ADLIFT

CHATGPT TRAFFIC is small, but it sticks

An AdLift Research

We pulled LLM user data for clients across six sectors. The pattern is clear and a little counterintuitive. ChatGPT is not a traffic flood. It is a quality signal. This guide breaks down what we found and exactly what to do with it.

- ChatGPT sends under **4 percent** of **Google Organic volume** in every sector we checked.
- In **5 of 6 sectors**, visitors **from ChatGPT** spend more time on site than visitors from Google.
- Perplexity does not show the same **engagement lift.**
- Keep **Google** as your **scale engine**. Treat ChatGPT as a small, high-intent channel and design for it.

What We Analyzed

Metric:

GA4 Average engagement time per session

Sources:

ChatGPT, Google Organic, Perplexity

Sectors:

Financial services: debt relief

Fintech: payments

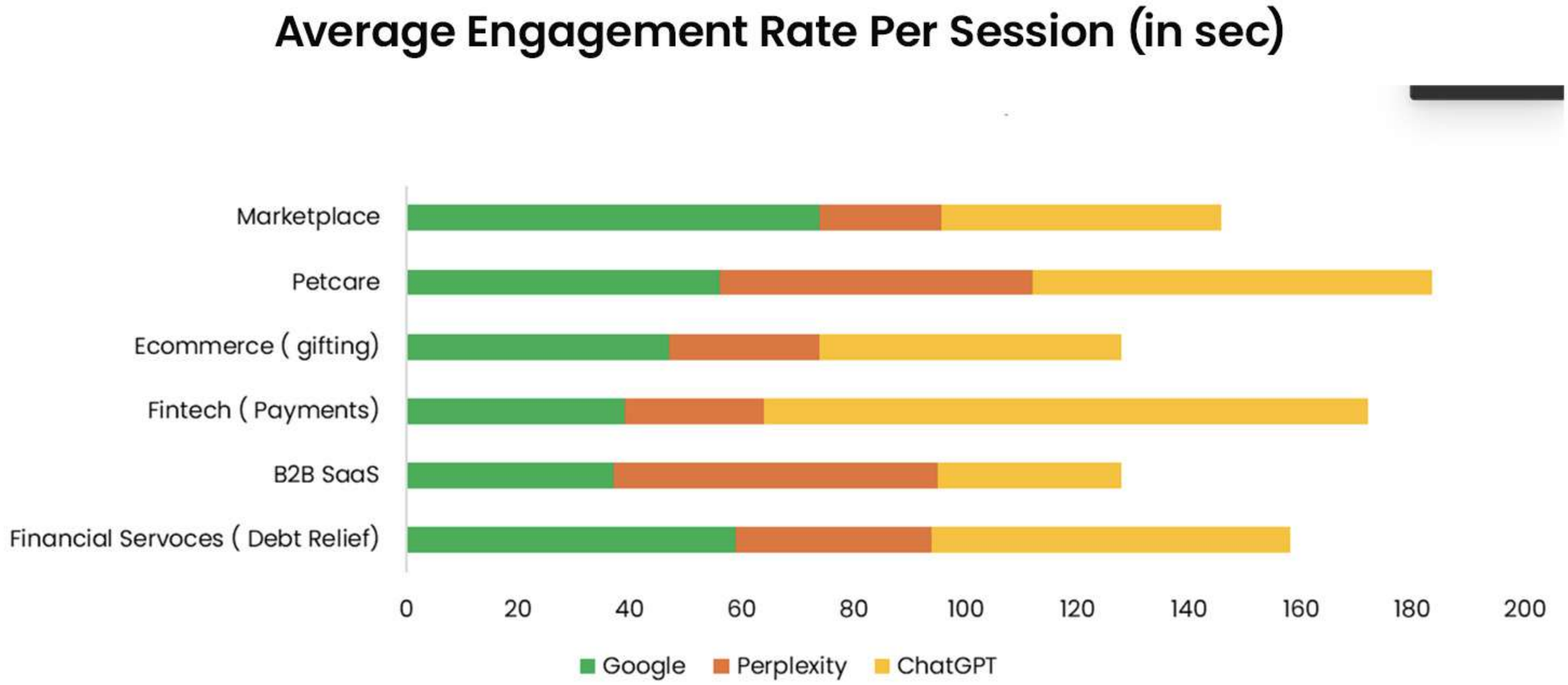
D2C: petcare

B2B SaaS: automation

Ecommerce: gifting

Marketplace: event and space rental

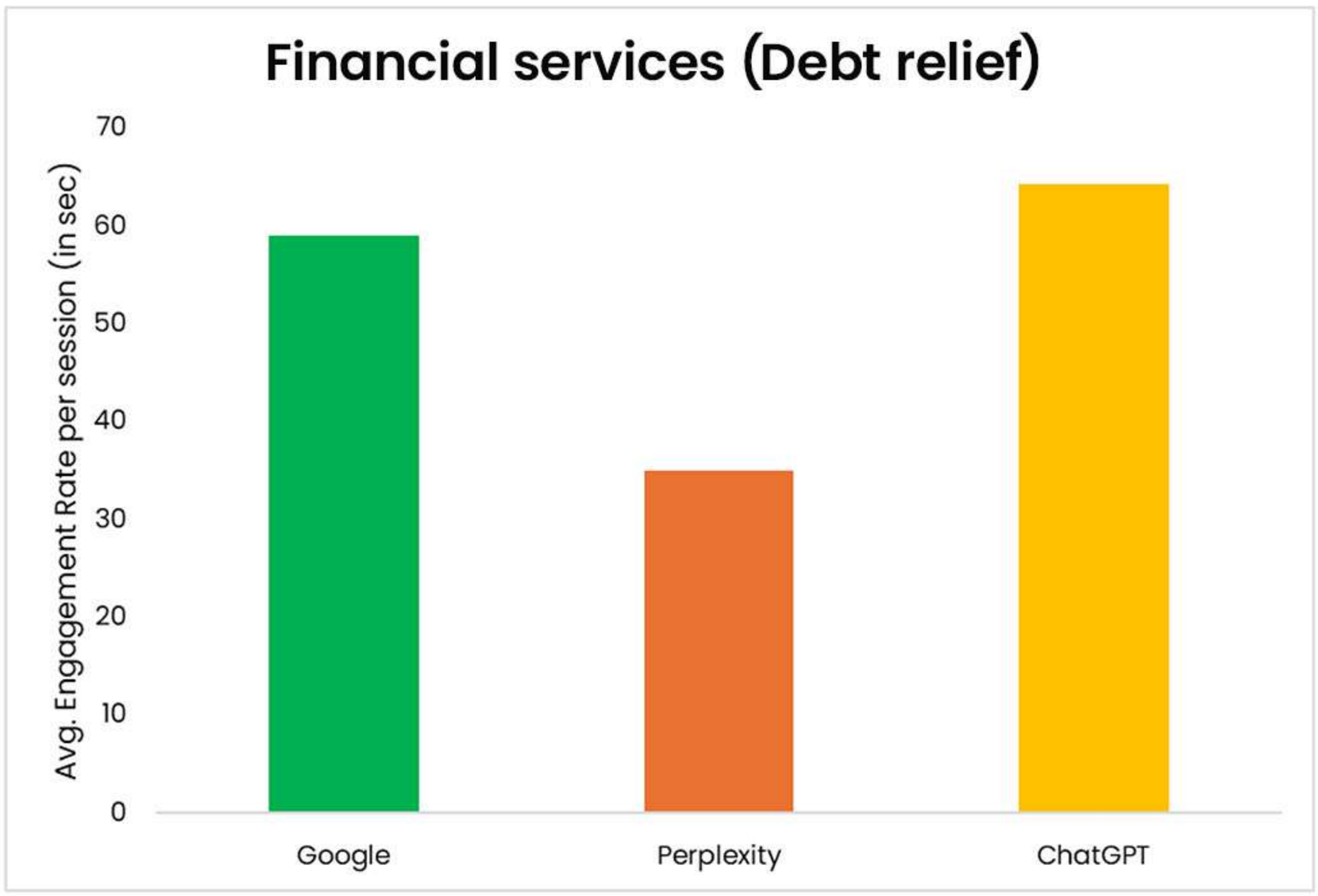
Average Engagement Rate per session, the quick numbers:



Sector Snapshots With Specific Moves

Financial services: debt relief

Data: ChatGPT 1m 07s vs Google 59s average engagement rate per session

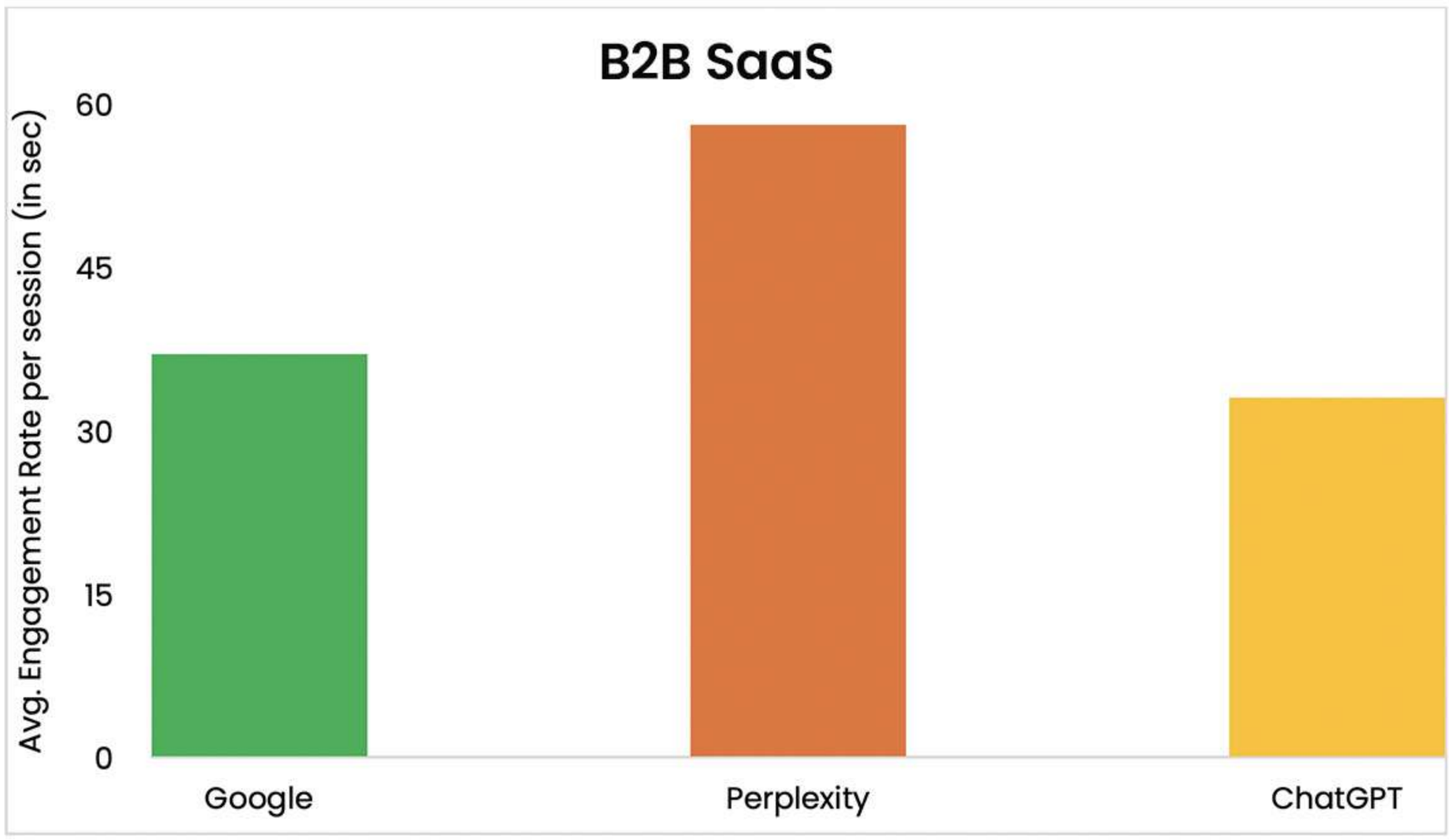


What you can do:

- Write answer-first explainers for high-anxiety questions.
- Add elegibility checklists and timeline tables.
- Use plain-language disclaimers and a clear “Talk to an expert” CTA.

B2B Saas: Automation

Data: ChatGPT 33s vs Google 37s dwell time

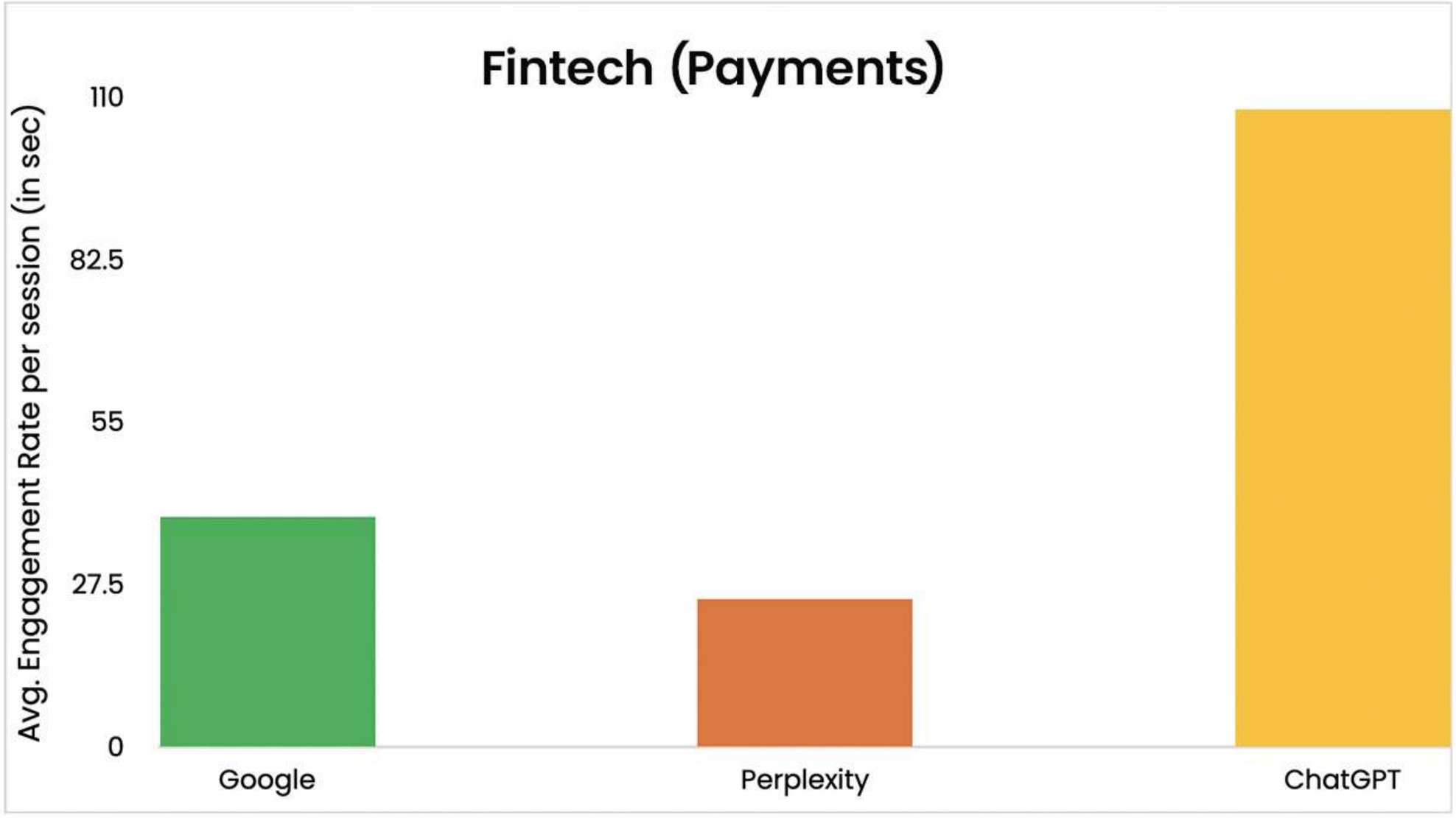


What you can do:

- Put a how-it-works flow above the fold.
- List integrations and deployment timelines in one glance.
- Add demo or interactive tour near the summary.

Fintech: Payments

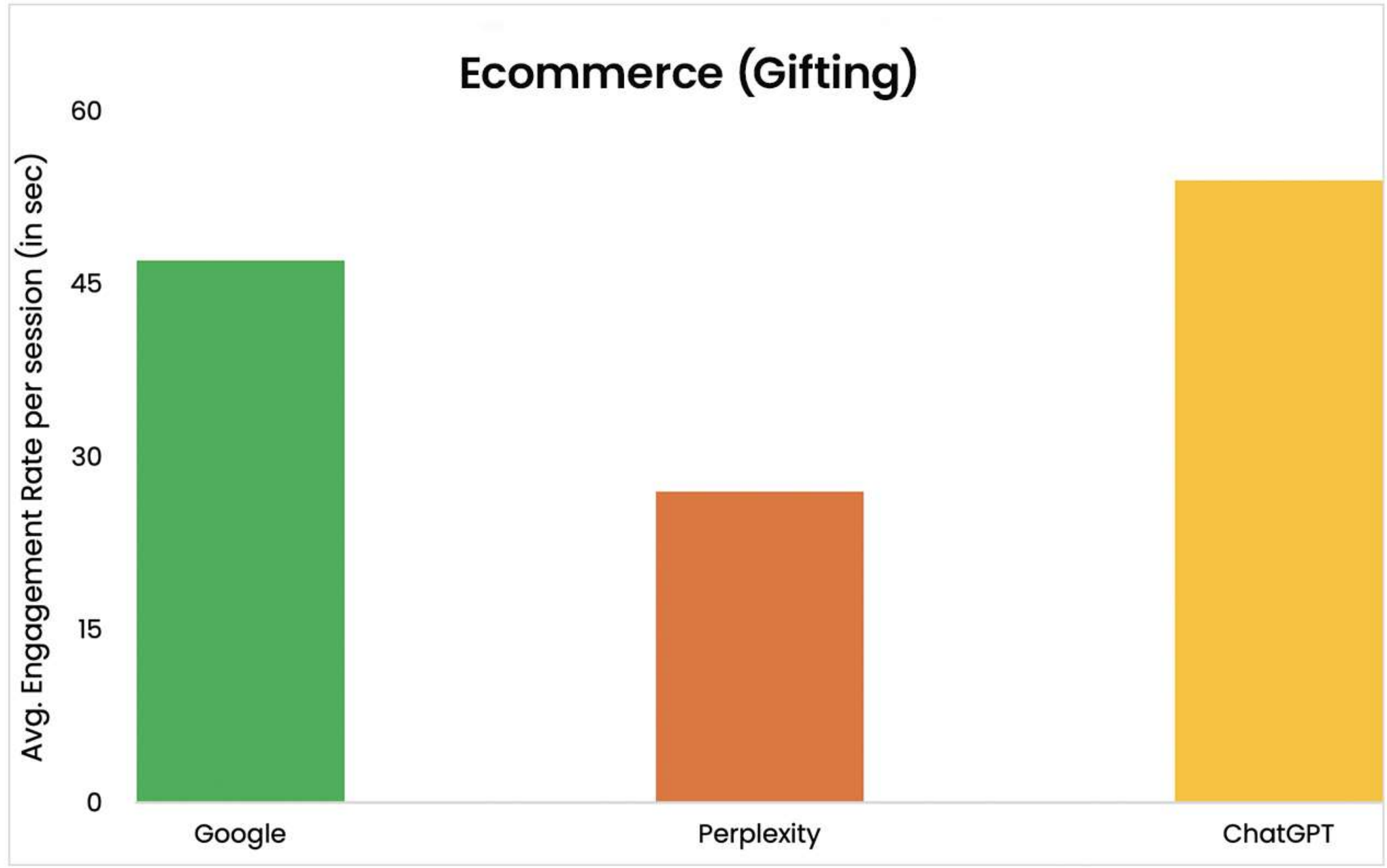
Data: ChatGPT 1m 08s vs Google 39s dwell time



What you can do:

- Create fee and settlement tables.
- Publish setup checklists
- Add a simple calculator for cost and time-to-settle.

E-Commerce: Gifting

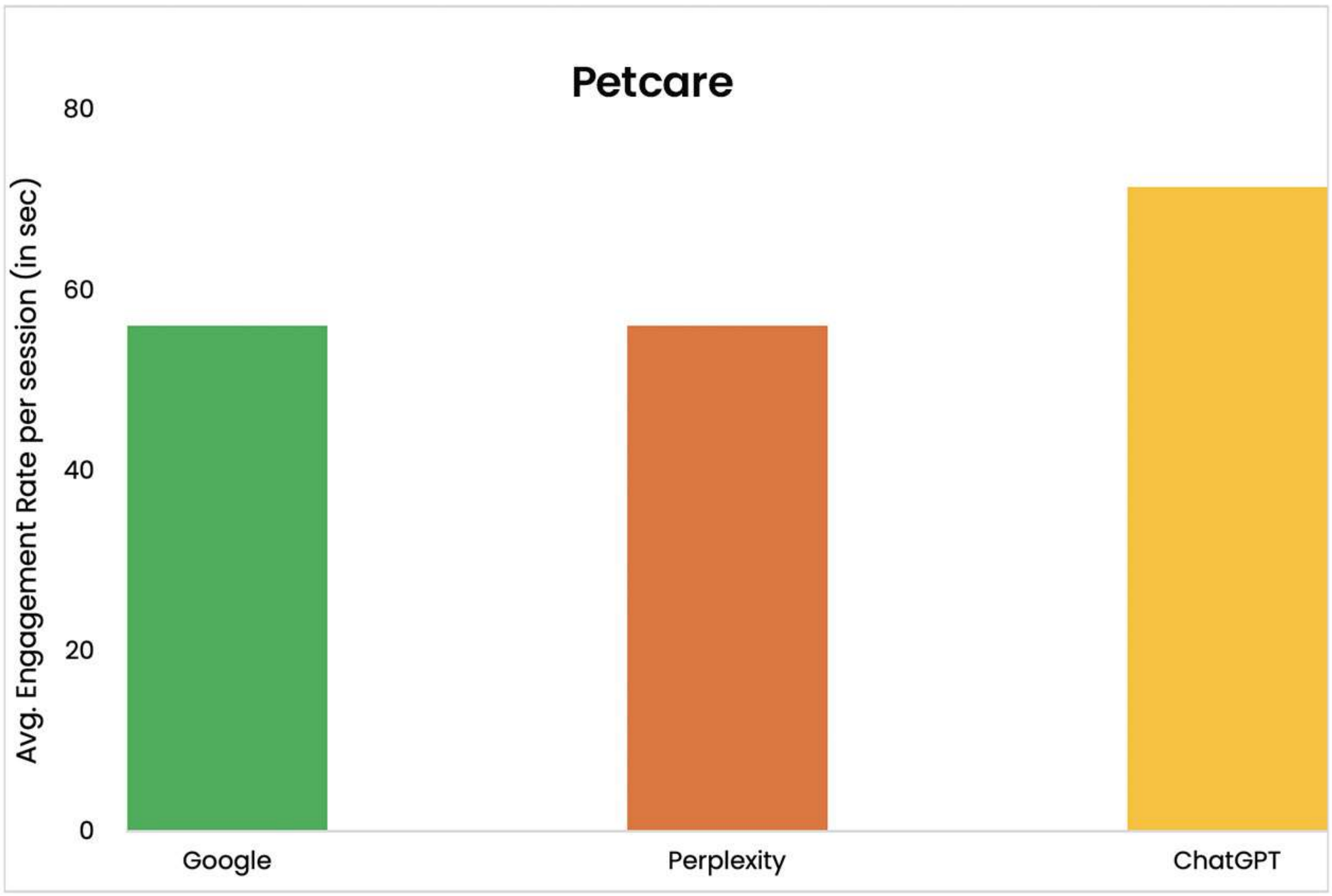


What you can do:

- Create occasion hubs with quick filters.
- Show delivery timelines and order cut-offs at the top.
- Use bestseller vs budget vs premium comparison cards.

D2C: Petcare

Data: ChatGPT 1m 19s vs Google 56s dwell time

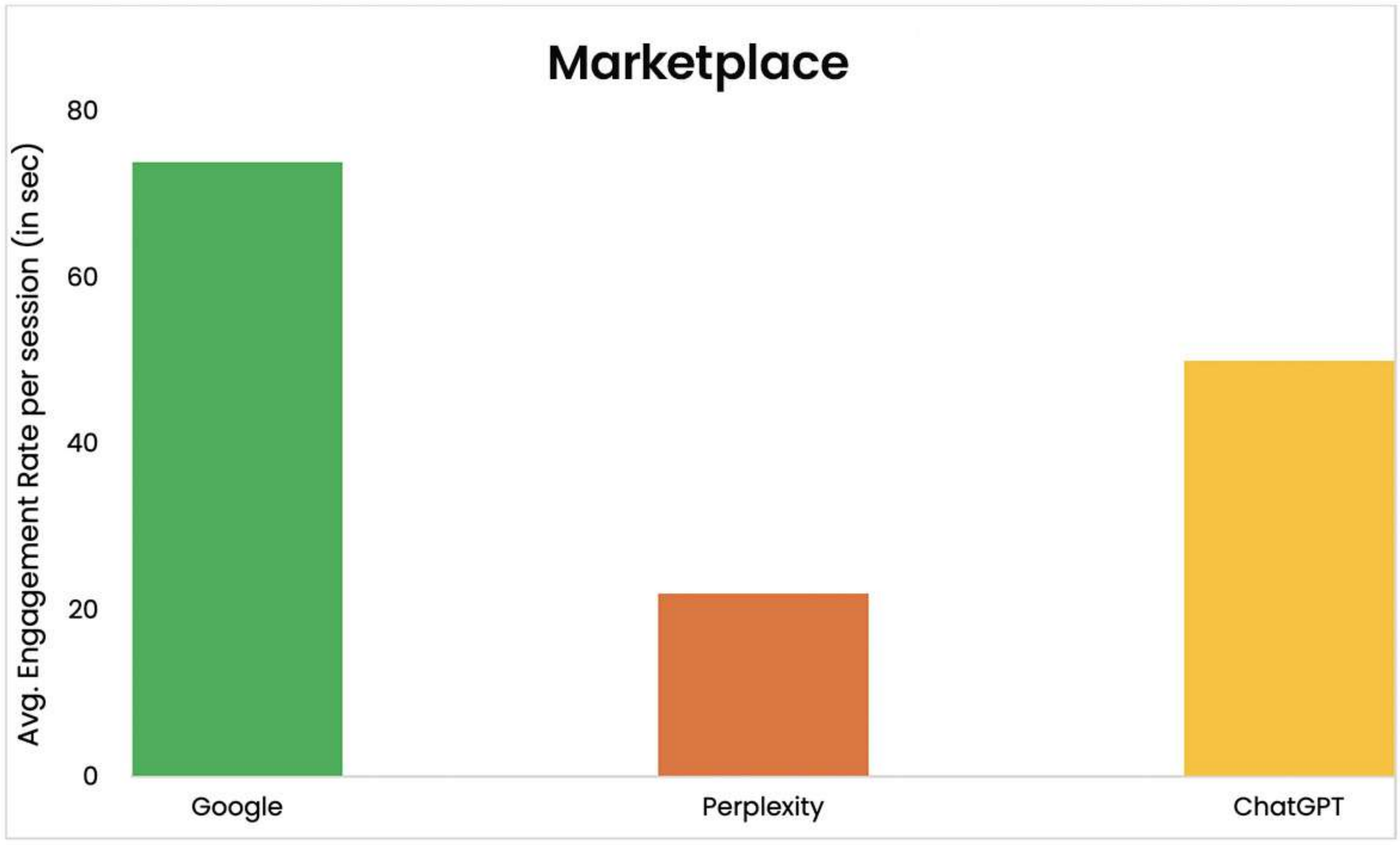


What you can do:

- Publish vet-reviewed guides and dosage tables.
- Add “what to do now” checklists for common conditions.
- Link care content to product with transparent benefits.

Marketplace: Event and Space Rental

Data: ChatGPT 50s vs Google 1m 23s (outlier) dwell time



What you can do:

- Create AI-friendly entry pages that match user tasks, like “Rooftop for 50 under ₹X.”
- Show price ranges, capacity, and “good for” tags upfront.
- Display availability hints and a one-click “Enquire/Book now” button.

The Quick Numbers:

Volume

Across all six sectors, ChatGPT sessions are below 4 percent of Google Organic. Overall ratio is about 2.18 percent.

Translation: Treat ChatGPT as an incremental channel, not a replacement.

Quality

Five sectors show higher engagement time from ChatGPT than from Google. The average uplift across those five is roughly 36 percent.

Translation: People who click from ChatGPT are in solve mode. Give them fast answers and a clear next step.

The Outlier

The event and space rental marketplace sees lower engagement from ChatGPT than from Google.

Translation: The landing experience does not match how chat phrased the task. Fix the entry points first.

Perplexity

No consistent engagement advantage. Sessions from Perplexity are usually shorter.

Translation: Perplexity resolves more inside the result. Clicks are often quick checks.

Why ChatGPT Visitors Often Stay Longer

- **Solve-my-problem mindset:** They asked a question in chat. They click to finish the task.
- **Answer-first expectation:** They want a clean summary, then details if needed.
- **Trust scan:** Bylines, sources, and “last updated” reduce doubt after leaving an AI screen.
- Keep **Google** as your **scale engine**. Treat ChatGPT as a small, high-intent channel and design for it.

Why Perplexity Clicks are Shorter

- **Inline resolution:** The snippet often answers enough.
- **Confirm and bounce:** Users click to verify one fact, then leave.

Page Patterns that Work for AI Referrals

Above the fold

- One-line problem restatement
- Answer-first summary in 2 to 4 sentences
- One primary CTA
- Short proof row: author, last updated, sources link

Below the fold

- How-to steps or decision flow
- Comparison table or scenario table
- FAQ that mirror chat phrasing
- Next step module with a soft CTA

Micro-elements

- Anchor links and a sticky table of contents for quick jumps.
- Simple code snippets or a small calculator on technical pages.
- Minimal pop-ups on informational pages.

ChatGPT traffic may be small today, but it is a strong intent signal. If your pages open with the answer, show proof, and make the next step obvious, you will convert that attention into action. The challenge is knowing which questions to target, how often you are cited in AI answers, and where your gaps are.

That is where Tesseract and AdLift's AI SEO come together:

- **Tesseract** tracks your visibility across AI search. See where your brand is included in AI Overviews and LLM answers, which pages get AI referrals, and which competitors are winning those citations. You get a live map of opportunities by question and by platform.

- **AdLift's AI SEO** turns that intelligence into execution. We build answer-first content, structure it for AI inclusion, clean up technical signals, and run brand-mention and digital PR campaigns so your pages are easy to cite. Then we measure what matters: engaged time, assists, and conversions.

Unlock your AI search rank, get your Tesseract visibility Snapshot & SEO Action Plan now!

Contact

hello@adlift.com

www.adlift.com