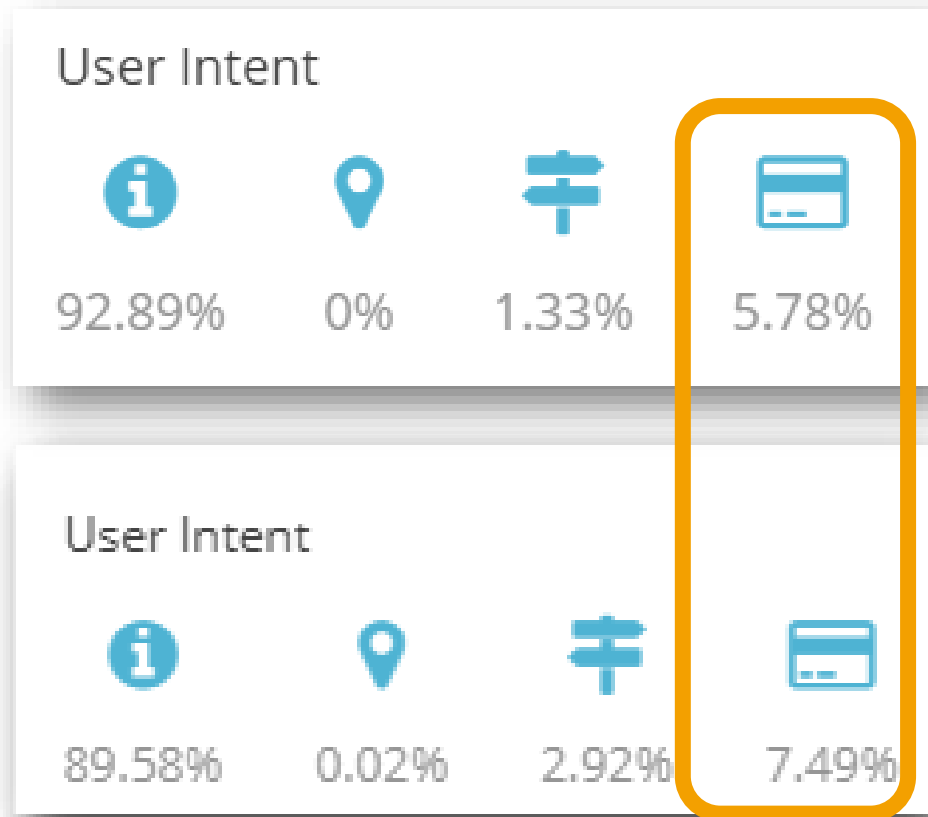
Ask anything...



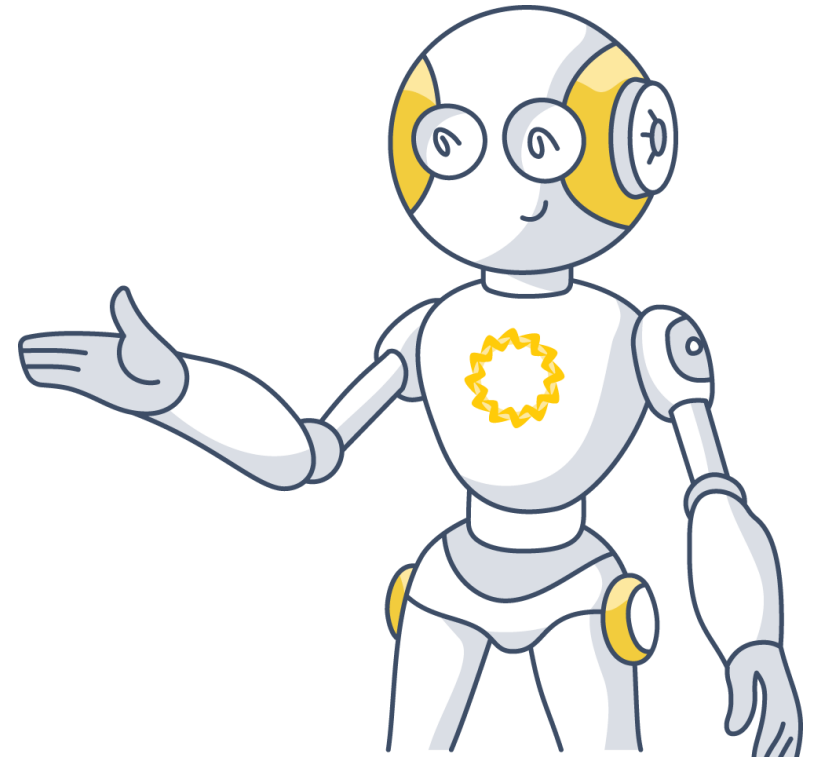


Almost all AIOs are informational in intent





But transactional  
grew last month



9/8/2024

10/9/2024

Even when intent is transactional, AIO tends to be mostly info


Search: nintendo switch life games

All Shopping Images Videos News Forums

On sale Free Online Play Sports

**Nintendo**  
https://www.nintendo.com

**Nintendo Switch Lite - Nintendo Switch - Nintendo - Official Site**



More than 5,000 games...and counting · The Legend of Zelda™: Tears of the Kingdom · Animal Crossing™: New Horizons · Mario Kart™ 8 Deluxe · Kirby™ and the Forgotten Land

Colorful Language Review Price

**People also ask**

Can Nintendo Switch Lite play all games? ▾

How do I buy games for Nintendo Switch Lite? ▾

What are the disadvantages of a Switch Lite? ▾

Can you put cartridges in Nintendo Switch Lite? ▾

Feedback

Search: nintendo switch life games

All Shopping Images Videos Short videos News

Download On sale Online Play

**AI Overview**

The Nintendo Switch Lite is compatible with many games, including:

- Super Mario Odyssey: A popular game for the Nintendo Switch Lite
- Mario Kart 8 Deluxe: A popular game for the Nintendo Switch Lite
- The Legend of Zelda: Breath of the Wild: A popular game for the Nintendo Switch Lite

Show more ▾

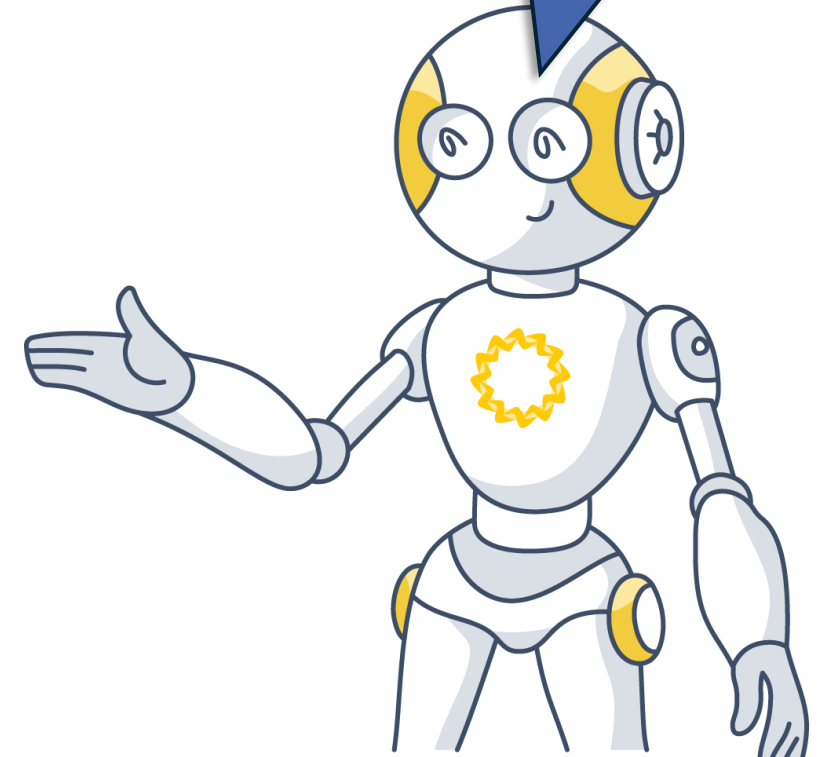
You can also play classic NES, Super NES, and Game Boy games on the Nintendo Switch Lite through Nintendo Switch Online. Some of these games include: Super Mario Bros. 3, Donkey Kong Country, and The Legend of Zelda: Link's Awakening.

The Nintendo Switch Lite can also connect to other Nintendo Switch and Nintendo Switch Lite consoles for cooperative or versus play. Up to eight consoles can connect locally for wireless play.

**Target**  
Nintendo Switch Lite : Nintendo Switch Games - ...  
Look through a range of games like Zelda: Breath of the wild, Pokemon,...

**PCMag**  
The Best Nintendo Switch Lite Games for 2024 - ...  
Many games let you kill with a sword but in Boyfriend Dungeon you

Generative AI is experimental. [Learn more](#)





## AI Overview

Learn more

A holiday recording system can **help you keep track of time off work and manage leave**. Here are some options for holiday recording systems:

- **Timetastic:** An app that helps staff book time off work and keeps track of everything
- **Spreadsheet:** A way to keep an annual leave record
- **Paper and pencil:** A traditional method where you create your own system using printed leave tracking forms or templates
- **Leave management software:** A system that can help you manage leave, including defining objectives, establishing an approval flow, and choosing the right software

Some tips for managing annual leave include: Establishing a clear leave policy, Promoting early planning, Prioritizing fairness and equity, and Fostering transparency.

### Comparing 3 popular ways to keep an annual leave record - Timetastic

You can keep an annual leave record using these three methods. \* The old-school paper and pencil method. You get t...

Timetastic

### How to Implement a Leave Management System - RemotePass

How to Implement a Leave Management System \* Review Existing Policies and Gather Feedback. ... \* Define Objectives...

RemotePass

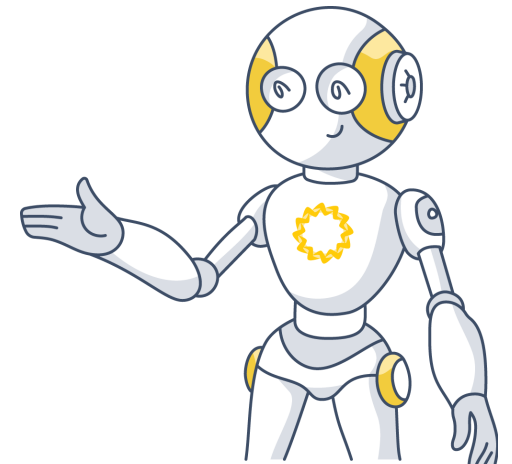
### Managing annual leave - Oak Engage

Nov 9, 2024 — 8 Steps to manage annual leave \* Understanding your team: ... \* Establishing a clear leave policy: ... \* Promoting...

Oak Engage

Show all

Transactional keyword.  
Notice informational  
intent of the AIO, so not  
really competing



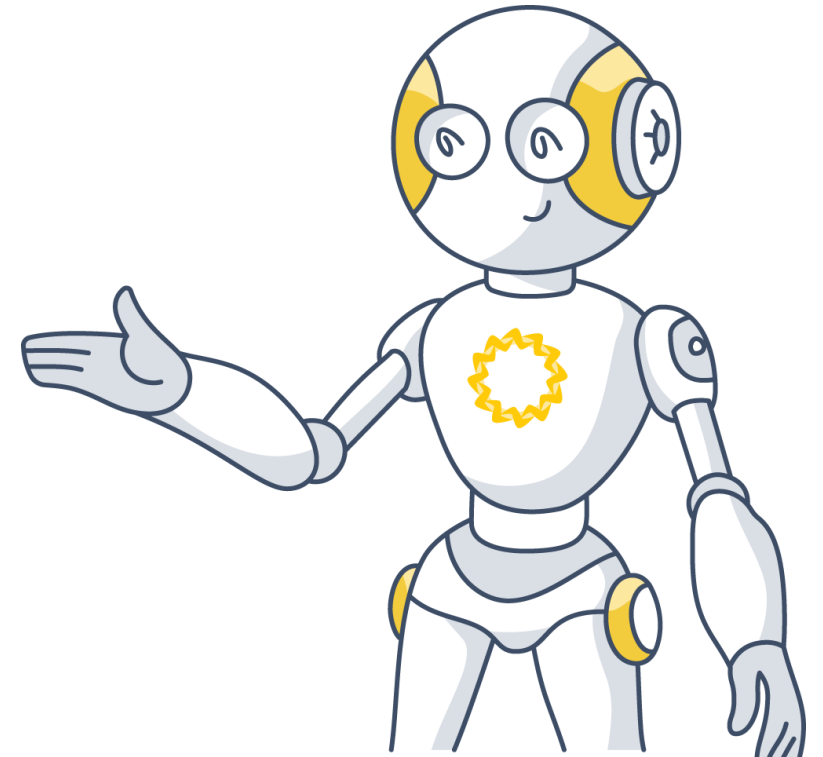
## AI Overviews by Industry

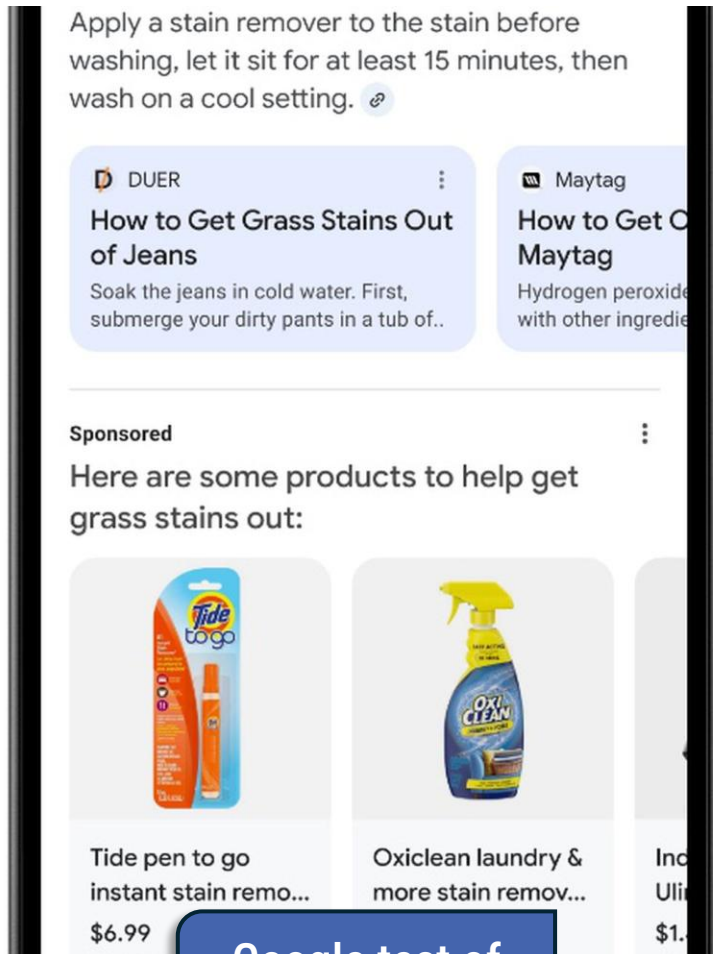
Top 20 Industries showing AI Overviews  
Febru2025

- |                            |                       |
|----------------------------|-----------------------|
| 1. Health                  | 11. Finance           |
| 2. Business & Industrial   | 12. Law & Government  |
| 3. News, Media & Pubs.     | 13. Home & Garden     |
| 4. Arts & Entertainment    | 14. Travel & Tourism  |
| 5. Family & Community      | 15. Food & Groceries  |
| 6. Computers/Electronics   | 16. Sports & Fitness  |
| 7. Hobbies & Leisure       | 17. Vehicles          |
| 8. Internet & Telcom       | 18. Real Estate       |
| 9. Jobs & Education        | 19. Occasions & Gifts |
| 10. Beauty & Personal Care | 20. Apparel           |

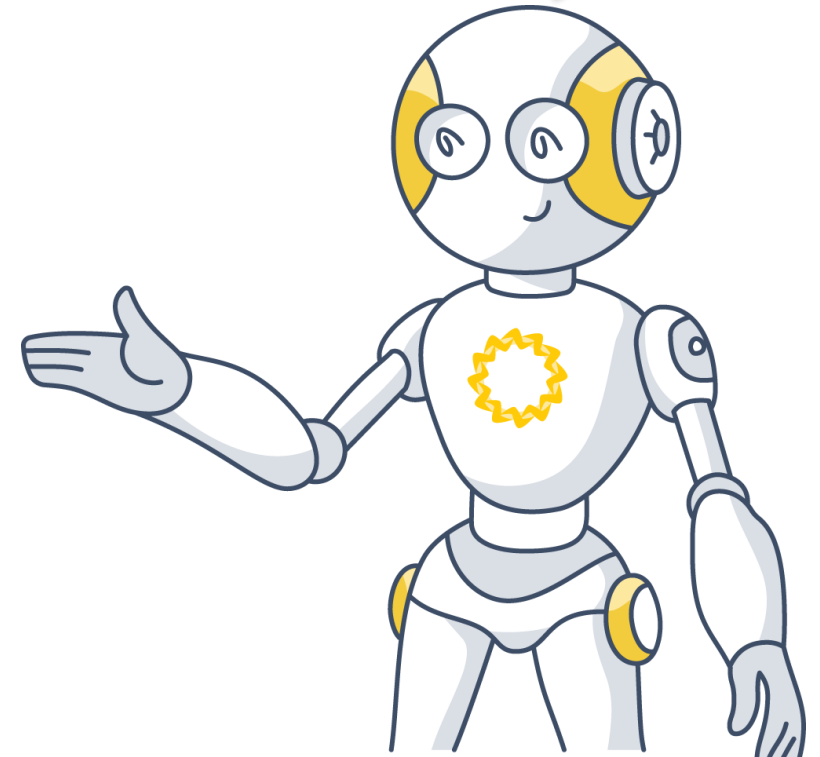


Here are the industries  
showing the most AIOs





Also note that Google is already testing placing ads in AIOs



### ○ Monitor Brand Representation

- Track AI Overviews to ensure the responses accurately reflect the brand message

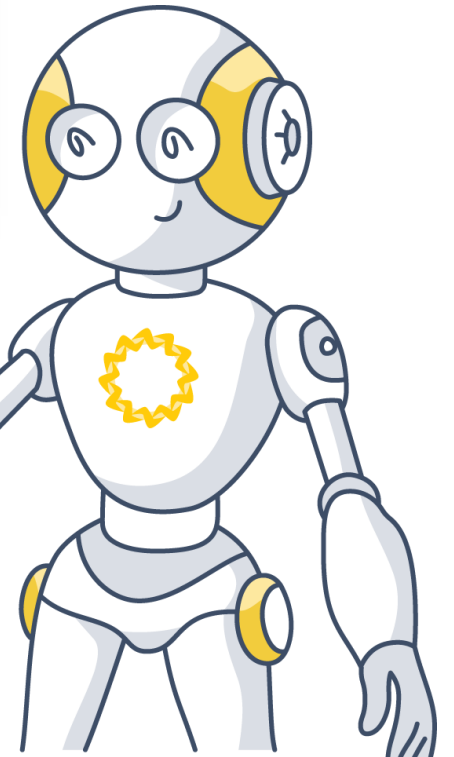
### ○ Track Growth in Transactional Intent

- Introduction of Ads and Google Shopping results could increase occurrence for Transactional Keywords

### ○ Optimize for AI Overviews

- seoClarity research shows AI Overviews are sourced from Top 10 ranking sites >90% of the time
- Content that addresses the intent will be essential to win in AI Overviews

**Our recommended strategy**



# How to rank in an AIO

SEOCLARITY RESEARCH STUDY

## Impact of Google's AI Overviews: SEO Research Study

By [Mark Traphagen](#), Vice President of Product Marketing and Training





how to rank in ai overviews

All Videos Images Forums News Shopping Web More Tools

AI Overview Learn more

Here are some tips for ranking in Google's AI Overviews:

- Create user-friendly content**  
Use clear headings, subheadings, bullet points, and short paragraphs to make your content easy to read and scan.
- Update content regularly**  
Keep your content current with the latest trends, data, and best practices.
- Follow Google's Search Essentials Guide**  
This can help improve your website's visibility and ranking on Google Search.
- Show expertise, authoritativeness, and trustworthiness**  
Use author credentials, citations, and backlinks from reputable sources.
- Match the information you publish with the phrase you are trying to rank for**  
Make sure your content is closely related to the phrase you are trying to rank for.
- Get to the point**  
Provide the user with the information they need quickly on the page.
- Include citations and references**  
Use inline citations to place references within the text and create a references section at the end of your content.
- Insert the queries and answers into relevant pages**  
Add the queries and their answers to an existing page that shares a similar topic or create a new page focused on the query.

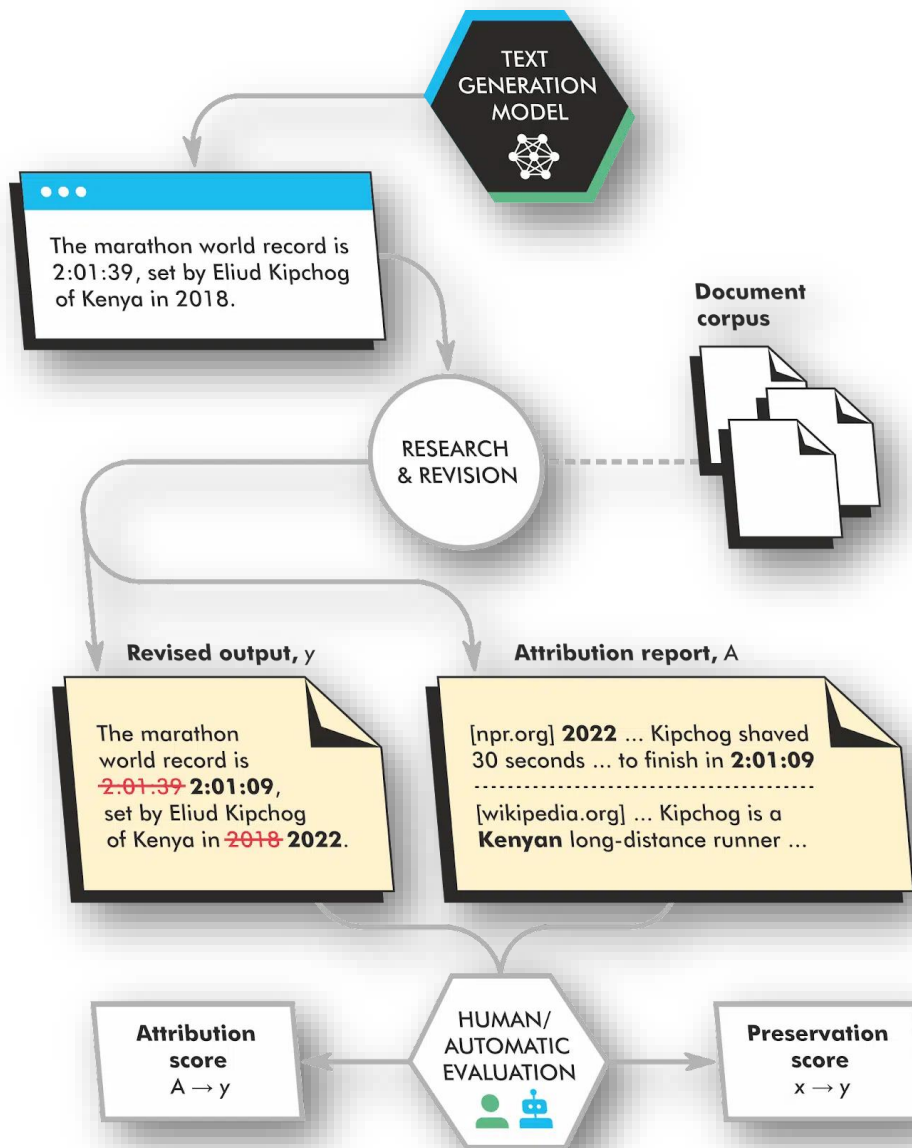
How to Rank in AI Overviews: Content Optimization Tips - seoClarity  
Aug 6, 2024 — As such, it's essential to structure your content in a user-friendly manner to enhance your...

How to Rank in Google's AI Overviews - Exposure Ninja  
Struggling to know how to use AI with your marketing? ... Briefly, we have found the keys to ranking your...

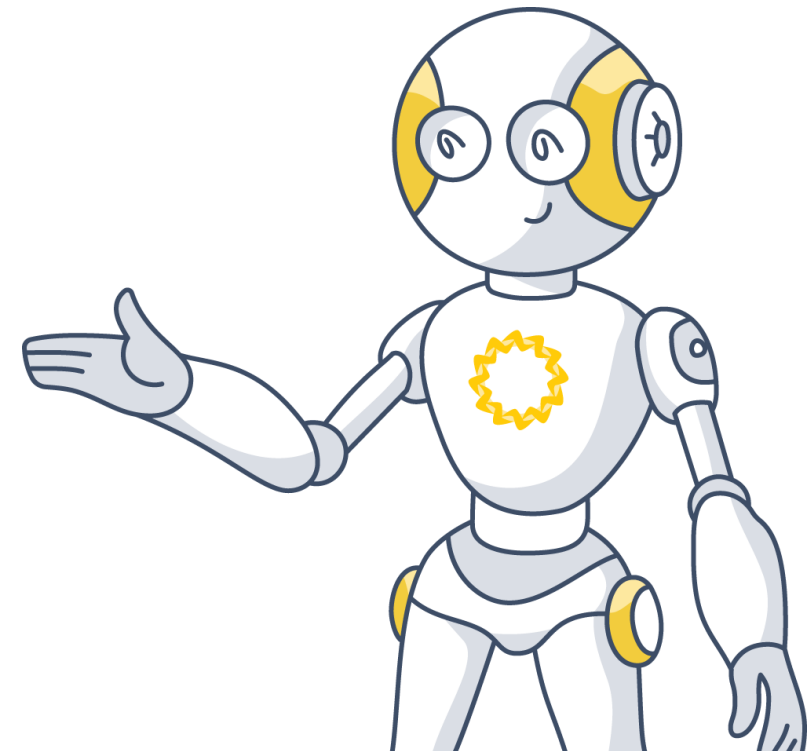
(2024) How We Rank Many Websites for AI Overviews - Embarque.io  
3. Insert the Queries and Answers Into Relevant Pages. The next step is to implement the queries and their...

Google Overview Optimization Insights - seoClarity  
May 24 — 10:00 AM — and Refer to Use

Sources in an AIO  
(expanded by the user)



They're actually “check sources” that verify the AI-generated text



Generative AI is experimental. Learn more

When choosing a bicycle, you can consider things like:

Type of bike  
Different types of bikes are designed for different riding styles. For example, road bikes are good for fast riding, mountain bikes are good for rough terrain, and hybrid bikes are good for casual riders.

Budget  
Bikes can cost \$100 and \$2500. A high-end bike has better performance.

Test ride  
Different riders have different preferences for parking lot. Some manufacturers offer test rides.

Research  
Research the best websites to understand on different brands.

how to buy a bicycle

Jay's Essential Bike Rides  
<http://bestrides.org/bikeschool>

### How to Buy a Bike | Bicycle School

Go try out a **bike** that is supposed to fit you (if you're a medium-size person with normal proportions, a medium or 54 cm frame). See how comfortable you feel.

REI  
<https://www.rei.com/ExpertAdvice/Cycling>

### How to Choose a Bike

Ready for a new **bike**? Before you **shop**, learn about all the different types of **bicycles**, plus cost factors, key components and fit considerations.

Cary · Open

Trek Bikes  
[https://www.trekbikes.com/en\\_US/how-to-buy-a-bike](https://www.trekbikes.com/en_US/how-to-buy-a-bike)

### How to buy a Trek bike online

Step 1: Choose your **bike** · Step 2: Choose your size · Step 3: Check availability · Step 3: Choose your accessories · Step 4: Register your **bike**.

Best bike: our buyer's guide to which...

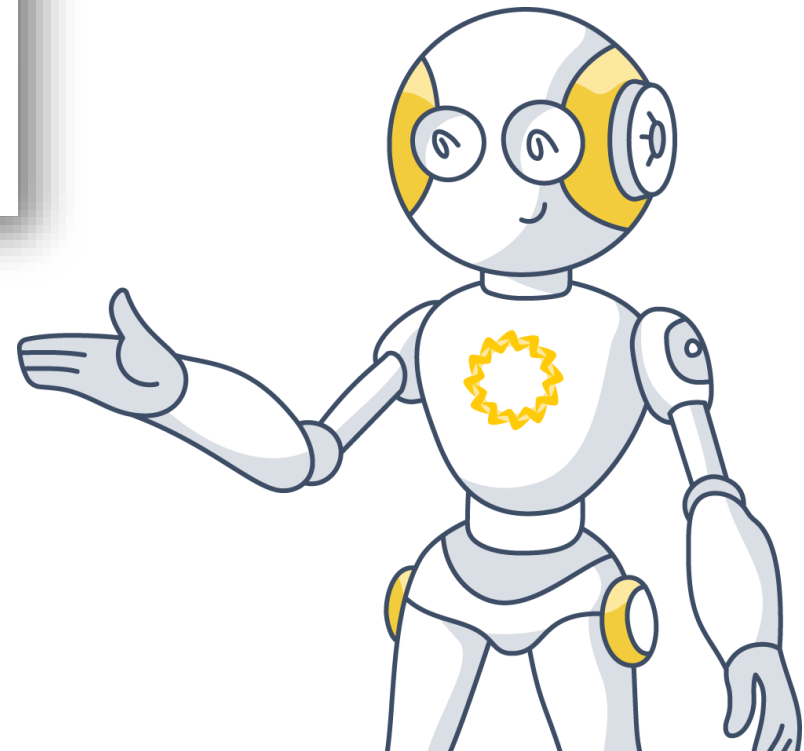
6 Bicycle Buying Tips: Guide to...

The Complete Guide to Buying a...

Mar 30, 2023

Bicycl...

In SGE, no significant correlation between sources and top results



#### AI Overview

The frequency of oil changes depends on the manufacturer, the type of oil used, and driving conditions:

- **Manufacturer:** The owner's manual will specify how often to change the oil.
- **Oil type:** If your car uses full-synthetic oil, it may be able to go up to 15,000 miles between oil changes.
- **Driving conditions:** If you drive in severe conditions, like short trips, stop-and-go traffic, or towing a trailer, you may need to change your oil more often. Some recommend halving the oil change interval in these conditions.

In general, many carmakers recommend changing the oil every 5,000–7,500 miles. However, some say that with modern lubricants and engine materials, you can extend the interval to 6–12 months.

#### Signs that your oil needs changing include:

- The check engine or oil change light is on
- The oil is dark or dirty
- You smell oil inside the car
- The engine makes noises or knocks
- You're driving a lot of miles

If you don't change your oil, it can turn into sludge and clog the engine, which can damage the pistons and potentially require a new engine.

Generative AI is experimental.



Reddit · r/cars

70+ comments · 7 years ago

#### How often should you actually get an oil change : r/cars

It recommends changing it **every 3000 miles** (or 3 months) if you drive under extreme conditions: Most trips are less than 5 miles ( ...

25 answers · Top answer: As often as the manufacture recommends for your driving habits. Th...

**How often do you recommend an oil change?** : r ... 50 answers Aug 17, 2023

**How often should i change my engine oil if i only use ...** 16 answers Oct 22, 2023

**When to change oil on a car that isn't driven much ...** 21 answers Mar 14, 2021

**How often do you really need an oil change?** - Reddit 22 answers Jul 21, 2023

More results from www.reddit.com



Car and Driver

<https://www.caranddriver.com/how-often-to-change-oil>

#### When Should You Change Your Oil?

Apr 26, 2022 — Not surprisingly, service providers (oil-change shops and dealerships) tend to recommend shorter change intervals (3000 to 5000 miles). That can ...

\$45.00 · In stock

How Often Should You Change Engine Oil | AAA Automotive

It used to be normal to change the oil every 3,000 miles, but with modern lubricants most engines today have recommend...

AAA

When Should You Change Your Oil? - Car and Driver

Apr 26, 2022 — How often should you change your oil in months? It depends on the manufacturer. The old-school way...

Car and Driver

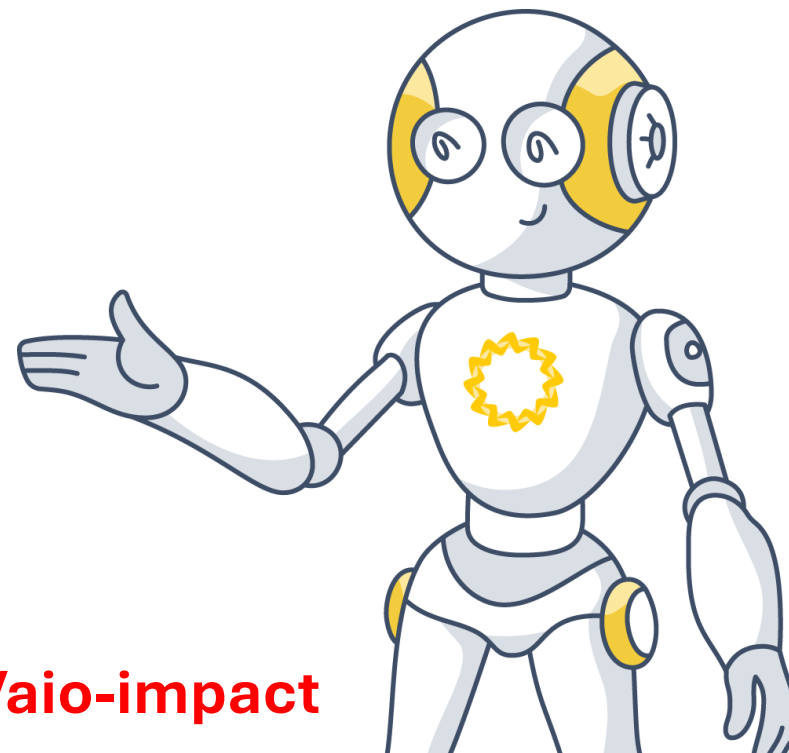
How often should I change the oil in a car? | Kia British Dominica

\*Have your oil changed every 10,000 miles, 15,000 kilometers, or 12 months, whichever comes first. Such intervals should b...

Kia

Show all

Now 99.5% of AIOs have at least one source from top 10!





## AI Overview

Attention-seeking behavior is when someone acts in a way to get attention from others, often to be the center of attention and receive admiration. It can be extreme, unhealthy, and dramatic, and can include:

- Talking: Constantly talking, making noises, or blurting out the need for help
- Seeking validation: Fishing for compliments, bragging, or seeking reassurance
- Provoking a reaction: Being controversial, making comments that make people uncomfortable, or seeming to act like everything is a catastrophe
- Exaggeration: Exaggerating emotions or experiences
- Pretend watch
- Other behaviors that draw attention

Attention-seeking behavior can lead to loneliness, health issues, and social problems because of the negative reactions it often provokes.

### Things to know

#### Types

Different types of attention seekers

#### Causes

What causes attention seeking behavior

#### Examples

What are examples of attention seeking behavior

#### Meaning

What does it mean when someone is attention seeking

6 more

Feedback



Healthline  
<https://www.healthline.com/health/mental-health/a...>

### Attention Seeking Behavior in Adults

Feb 28, 2020 — For adults, **attention-seeking behavior** is a conscious or unconscious attempt to become the center of attention, sometimes to gain validation ...

Learn more

### What You Should Know About Attention-Seeking Behavior in Adults

Feb 28, 2020 — What it may look like. Attention-seeking behavior can include saying or doing...

Healthline

### Attention-Seeking Behavior: Causes, Traits, Treatment - Verywell Mind

Jul 14, 2024 — Making comments—both online and in-person—that seem calculated to make people feel...

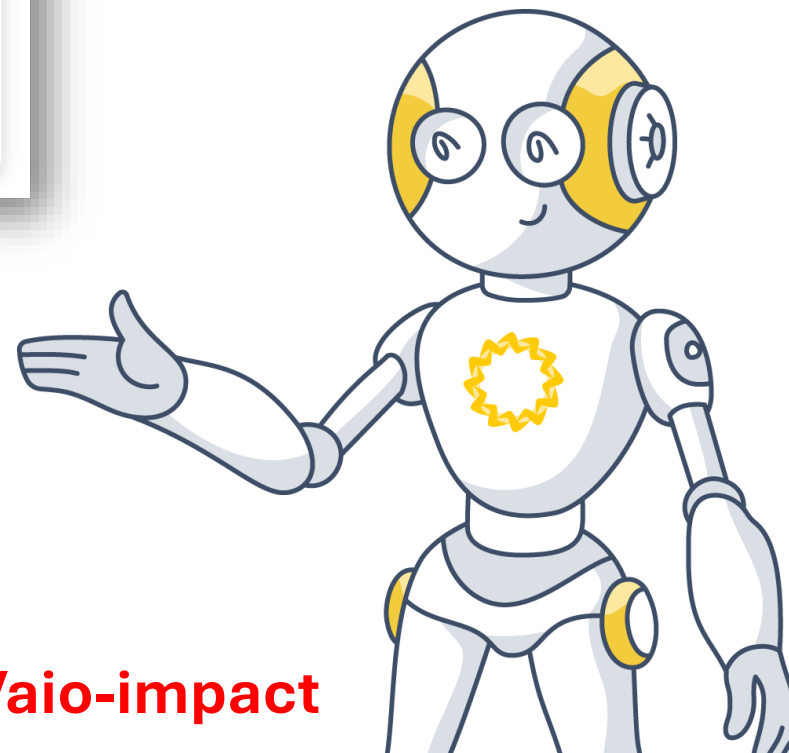
Verywell Mind

### Attention-Seeking Behavior: Why Your Teen Craves Attention

Embark Behavioral Health

### Understanding And Addressing Attention-Seeking Behavior

80% of AIOs have sources matching the top 3 organic results





#### AI Overview

Attention-seeking behavior is when someone acts in a way to get attention from others, often to be the center of attention and receive admiration. It can be extreme, unhealthy, and dramatic, and can include:

- Talking: Constantly talking, making noises, or blurting out the need for help
- Seeking validation: Fishing for compliments, bragging, or seeking reassurance
- Provoking a reaction: Being controversial, making comments that make people uncomfortable, or seeming to act like everything is a catastrophe
- Exaggerating: Telling fantastical stories, embellishing stories, or lying
- Pretending: Pretending to be unable to do something so someone will help or



Verywell Mind

<https://www.verywellmind.com> > ... > Social Psychology

### Attention-Seeking Behavior: Causes, Traits, Treatment

Jul 14, 2024 — **Attention-seeking** is often associated with ADHD, although often misunderstood. ADHD characteristics such as impulsivity, inattention, and ...

[What Is Attention-Seeking...](#) · [Examples](#) · [Underlying Causes](#)

#### Things to know

##### Types

Different types of attention seekers

##### Causes

What causes attention seeking behavior

##### Examples

What are examples of attention seeking behavior

##### Meaning

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6 more

Feedback



Healthline

<https://www.healthline.com> > health > mental-health > a...

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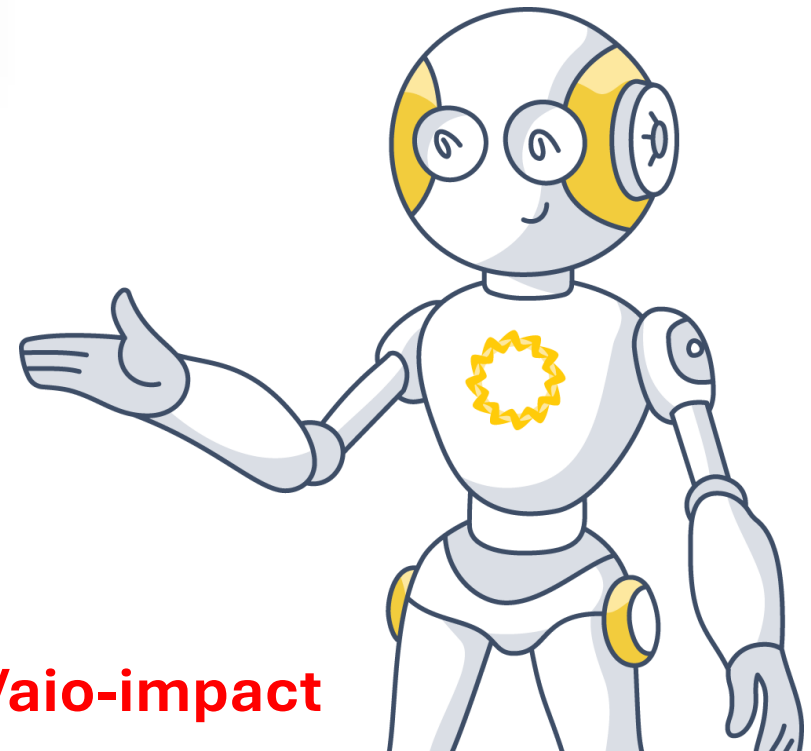
Verywell Mind

#### Attention-Seeking Behavior: Why Your Teen Craves Attention

Embark Behavioral Health

#### Understanding And Addressing Attention-

50% of AIOs have a source matching the #1 organic result



how to buy a bicycle

AI Overview

When buying a bicycle, you can consider things like:

**Intended use**  
Different bikes are designed for different types of riding, such as road, mountain, hybrid, gravel, folding, city, or singlespeed/fixie.

**Frame material**  
Aluminum frames are lightweight and sturdy, while carbon frames are pricier but offer a smoother ride.

**Gear system**  
The type of gear system, such as single-speed, internal hub gears, or external derailleur gears, affects how easy it is to pedal.

**Suspension**  
Full-suspension bikes (front and rear shocks) are more expensive but offer a smoother ride and can handle rougher trails. Hardtails (front suspension only) are less expensive but still absorb bumps.

**Size**  
You can use a bike size chart to determine the right frame size for your height.

**Weight**  
Electric bikes are heavier than conventional bikes, weighing around 50 to 60 pounds compared to 17 to 30 pounds.

**Buying from a consumer-direct company**  
Some bike manufacturers only sell through their website, which can be a good option if you know what you want and are comfortable buying without a demo.

You can also consider your budget, research, customer feedback, and the availability of service centers.

How to Buy a Bike | Bicycle School  
Consumer-direct bike companies. Some bike manufacturers only sell through the Internet, from thei...

Jay's Essential Bike Rides

The ultimate beginner's guide to buying a bike in 2024  
Mar 29, 2022 — Set your goals. Set your budget. Choose a shop. Choose your gears. Choose your brakes. Get t...

BikeRadar

Bikes: How to Choose | REI Expert Advice  
Factor in Performance and Cost. You don't have to analyze each technical component on a bike, but...

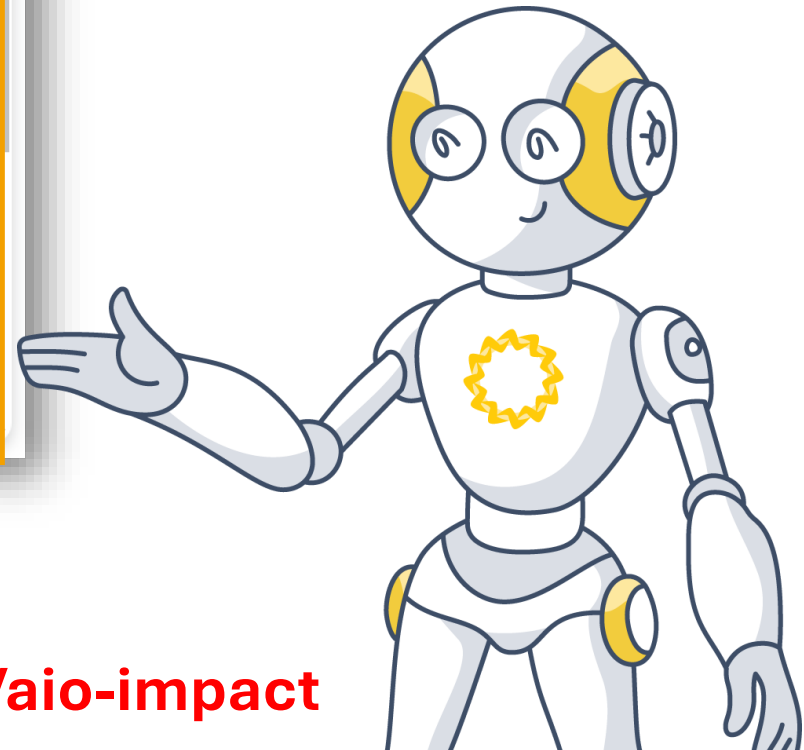
REI

Best Bike Buying Guide - Consumer Reports  
Oct 17, 2022 — However, and this is very important: Electric bikes are far heavier than bikes that don't have...

CR Consumer Reports

Bikes for Beginners: 5 Things You Should Know When Buying ...  
Nov 7, 2023 — When navigating your bike selection, paying attention to crucial features ensures you find th...

77% of AIOs have ALL sources that match the top 10 organic!!!

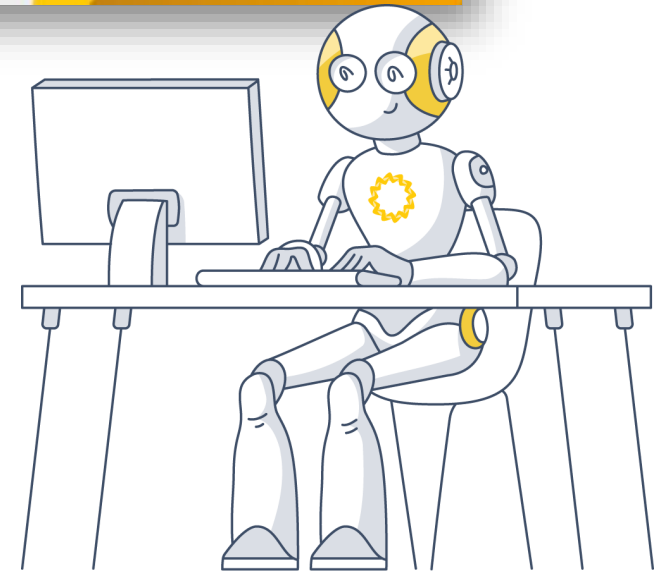


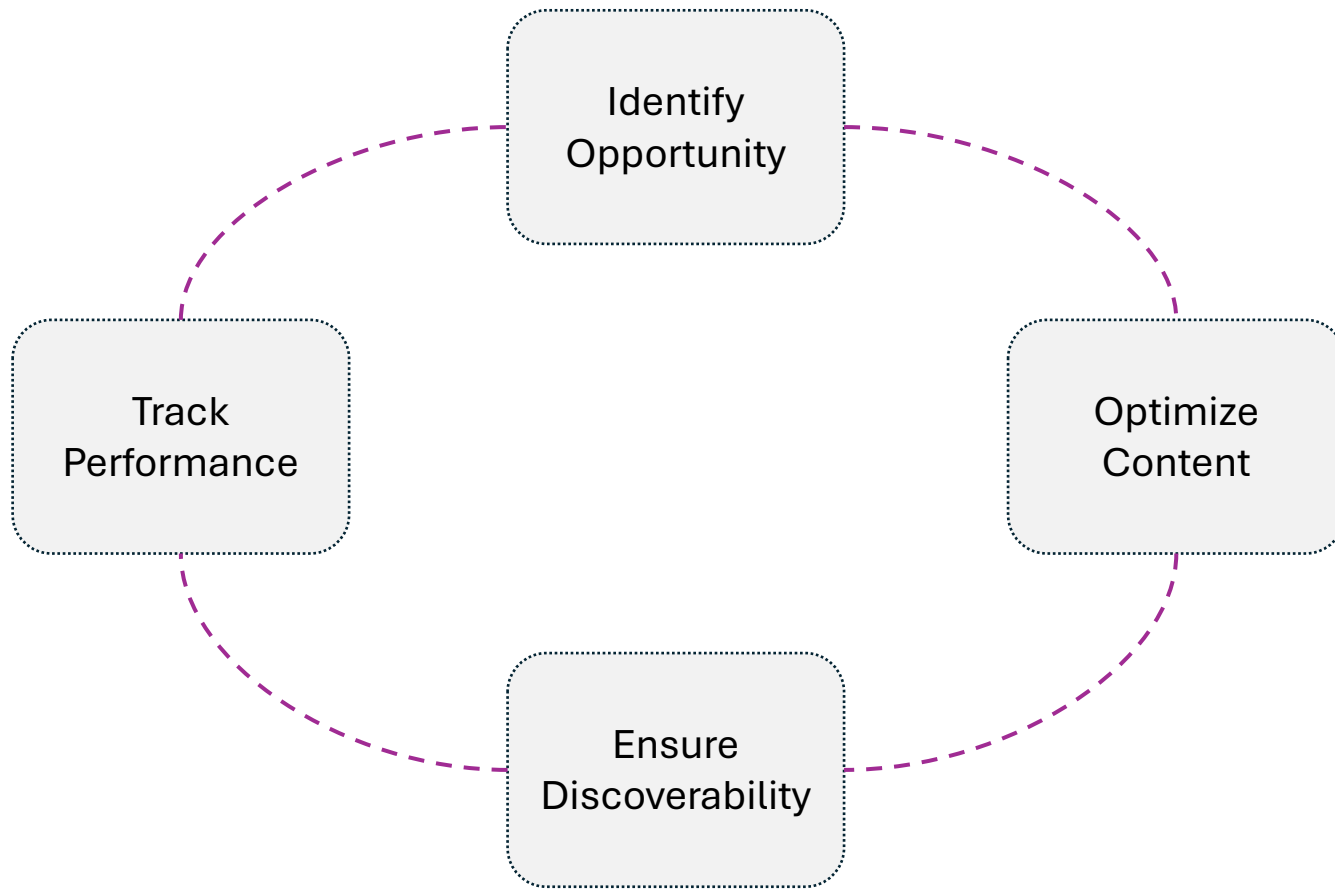
# So how do you appear in an AIO?

SEOCLARITY RESEARCH STUDY

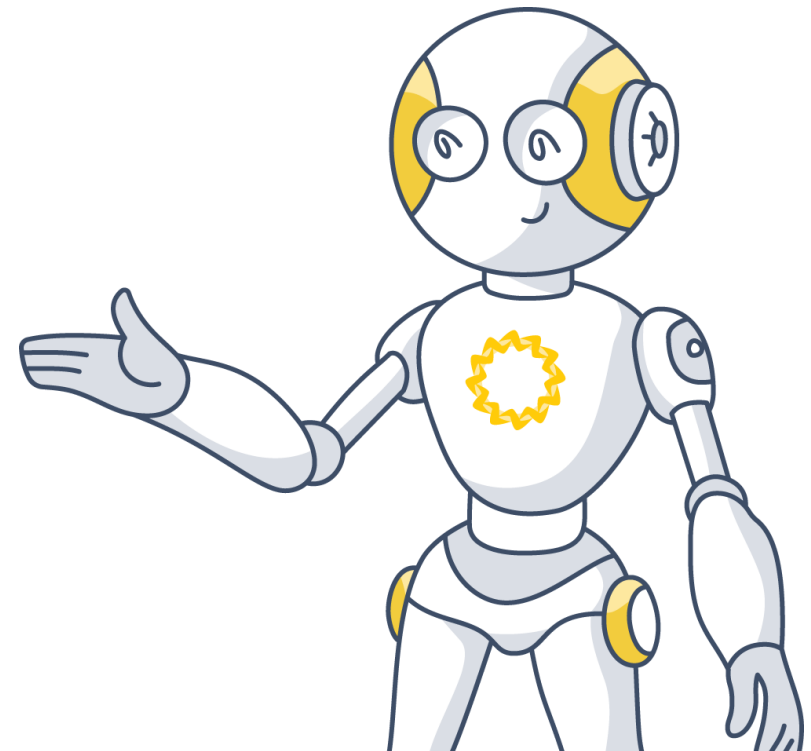
## Impact of Google's AI Overviews: SEO Research Study

By [Mark Traphagen](#), Vice President of Product Marketing and Training





AIO SEO is now...SEO





Kevin Indig • 1st

Growth Advisor (Hims, Toast, Reddit) | Hypergrowth Partner

[View my blog](#)

3h • 🌐



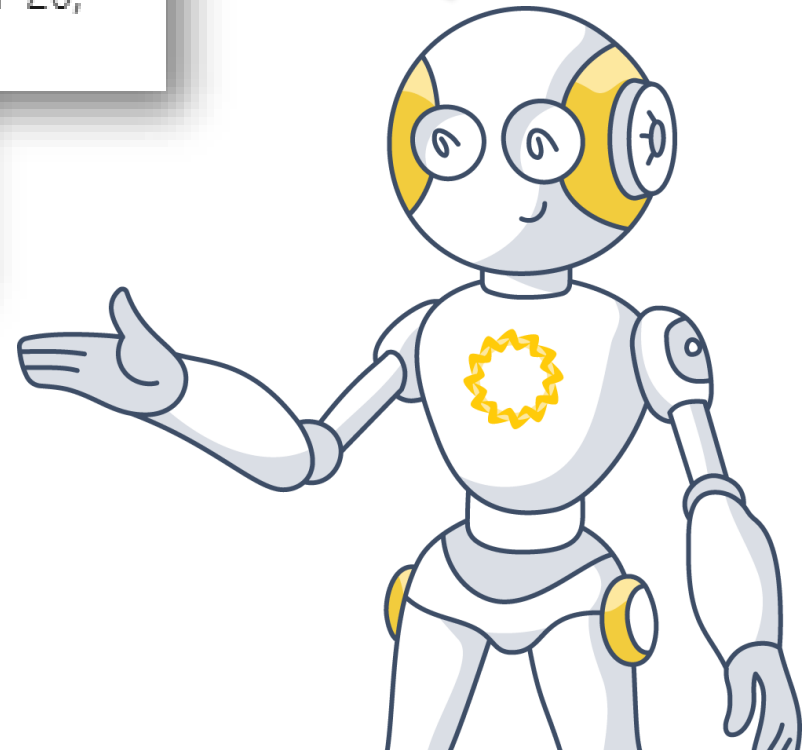
Higher organic rank increases AIO citation chances, but lower ranks aren't out of the game. They can shine in AIOs if they provide value-driven insights.



Breaking down the top 20 organic positions for AI Overview citations brings an interesting shift: 40% of URLs cited in AI Overviews rank between positions 11-20, while only 21.9% sit in the top 3.

Even if you're not in the top 3, well-structured content still has a chance to land in AI Overviews if it provides information that relates to specific sections in AIOs and gives a better answer than others.

**But lower-ranked pages still have a chance!**





Zink Wheels

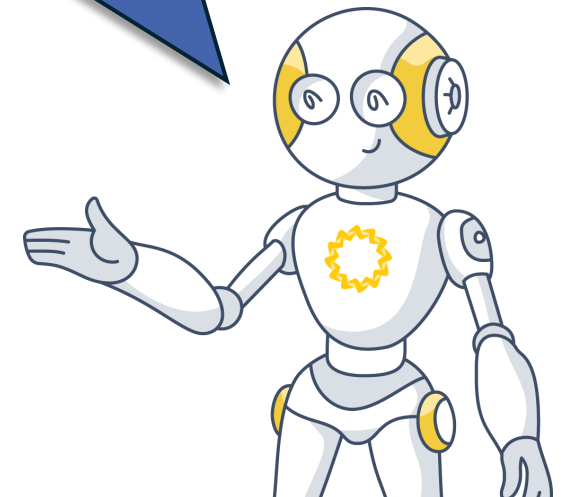
Penn Creative

Ten Mile Square

atigro

seoClarity™

Atigro Agency used  
seoClarity Content  
Fusion to get all these  
clients into AIO sources



# Should I want to try to appear in AI Os?

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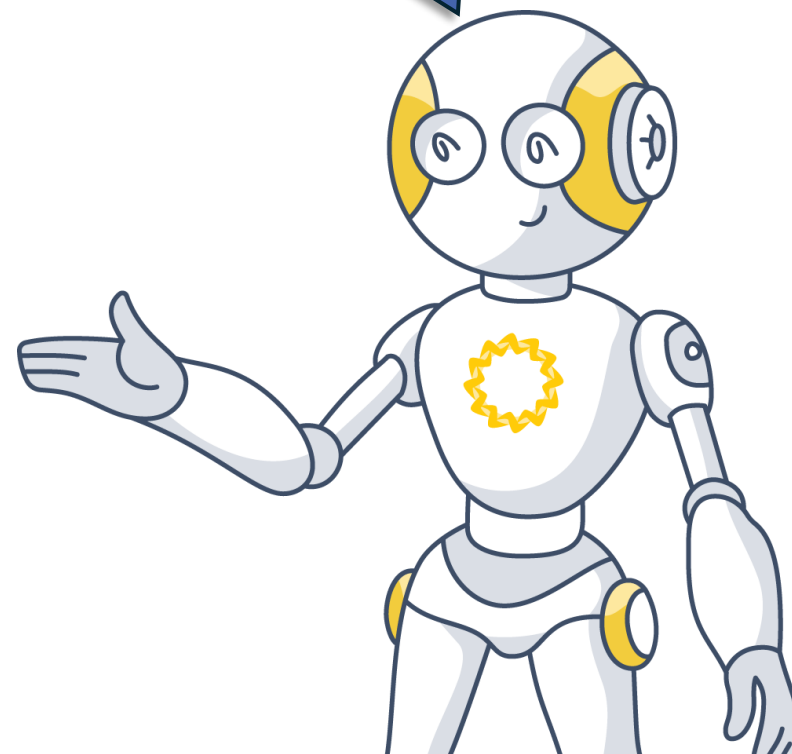
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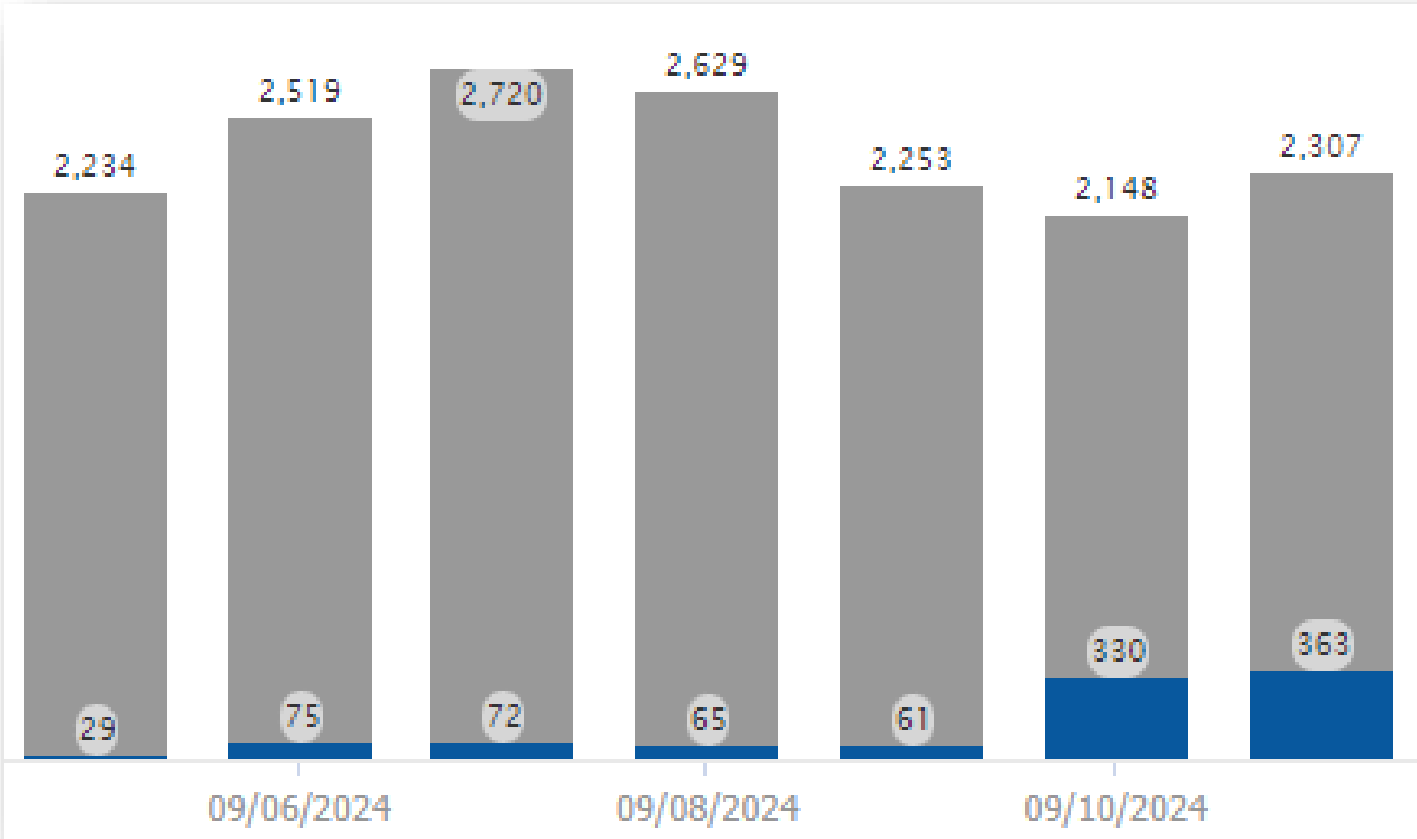
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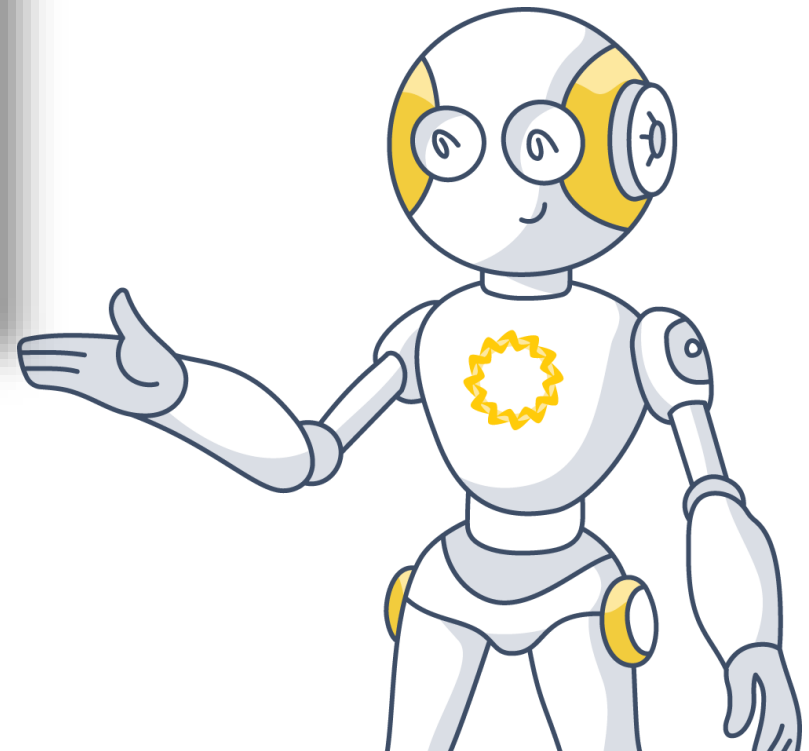


Keep in mind though...  
AIOs represent a tiny  
fraction of the traffic  
potential of most sites





...and they are very volatile from day to day!





## Key Stats

For keywords where the AI Overview appeared for at least 20 out of 31 days:

- 0 keywords saw 100% URL consistency
- 96% of the URL changes were also domain changes
- 91% of URLs studied were removed from the AIOs at some point
- Just 43% of removed URLs returned to the AIO later in the month

0  
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100% URL consistency

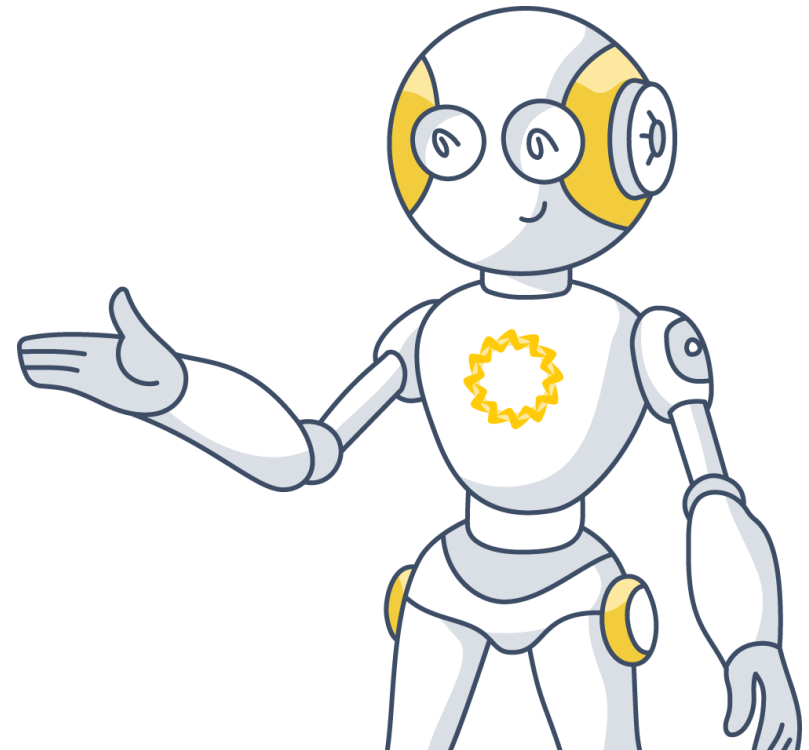
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Semrush data collected in October 2024

...and they don't last  
over time



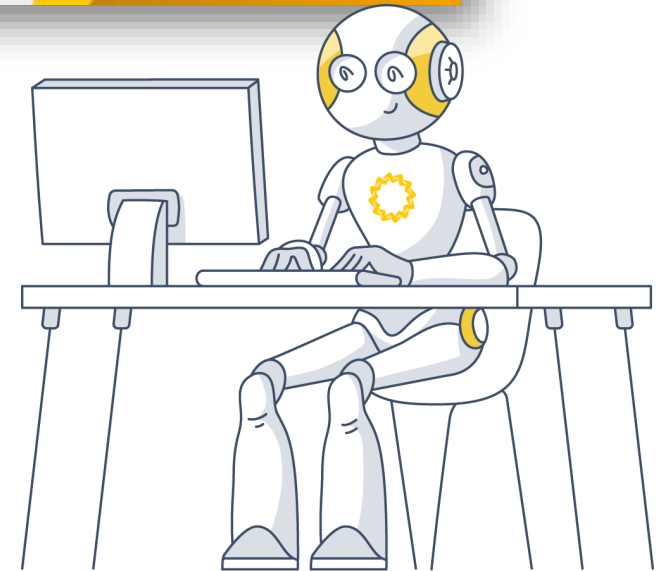


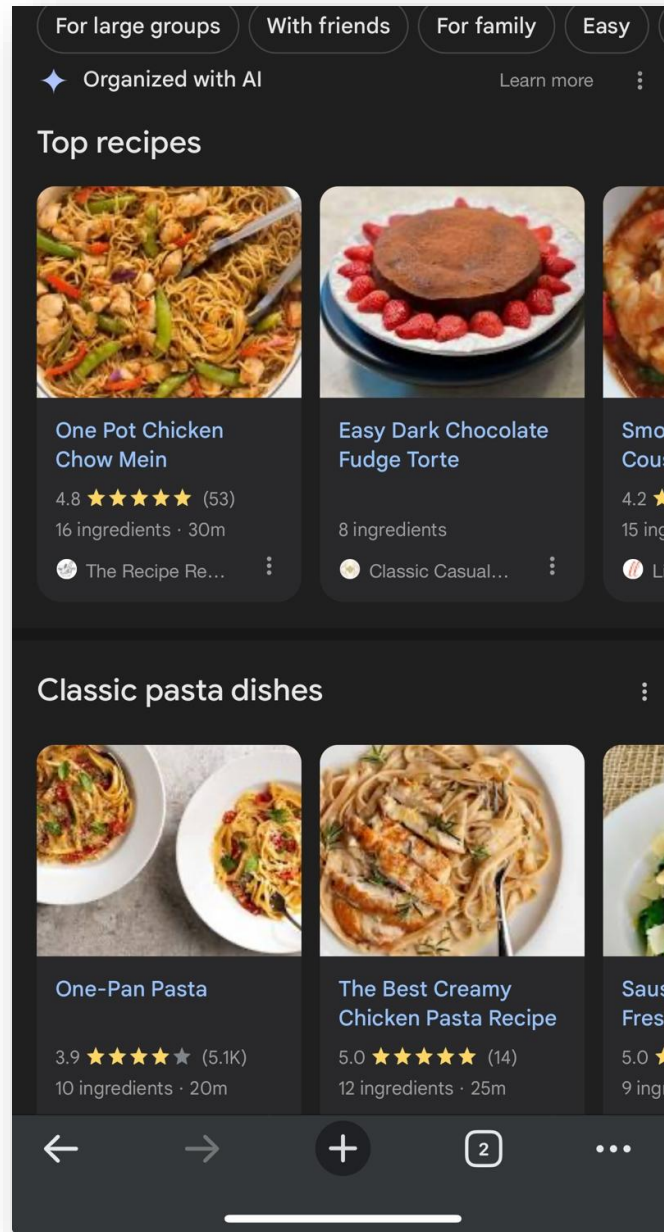
# What's on the horizon?

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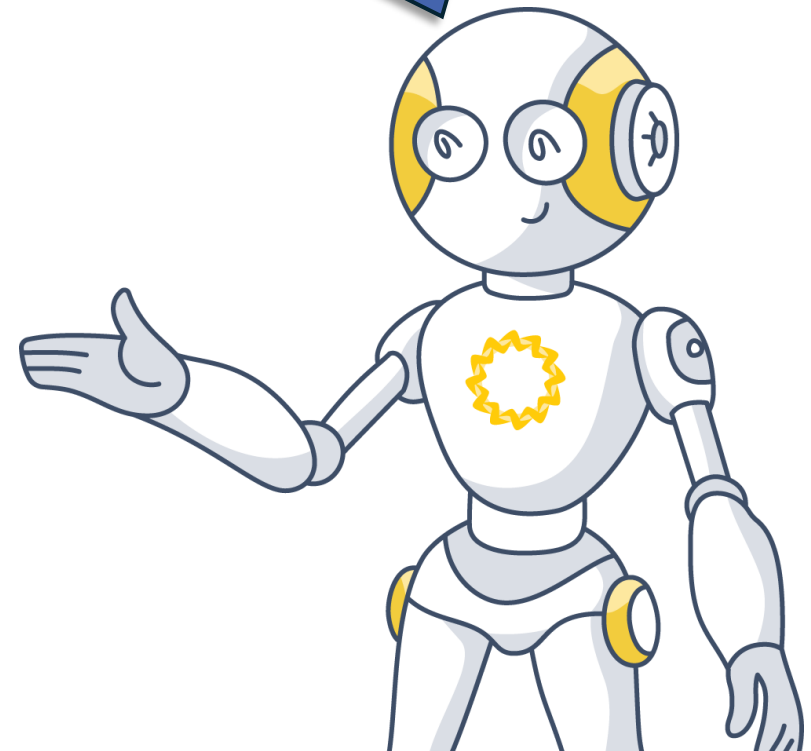
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“Organized with AI”  
results now live for  
recipes. Google says  
will roll out to other  
verticals in the future

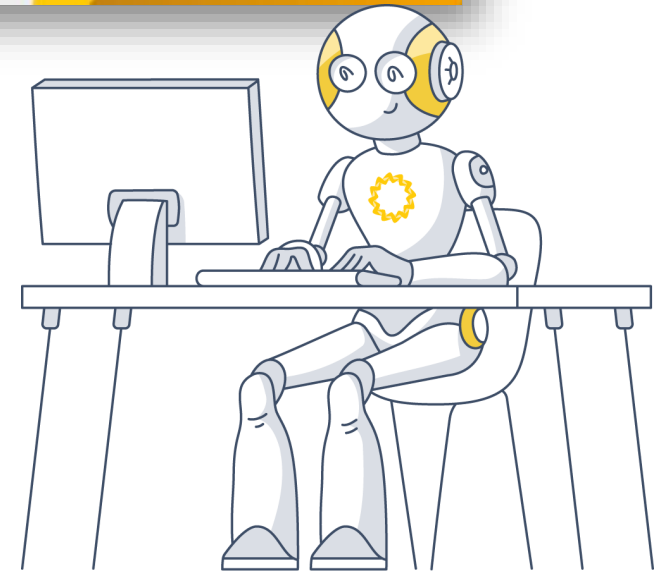


# So what did we learn?

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## So what did we learn?

AIOs show for ~4% of all KWS

Intent is mostly Informational

AIO SEO is...SEO (& AI content optimization)

AIOs likely not impacting traffic much

