

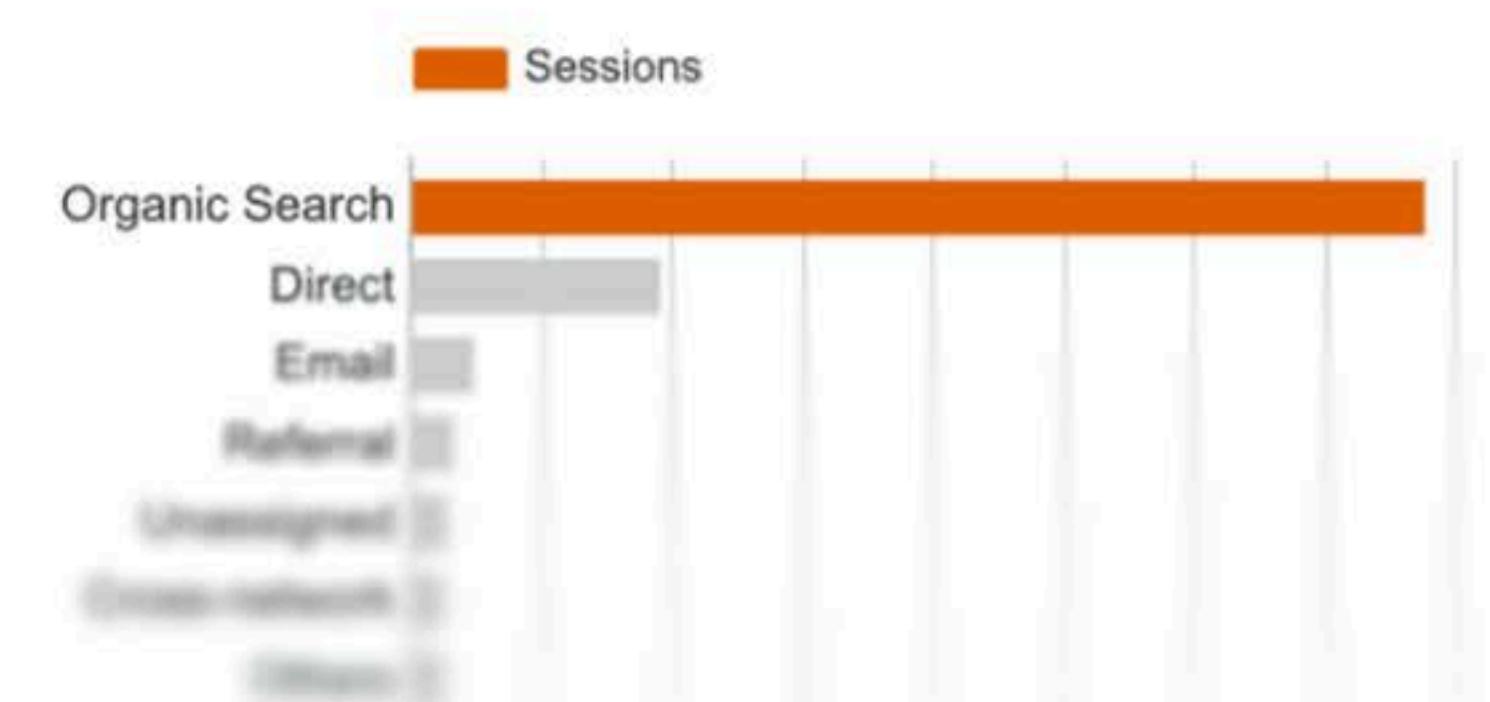
The channel you rely on most is losing momentum:

Search Engines have delivered the majority of your traffic for the past ten years. 70% of all sessions come from search. But that channel is losing momentum. After two years of steady decline, search-driven traffic is now 40% lower than it was in October 2024. This isn't a dig. It's a situational shift in how people find information.

Organic traffic
70%
of total sessions

Organic traffic
- 25-50%
lower than 2024

Where does your traffic come from?



How has that changed over time?



You're ranking better than ever, but fewer people are clicking:

Your visibility in Google search is down. In fact, it's improved. Your average search position has risen from 35 in Oct 2024, to 18 in Mar 2025, and you appeared in 40% more search results last month than in October 2024. But the benefits stop there.

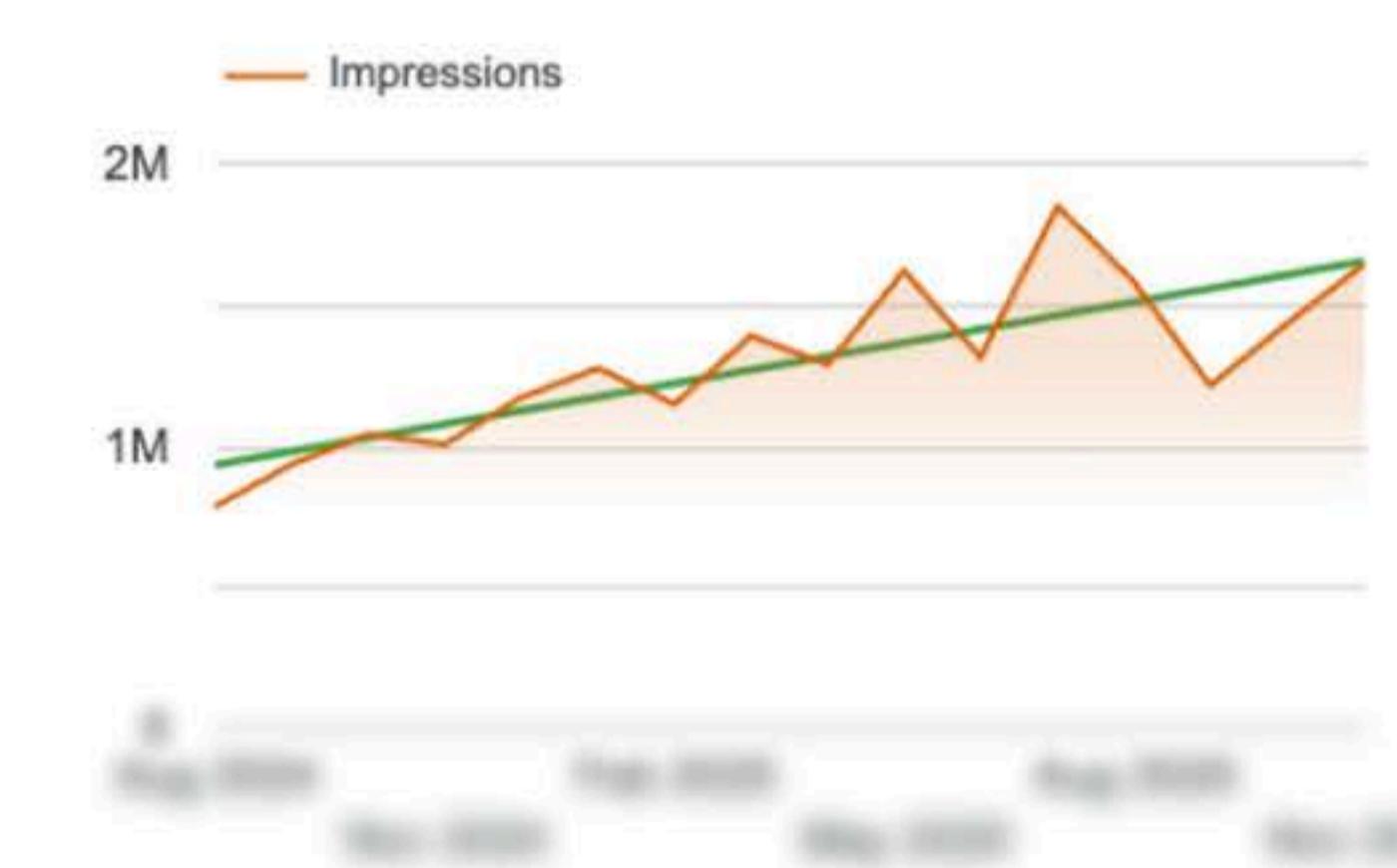
Despite stronger rankings and higher visibility, the percentage of people clicking through to your website has fallen by 20%.

This is because AI-generated answers are answering their questions before they ever reach your site.

Where do you rank in Google search results?



How often is your website seen in Google search results?



How often do users click through to your site?



Nearly all of your discoverability relies on the part of search that is disappearing fastest:

Last month, you appeared in 40% of search impressions, making your brand easy to find when people look for you online.

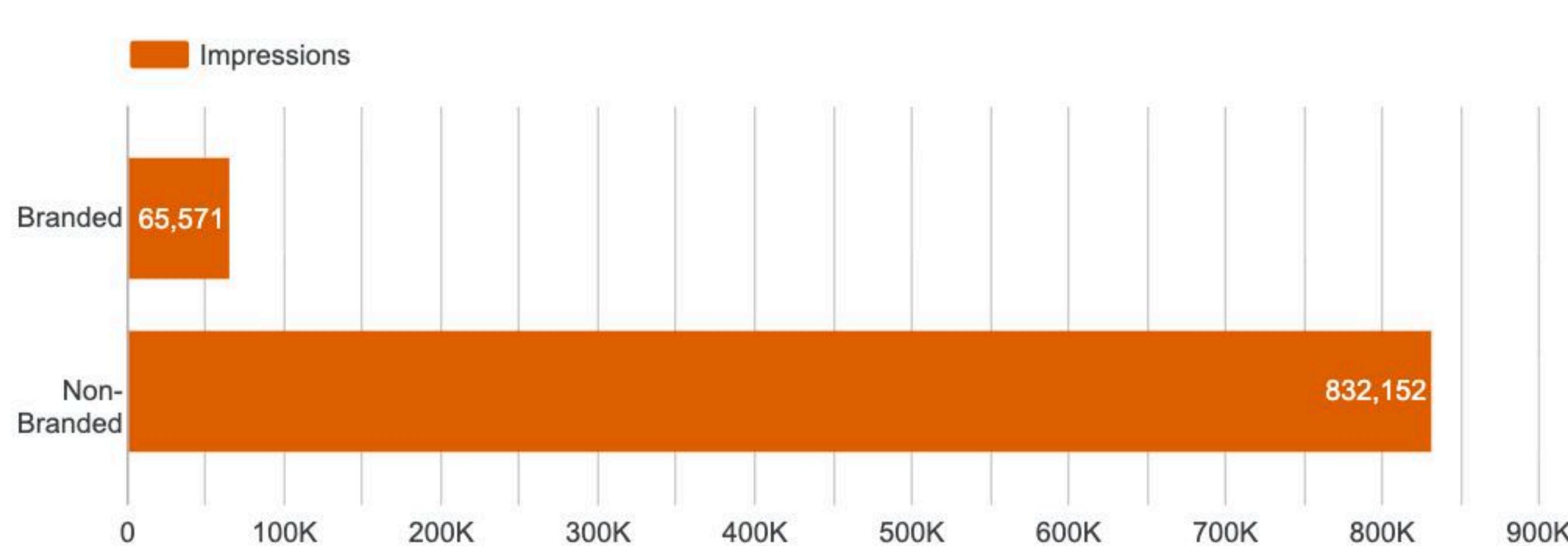
You lost discoverability this month. 80% of all your search impressions - around 800,000 - are now branded. These are easy-to-find answers in search results, and harder to outrank when competing for the rest.

This is exactly the part of search that's losing its momentum.

While branded CTR has risen, non-branded CTR has dropped by 20% year-over-year, showing how much AI-generated answers are contributing to this momentum.

In other words, nearly all of your discoverability relies on the part of search that is disappearing fastest. The question now is where the momentum is going as more sites are ranked.

What types of search did your content appear for?



Clicks from branded searches

+10-20%

higher than 2024

Clicks from non-branded searches

- 30-50%

lower than 2024

AI-driven traffic is rising fast:

AI-driven traffic is still a small share of your overall sessions, just ~1,000 visits over the last two years, or 0.4% of total traffic. But growth is strong, up 500-800% higher than 2024.

AI sessions

0.4%

of total sessions

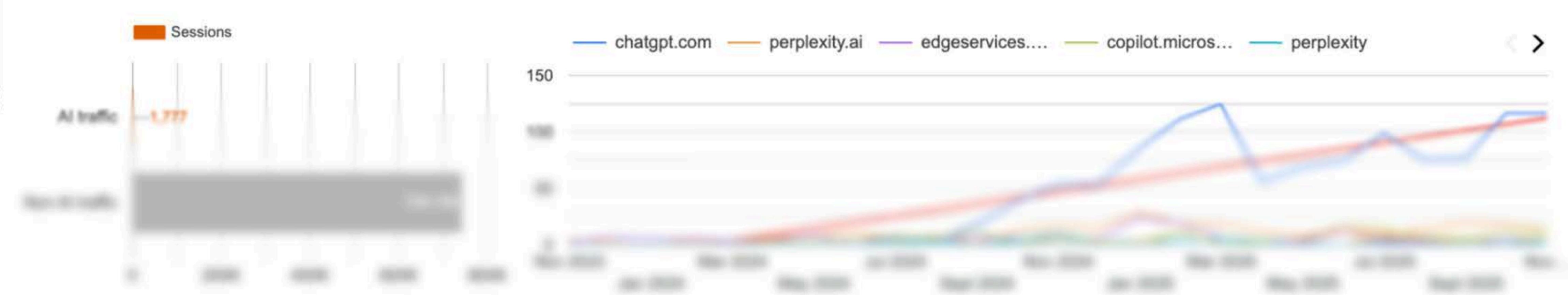
AI sessions

+ 500-800%

higher than 2024

Where does your traffic come from?

Traffic arriving via AI platforms



AI-driven visitors show stronger engagement:

AI-driven visitors are more active, with 10x more events per session than the average visitor, matching or often exceeding organic, direct, or referral traffic.

Visitors arriving via AI platforms are your second most engaged audience, currently below those referred from other websites.

AI-driven traffic is more likely to convert than any other traffic. They're up 20-40% compared to 2024 and have been increasing steadily for the last two years.

Events per session YTD vs 2024

Events per session over time



AI Events per user

10**+ 20-40%**

higher than 2024

AI-driven visitors now convert at higher rates than traditional channels:

AI-driven visitors are more likely to convert than any other traffic source. This is consistent across all other traffic sources, with the next closest channel being direct traffic at 10% conversion.

When we look specifically at first sessions, we continue to see greater 10% of new AI traffic result in a conversion, compared with just 1% of new organic search sessions.

Over the last year, the percentage of sessions that include a conversion has been rising every month. By contrast, AI-driven sessions containing conversions have increased by 300%, a truly remarkable rise.

AI-driven traffic is now your highest converting channel and the #1 converting traffic. If you can increase your visibility within AI platforms and grow the volume of AI visitors, you'll generate a stronger return than from any other channel.

AI session containing conversions YTD vs 2024

AI session containing conversions



AI Sessions conversion rate

66.5%**+ 300-500%**

higher than 2024