

# WHY RANKING ≠ TRAFFIC IN 2026



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# THE SHIFT

- ✦ Search has changed
- ✦ Instead of blue links first, Google now shows AI-generated summaries at the top of the page

SEO has moved from ranking pages to gaining visibility inside AI answers

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# THE REALITY CHECK

Ranking ≠ Traffic anymore

- ✦ AI Overviews appear on **15%** of queries
- ✦ **58%+** searches end without a click
- ✦ Even Position #1 sees CTR drop

More impressions.  
Fewer clicks.

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# WHERE VISIBILITY ACTUALLY LIVES

If your brand shows up in AI Overviews,  
it owns the page

What matters now:

- ✦ Being cited inside AI Overviews
- ✦ Authority > position
- ✦ High-trust domains win AI visibility

If you're not in the summary,  
you're invisible

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# WHAT SEO TEAMS MUST MEASURE NOW

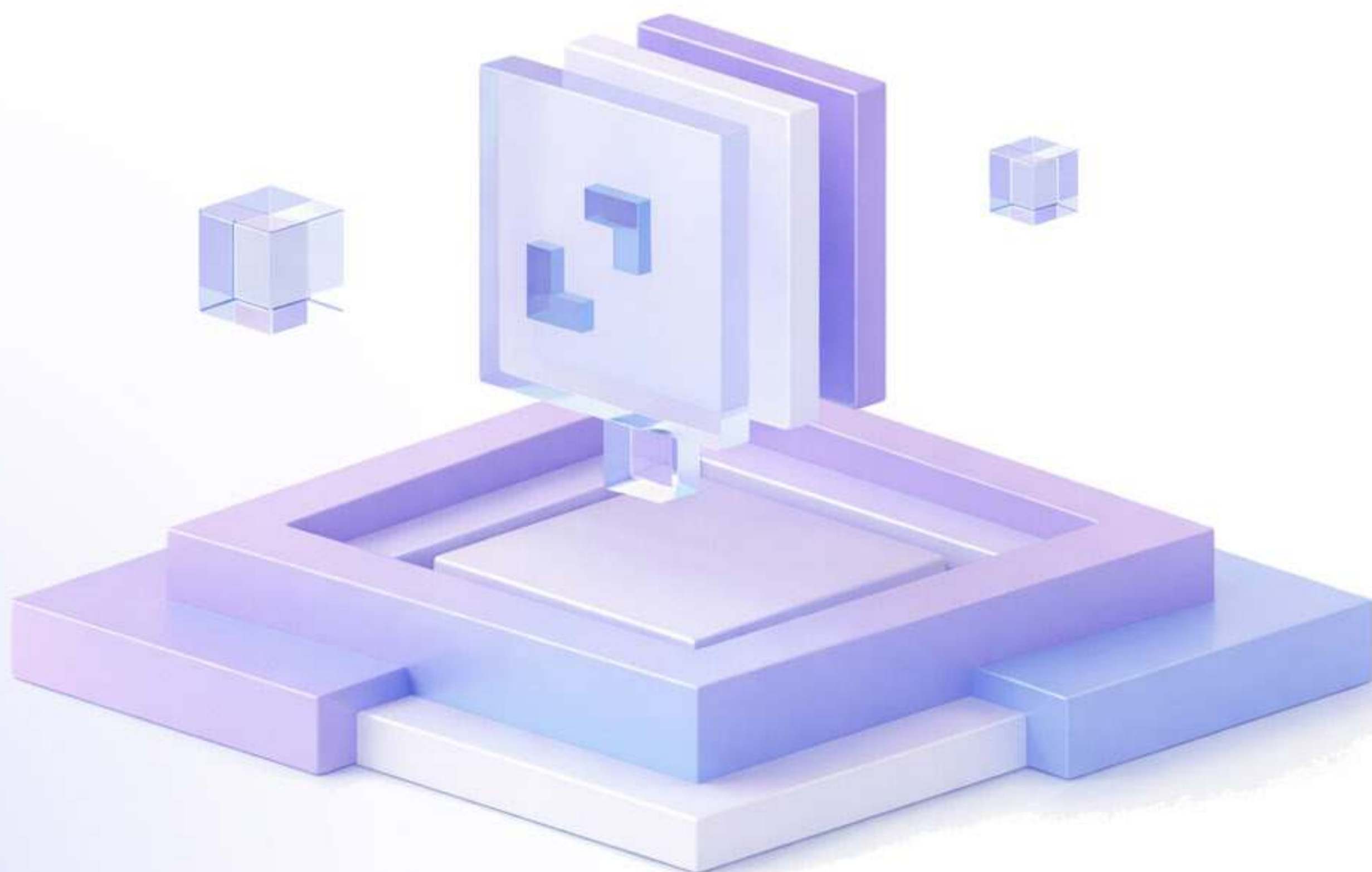


Winning teams track:

- ◆ Impression vs Click gaps
- ◆ AI citation frequency
- ◆ Brand lift & assisted conversions

AI visibility is the new KPI

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# HOW BRANDS WIN IN AI-LED SEARCH

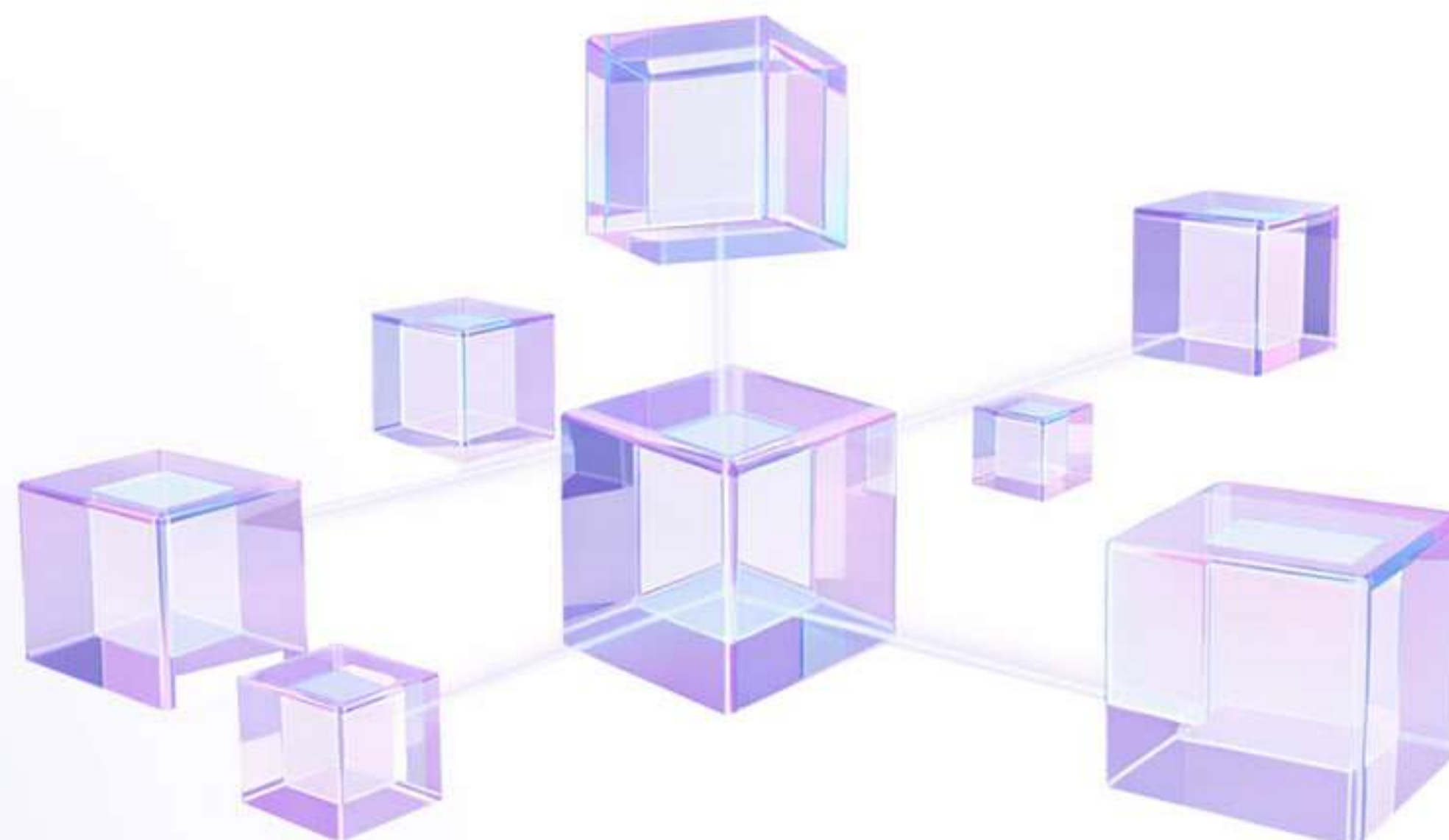
SEO is now multi-surface.

You must win across:

- ✦ Organic rankings
- ✦ AI Overviews
- ✦ AI assistants  
(ChatGPT, Gemini, Perplexity)



The brands that adapt fastest  
own discovery everywhere.



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# ADAPT NOW

Is your brand visible where decisions are made?

Build visibility beyond rankings -  
inside answers, summaries, and AI-led search.

**Sign up for Tesseract today.**

