

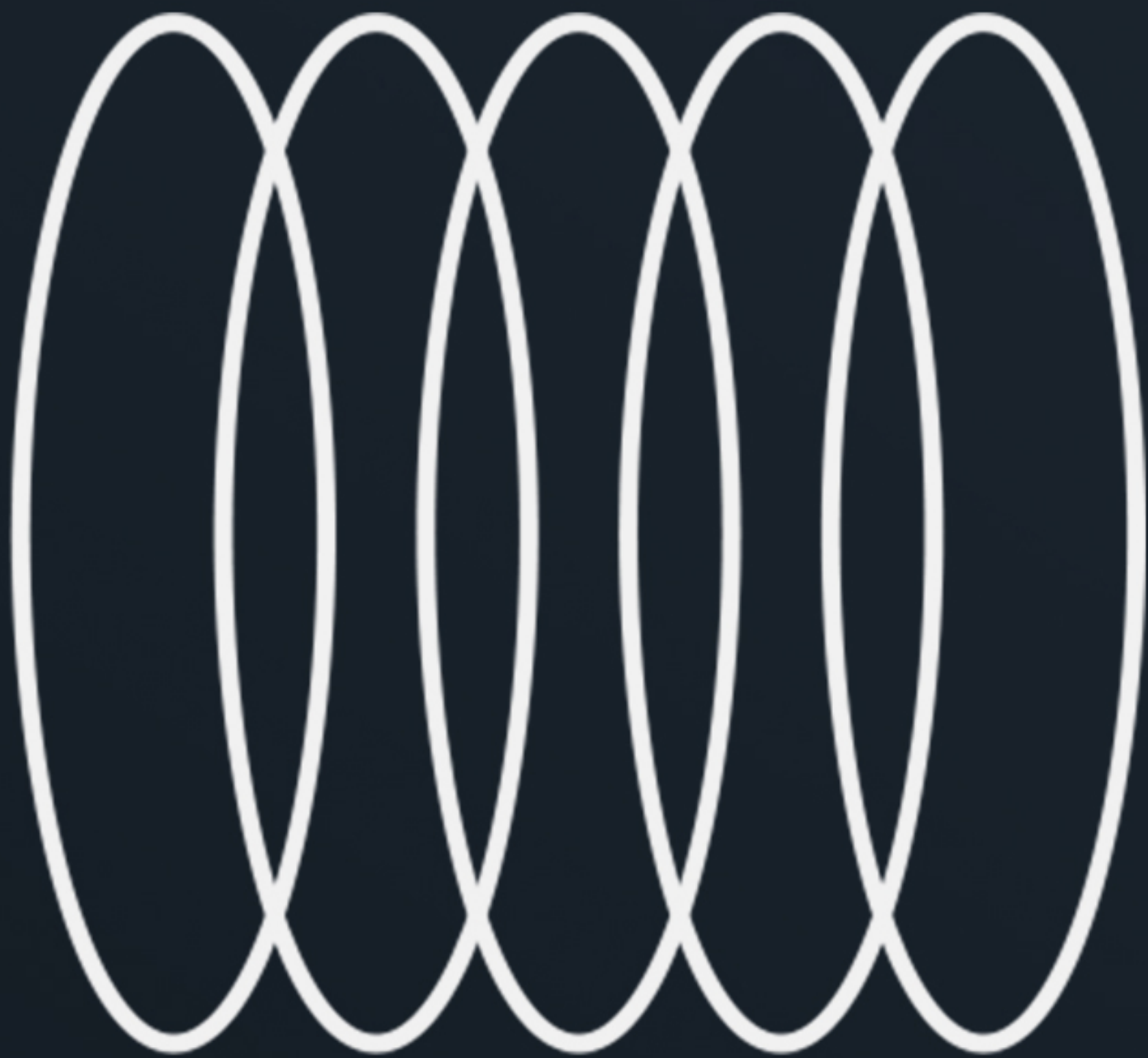


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SEO Changed Quietly in 2025.



Here's What Will
SHAPE 2026.



“SEO is not Dead!
It's mutating. And 2026
is the year Google starts to
lose its monopoly on discovery”



The SEO 2025 wrap-up:



AI Overviews appeared in **13%+ of US searches**, and rewired customer discovery.

Top-ranking sites weren't always the ones cited in **AI summaries**.

Backlinks mattered again, even no follow links boosted **AI visibility**.

Search **became fragmented** across LLMs, vertical engines, marketplaces.





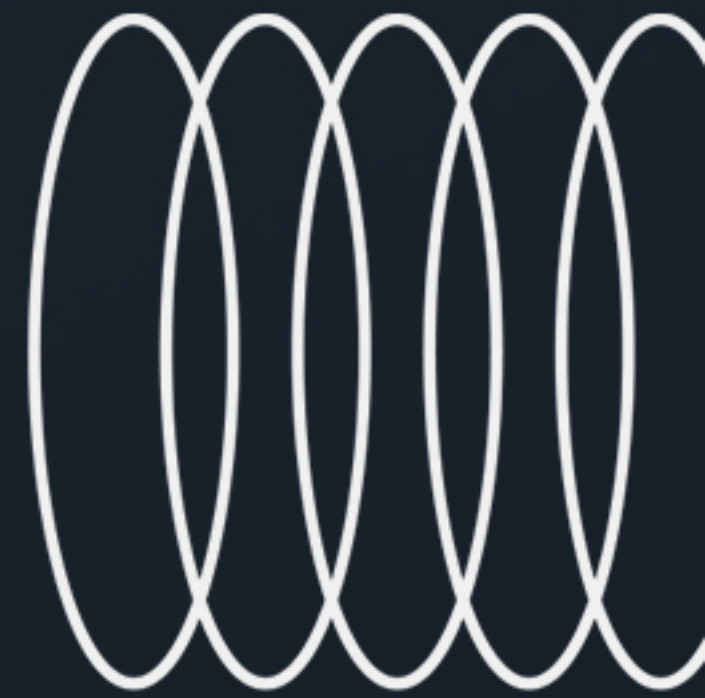
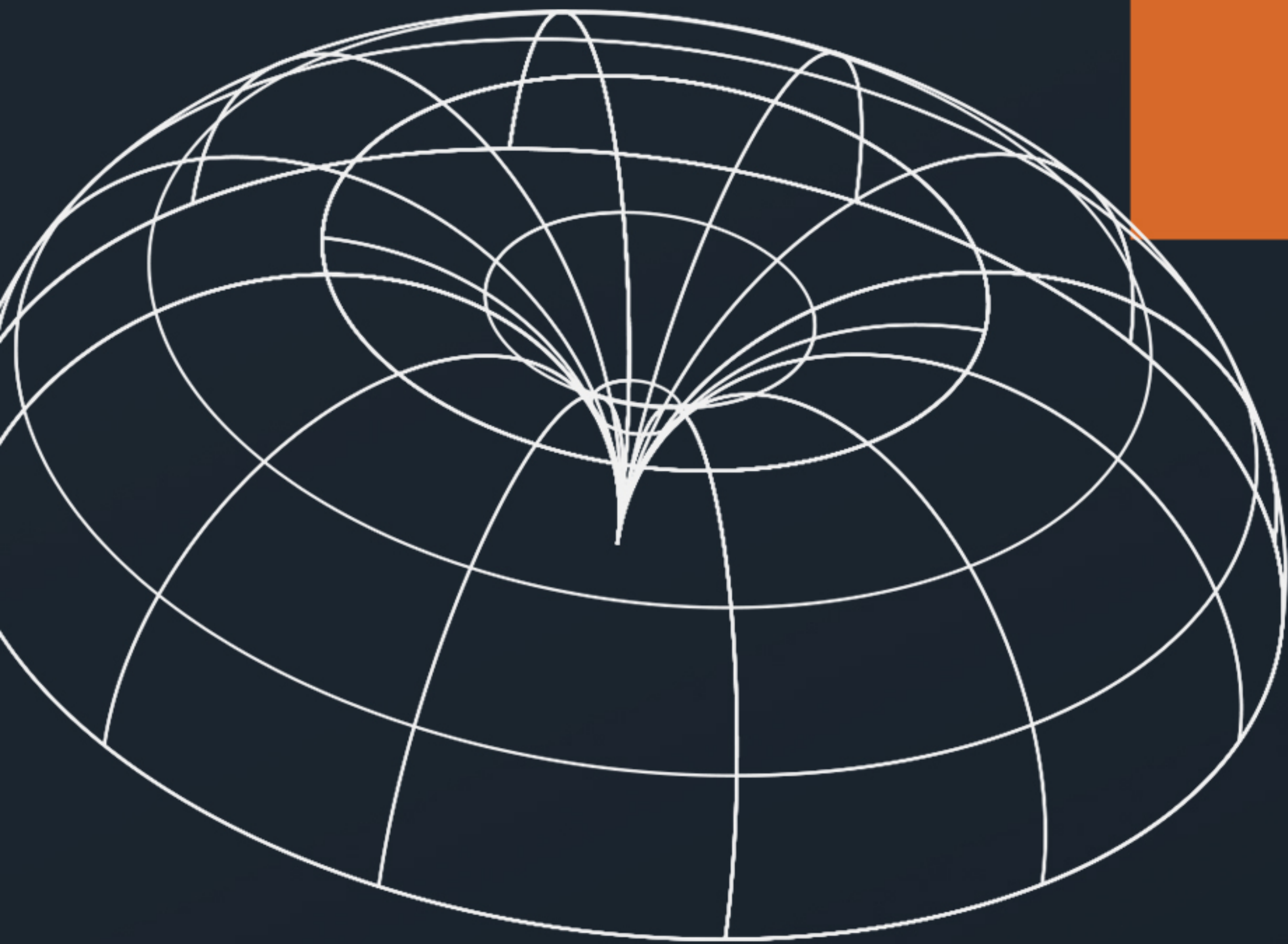
2026 Predictions

Prediction 1: Keyword-first SEO

becomes entity-first marketing. Brands that own entities + reputation → dominate AI Overviews.

Prediction 2: LLM SEO becomes a **mainstream line item** in budgets. Every CMO asks: “How do we rank in ChatGPT, Gemini, Perplexity?”





Prediction 3: Brand mentions rival backlinks. In 2026, Google **will reward context**, not just links.

Prediction 4: Citations will matter as much as CTR. **Visibility** = where you show up across all engines, not just Google.





Prediction 5: Search could be 40%
AI-assisted by late 2026.
Already in motion.

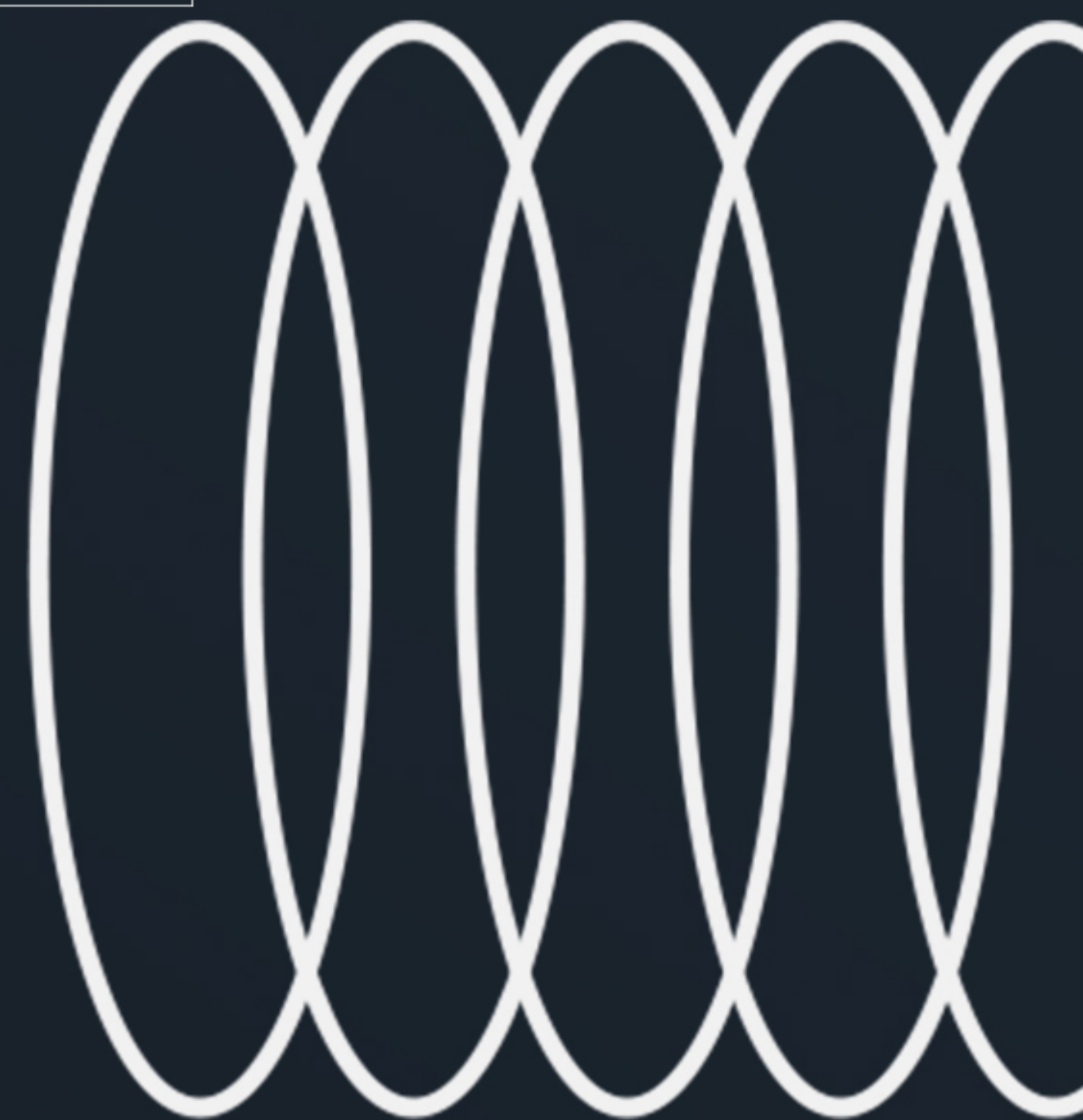




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Show up in [”] Google.

Show up in **AI.**



Let **AdLift** get you there.

