

# The Factors That Influence AI Search Visibility

Learn how Seer is optimizing for LLMs and tracking visibility in AI answers



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**Why are we here  
today?**

# We help people find answers on the Internet.

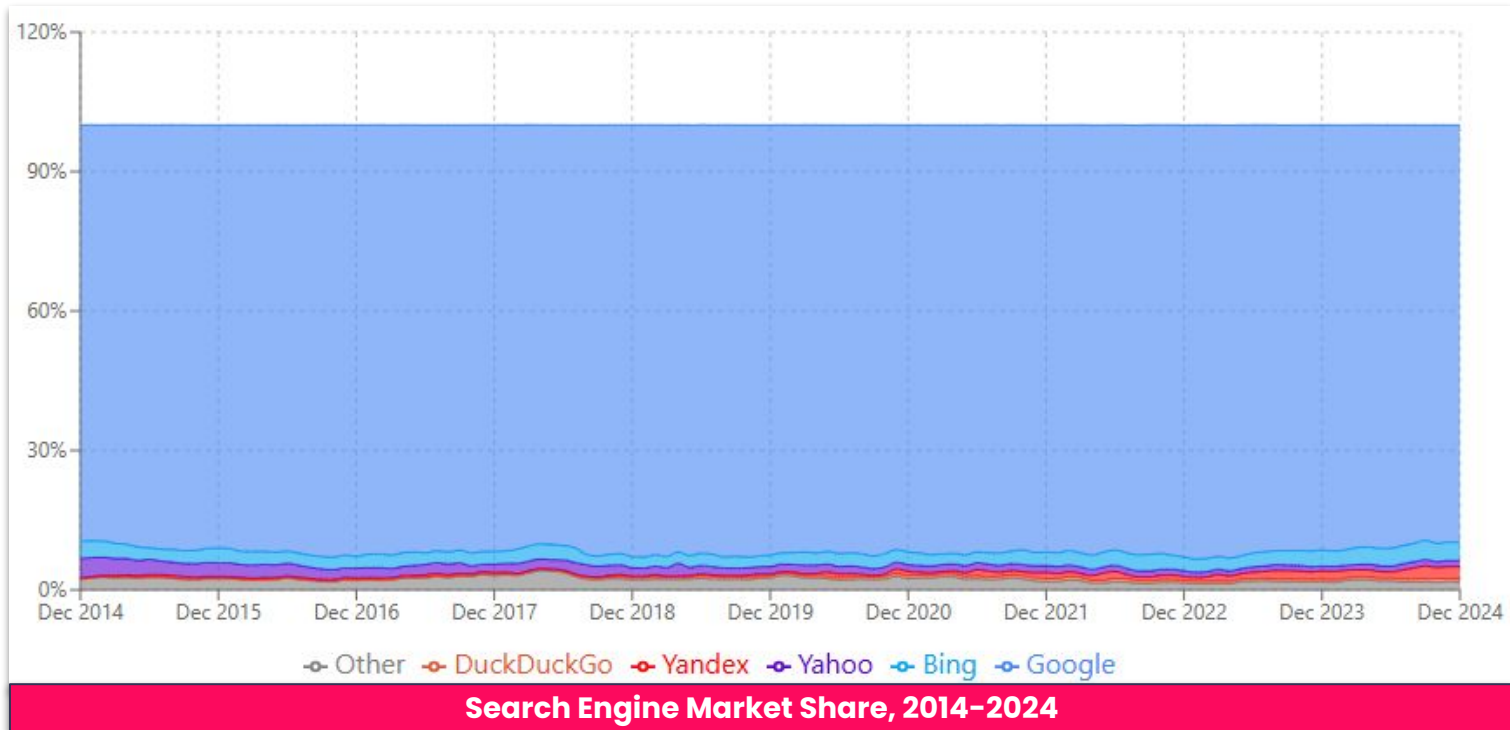
1995



2025



# SEO has had a lot of challenges, but channel diversity wasn't one of 'em

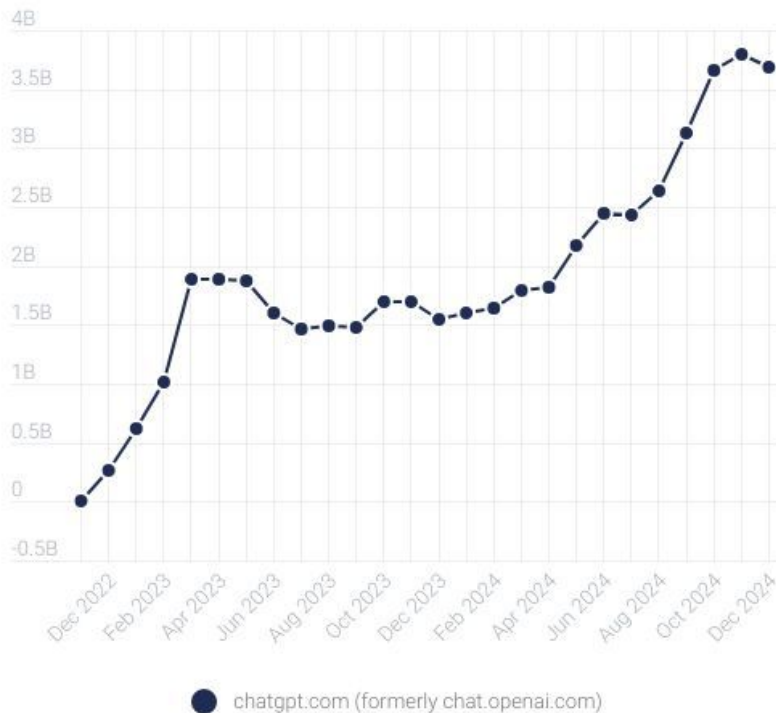


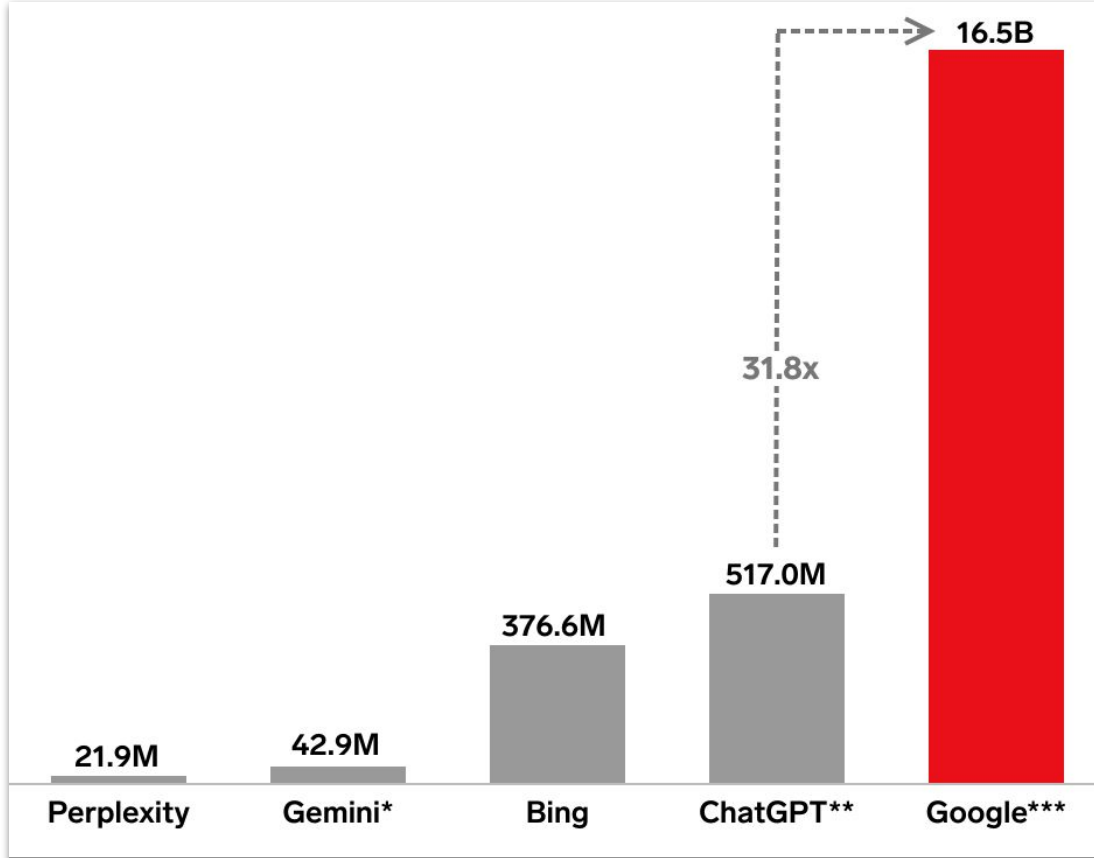
# In 2022, a hot new bombshell entered the villa

Do we finally have a worthy opponent ready to go toe-to-toe with Google for search engine market share?

## ChatGPT Traffic

Worldwide, Total Web Visits, Nov. 2022 to Dec. 2024





Note: \*gemini.google.com; \*\*chatgpt.com, previously chat.openai.com; \*\*\*google.com  
 Source: Similarweb, Jan 3, 2025

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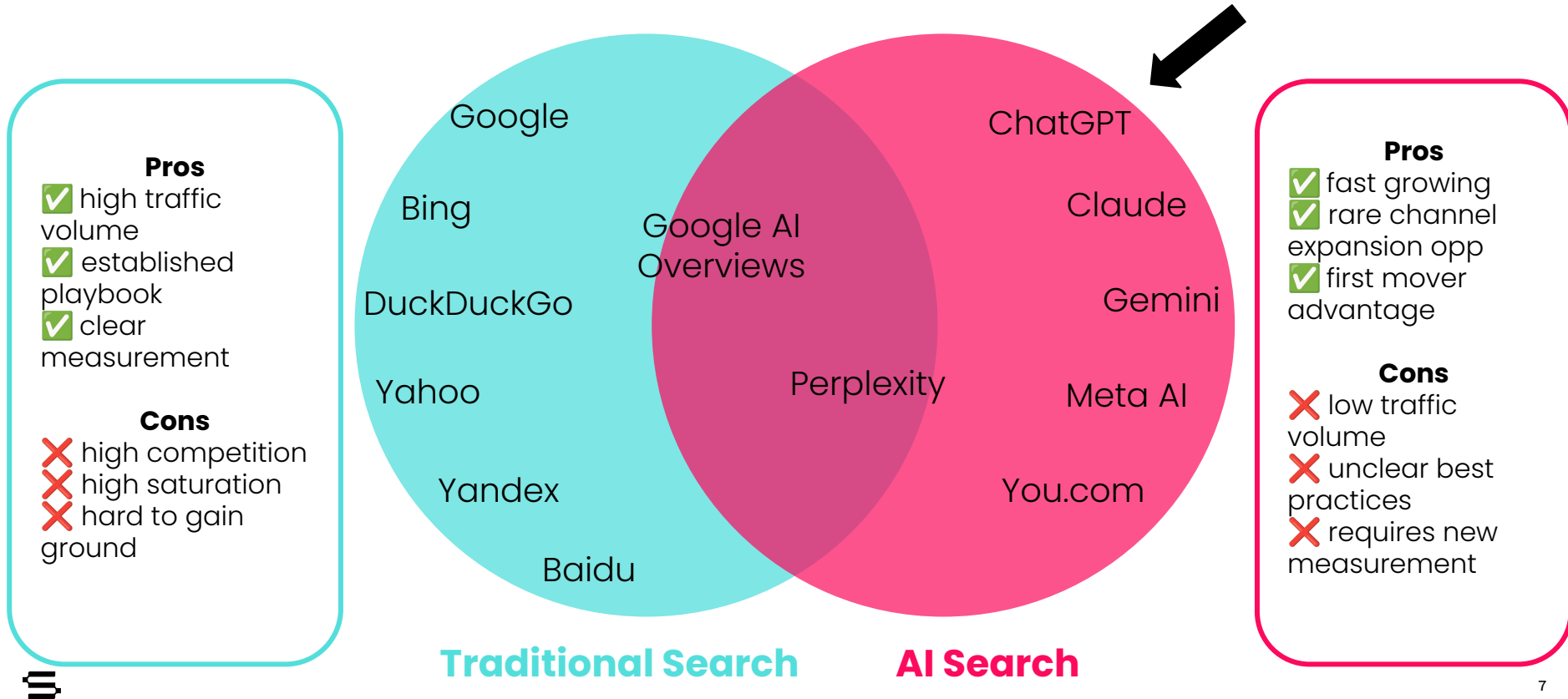


# Despite all the AI fanfare, in 2024 Google remained dominant

Despite ChatGPT's staggering growth, Google continues to drive over 30x more traffic.



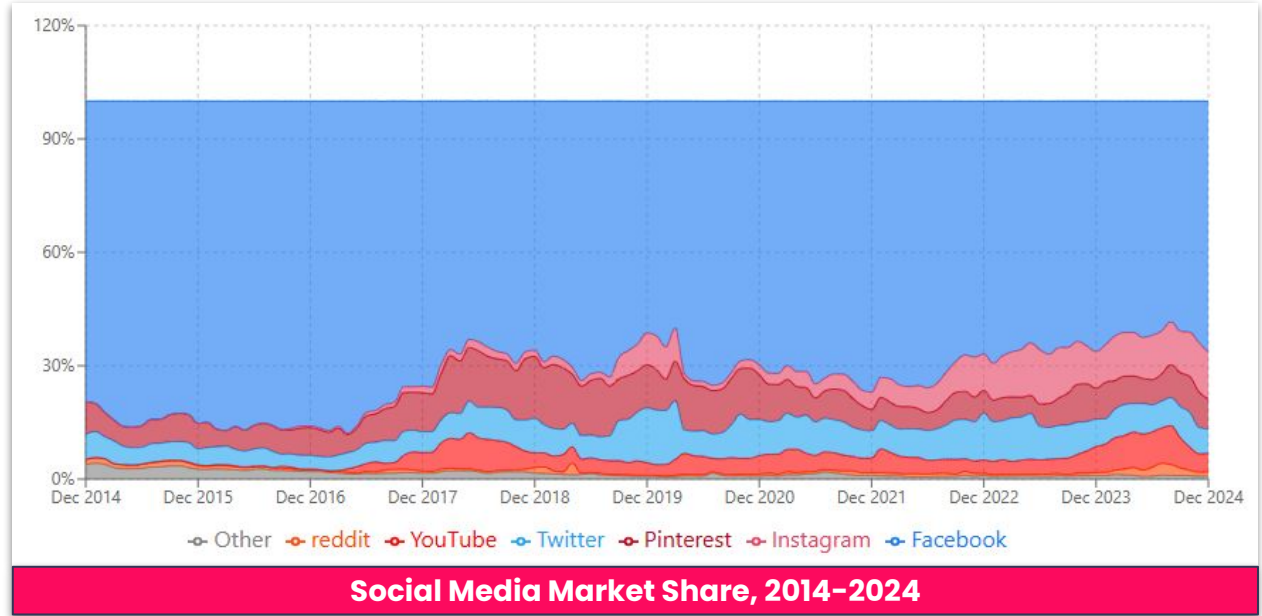
# A New Search Era: The Current State



# This isn't a new problem for marketers.

Social media has been splintering for years.

We've encountered these problems before: attribution, management, coordination, and presence.



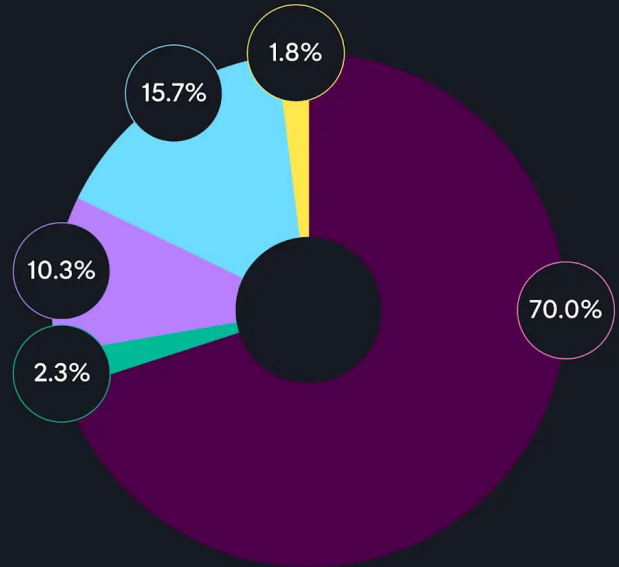
# ChatGPT's traffic is huge, but the majority of its usage is not search.

According to SEMrush only ~30% of conversations with ChatGPT fit search query criteria.

Presumably, ~70% of usage is largely other creativity & productivity tasks.

## Search Intent on ChatGPT

- Informational
- Navigational
- Commercial
- Transactional
- Unknown



semrush.com / US clickstream data from October and November 2024



# ChatGPT's user base just doubled in 6 months - to more than **120M weekly searches!**

OpenAI's chatbot is thriving, and it does a lot more than just answer questions.



Written by **Artie Beaty**, Contributing Writer

Feb. 24, 2025 at 9:06 a.m. PT

Reviewed by **Elyse Betters Picaro**

# Search will experience platform diversity & become enhanced by AI



## Future of Search

### Pros

- ✓ conversational search > keywords
- ✓ hyper-personalization creates content gaps
- ✓ more channel expansion opportunities
- ✓ less sea of sameness

### Cons

- ✗ fewer easy problems to solve for users
- ✗ less web traffic by users
- ✗ more web traffic by bots
- ✗ more complexity in attribution

**How do we continue  
to help people find  
answers on the  
Internet?**

**First, we must  
understand the systems**

# There are three types of AI search systems

1

## No Web Search

These models answer queries entirely based on their training dataset.



2

## All Web Search

These models answer queries via their training dataset and always seek supporting citations to ground their knowledge with web search.



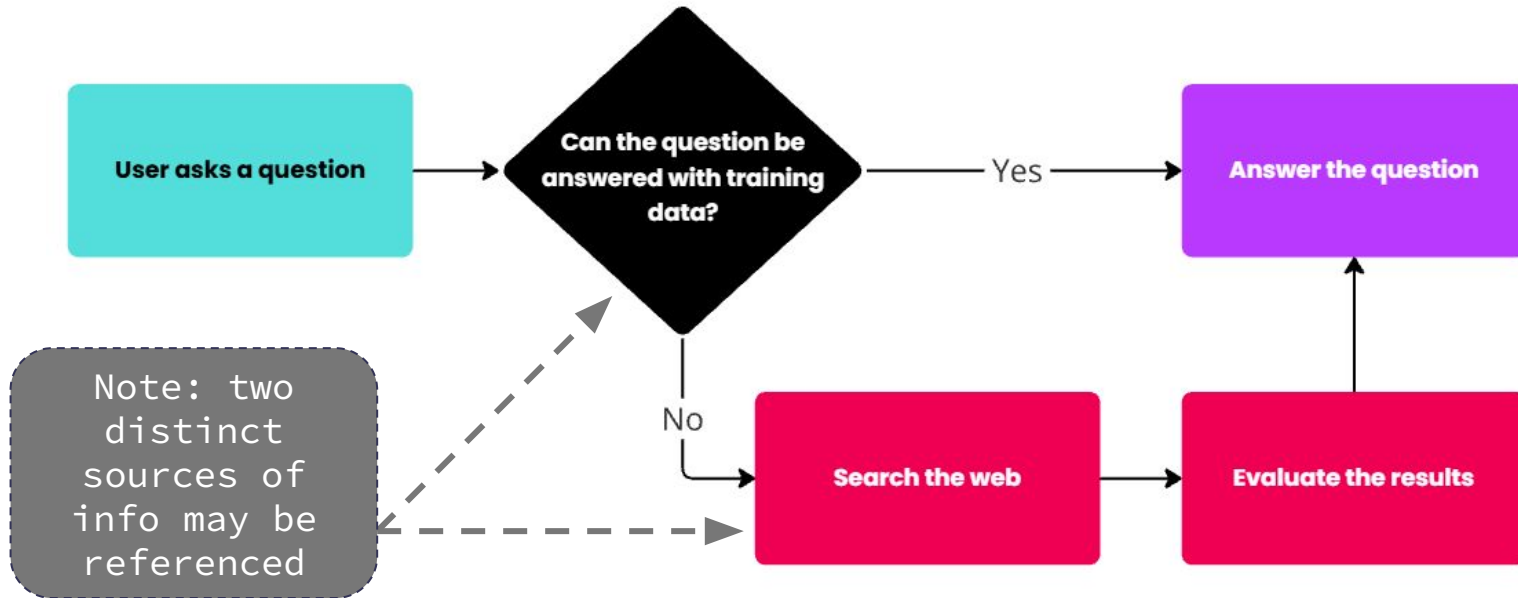
3

## Hybrid

These models first attempt to answer queries by leveraging their dataset, but can activate web search to fill in gaps.



# Hybrid systems represent the most opportunity and the most complexity



# So what makes up training and web data? Let's take a closer look at ChatGPT's data

## Pre-training Data

Build base knowledge via the internet



COMMON  
CRAWL



Hugging Face

WIKIPEDIA



TIME

HEARST

CONDÉ NAST

VOX MEDIA



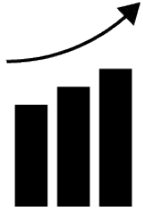
Associated Press

Want fast learnings?

Focus on Bing - it's the  
quickest way to test  
your visibility.

You can't optimize for  
post-training data.

# Now, we'll answer 15+ questions about AI Search based on the following research



**SeerSignals LLM  
Tracking**



**Aggregated Client  
Data**



**Correlation  
Analysis**



**What do we know  
about:  
Google AI Overviews?**

# How do you rank in Google AI Overviews?

# Create uniquely useful Q&A content targeting topics > keywords

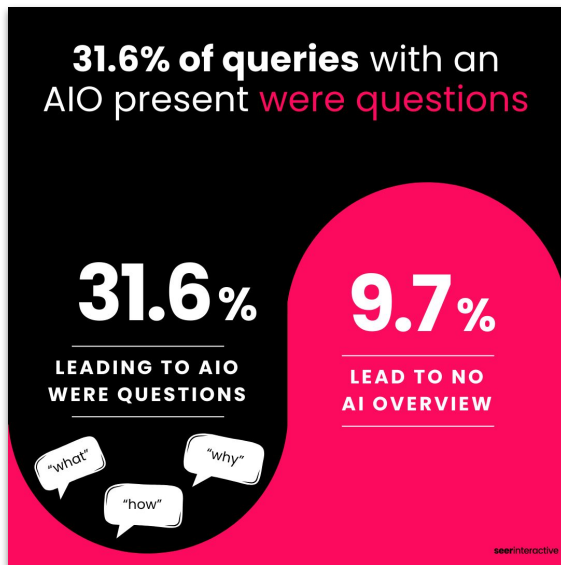
## Insight:

Google's AI Overviews are primarily triggered by questions and 4+ word queries.

## Implication:

To maximize visibility in Google's AI Overviews, all brands must optimize for natural, question-based, and long-tail queries.

*(If you're working with Seer, you're already doing that)*



**What impact do AIOs  
have on Organic CTR?**

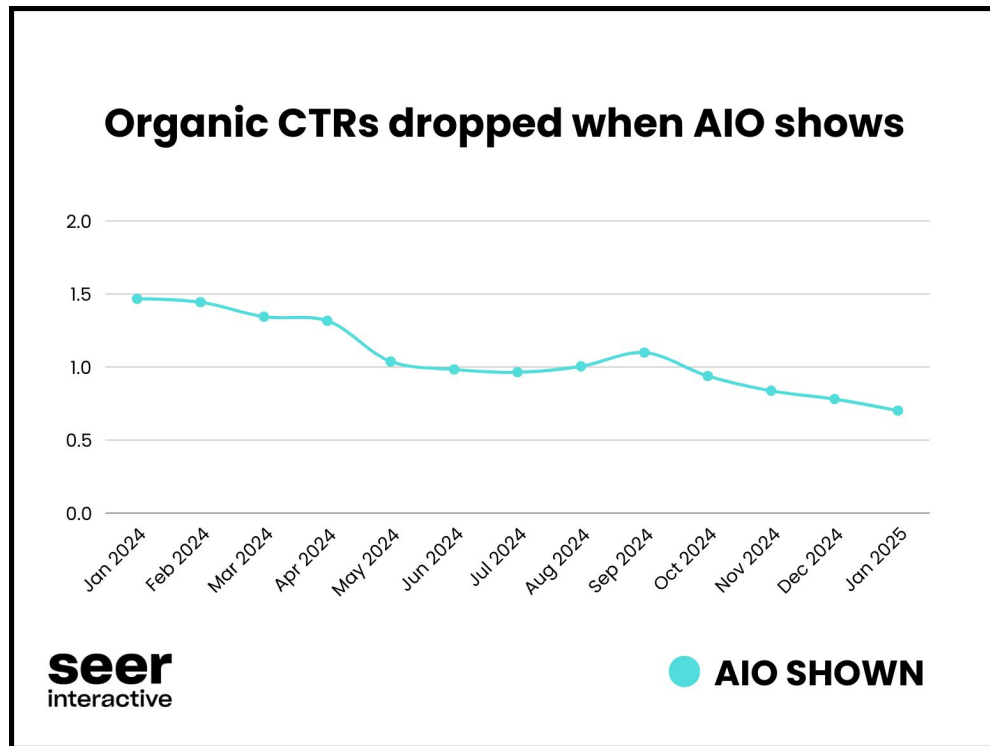
# Organic CTRs are down -54.6% in SERPs where AIOs are present

## Insight:

AI Overviews are driving even lower organic CTRs, even more-so than traditional zero-click features like Featured Snippets and People Also Asked.

## Implication:

Securing AI Overview placement will become prime real estate in Google Search for all brands, but measuring its impact won't be straightforward. Marketers must rethink tracking and attribution.



**What impact do AIOs  
have on Paid CTR?**

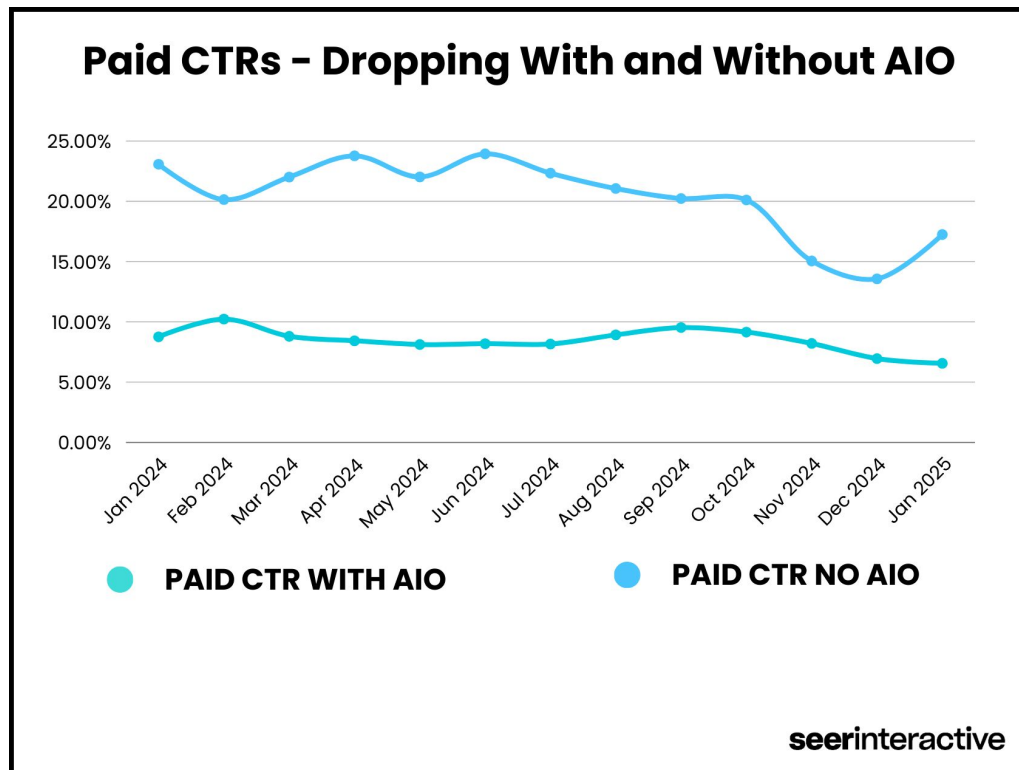
# Paid CTRs are down -28.6% across the board

## Insight:

Paid CTRs on Google are declining across the board—with or without AI Overviews, fewer users are clicking on ads.

## Implication:

With bottom-funnel intent shrinking, marketers face tougher competition for conversions. Winning will require smarter bidding strategies and new demand generation tactics.



**In what industries are  
AIOs most prevalent?**

# Healthcare, Business Services, and BioTech see the most AI

## Insight:

AI Overviews appear more frequently in industries where users need fast, clear answers, like healthcare.

## Implication:

If AI Overviews dominate your space, you can't afford to sit back. Brands in high-AIO industries must act now to earn citations and measure performance differently, as traditional CTRs decline.

Client	% of Keywords (Where AIO Triggered)
Healthcare	33.67%
Business Services	29.60%
Healthcare	28.21%
Other	27.58%
Business Services	27.57%
Biotech	27.22%
Healthcare	26.89%
Healthcare	26.72%
Other	25.45%
Business Services	25.13%

**Do AIOs appear on  
converting queries?**

# Yes, for some brands more than 10%!

## Insight:

AI Overviews are appearing for queries that drive conversions more often than expected, challenging traditional funnel physics.

## Implication:

It's not safe to assume AI Overviews only impact top-of-funnel queries. If AIOs are present on your high-converting searches, they could be reshaping your path to conversion—understanding when and how this happens is critical for strategy and measurement.

Client	% of Conversions (Where AIO Triggered)
Biotech	38.25%
Education*	21.89%
Financial	15.75%
Business Services	15.32%
Healthcare	14.94%
Education	14.13%
SaaS/IT	13.65%
SaaS/IT	12.71%
Business Services	11.63%
SaaS/IT	10.41%



**What do we know  
about:  
ChatGPT**

# How do we track AI traffic from ChatGPT?

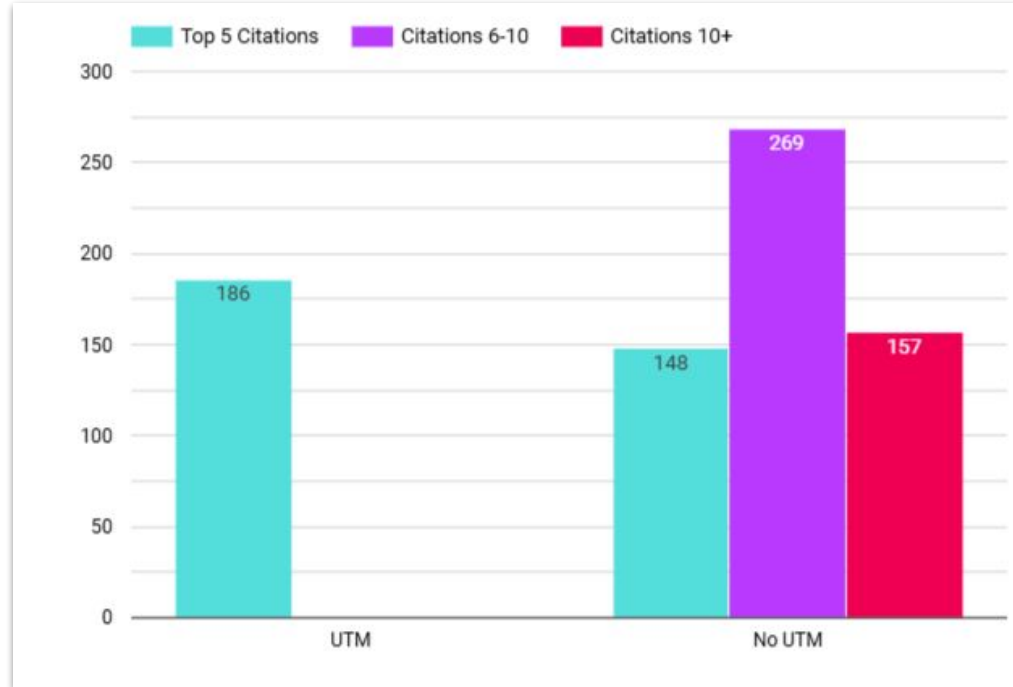
# Not by relying on UTM codes!

## Insight:

Not all ChatGPT citations include UTM parameters. While ChatGPT cites multiple URLs (sometimes more than 20 for a single answer), UTM parameters are typically applied only to the top 5 citations.

## Implication:

Don't use tracking reliant on UTM codes. Brands need new ways to attribute AI-driven visits beyond standard UTM tracking, like custom channel groups.



**How do I know what queries to track in ChatGPT?**

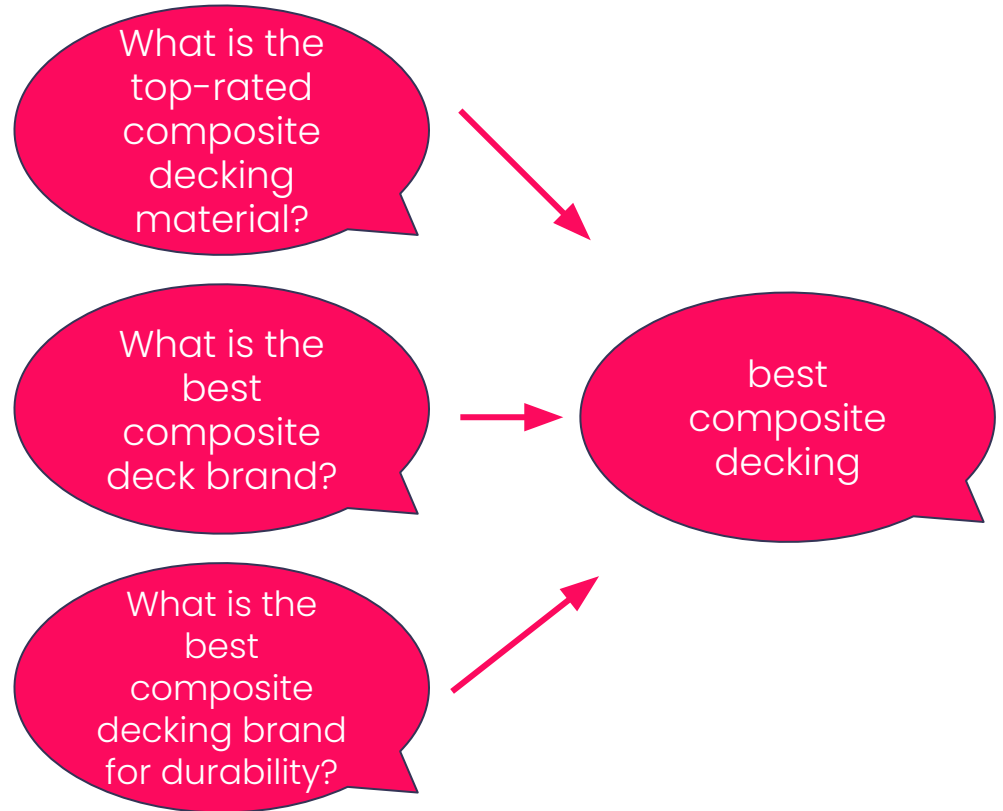
# Don't sweat the nuance & use People Also Ask questions

## Insight:

Minor variations in question phrasing don't significantly change AI-generated answers. LLMs tend to provide consistent responses regardless of slight wording differences.

## Implication:

When selecting queries to track, resist the urge to think in terms of keyword phrases. If you can't let go of your keywords, 'translate' your keywords into their top People Also Ask queries.



**How often is ChatGPT  
performing a web  
search?**

# ChatGPT is triggering SearchGPT between 30-46% of the time

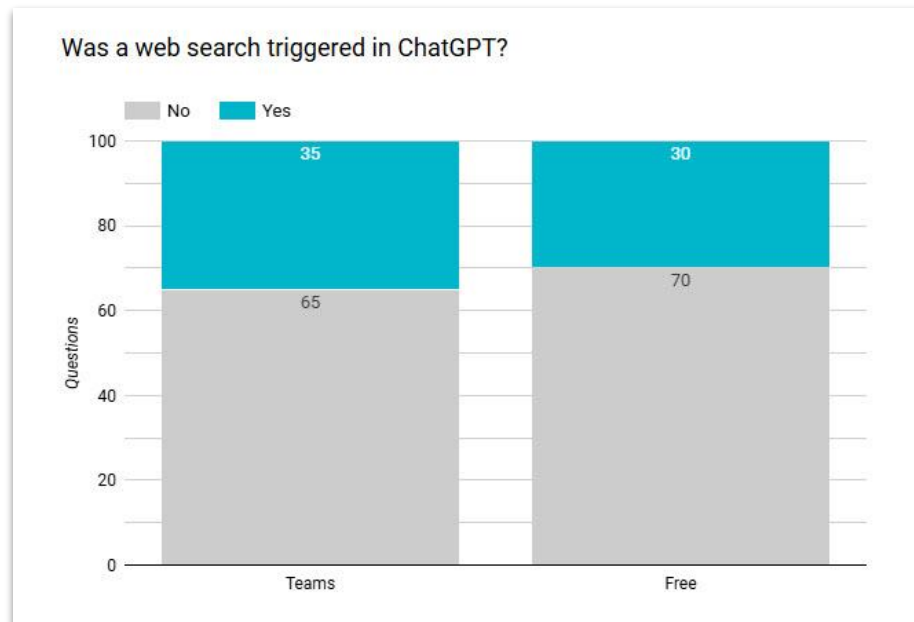
## Insight:

One Seer study found that ChatGPT triggers SearchGPT (web search) on **30-35%** of queries.

SEMrush studied the same question with a larger dataset and found that **46%** of queries triggered web search.

## Implication:

The “supply” of queries triggering SearchGPT is finite. Marketers that want to learn quickly should prioritize these queries.



**How do I know when  
SearchGPT is being  
triggered?**

what are the best data visualization tools?




Here's a list of some of the best data visualization tools categorized by their unique strengths and use cases:

See no links, no citations,  
all text formatting?

**Response's primary data  
source is training data**

## 1. General Purpose Tools

- **Tableau**
  - **Best for:** Interactive dashboards and enterprise analytics.
  - **Key Features:** Drag-and-drop interface, integration with multiple data sources, advanced analytics, storytelling capabilities. 
  - **Who It's For:** Data analysts, business users, enterprises.
- **Power BI**
  - **Best for:** Business intelligence and Microsoft ecosystem integration.
  - **Key Features:** Seamless integration with Microsoft tools, AI-driven insights, and robust



## what are the best data visualization tools in 2025?



As of January 2025, the landscape of data visualization tools has evolved to offer a variety of options tailored to diverse analytical needs. Here are some of the top data visualization tools to consider:

### Microsoft Power BI





A business intelligence platform that enables users to collaborate with data and track goals. It provides real-time analytics and trend analysis to help users make confident decisions. Microsoft Power BI integrates with many Microsoft products and cloud services, making it a versatile solution for businesses.  

See a citation chip and/or sources list?

**Response's primary data source is web search**

### Tableau

A data visualization and analytics platform that enables users to explore data and share insights. Data exploration is simple for anyone thanks to Tableau's flexibility and power. Users can build visualizations with drag and drop, employ AI-driven statistical modeling with a few clicks, and ask questions using natural language.  



### Qlik Sense

A data visualization tool that uses artificial intelligence (AI) to help users understand and use data more effectively. It offers a consistent and collaborative environment that allows users to



**What types of queries  
trigger SearchGPT?**

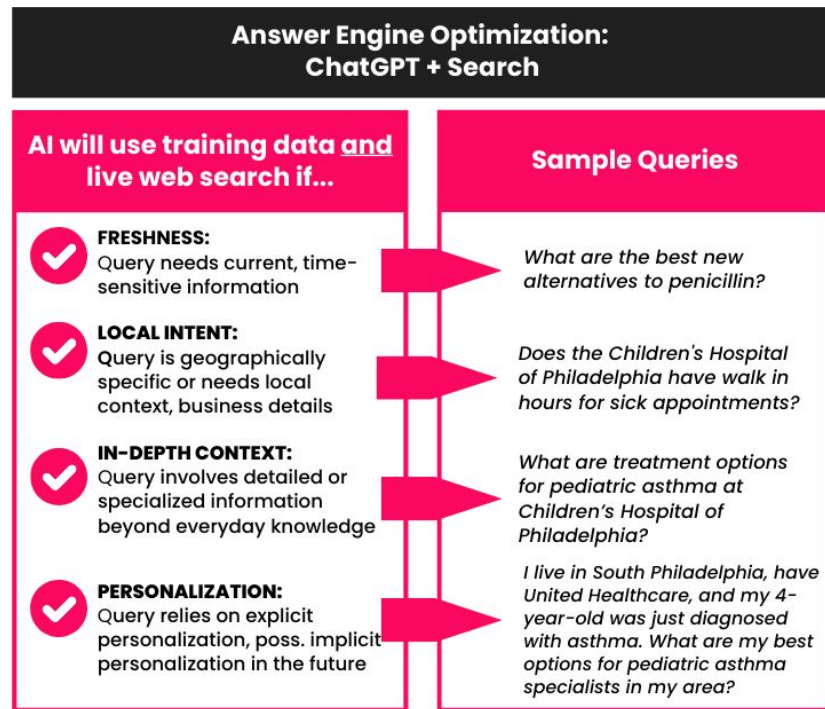
# Fresh, Local, In-Depth, or Personalized Queries trigger SearchGPT

## Insight:

Queries that demand fresh, local, detailed, or personalized information are the most likely to trigger a web search in ChatGPT.

## Implication:

First movers pursuing channel expansion should target FLIP-friendly queries. Web content will actively shape AI responses, enabling marketers to understand which tactics successfully led to increased brand visibility.



**Does 'doing good SEO'  
really equate to ranking  
in SearchGPT citations?**

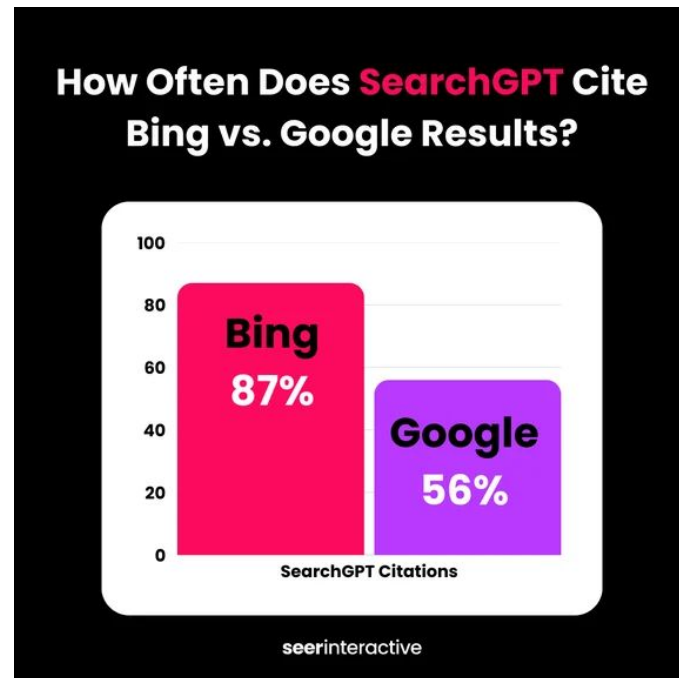
# Sure, if you define 'doing good SEO' by ranking on Bing

## Insight:

Based on Seer Interactive's research, **87%** of SearchGPT's citations align with Bing's top 20 organic search results, with a significant portion appearing in the top 10. Compare that to only 56% overlap for Google.

## Implication:

To enhance visibility in AI-generated responses, brands should evaluate Bing SEO strategies. Identify gaps in performance for the same keyword set between Google and Bing.



**Are affiliates &  
aggregators officially a  
thing of the past?**

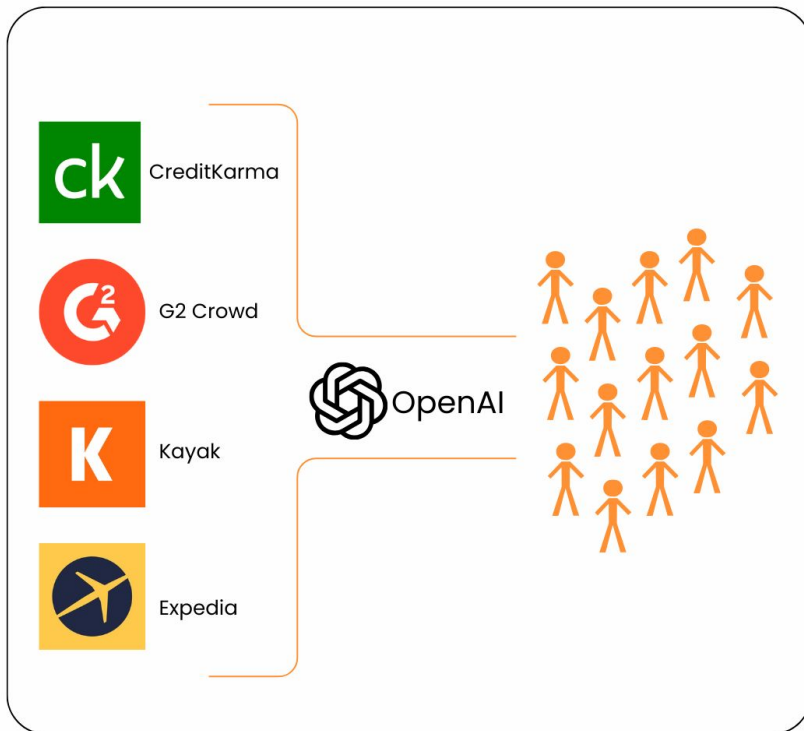
# Nope, affiliates & aggregators are cited in a significant portion of SearchGPT answers

## Insight:

As long as affiliates & aggregators rank in top Bing results, they will play a role in ChatGPT responses.

## Implication:

Aggregators have been hit hard by the evolution of search, and some are questioning their long term importance. Seer believes they remain an important digital investment for the time-being.



**What SEO factors  
correlate with visibility  
in LLMs?**

# The usual suspects aren't high on the list

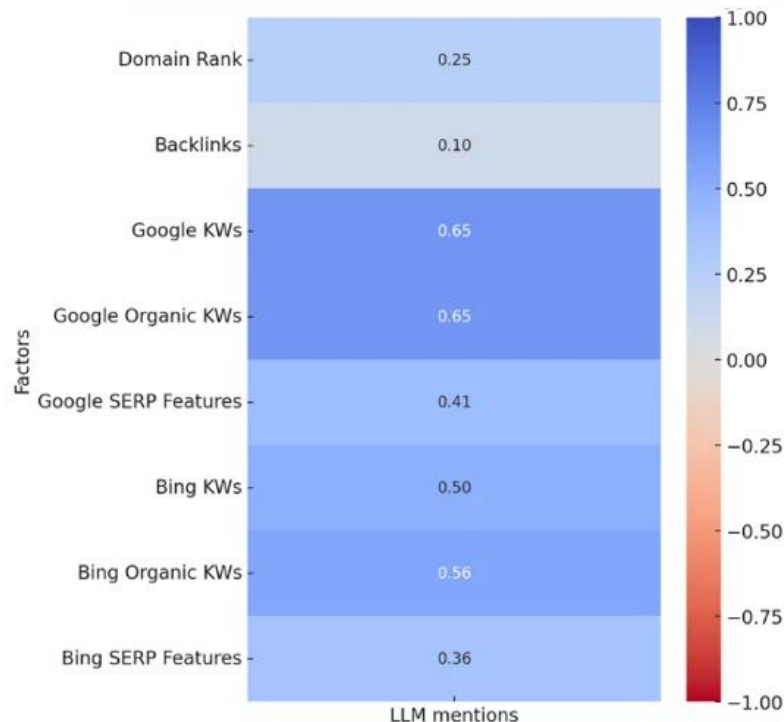
## Insight:

For non-SearchGPT queries, brand mentions in ChatGPT have moderate to low correlations with traditional SEO factors like domain rank and backlinks.

## Implication:

AI Search represents a new discipline with similar but distinctly new criteria for being in the consideration set.

Correlation of LLM Mentions by SERP Factor



**What's next on Seer's list  
of correlation analyses?**

# Our next batch of testing is focused on on-page and off-page signals

## On-page

How does content recency impact LLM visibility?

How will the addition of citations and statistics impact LLM visibility?

Can translating content into multiple modalities impact LLM visibility?

## Off-page

How do press releases impact LLM visibility?

How does being featured on OpenAI publisher partners impact LLM visibility?

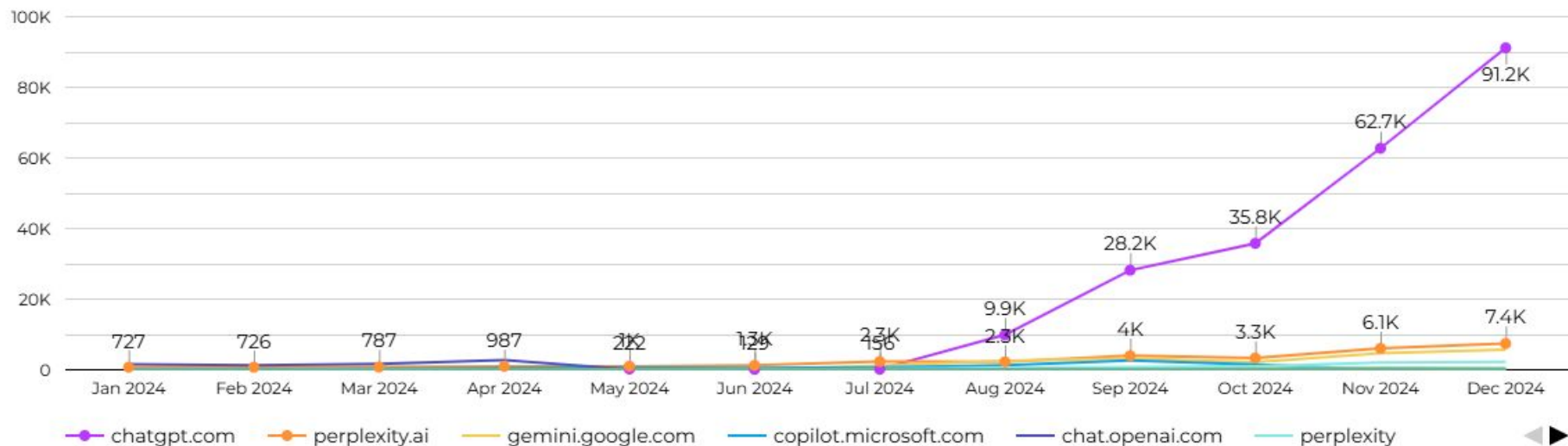
How do reviews and ratings impact LLM visibility?

**Is any of this going to move  
the needle for my 2025 KPIs?**

# In 2025, ChatGPT will require your attention

Our clients' websites began to rapidly grow in H2 2024 as ChatGPT made its platform more available to free and non-signed in users.

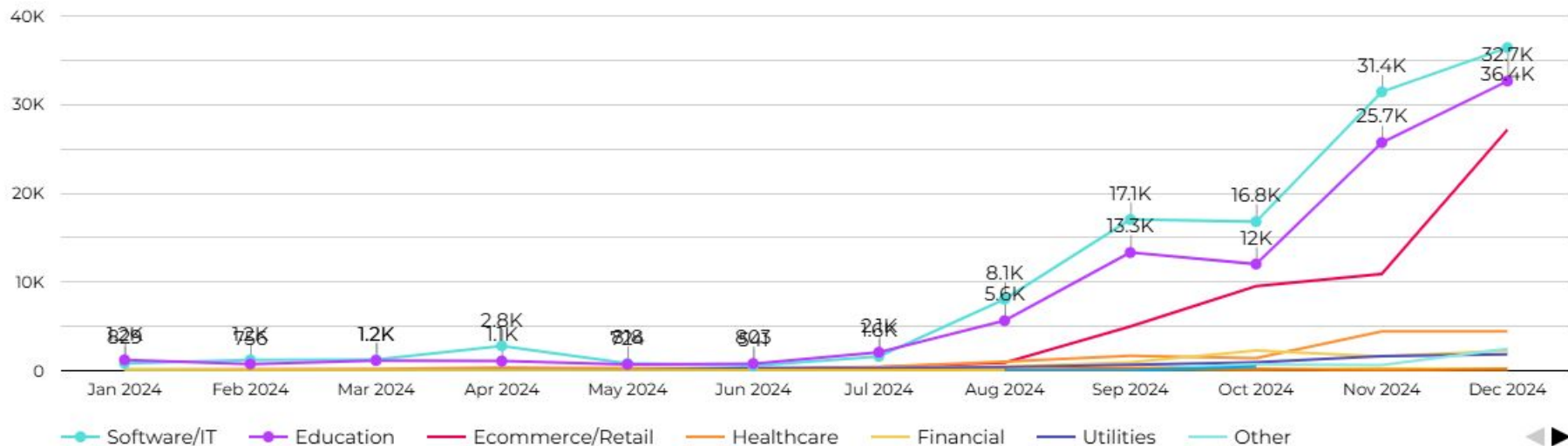
How have AI-driven sessions changed by source over time?



# Audiences will evolve at different rates

Understanding the supply (potential for influence by query) and demand (early adopter searches) for your brand is key.

How have AI-driven sessions changed by industry over time?



# AI Search: Lower volume but higher value

The steps to make it from AI search to your website will be lower in quantity but higher in value. Additionally, we face a potentially large volume of unmeasured influence occurring at this stage.

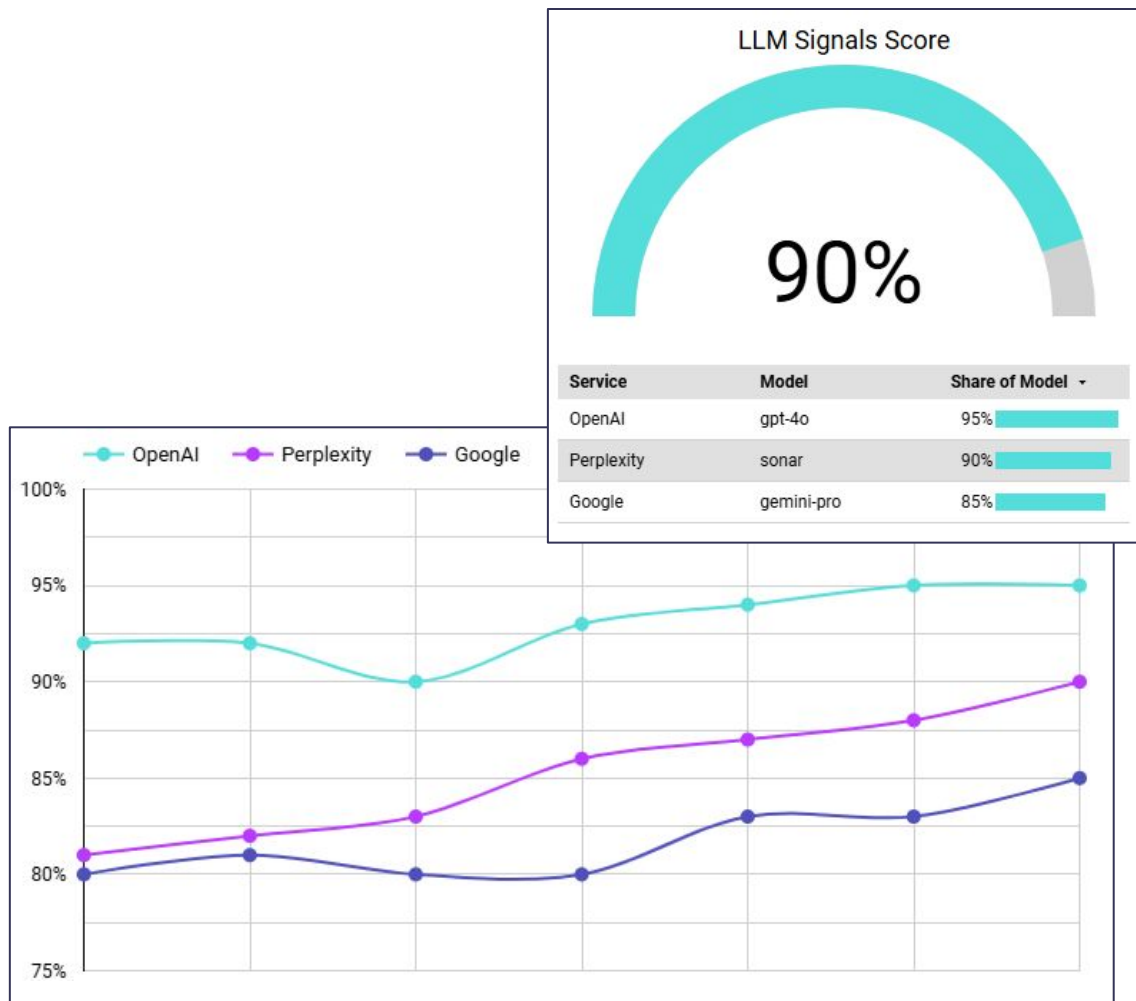
How does AI-driven traffic differ by engine?

Session Source	Sessions	Total Users	CVR	Key Events	Total Revenue	Revenue per Key Event
chatgpt.com	228.3K	203,291	13.62%	31.1K	\$26.71K	\$0.86
perplexity.ai	30.9K	27,121	30.44%	9.4K	\$1.57K	\$0.17
gemini.google.com	19.4K	17,442	23.92%	4.6K	\$2.38K	\$0.51
copilot.microsoft.com	8.6K	7,654	7.36%	636	\$0	\$0
chat.openai.com	7.5K	6,942	5.71%	426	\$0	\$0
perplexity	7K	6,724	113.43%	8K	\$410.2	\$0.05
poe.com	2.6K	2,282	16.59%	424	\$597.5	\$1.41
claude.ai	941	838	3.83%	36	\$0	\$0
you.com	791	715	20.63%	163.2	\$31.97	\$0.2

**Where do we go from  
here?**

# You cannot optimize what you cannot measure.

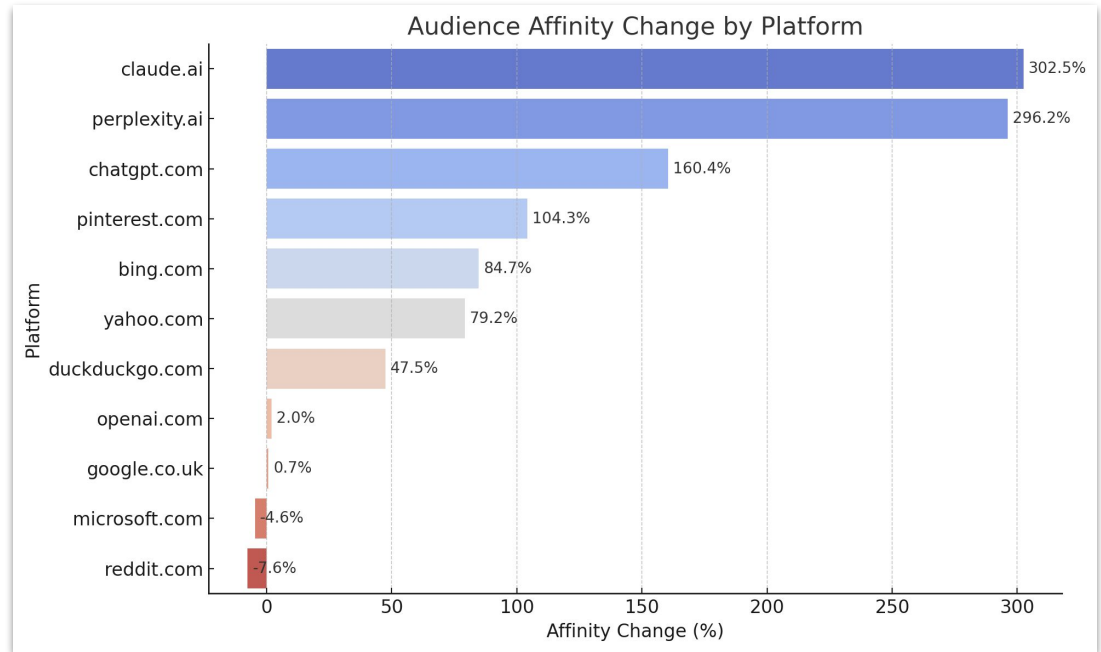
Track your brand's visibility across LLMs to benchmark what questions include your brand in the answer and identify gaps where you aren't part of the conversation.



# Understanding your 'when to care' threshold is key.

Behavioral clickstream data can help us understand what platforms your audience engages with more or less than the average internet user.

Sparktoro is your one-stop shop to this data.



# Channel expansion should be high on your testing list.

2025 is a year to make many small bets. One of those small bets should be search channel expansion.

Interested in partnering with Seer on this effort? Let's chat.



# Resources & Replay

Links to the studies cited and  
resources for AI search visibility



## Stay in touch



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VP, Client Services



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VP, SEO + Gen AI



**Christina Blake**  
Director, Product

