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.
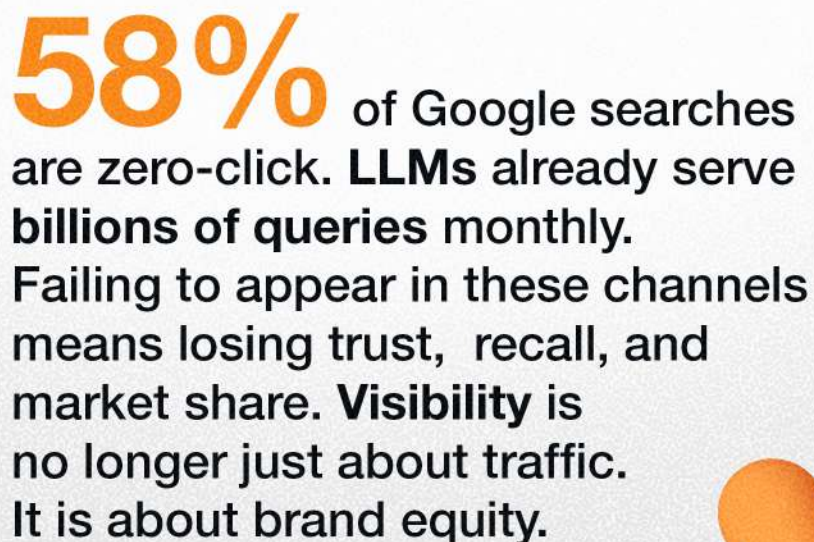
What Is
Zero-Click
&
LLM Search

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.

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

KPI

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

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

Track Your Brand's Visibility with Tesseract

AdLift's Tesseract platform monitors your visibility in

- LLMs like **ChatGPT, Gemini,** and **Claude**

- **SERP**s like zero-click features and **AI Overviews**

- **Featured snippets** and knowledge panels understand exactly how and where your brand shows up with **actionable insights**

ADL↑FT

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!