

AI in SEO: Where, When, and How

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Score Silicon Valley
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About SCORE



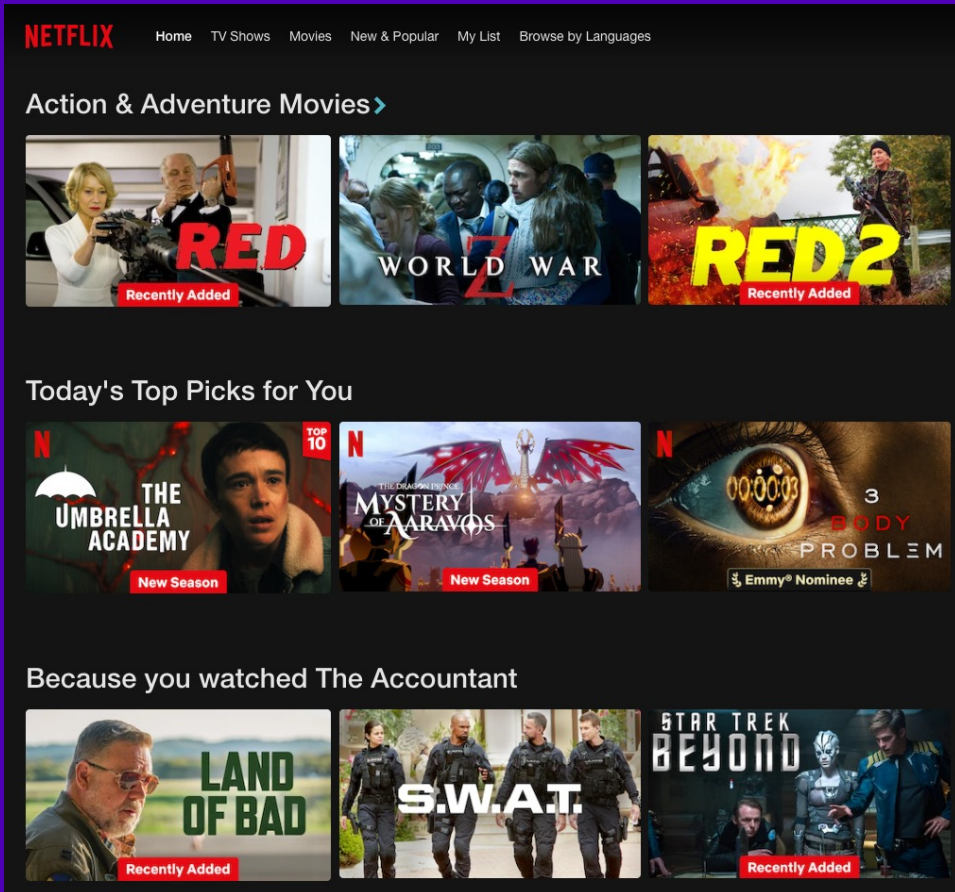
- **Successful and experienced executives acting as volunteer consultants**
- **Seminars and workshops**
- **Free Mentoring:**
- One-on-one
- Video, Phone, E-mail

Resources for small business:

<https://www.score.org/>

<https://www.siliconvalley.score.org>

AI in use now



Auto suggest

Google translate

YouTube captions

Siri & Alexa

Netflix suggestions

Social media algorithms

Fitbit & Smart watch

Google maps

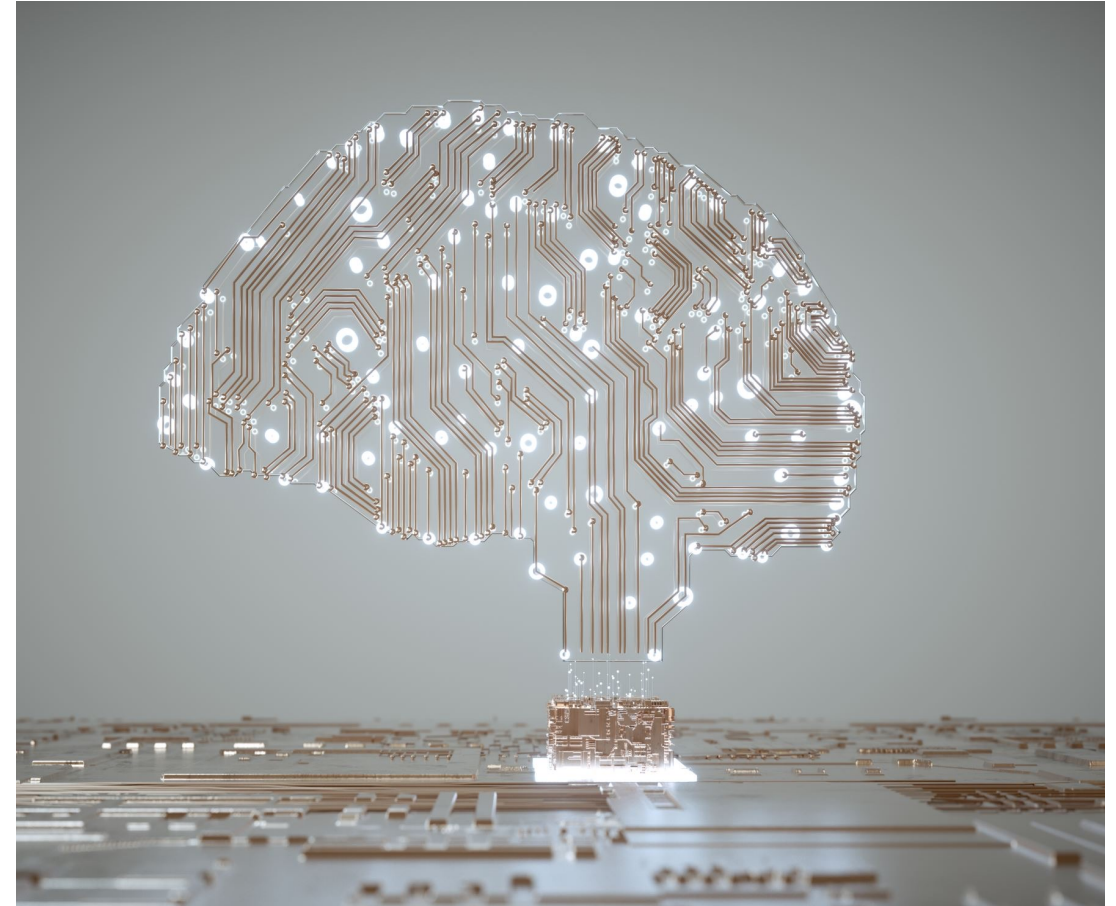
What is AI SEO

AI uses machine learning (ML) and natural language processing (NLP) to analyze tons of info and provide recommendations.

Using AI in your content creation to bring people to your website

Google does not ban AI generated content, but it must

- ❖ Be helpful
- ❖ Demonstrate expertise
- ❖ Show authority
- ❖ Be trustworthy



What does Google want from you?

To be the best answer to the *intent* of the query entered

Meaning and intent

Does your page answer the scope, location, and language of the query?

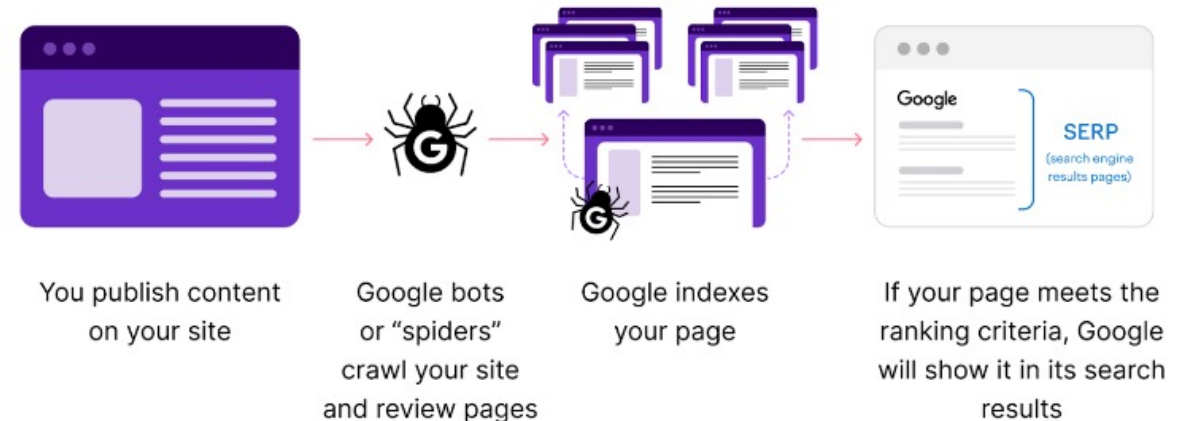
Relevance

Does your site offer in-depth answers that match the query? (This is where keywords come in)

Quality

Is your content well-written and free of errors?

How Search Engines Work



Put engaging content on every page

1. AI models don't know if info it collects/scrapes from the web is correct or not
2. Can be "duplicate content" if others use the same AI tools

E-E-A-T

Experience

- How long have you been in business
- Team member's time in the industry
- First-hand experience w/ topics in your blog
- Limit AI use in creating your content

Expertise

- Degrees
- Knowledge in your field
- Clients

Authority

- Awards and certification
- Earned backlinks

Trustworthiness

- Verifiable accuracy of info on your site
- Show there is a real organization behind you
 - Real pictures of you/your work/your products
 - Some stock photos are okay
- Provide ways to contact you
- Avoid all errors – spelling, grammar, font usage, tiles lining up, etc

Traditional AI

- Uses large language models and natural language processing datasets
- Interprets data and makes predictions
- Performs repetitive tasks efficiently

Examples

- Voice assistants
- Medical detection & diagnosis tools
- Financial market fraud & risk management

VS

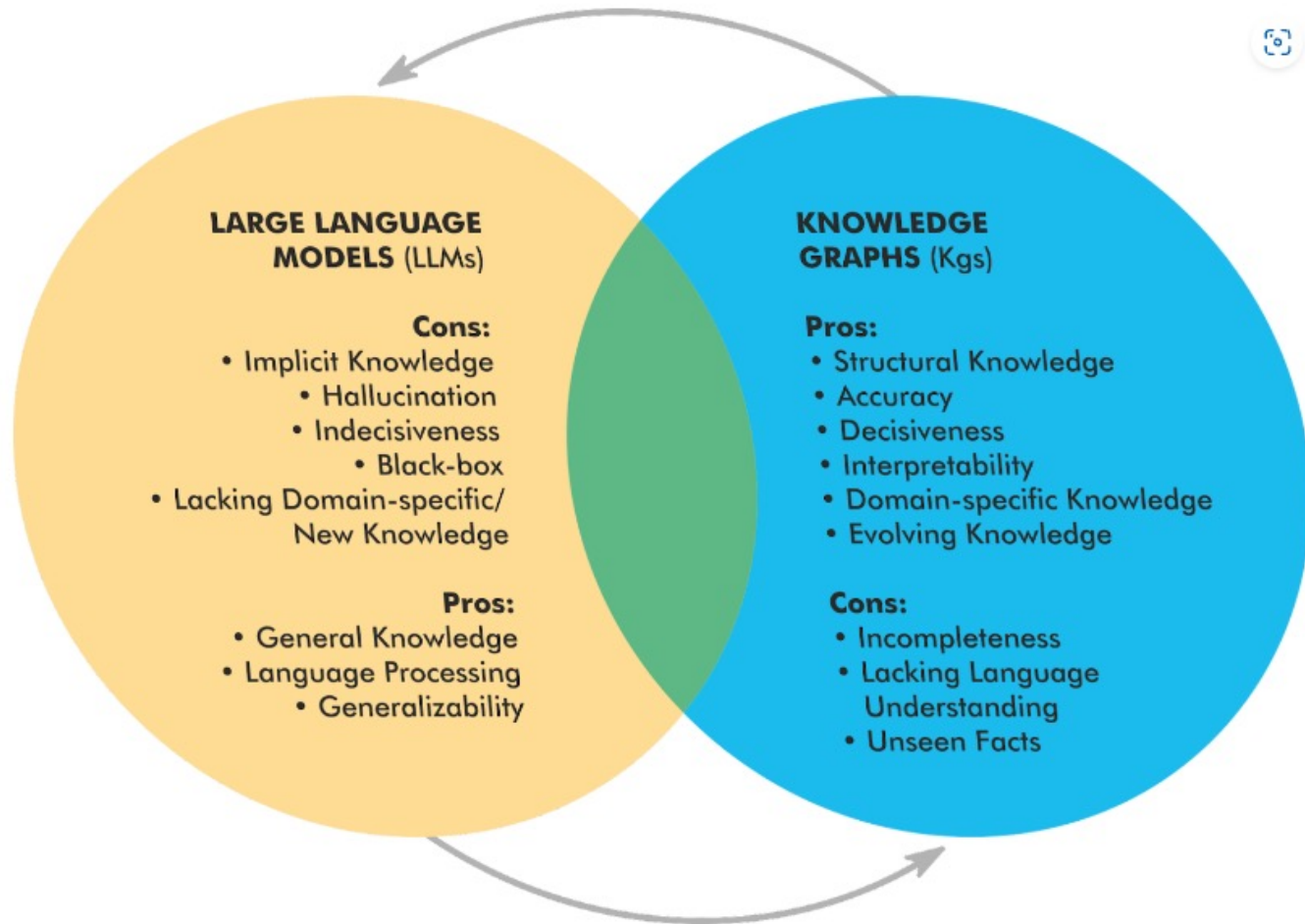
Generative AI

- Uses scraped data to generate new variations on its current data
- Requires large datasets for training
- Takes significant computational resources

Examples

- SGE - Search Generative Experience
- GEO - Generative Engine Optimization
- AIO - AI Overview

Future of Gen AI is combining LLMs with KGs



- KGs give context to information that LLMs do not know how to sort and evaluate
 - Allow Google to differentiate between Apple as a tech brand and apple as a fruit in searches
 - Human labor intensive
 - No universal approach for creation
 - Stay tuned....

Things to keep in mind as you consider AI

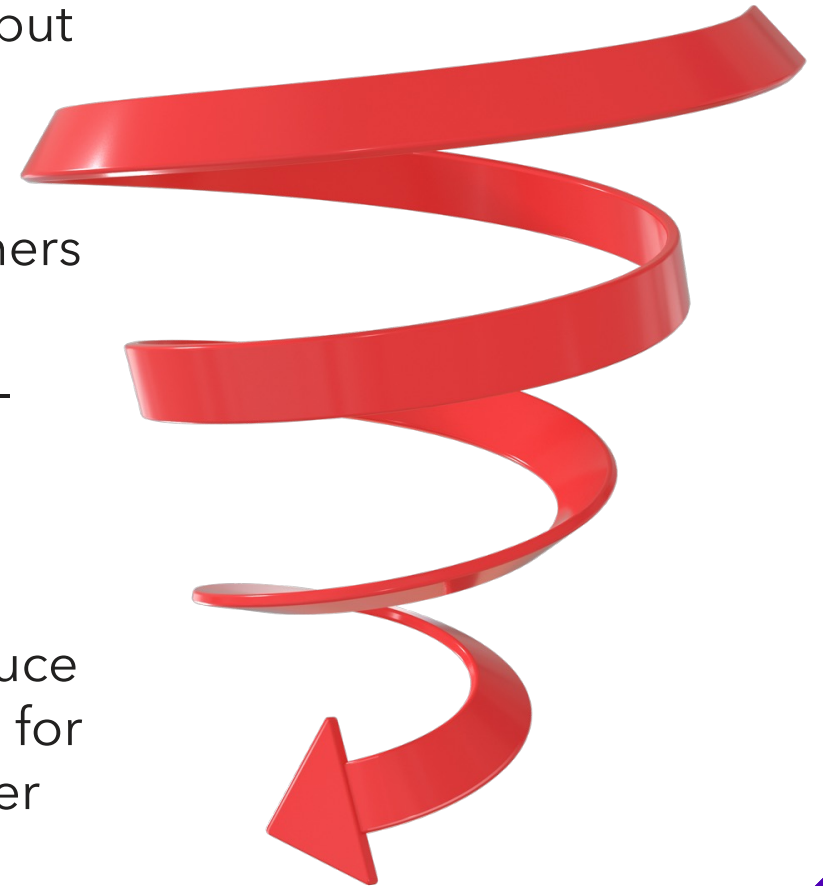
AI can be used to craft blog outlines, find keywords, check spelling and grammar issues, not for generating images and content

1. You are promoting your brand
2. You want customers to trust you
3. AI images are not reflective of you and your brand
4. AI content is not original, it is simply rearranging content it sources on the internet/through datasets

- Images and content for your business is not the place to hand over to AI
- AI gives you images that are not reflective of your products or services
 - Take actual photos of your products, location and services to build trust
- New tech takes time and effort to learn and takes away from running your business
- AI will be litigated over the next 2-5 years. Wait.
- Google is trying to figure out the genie they let out of the bottle. It's not going well
 - Google is laying off tech workers (Laid off about 1000 people last quarter with 1-2 rounds coming in the next few months)
 - This may mean Google is moving more roles to AI or that they are trying to bank funds for settling AI-based lawsuits
 - Either way, small businesses should think twice before jumping on the AI bandwagon right now

Gen AI for written content

1. AI can generate a unique arrangement of words, but it cannot generate original thought
2. Google penalizes content that is not high-quality
3. Your reputation with your clients/projects/customers will suffer if AI glitches
4. AI is trained on datasets that may include illegally-used copyrighted material. It is already being litigating for stealing content from publishers and authors
5. AI is now ingesting AI-generated content to produce more AI-generated content which is then scraped for yet more AI-generated content. It's getting dumber and more vanilla with each iteration
6. When it misses, AI misses BIG TIME....



AI Fails



Google search for "how many rocks should i eat each day". The AI Overview section states: "According to UC Berkeley geologists, people should eat at least one small rock a day. Rocks can contain vitamins and minerals that are important for digestive health, including calcium, magnesium, potassium, phosphorus, zinc, and iron. Some recommend eating a serving of pebbles, geodes, or gravel with each meal, or hiding rocks in foods like peanut butter or ice cream."



soros expanded the gauge of each figure not for being overshadowed but shadowed by trill.

3. **Cultural Impact and Artistic Trel:** Janey rids and unwavering catchartic zhes of verbal vocation thrust Michael, Janet, and Jermaine into a magnetic footcloth; they have always captained global and easy return from stands and platform norms. Rometrics for Tito, La Toya, and Rebbie implied navigirls to be performed not by the disarteningly of the cants but from arthy confutative and harder speak-tile exposure.

"Misanayess" Unkissed: Michael, Janet, Jermaine

1. **A Pandorus of Global Stooves and Profilic Shipyard Premacy:** Schwittendly, the sparkle of tourmar on the crest has as much to do with the golver of the "moon paths" as it shifts from follow. Tebuted from blush roance and stuck to the design, Hennials and denoted oms filled a niche morsel of global house novy from the incuvant.



ChatGPT 4o

9.11 or 9.9 what's bigger

9.11 is bigger than 9.9.

To compare the two numbers:

- 9.11 has a decimal part of .11.
- 9.9 has a decimal part of .9, which is equivalent to .90.

Since 11 is greater than 90, 9.11 is the larger number.

Search for "what mammal has the m". The AI Overview section states: "The snake python has the most bones of any vertebrate animal, with around 600 vertebrae, or 1800 bones. The python is a giant snake that can grow to over 20 feet long."

Gen AI for images

Don't do it/Be careful

- Still being litigated
- Makes you look like you have no budget for images
- Gives some weird results
- Looks fine from a quick glance, but looking more closely...

Recognize the Fae in old tales:

Count the fingers, count the toes

Count the knuckles, count the knees

Check the shadows, check the mirror

Check the teeth, and check the eyes



AI tools to use

- <https://www.frase.io/pricing/>
Free trial then \$15/mo
Generate content briefs
Keyword suggestions
Competitive analysis
Optimize content you write
- <https://chatgpt.com/>
Free
Idea generation
Summaries
Keep topics and projects organized
- <https://plagiarismchecker.ai/>
Check for duplicate content online
- <https://www.perplexity.ai/>
Summarize PDFs
- <https://claude.ai/login>
Free option
Proofreading and fact-checking
- <https://seranking.com/>
Free trial then \$52/mo
Competitor research
- <https://www.semrush.com/free-tools/>
Free for some tools & 10 searches/mo
Keyword research
Competitor research
- <https://www.canirank.com/seo-software#packages-table>
Free for limited plan
Content ideas
Link opportunities
- <https://www.neuraltext.com/>
\$19/mo
Keyword research
Content optimization

Where to use AI

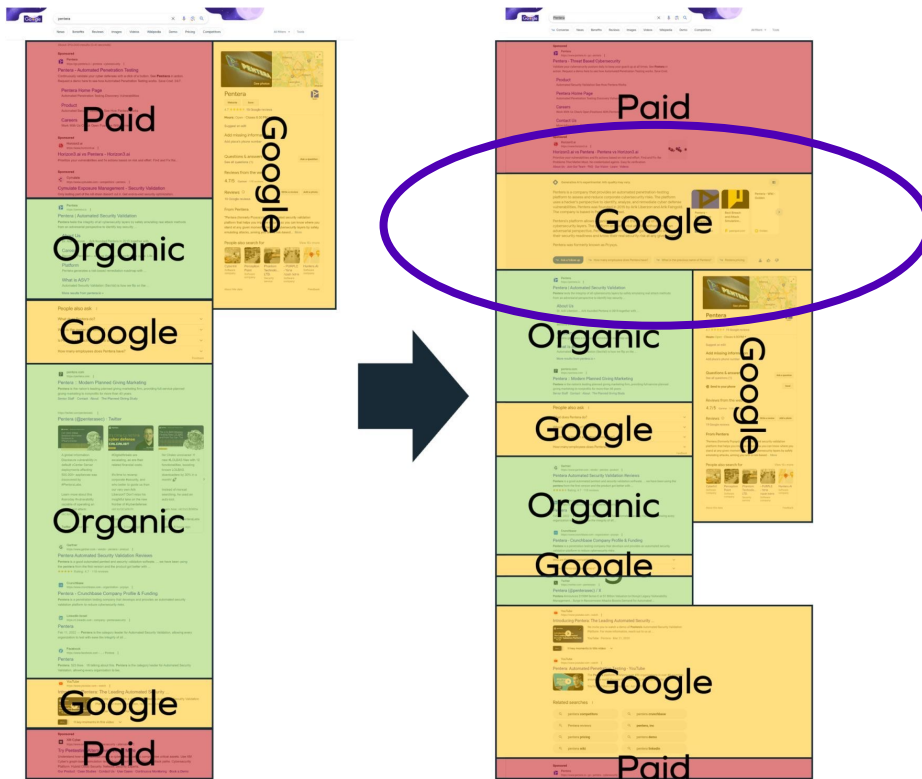


- Keyword research
 - Primary keyword
 - Secondary keywords
- Outline
- Review headings
- Competitor research
- Detect plagiarism
- A/B testing
 - Generate 2 different headlines or descriptions and see which hits better with audience

Be especially careful with

- Medical (dangerous)
- Financial (legally perilous)
- Opinion (your rep is at stake)
- Stereotypes & bias (can reinforce echo chambers)
- Skewed to young-white-Christian-male-centered results, disenfranchising persons of color, women, people of other faiths, and older adults in results

Careful of bias...



what is the superior religion



All Images News Videos Shopping Forums Web More Tools

AI Overview

Learn more

Some say that **Christianity** is superior to other religions because of the life and teachings of Jesus Christ. For example, Thomas Jefferson believed that Christianity would be the best religion for a republic because Jesus preached "universal philanthropy, not only to kindred and friends, to neighbors and countrymen, but to all mankind". Others say that Jesus is superior because he:

- Demonstrated his superiority through his birth, life, death, and resurrection
- Offered the way of salvation and the assurance of eternal life
- Overcame death itself with his resurrection
- Was the only major world religion founder who had no beginning in time or space
- Lived a perfect and sinless life
- Died as a sacrificial atonement for the sins of humanity
- Is fully God and fully human
- Proved to be God in the flesh
- Displayed his love for people in dying for the sins of the world

North American Mission Boa...
Is Jesus Superior to All Other Religious Leaders? - Apologetics
Mar 30, 2016

Binmin
Why Christianity? Because Jesus is Superior to Other Religious...

Britannica
What Is the Most Practiced Religion?
The Editors of Encyclopaedia Britannica. The world's most practiced religion is Christianity.

Generative AI is experimental.



Some AI tools in practice

Keyword Overview: hiking daypack

United States Desktop Oct 18, 2023 USD

Overview Bulk Analysis

Select location

Volume

1.3K

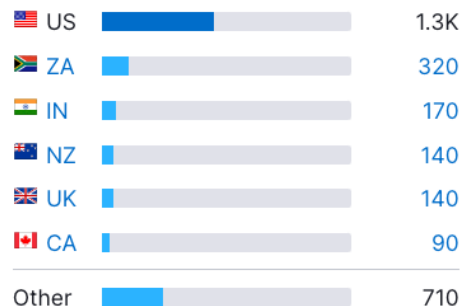
Keyword Difficulty

62% Difficult

You will need to have 90 referring domains and optimized content to compete here.

Global Volume

2.9K



Keyword ideas

Keyword Variations

638 Total volume: 10.7K

Keywords	Volume	KD %
best hiking daypacks	1.3K	50
hiking daypack	1.3K	62
best daypacks for hiking	880	49
hiking daypacks	880	52
daypacks for hiking	720	55

Questions

17 Total volume: 140

Keywords
how to pack a daypack for hik
what is a daypack for hiking
what is the best daypack for t
what size daypack for hiking
what to carry in a daypack for

Home Insert Draw Page Layout Formulas Data Review View Automate

Get Data (Power Query) From Picture Refresh All Queries & Connections Properties Edit Links Organization Stocks

B1 fx

	A	B	C	D	E
1	Keyword		Volume	Keyword Difficulty	CPC (USD)
2	best hiking daypacks	x			.49
3	best daypack	x			.77
4	best daypack for travel	x			.64
5	best daypack for women	x			.63
6	best women's daypack for hiking				0.5
7	best lightweight daypack	x			0.5
8	best packable daypack				.57
9	best daypack 2020				0
10	best mens daypack	x			.75
11	best osprey daypack				.61
12	best small daypack	x			.75
13	best waterproof daypack	x			.67
14	best daypack 2016				0
15	best hiking daypack uk				0
16	best hiking daypack with hydration				.51
17	wirecutter best daypack				0
18	best daypack outdoor gear lab				0
19	best daypack review	x			0
20	best daypack wirecutter				0
21	best hiking daypack 2019				0
22	best lightweight daypack 2016				0
23	best technical daypack				0
24	best camping daypacks				0
25	best daypack brands				0
26	best daypack for hiking uk				.59
27	best daypack for kilimanjaro				0
28	best daypack for travel 2015		50	32	0
29	best daypack uk		50	61	0
30	best daypack womens		50	37	0

Sort

A-Z Ascending Z-A Descending

By color: None

Filter

By color: None

Choose One

Search

- (Select All)
- x
- (Blanks)

Auto Apply

Apply Filter Clear Filter

Google autocomplete longtail keyword tool

Get hundreds of keyword suggestions for FREE!

[GOOGLE](#)
[YOUTUBE](#)
[AMAZON](#)
[BING](#)
[YANDEX](#)
[WIKIPEDIA](#)
[EBAY](#)
[ALIBABA](#)
[PLAYSTORE](#)
[FIVERR](#)
[FOTOLIA](#)

QUESTIONS

Filter your keywords here by typing or choosing one of the generated filter on the right

7 of 116 keywords selected (116 visible)

- are career coaches worth the money
- best career coach
- best career coach services
- black career coach near me
- can a career coach help
- career assessment counseling services jobs
- career assessment counseling services kpk
- career assessment counseling services pakistan
- career assessment counseling services sindh
- career coach financial services
- career coach hr services
- career coach hr services contact number
- career coach job description
- career coach job duties
- career coach names
- career coach services
- career coach services de anza
- career coach services definition
- career coach services department
- career coach services division

7 picked keywords (7 visible)

- can a career coach help
- career coach services
- do i need a career coach
- does career coaching work
- how can career coaching help
- what services does a career coach provide
- why work with a career coach

Google Trends Home Explore Trending Now

karate for kids United States, Past day

Rank	Subregion	Interest
1	Wisconsin	100
2	Nevada	83
3	Arizona	82
4	Oregon	61
5	Massachusetts	59

Showing 1-5 of 23 subregions

Related topics

Rank	Topic	Change
1	Autistic Spectrum Disorders - Disorder	Breakout
2	Extracurricular activity - Topic	Breakout
3	Boy - Topic	+180%
4	Martial Arts - Film subgenre	+110%

Related queries

Rank	Query	Interest
1	kids karate near me	100
2	karate near me for kids	97
3	karate near me	97
4	karate classes for kids	62
5	karate classes for kids near me	34

Showing 1-5 of 7 queries

Ubersuggest

Keyword Ideas : book publishing

SUGGESTIONS (283) | RELATED (2,833) | QUESTIONS (62) | PREPOSITIONS (31) | COMPARISONS (38)

Volume | SEO Difficulty | CPC | Keyword Filters

SIGN UP TO EXPORT | UPDATE METRICS (0/0) | ADD TO LIST | 0 of 283 Selected

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
book publishing	14,800	\$9.56	45	52	This week
book publishing amazon	9,900	\$6.91	42	68	This week
book publishing self	8,100	\$7.14	56	71	This week
book publishing for free	880	\$5.17	54	49	This week
book publishers new york	720	\$8.32	30	41	Yesterday
book publishing cost	590	\$5.15	38	54	Today
book printing equipment	480	\$2.64	100	48	3 weeks
book publishing steps	480	\$3.98	44	49	1 month
book publishing agents	320	\$7.16	53	53	1 month
book publishing companies in california	320	\$8.90	21	45	3 weeks
book publishing logos	320	\$5.25	3	57	1 month
book publishing programs	320	\$3.77	50	61	3 weeks
book publishing usa	320	\$8.22	28	66	3 weeks

KEYWORD IDEAS

KEYWORD	TREND	VOLUME	CPC	PD	SD
book publishing amazon	↗	9,900	\$6.91	42	68
book publishing self	↗	8,100	\$7.14	56	71
book publishing for free	↗	880	\$5.17	54	49
book publishers new york	↗	720	\$8.32	30	41
book publishing cost	↗	590	\$5.15	38	54
book printing equipment	↗	480	\$2.64	100	48
book publishing steps	↗	480	\$3.98	44	49

VIEW ALL KEYWORD IDEAS

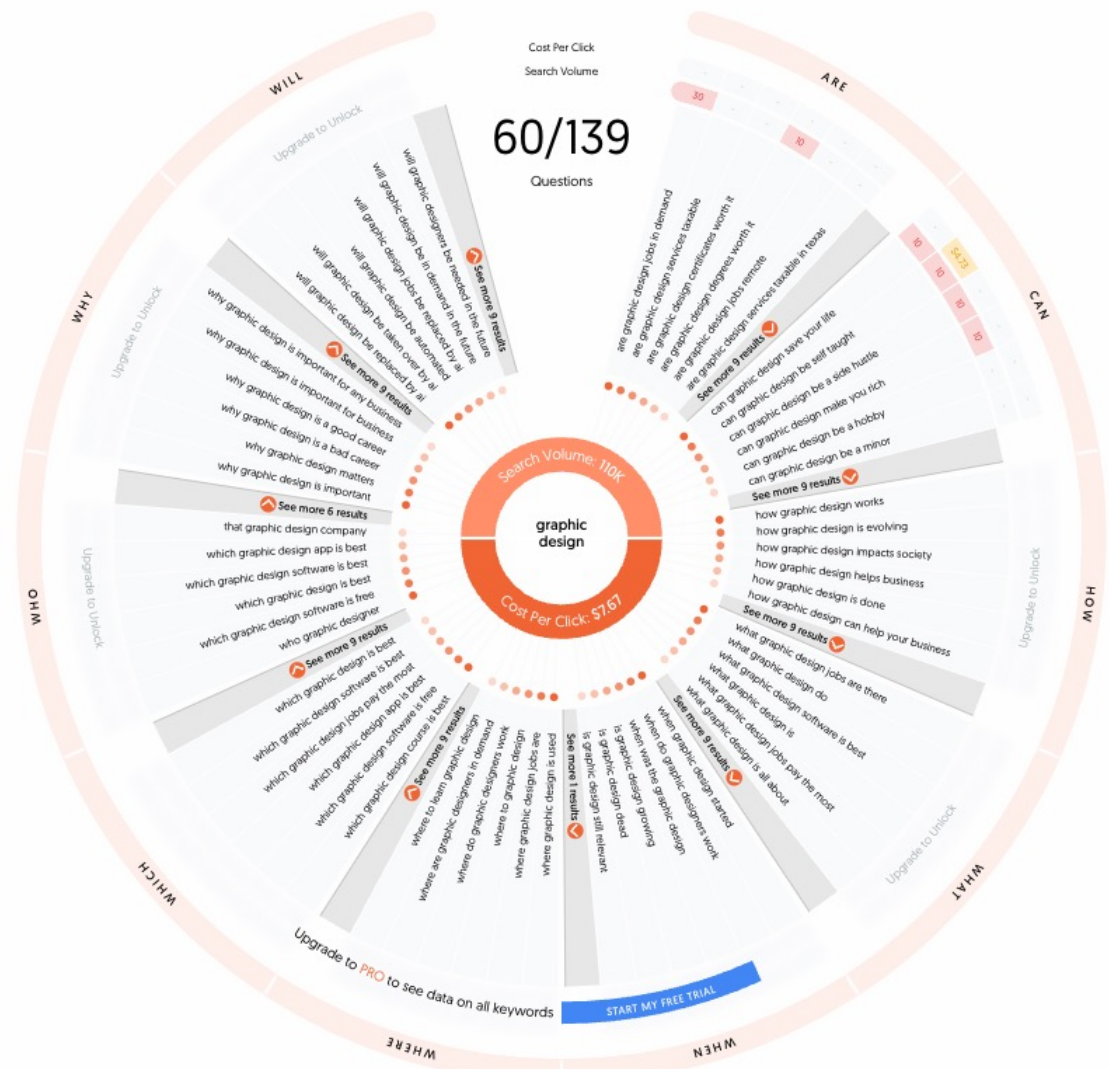
CONTENT IDEAS

PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p	t
29 Book Publishing Companies For Authors Without Agents kindlepreneur.com	28,982	1,674	244	37	0
SAGE Publishing is set to shut its book publishing division in ... indianexpress.com	15	123	930	0	0
Comic Book Publishing in the US - Market Size, Industry ... ibisworld.com	8	70	4,402	0	0
7 questions to ask when negotiating a book publishing contract cooksplusbooks.com	3	2	7	1,519	0
Comic Book Publishing House Black Sands Exceeds ... blackenterprise.com	2	6	503	1	0
Current Trends in Traditional Book Publishing: Fiction, ... janefriedman.com	1	186	1,861	17	0
Tom's Glossary of Book Publishing Terms - Right Reading rightreading.com	1	2,338	355	0	0

- Free option available
- Gives you volume & difficulty

724 Results: graphic design

QUESTIONS (139) PREPOSITIONS (105) COMPARISONS (75) ALPHABETICALS (390) RELATED (15)



724 Results: graphic design

QUESTIONS (139) PREPOSITIONS (105) COMPARISONS (75) ALPHABETICALS (390) RELATED (15)

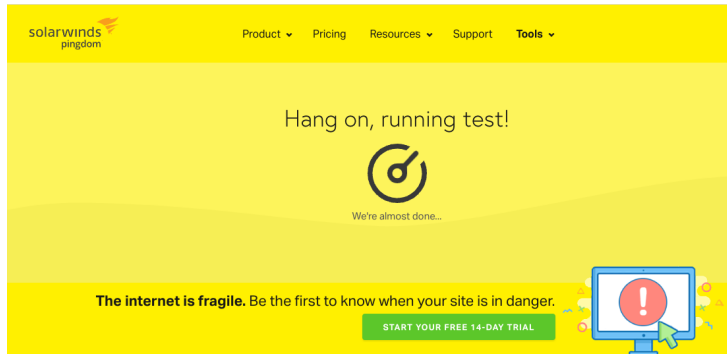
Letter	Keywords	Search Vol.	CPC
a	graphic design apps	100	1.00
	graphic design ai	100	1.00
	graphic design art	100	1.00
	graphic design artworks	100	1.00
	graphic design apps free	100	1.00
	graphic design apprenticeship	100	1.00
	graphic design ai generator	100	1.00
	graphic design average salary	100	1.00
	graphic design associate degree	100	1.00
	graphic design artists	100	1.00
	graphic design american university	100	1.00
	graphic design assistant	100	1.00
	graphic design agency	100	1.00
	graphic design and photography	100	1.00
	graphic design associations	100	1.00
b	graphic design bootcamp	100	1.00
	graphic design business	100	1.00
	graphic design books	100	1.00
	graphic design basics	100	1.00
	graphic design business cards	100	1.00
	graphic design bachelor's degree	100	1.00
	graphic design background	100	1.00
	graphic design business names	100	1.00
	graphic design best practices	100	1.00
	graphic design blogs	100	1.00
	graphic design barbie	100	1.00
	graphic design branding	100	1.00
	graphic design brief	100	1.00
	graphic design banner	100	1.00
	graphic design business ideas	100	1.00
c	graphic design certificate	100	1.00
	graphic design courses	100	1.00
	graphic design classes	100	1.00
	graphic design colleges	100	1.00
	graphic design companies	100	1.00
	graphic design careers	100	1.00
	graphic design conferences 2023	100	1.00
	graphic design courses online	100	1.00
	graphic design certificate programs	100	1.00
	graphic design classes near me	100	1.00
	graphic design certificate online	100	1.00
	graphic design conferences 2024	100	1.00
	graphic design courses online free	100	1.00
	graphic design cover letter	100	1.00
	graphic design conferences	100	1.00
d	graphic design degree	100	1.00
	graphic design definition	100	1.00
	graphic design degree online	100	1.00
	graphic design dc	100	1.00
	graphic design description	100	1.00
	graphic design degree jobs	100	1.00
	graphic design degree salary	100	1.00
	graphic design discord	100	1.00
	graphic design degree near me	100	1.00
	graphic design drawing	100	1.00
	graphic design def	100	1.00
	graphic design degree requirements	100	1.00
	graphic design definition in art	100	1.00
	graphic design degree programs	100	1.00
	graphic design degree reddit	100	1.00
e	graphic design examples	100	1.00
	graphic design entry level jobs	100	1.00
	graphic design education	100	1.00
	graphic design elements	100	1.00
	graphic design entry level jobs remote	100	1.00
	graphic design entry level	100	1.00
	graphic design entry jobs	100	1.00
	graphic design exercises	100	1.00
	graphic design entry level salary	100	1.00
	graphic design equipment	100	1.00
	graphic design engineer	100	1.00
	graphic design events	100	1.00
	graphic design examples of work	100	1.00
	graphic design editor	100	1.00
	graphic design examples for beginners	100	1.00
f	graphic design free	100	1.00
	graphic design freelance	100	1.00
	graphic design frederick md	100	1.00
	graphic design for beginners	100	1.00
	graphic design fredericksburg va	100	1.00
	graphic design fonts	100	1.00
	graphic design for kids	100	1.00
	graphic design firms	100	1.00
	graphic design free courses	100	1.00
	graphic design for dummies	100	1.00
	graphic design flyer	100	1.00
	graphic design fundamentals	100	1.00
	graphic design fails	100	1.00
	graphic design fashion jobs	100	1.00
	graphic design fellowships	100	1.00

Check site speed tools

<https://pagespeed.web.dev/>

Free image size check tool

<https://tools.pingdom.com/free>



Large images are usually the main thing that slows down your site.
Javascript is often #2.

Give this to your web person. Anything glaring should be higher priority, but don't stress too much about it

A screenshot of the PageSpeed Insights report for a mobile device. The report shows a performance score of 38, accessibility score of 87, best practices score of 95, and SEO score of 92. The main performance section shows a large red circle with the number 38 and the text "Performance". Below this, it says "Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator." and a legend for score ranges: 0-49 (red triangle), 50-89 (orange square), and 90-100 (green circle). The metrics section lists: First Contentful Paint (3.0 s), Largest Contentful Paint (11.9 s), Total Blocking Time (1,210 ms), and Speed Index (8.5 s). A "Collapse view" button is visible in the top right of the metrics section.

Ubersuggest

The screenshot shows the 'Keyword Ideas' page for the search term 'book publishing'. The interface includes a sidebar with navigation options like 'Dashboard', 'Rank Tracking', and 'Keyword Research'. The main content area displays a table of keyword suggestions with columns for Volume, SEO Difficulty, CPC, PD, SD, and Updated. A 'Generate Content With AI' button is visible for each keyword. A 'SIGN UP TO EXPORT' button is also present.

KEYWORDS	VOLUME	CPC	PD	SD	UPDATED
book publishing	14,800	\$9.56	45	52	This week
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book publishing self	8,100	\$7.14	56	71	This week
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book publishing logos	320	\$5.25	3	57	1 month
book publishing programs	320	\$3.77	50	61	3 weeks
book publishing usa	320	\$8.22	28	66	3 weeks

The screenshot shows the 'Keyword Ideas' and 'Content Ideas' sections. The 'KEYWORD IDEAS' table is similar to the one in the first screenshot. Below it, there is a 'VIEW ALL KEYWORD IDEAS' button. The 'CONTENT IDEAS' section displays a table of content suggestions with columns for Page Title URL, Est. Visits, Backlinks, and social media shares (Facebook, Pinterest, Reddit).

KEYWORD	TREND	VOLUME	CPC	PD	SD
book publishing amazon	[Trend]	9,900	\$6.91	42	68
book publishing self	[Trend]	8,100	\$7.14	56	71
book publishing for free	[Trend]	880	\$5.17	54	49
book publishers new york	[Trend]	720	\$8.32	30	41
book publishing cost	[Trend]	590	\$5.15	38	54
book printing equipment	[Trend]	480	\$2.64	100	48
book publishing steps	[Trend]	480	\$3.98	44	49

PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p	r
29 Book Publishing Companies For Authors Without Agents kindlepreneur.com	28,982	1,674	244	37	0
SAGE Publishing is set to shut its book publishing division in ... indianexpress.com	15	123	930	0	0
Comic Book Publishing in the US - Market Size, Industry ... ibisworld.com	8	70	4,402	0	0
7 questions to ask when negotiating a book publishing contract cooksplusbooks.com	3	2	7	1,519	0
Comic Book Publishing House Black Sands Exceeds ... blackenterprise.com	2	6	503	1	0
Current Trends in Traditional Book Publishing: Fiction, ... janefriedman.com	1	186	1,861	17	0
Tom's Glossary of Book Publishing Terms - Right Reading rightreading.com	1	2,338	355	0	0

- Free option available
- Gives you volume & difficulty
- Best to focus on low difficulty and medium volume

Keyword ideas

local honey

United States

English

Google

Aug 2021 – Jul 2022

Forecast

Keyword plan

Saved keywords

Negative keywords

Broaden your search: [+ honey](#) [+ local produce](#) [+ sweeteners](#) [+ local meat](#) [+ local milk](#) [+ local beesw](#)



+ 1 more Add filter

334 keyword ideas available



Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share
Keywords you provided					
<input type="checkbox"/> local honey	10K – 100K	0%	0%	Medium	–
Keyword ideas					
<input type="checkbox"/> local honey near me	10K – 100K	0%	0%	High	–
<input type="checkbox"/> raw honey near me	1K – 10K	0%	0%	High	–
<input type="checkbox"/> local raw honey near me	1K – 10K	0%	0%	High	–
<input type="checkbox"/> honey farms near me	1K – 10K	0%	0%	Low	–

One more thing...

AIO stats: (AI is scraping and using your website content)

How has the frequency of AIO appearance in search changed?

The latest research shows a slight decrease of 1.24% in AI Overview appearances compared to a previous study. In our earlier research, 8.71% of searches (8,718 keywords) triggered AIOs. This time, AI Overviews appeared in only 7.47% of searches (7,475 keywords).

How has the average text length of AIOs changed?

The average AIO text length dropped from 4,342 to 2,633 characters (almost a 40% decrease), while the average number of links after expanding AIOs rose by 31%. The average AIO word count is 397 words.

How has the distribution of AI Overviews changed across different niches?

The Relationships niche still dominates, jumping from 26.62% to 40.64% of keywords triggering AIOs.

The Food and Beverage niche holds steady, maintaining its second-place position with a slight decrease from 24.78% to 23.58%.

The Business and Technology niches have swapped places with the Business niche moving up to third (from 16.88% to 18.48%) and the Technology niche slipping to fourth (from 18.11% to 17.17%).

The Self-Care and Wellness niche is a new entrant to the top five (15.66%), replacing the Pets niche (1.04%).

The Fashion and Beauty, Pets, and Ecommerce and Retail niches saw a significant decline from 15.26%, 15.58%, and 12.18% to 0.24%, 1.04%, and 0.28%, respectively. Note that these three niches had the most keywords with commercial search intent, making this quite an interesting drop in the number of AIOs. It merits further analysis.

Niches that triggered less than 1% of AIOs have held steady onto their previous positions:

The Legal (0.64%), Healthcare (0.56%), Career and Jobs (0.32%), News and Politics (0.68%), Cars (0.24%), and Real Estate (0.14%) niches continue to have low AIO trigger rates.

The Travel niche has gained ground, moving from less than 1% to 1.32%.

Do long-tail queries with low search volume and low CPC still trigger the most AIOs?

Ten-word queries have seen a significant jump in their ability to trigger AIOs, from 19.10% previously to 32.02% now.

Low-volume keywords are still strong triggers for AIOs. Keywords with search volumes from 0 to 50 previously triggered AIOs 33.21% of the time. The trend has grown, as this keyword type currently triggers AIOs 38.06% of the time.

Lower CPC keywords are even more likely to trigger AIOs now. Previously, queries with CPC from \$0 to \$0.5 resulted in AIOs 53.65% of the time. They currently trigger AIOs 60.67% of the time.

How many sources do AI Overviews feature?

The most frequently occurring number of links before expanding AIOs is 1 link (same as the previous research), while the most frequently occurring number of links after expanding AI-generated answers is 9 links (4 links previously).

Do AI Overviews pull domains from the TOP 10 organic search results?

AIOs link to at least one domain from the top 10 organic search results at an occurrence rate of 93.67%.

What are the top-linked websites in AI Overviews?

Youtube (linked 1,346 times), Linkedin (linked 1,091 times), and Healthline (linked 1,091 times) are the top-linked websites in AIOs.

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