ADLIFT

Clicks Are Disappearing Is Your Brand Still Visible?

In 2025, over **60%** of Google searches are estimated to end without a click.

AI Overviews and **LLMs** like **ChatGPT** are **reshaping** how customers discover brands. Your visibility strategy must evolve quickly.

ADLIFT

What Is Zero-Click & LLM Search

Zero-click searches occur when **Google** answers queries **directly** on the results page, and users do not visit your site.

LLM (Large Language Model) searches happen when tools like **ChatGPT**, **Gemini**, and **Perplexity** generate answers citing brands and sources without linking to your site. Both trends are growing, and both impact your brand.

ADLIFT

Why CEOs & CMOs Can't Ignore This

58% of Google searches are zero-click. **LLMs** already serve **billions of queries** monthly. Failing to appear in these channels means losing trust, recall, and market share. **Visibility** is no longer just about traffic. It is about brand equity.

ADLIFT

New KPIs

for Search in 2025. **Beyond clicks and rankings,**

start tracking:

- Brand mentions in **SERPs**
- Presence in AI Overviews
- Citations in **LLM answers**
- Share of voice in featured snippets

*AdLift research shows brands appearing in LLMs achieve up to **40 percent** higher aided recall

ADLIFT

How to Optimize for Zero-Click and LLM Search

- Build **E-E-A-T** to show expertise and trustworthiness
- Add **schema** and **structured** data
- Publish **Q&A-friendly** content for snippets and People Also Ask
- Create authoritative content likely to **train LLMs**
- Refresh content regularly to remain **relevant**
- AdLift clients have achieved up to **40 percent** uplift in AI-driven visibility using these methods

ADLIFT

Track Your Brand's Visibility with Tesseract

AdLift's Tesseract platform monitors your visibility in

- LLMs like **ChatGPT**, **Gemini**, and **Claude**
- **SERPs** like zero-click features and **AI Overviews**
- **Featured snippets** and knowledge panels understand exactly how and where your brand shows up with **actionable insights**

ADLIFT

Your Next Move: Don't Just Rank

Be Seen

In 2025 and beyond, the winners are the brands customers notice even **without clicking.**

Stay

discoverable • credible • competitive

Set me up!