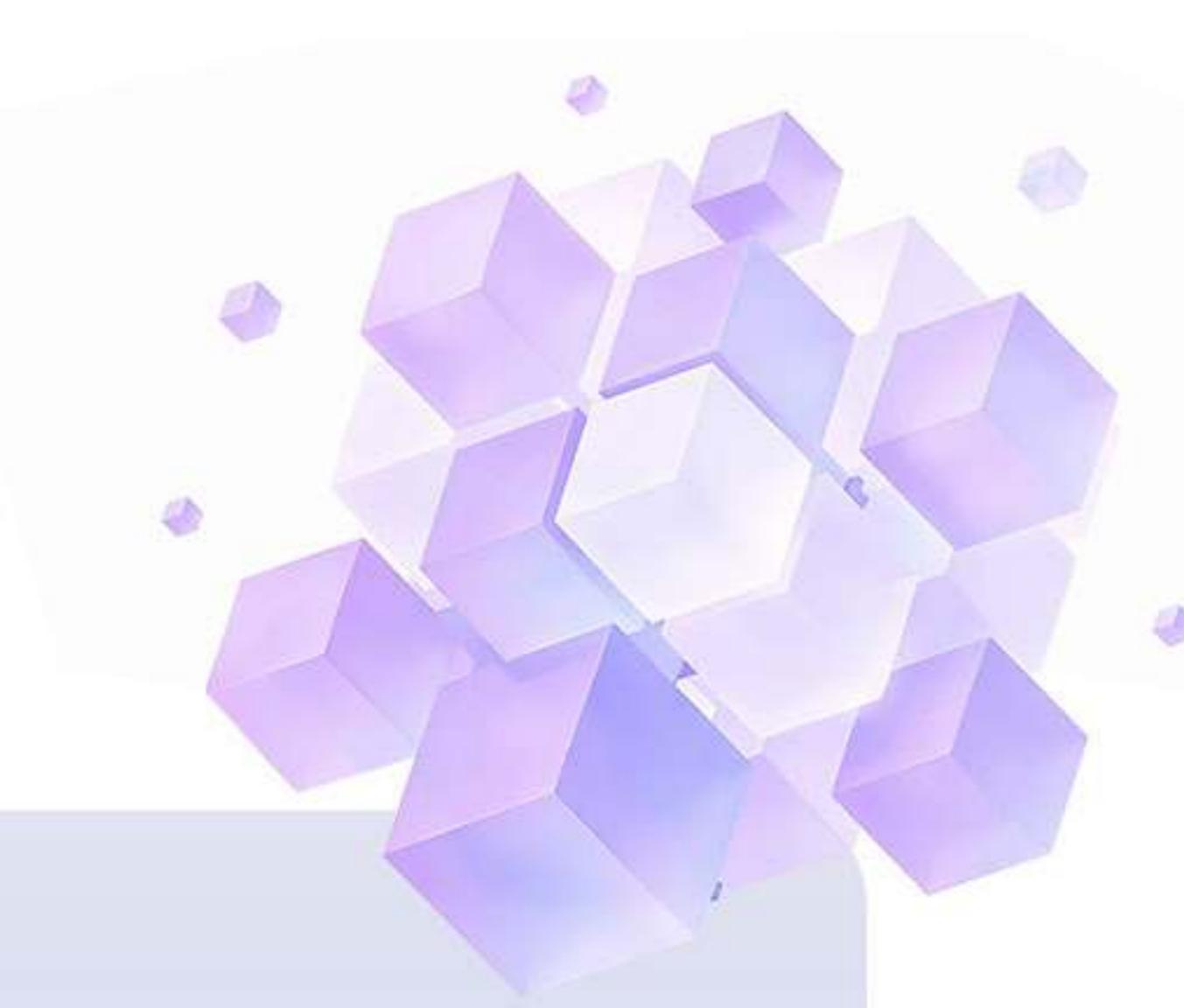


WHY RANKING ≠ TRAFFIC IN 2026



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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

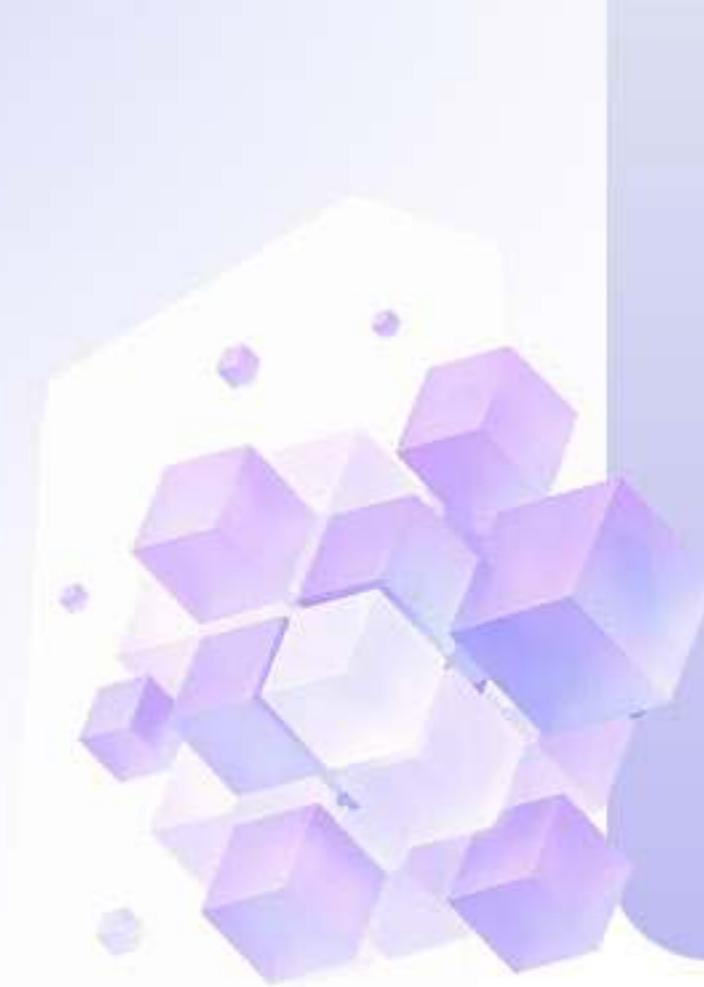
More impressions.
Fewer clicks.



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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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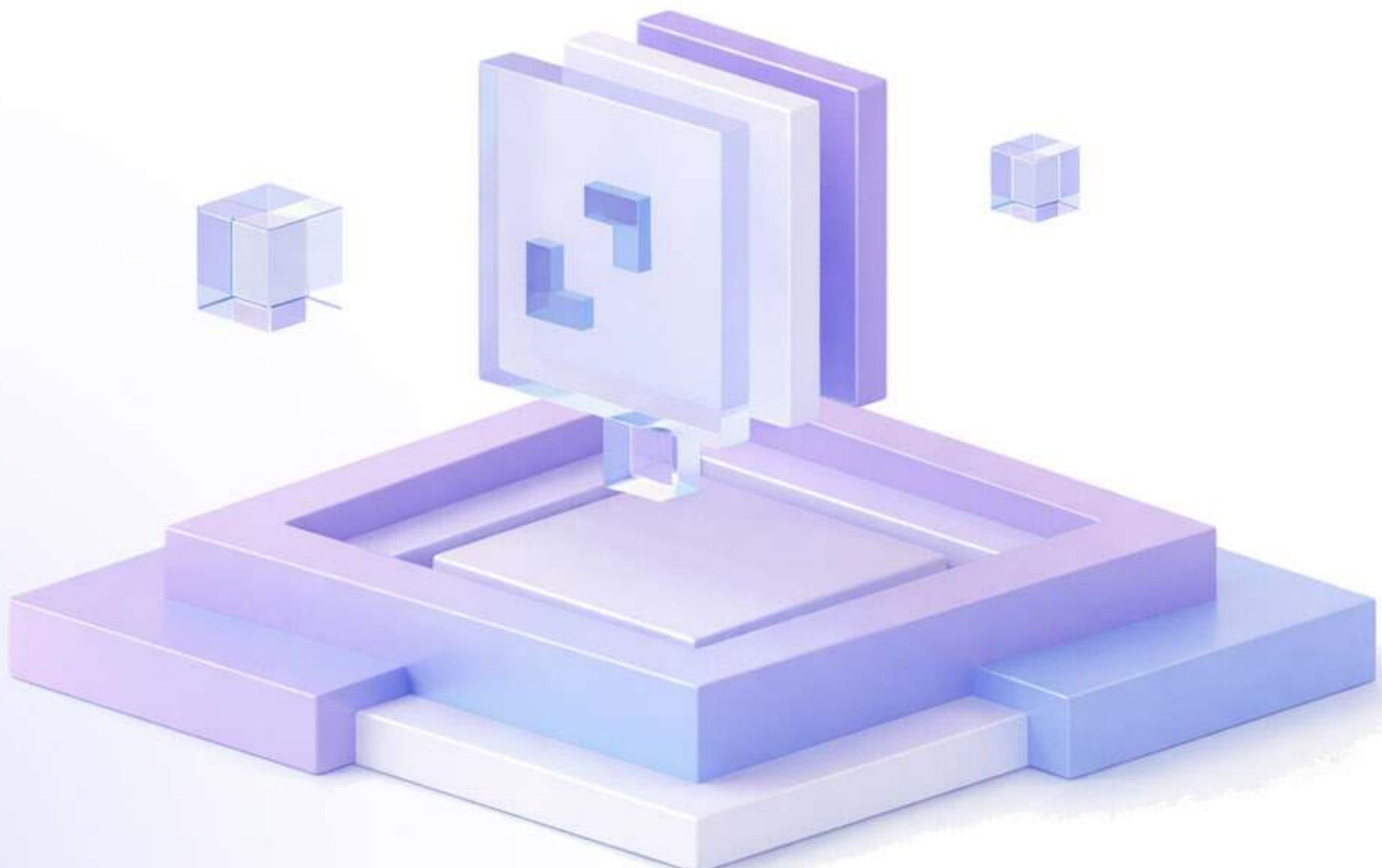
WHAT SEO TEAMS MUST MEASURE NOW



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

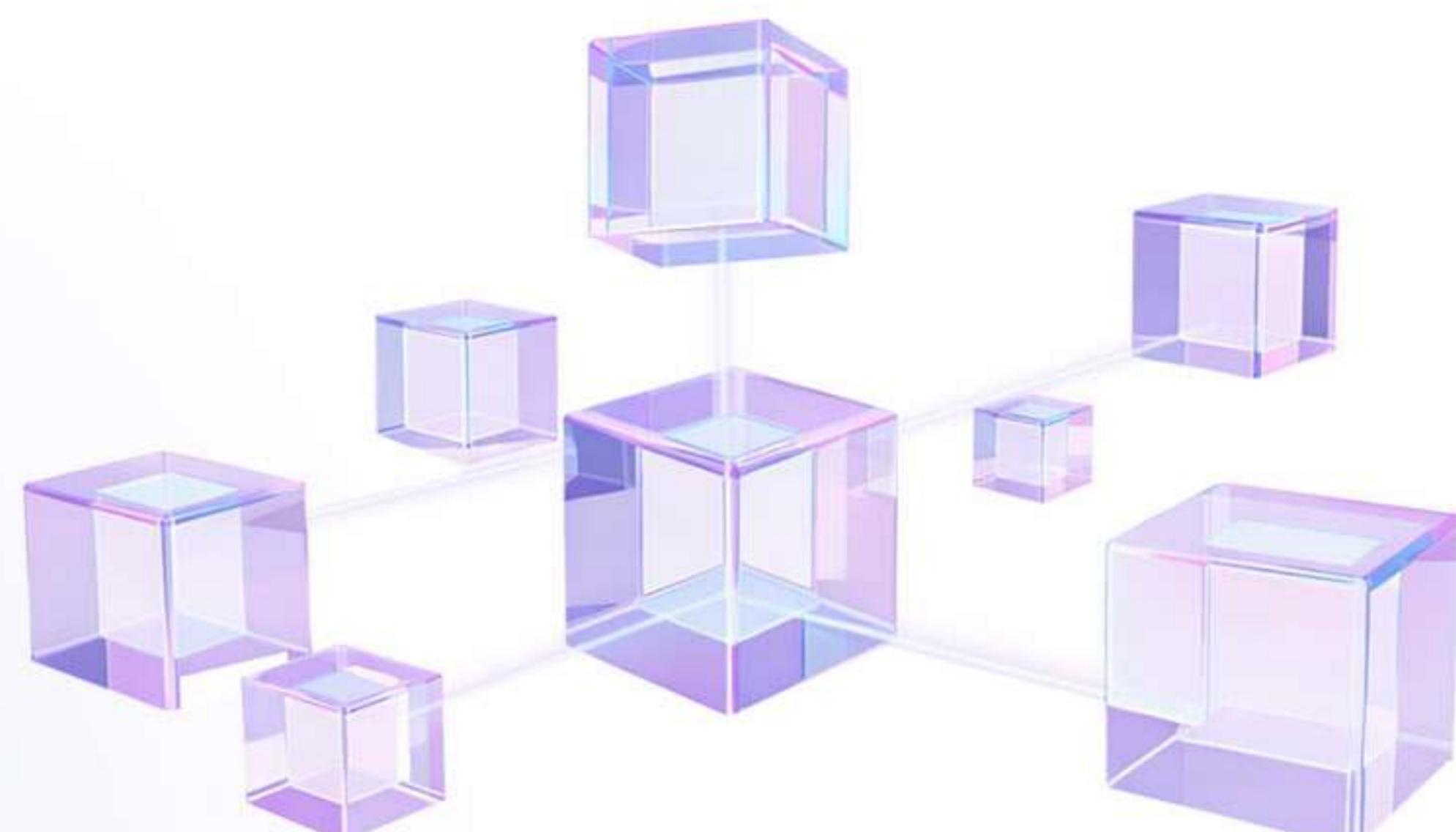
SEO is now multi-surface.

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.

