

WHY RANKING ≠ TRAFFIC IN 2026



Swipe >>

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

Swipe >>



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.

Swipe >>



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

Swipe >>



WHAT SEO TEAMS MUST MEASURE NOW

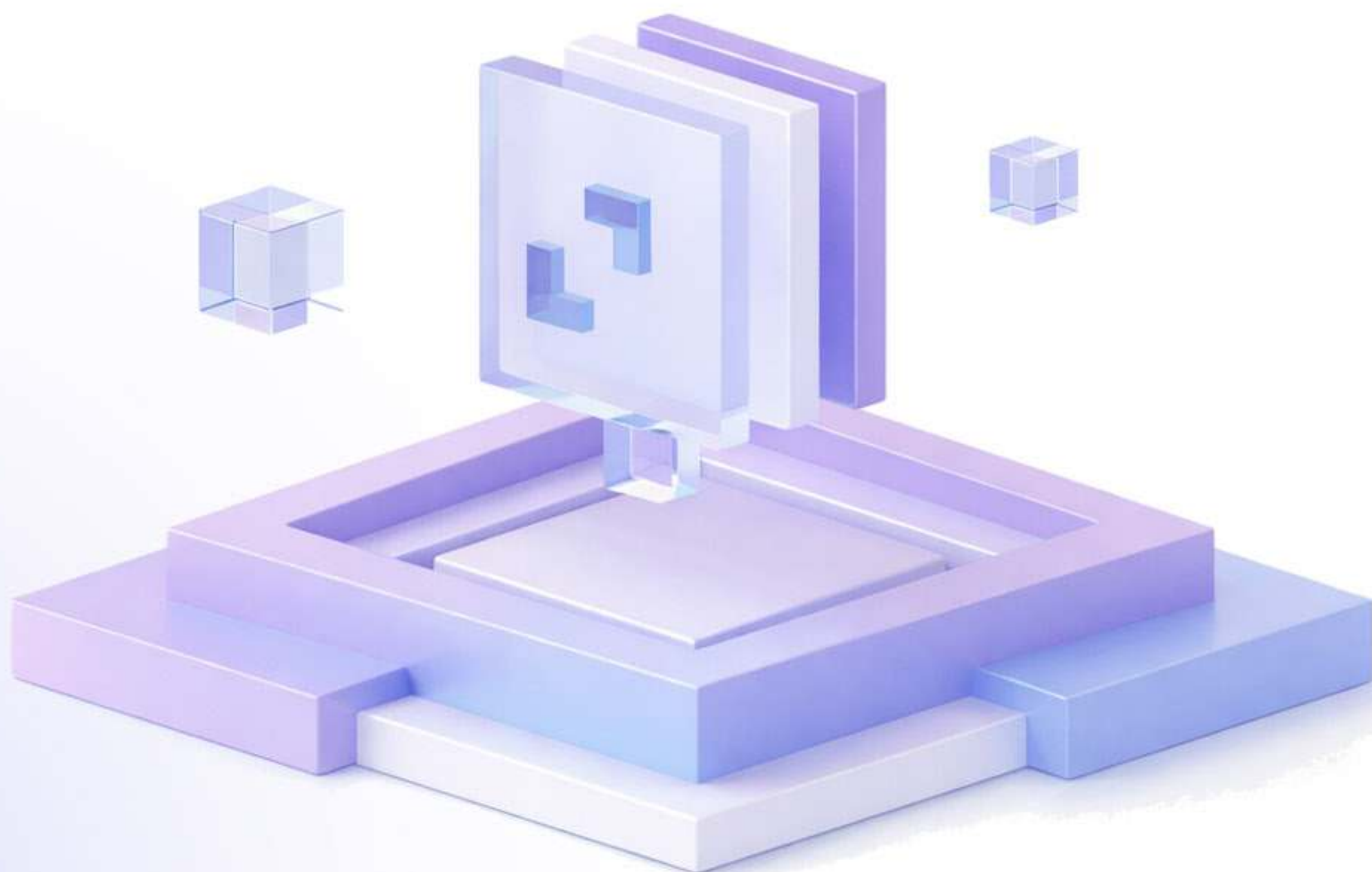


Winning teams track:

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

AI visibility is the new KPI

Swipe >>



HOW BRANDS WIN IN AI-LED SEARCH

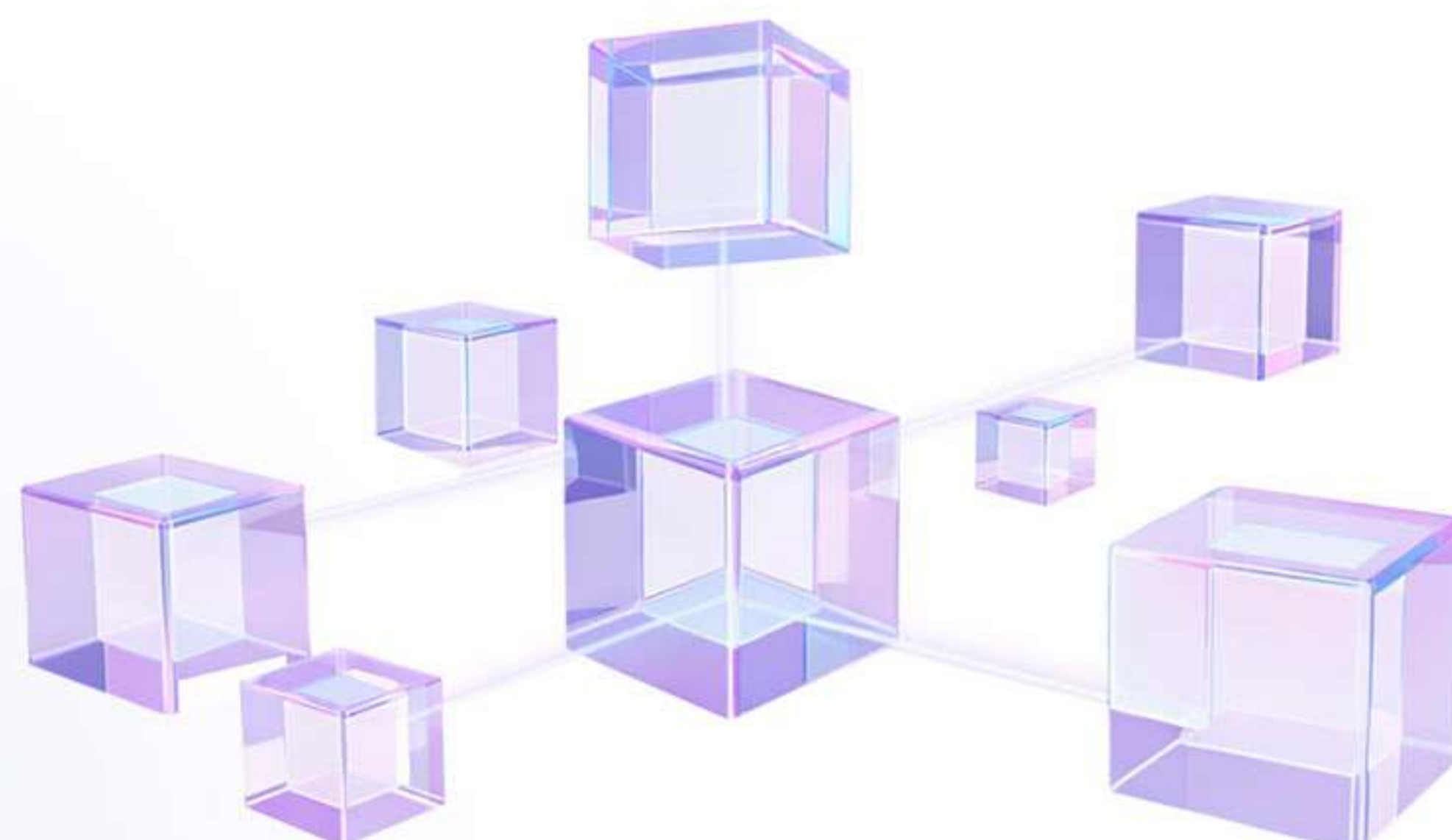
SEO is now multi-surface.

You must win across:

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



The brands that adapt fastest
own discovery everywhere.



Swipe >>

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.

