



Are Your Rankings Visible?

SERP Data, Dominance & Opportunities in 2026



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Marketing
Manager



Tom Capper

Director of Search Product
Strategy, STAT & Moz

ARE YOUR RANKINGS VISIBLE?

SERP Data, Dominance &
Opportunities in 2026



ON THE AGENDA:

- The great scroll
- Opportunities
- Maximizing your presence
- The new organic rank
- What does this mean for SEO?

**I WORK FOR A RANK TRACKING
PROVIDER.**

@tcapper.co.uk 

I WORK FOR A RANK TRACKING PROVIDER.

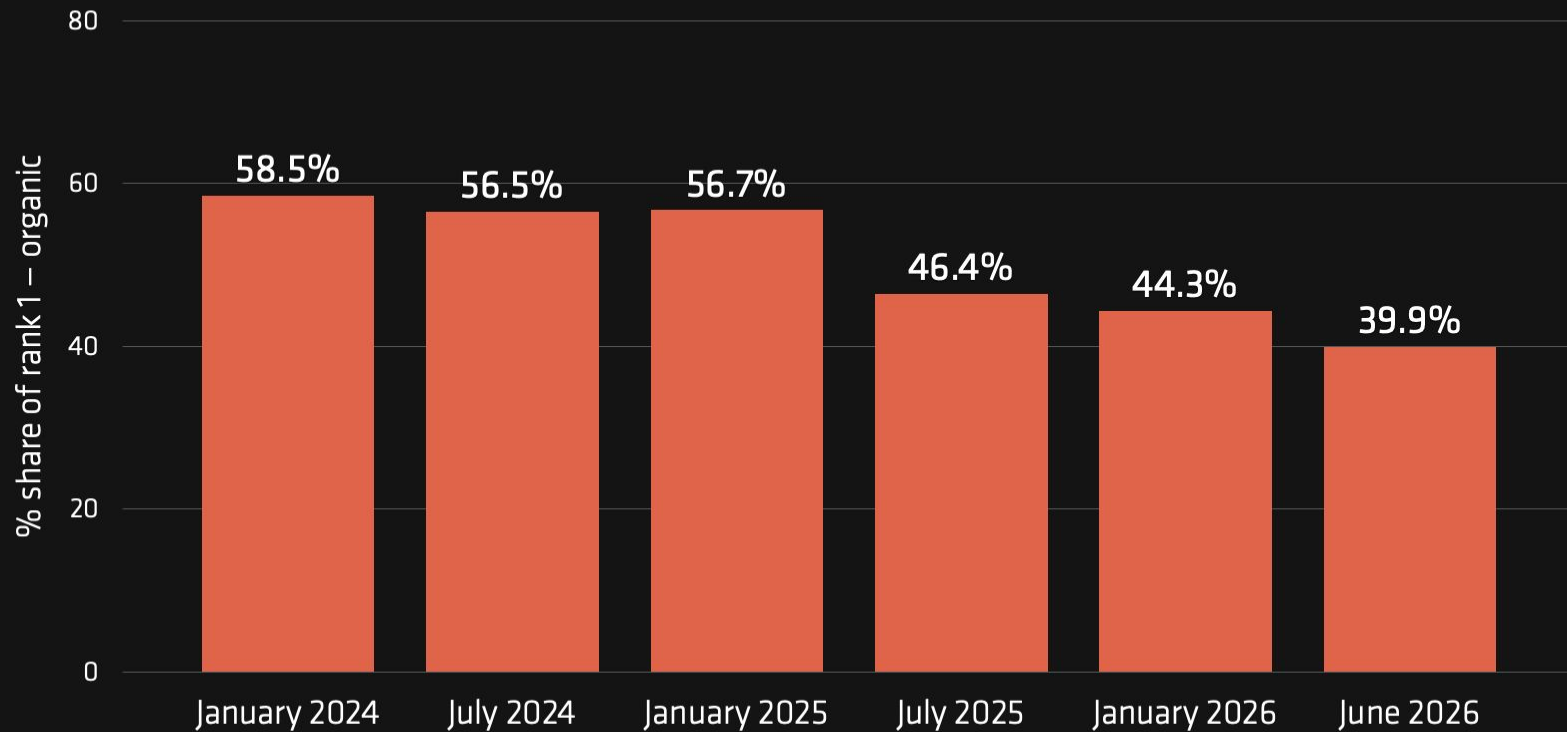
But I am here to tell you that "rank" is not enough.

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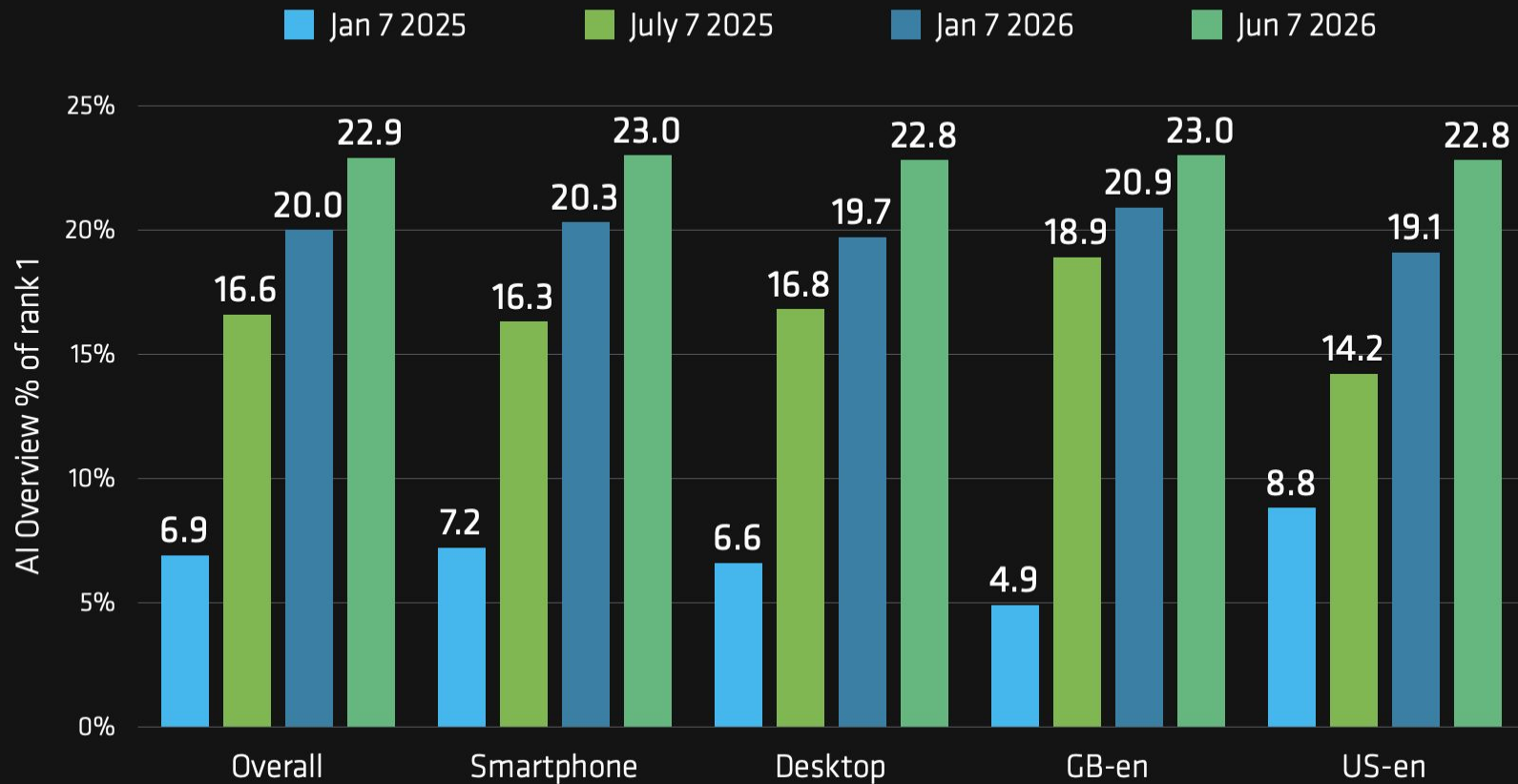


WE'RE ALL DOOMED

MORE OFTEN THAN NOT, POSITION 1 IS NOT TRADITIONAL ORGANIC.



AI OVERVIEW SHARE OF #1 IS GROWING.



**THE GREAT DECOUPLING IS ABOUT
CHANGES ON THE SERP.**

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**IT'S ALSO ABOUT AN EROSION OF
THE SEO FUNNEL.**

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**THERE WAS A TIME WHEN YOUR
WHOLE FUNNEL COULD BE SEO.**

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**THE BAR FOR CONTENT WORTH CLICKING
GROWS EVER HIGHER.**

THE BAR FOR CONTENT WORTH CLICKING GROWS EVER HIGHER.

"How old is Vin Diesel?"

Featured snippets



THE BAR FOR CONTENT WORTH CLICKING GROWS EVER HIGHER.

Weather, conversions, etc.

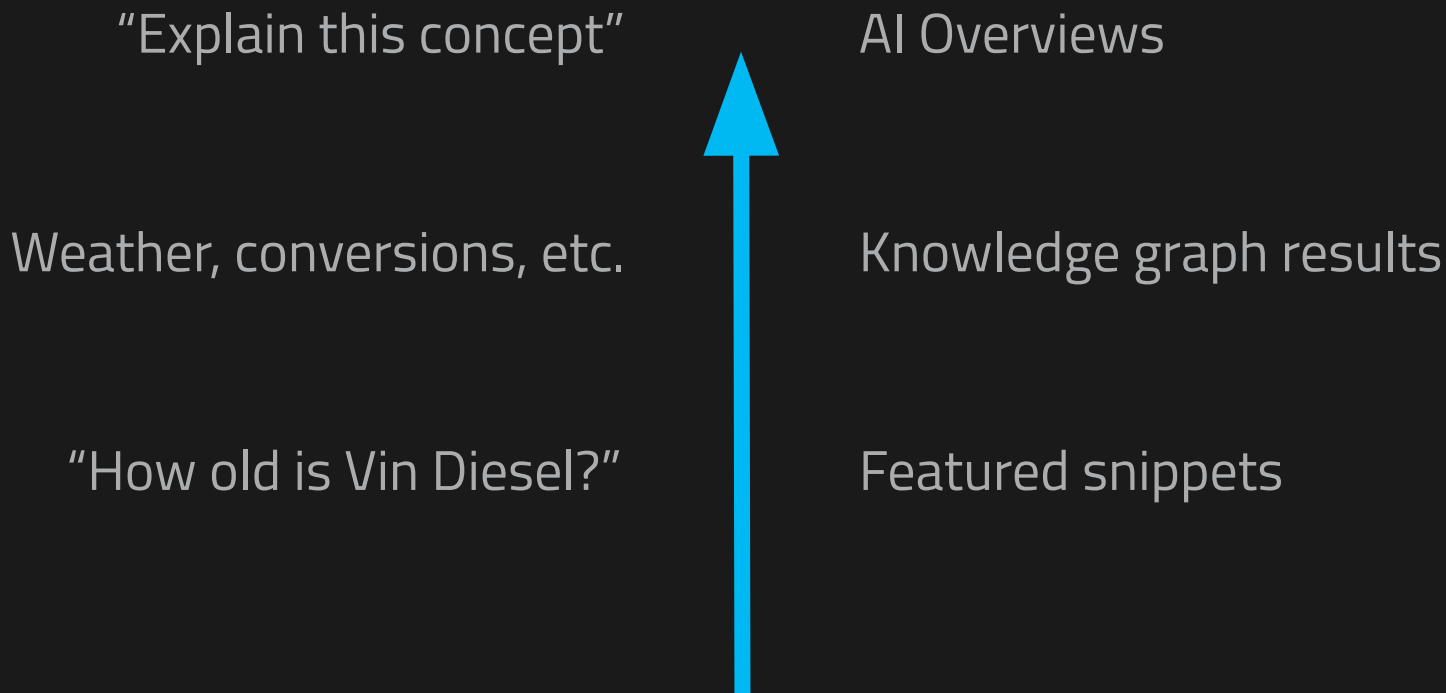
Knowledge graph results

"How old is Vin Diesel?"

Featured snippets

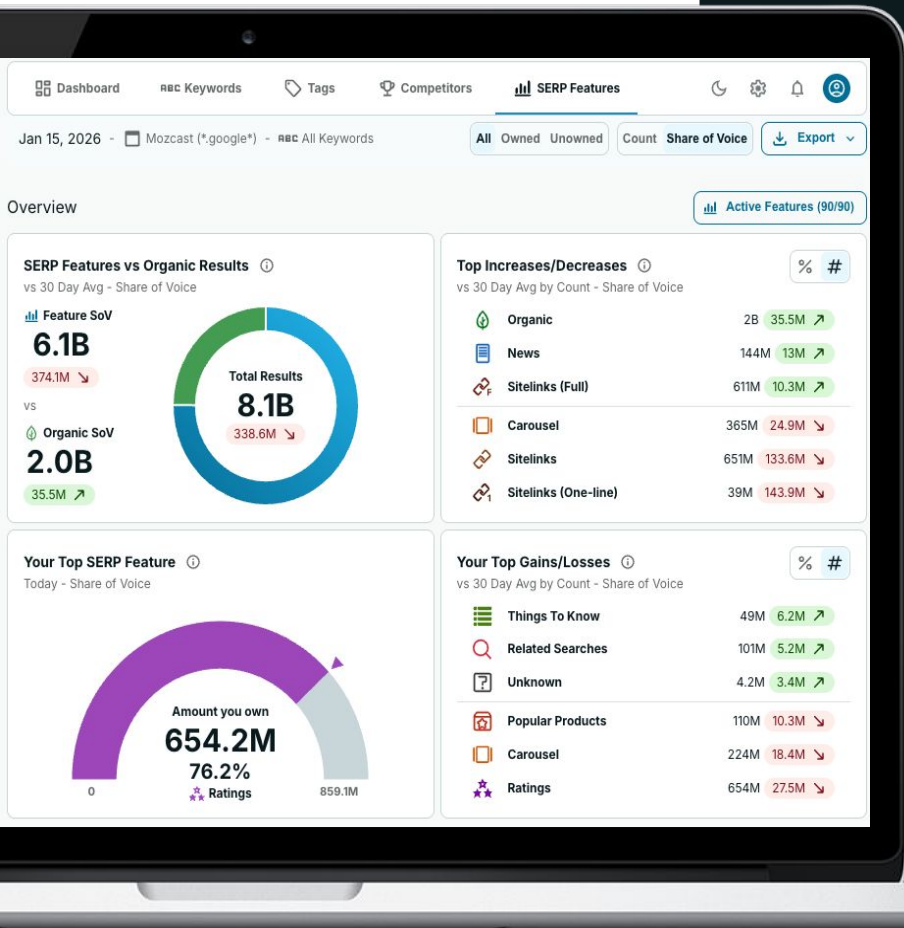


THE BAR FOR CONTENT WORTH CLICKING GROWS EVER HIGHER.



**THE NEW REALITY IS THAT EVEN IF
YOU RANK FIRST, YOU MAY NOT GET
A CLICK.**

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THE METHODOLOGY:

- 46,000 terms, made up of:
 - 11,500 head terms
 - 21 topics * 500 terms
 - + 1k "modifier" terms
 - Smartphone + desktop
 - US + UK suburban locations
- June 2026

PIXEL
POSITION

what's the best bulb for a site?

AI Mode

All

Shopping

Short videos

Images

Videos

Forums

More

Tools

AI Overview

For construction and building sites, **LED bulbs are the undisputed best choice**. They provide high-lumen, crisp light without generating the extreme heat of traditional halogens. Additionally, they are highly durable and resistant to the vibrations, dust, and knocks common in jobsite conditions. [Energy Saving Trust +4](#)

Choosing the right bulb for your site depends on your specific needs:

1. For General Work Areas & Task Lighting

- **Best Choice: LED Corn Bulbs** (e.g., 40W to 100W output)
- **Why:** These bulbs screw directly into standard fixtures (often E27 or E40 bases) and

Show more

 B&Q

https://www.diy.com/ideas-advice/CC_npcart_400180

Light bulb buying guide

In this guide, we take you through everything you need to know to find the right type, colour and style of light bulb for every room in your home. [Read more](#)

Missing: [site?](#) | Show results with: [site?](#)

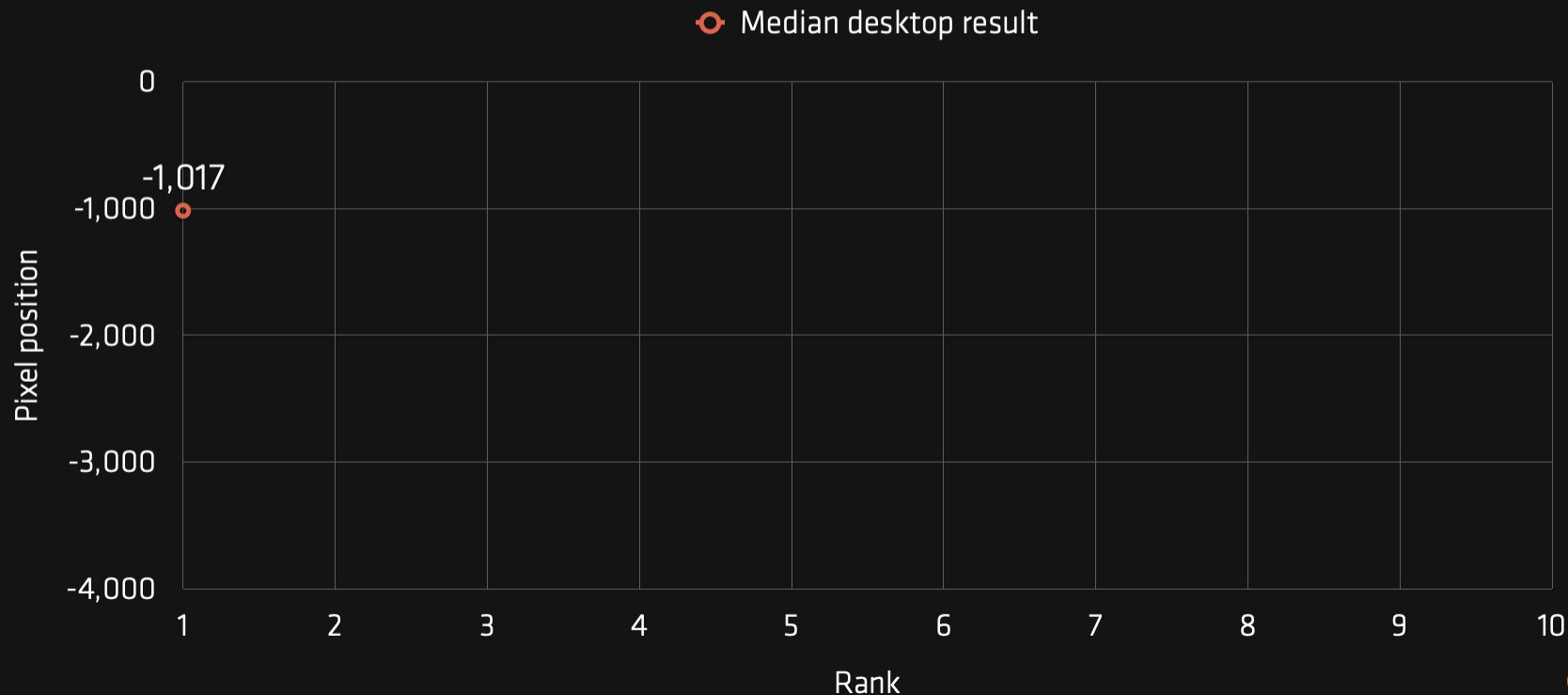
PIXEL
HEIGHT

LET'S START WITH DESKTOP.

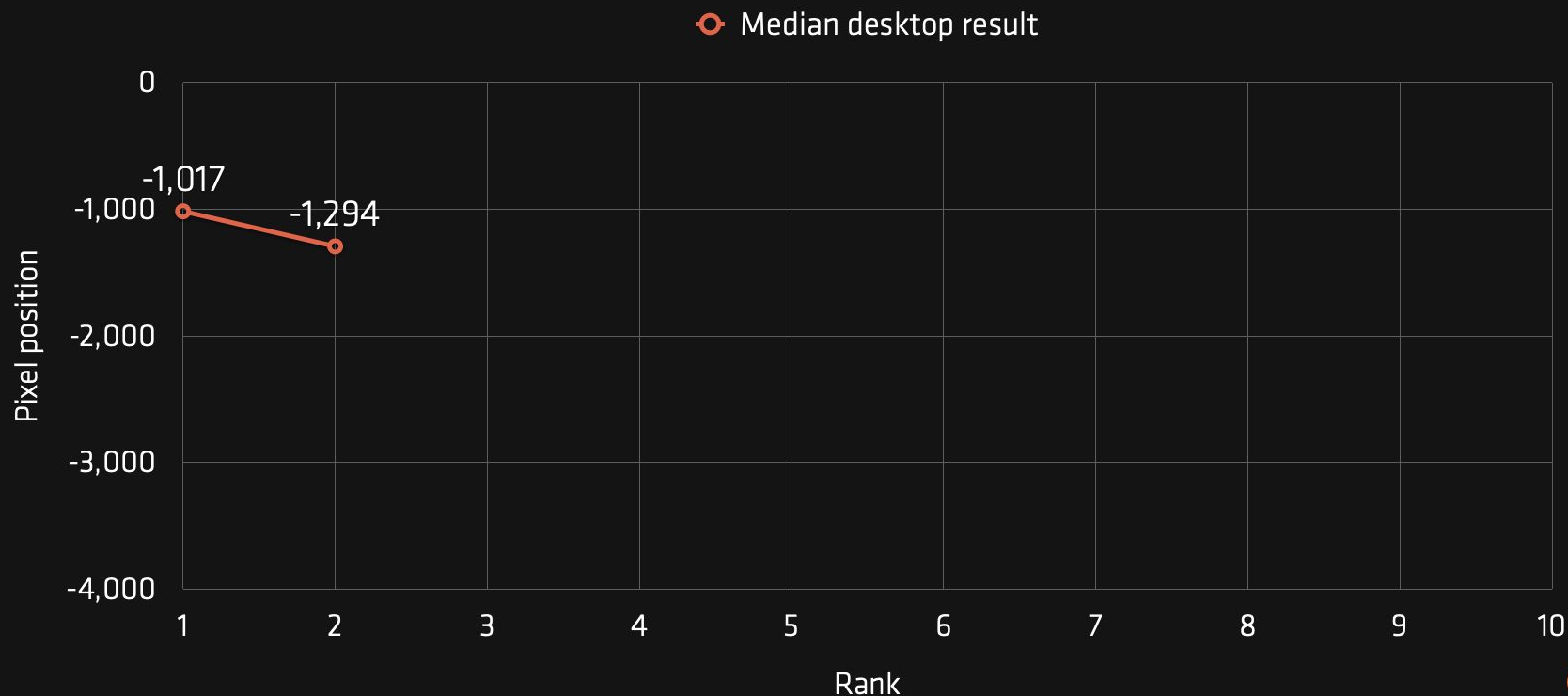
(Brace yourself, smartphone is worse.)

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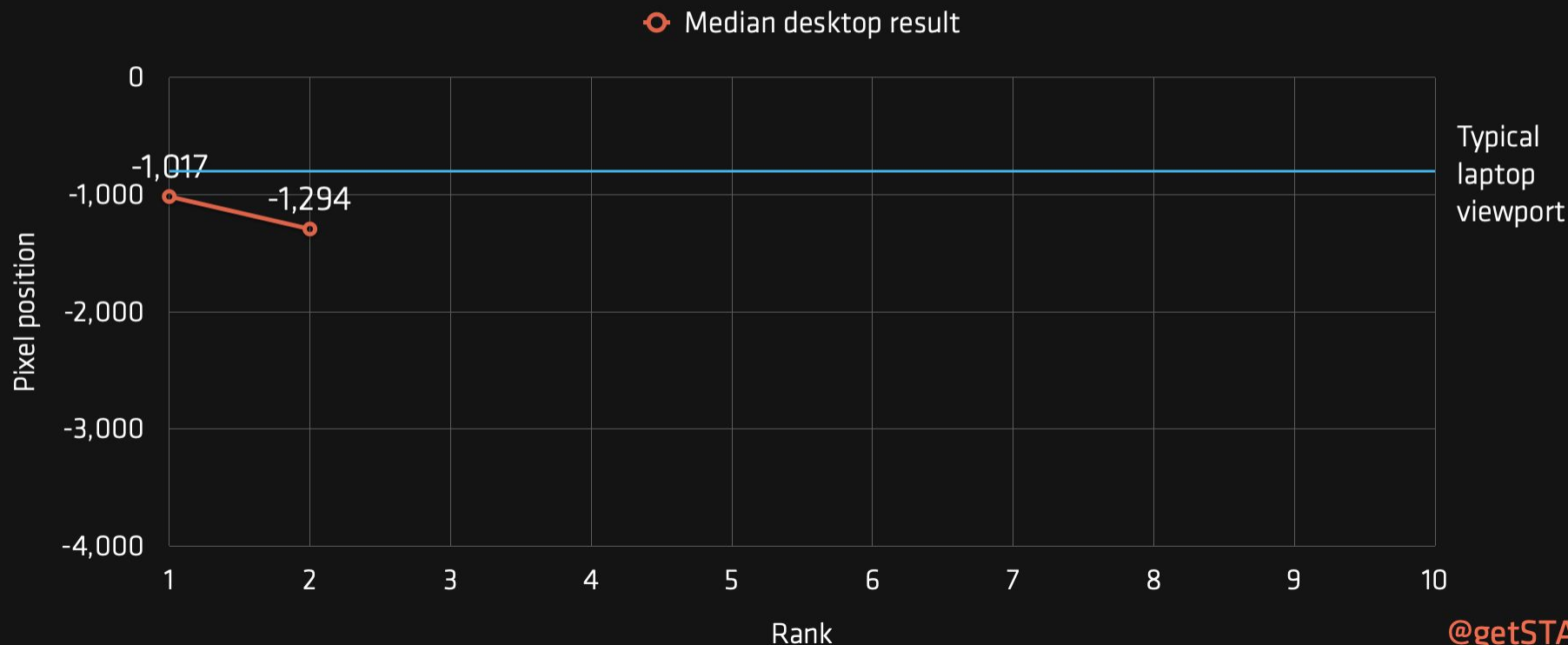
THE MEDIAN #1 ORGANIC DESKTOP RESULT'S POSITION IS 1,017 PIXELS.



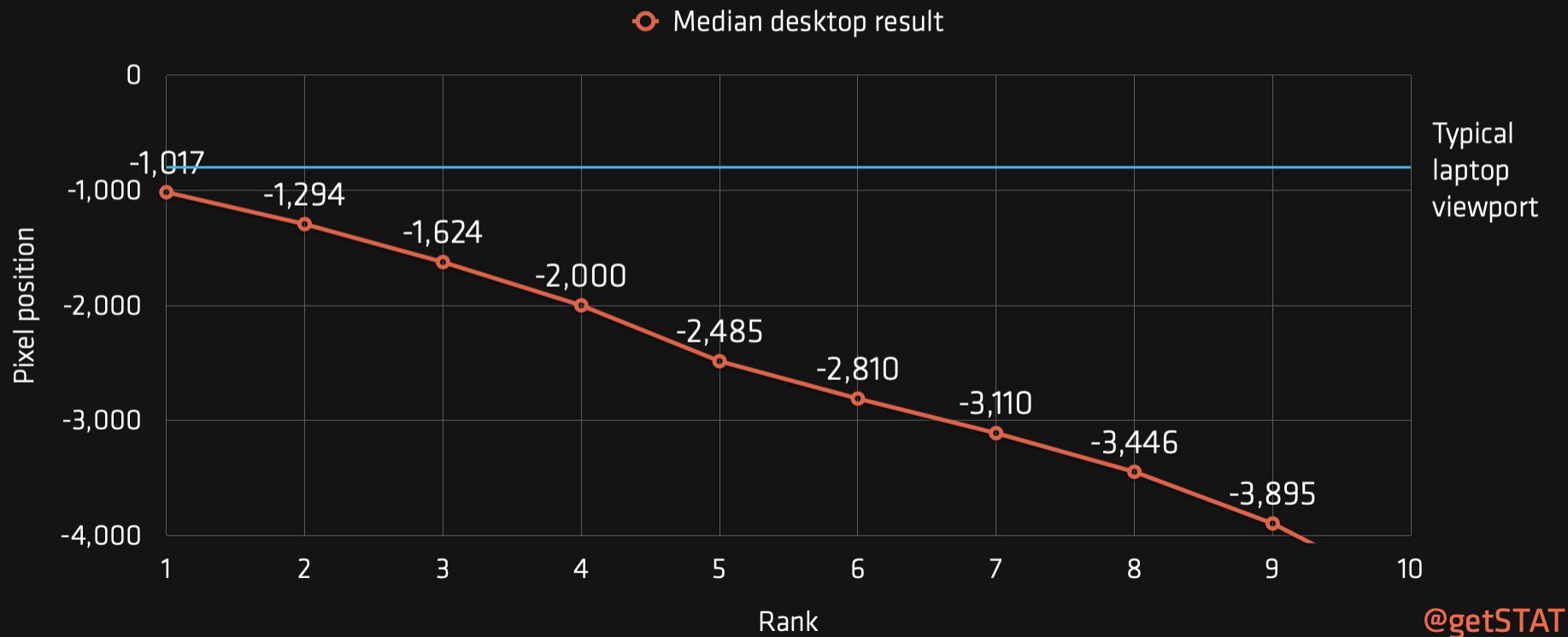
THE MEDIAN #2 ORGANIC DESKTOP RESULT'S POSITION IS 1,294 PIXELS.



THE MEDIAN #1 RESULT IS ALREADY WELL BELOW THE FOLD.



IT TAKES 5+ "SCREENS" OF SCROLLING TO HIT #10 ORGANIC.



ONLY 39% OF ORGANIC #1 RESULTS ARE ABOVE A TYPICAL LAPTOP FOLD.



All

Shopping

Images

Videos

Short videos

News

More ▾

Tools ▾

AI Overview



The 2022 Toyota Corolla Cross is a **subcompact crossover** that slots between the **C-HR** and **RAV4**, offering a practical, higher-riding alternative to the Corolla sedan with a 169-hp 2.0L engine. Known for its reliability and decent cargo space, it features standard safety tech like automatic braking and lane-keeping assist. It is criticized for sluggish acceleration and a buzzy CVT.  YouTube **4**

This video provides an overview of the 2022 Toyota Corolla Cross:



Show more ▾

 Reddit

Buying a 2022 Toyota Corolla Cross L - anything to be aware of? - Reddit

I think it's pretty stupid for a crossover vehicle to have such a small tank and find it very...



 YouTube · Prime Autotainment

2022 Toyota Corolla Cross | 1 Week Later

The 2022 Toyota Corolla Cross is...



 YouTube · Extra Throttle House

2022 Toyota Corolla Cross Quick Review // A Perfectly Fine Mode Of ...

The 2022 Toyota Corolla Cross is...





Jim Gilbert's Wheels and Deals

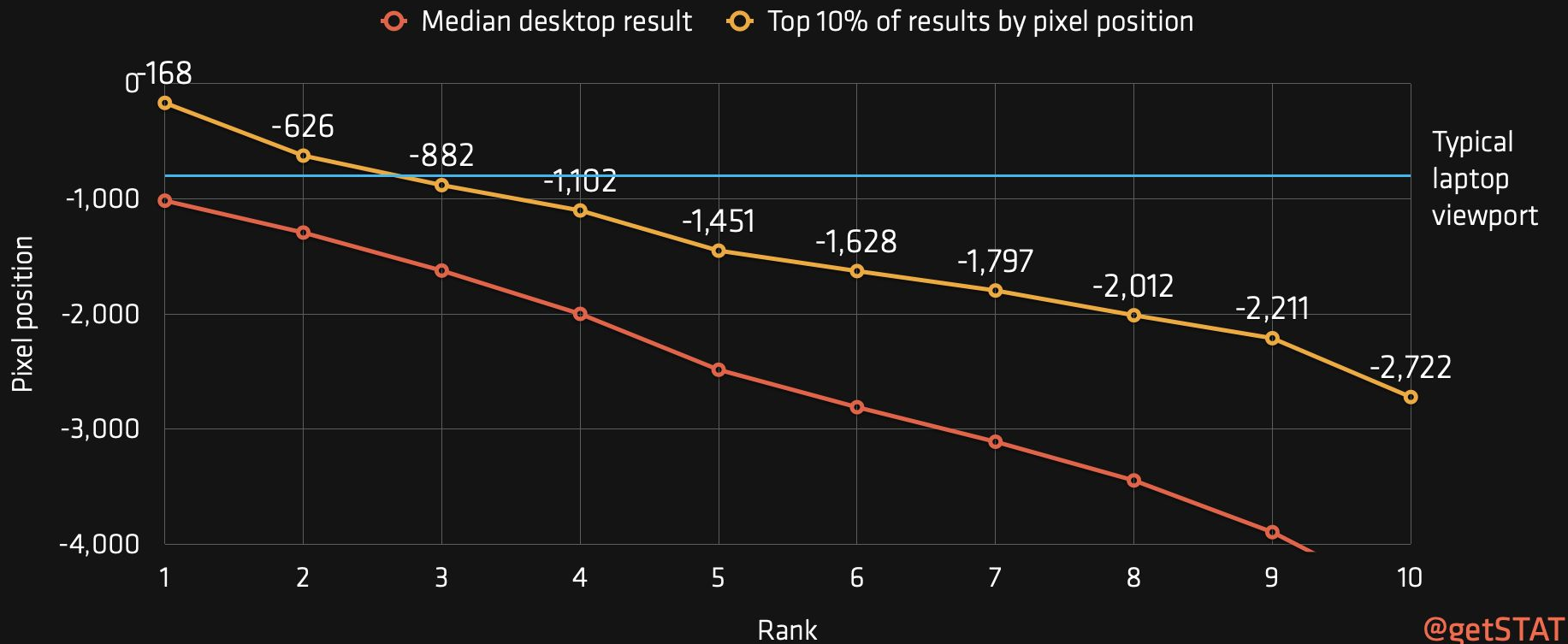
<https://www.wheelsanddeals.ca/post/2022-toyota-co...>

2022 Toyota Corolla Cross - Great "Cross" over - Not a ...

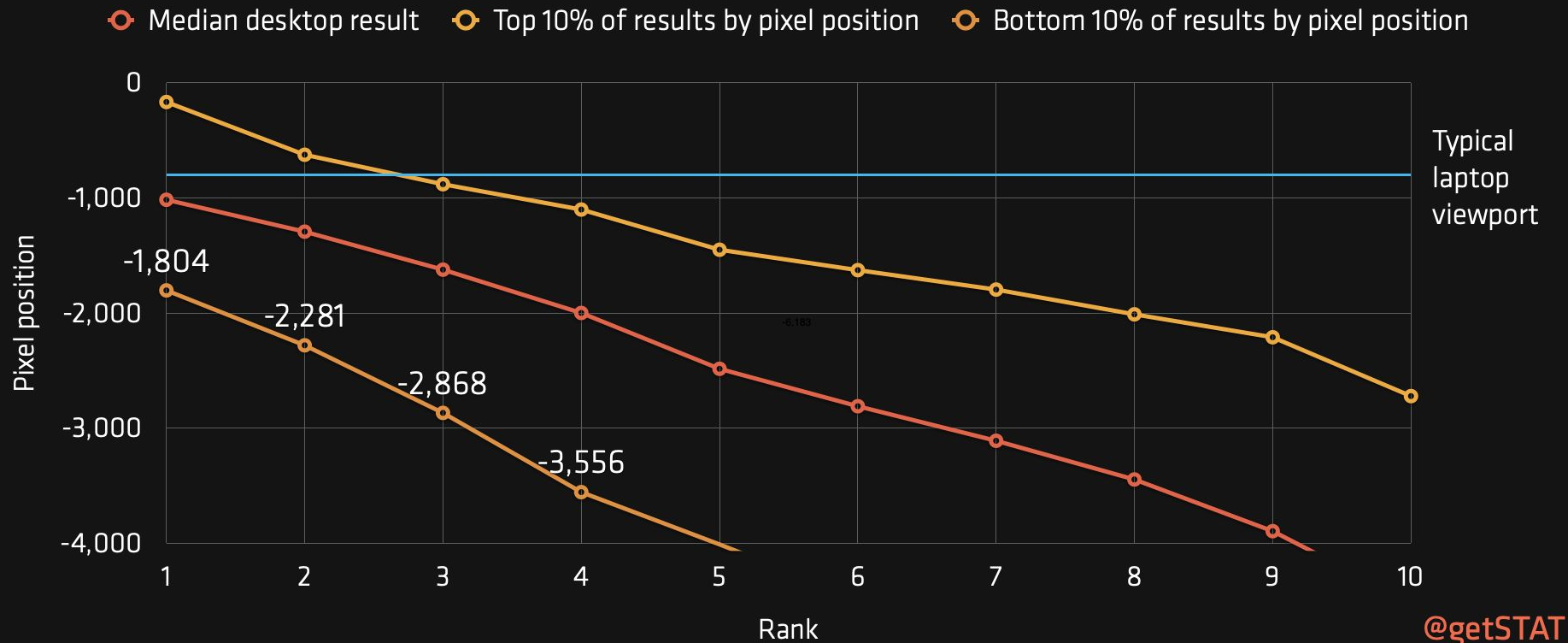
This is gonna be a great vehicle for people who just want a comfortable, reliable



THE TOP 10% OF #2 ORGANIC RESULTS MAKE IT ABOVE THE FOLD.



IN THE BOTTOM 10%, EVEN #1 ORGANIC IS TWO "SCREENS" DOWN.





compare desks



All Shopping Images Short videos Product sites Videos More Tools

Sponsored results



Office Botkins
<https://www.officebotkins.co.uk>

UK's #1 Office Furniture Site - Huge Office Furniture Deals UK

The UK's Best Office Furniture Website, with 5 Star Rated Service and Free Delivery

[Home Office Desks](#)



[Sit-Stand Desks](#)



[Office Furniture UK](#)



Desktronic
<https://www.desktronic.co.uk>

Easter sale is finally here

Easter sale: limited time — Fast & free UK shipping and returns with no hidden costs. Save on ergonomic desks & chairs. Shop Easter offers now. Free Shipping & Returns. 5-Year Warranty.



National Office Furniture Supplies
<https://www.nationalofficefurnituresupplies.co.uk>

The UK's Largest Office Range - Unbeatable Prices

Discover our fantastic range of the highest quality office furniture - we are the...
Office Desks - Bench Desks - Save Up to 65% Today - We'll Beat Any Quote - Office Chairs



Duneilm.com
<https://www.duneilm.com/deals>

Desks - 20% off Selected Desks

20% off Selected Desks in the Duneilm Spring Event. Shop Online & on the App. Explore The Wide...

Hide sponsored results



AI Overview

Top desk choices in 2026 balance ergonomic functionality with, stability, and style, ranging from premium standing desks to space-saving workstations. Key choices include the **Flytta 2 (best overall)**, premium **Humanscale efloat go 2.0**, and stylish **Herman Miller Jarvis**. Popular options for varied needs include the **Secretlab MAGNUS** and budget-friendly, height-adjustable options.



[secretlab.eu](#)

Key Comparisons & Types

- **Standing Desks (Sit-Stand):** Provide health benefits by allowing alternating positions.

Show more



Secretlab UK
<https://secretlab.co.uk/pages/compare-desks>

Compare Desks

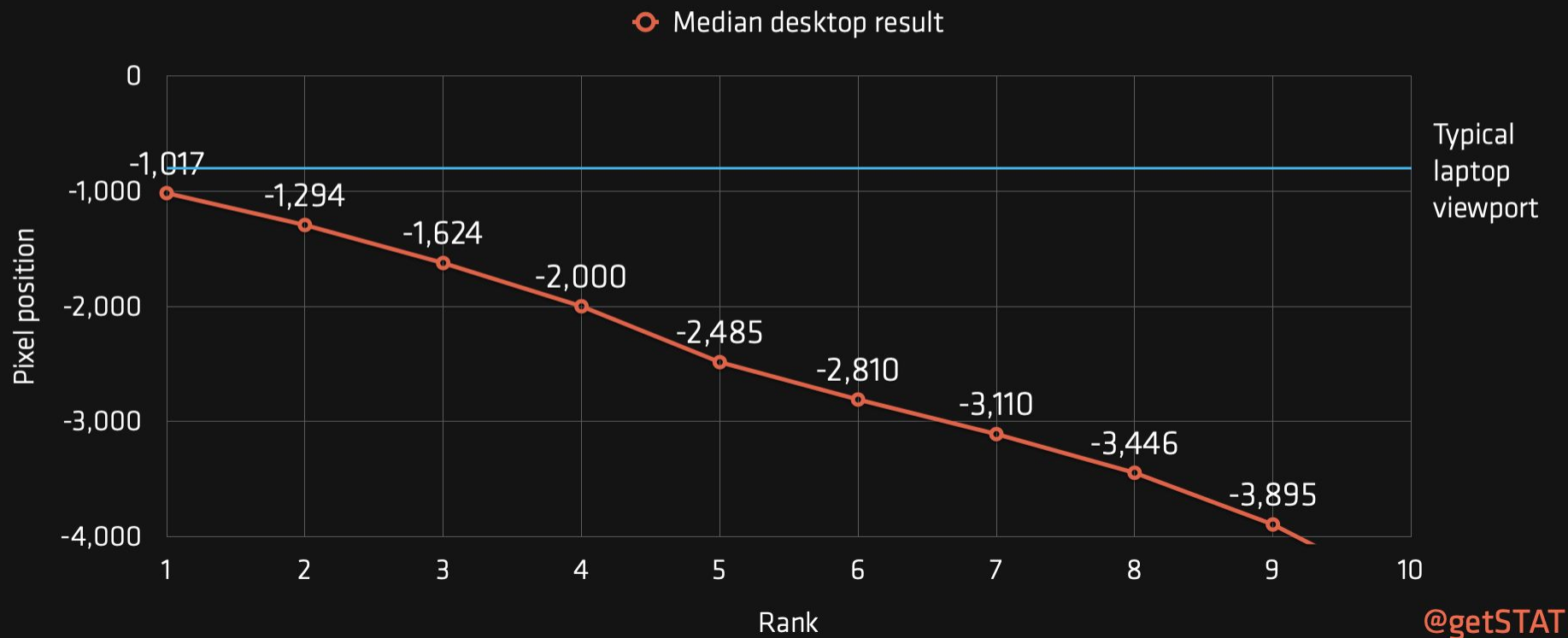
Everyday sit-to-stand desk with clever built-in cable management features. From £729. From £599.

Collapsed view. Show differences only. Shop now. Learn more

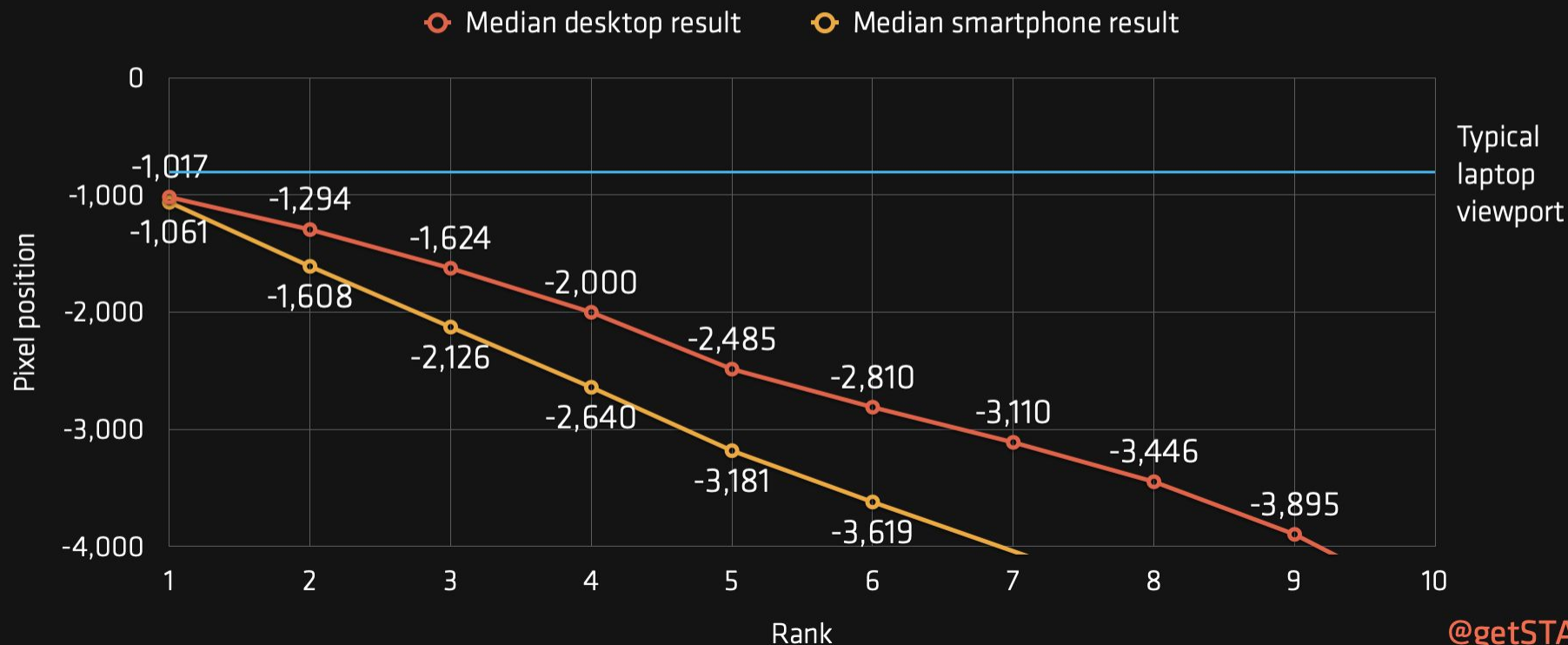
4.9 star rating (1.3k) · 14-day returns

20% OF
DESKTOP SERPS
LOOK LIKE THIS,
OR WORSE.

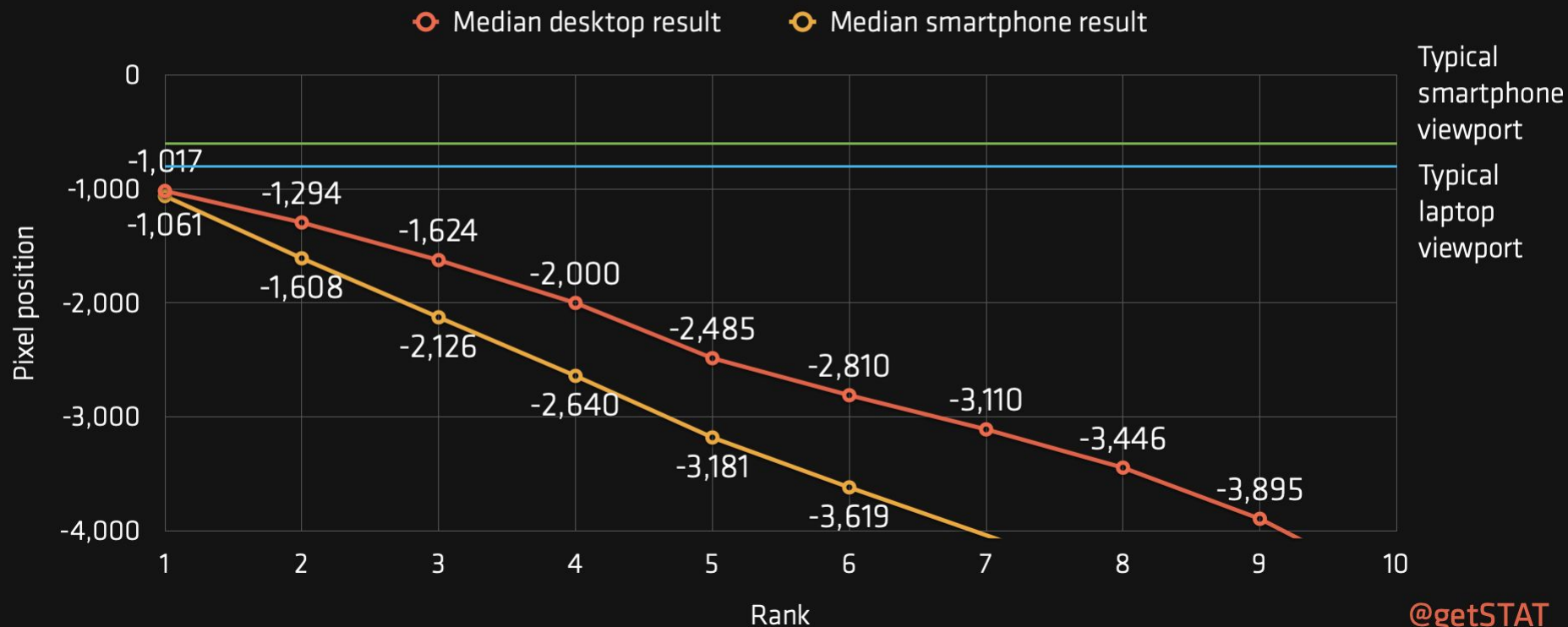
AS A REMINDER, THIS IS WHAT MEDIAN DESKTOP ORGANIC LOOKS LIKE.



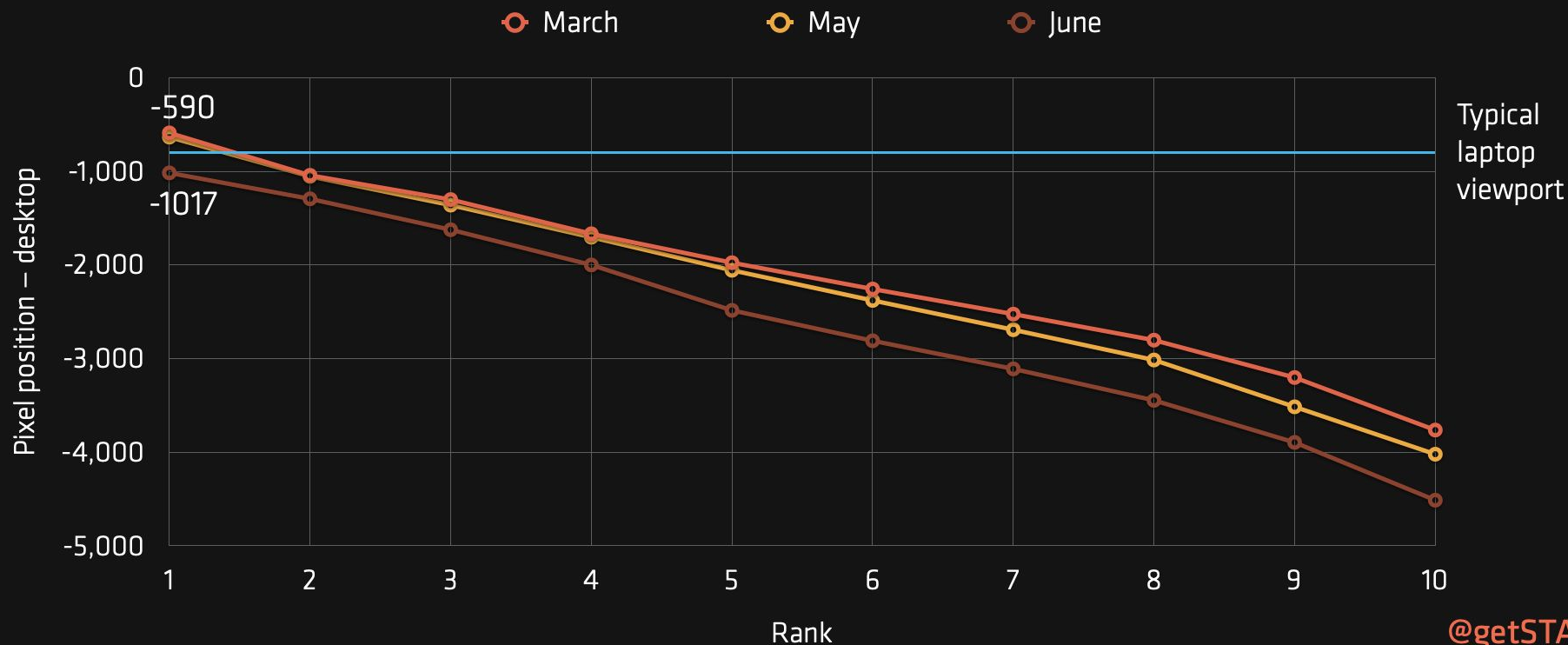
SMARTPHONE RESULTS ARE LOWER THAN DESKTOP AT EVERY RANK.



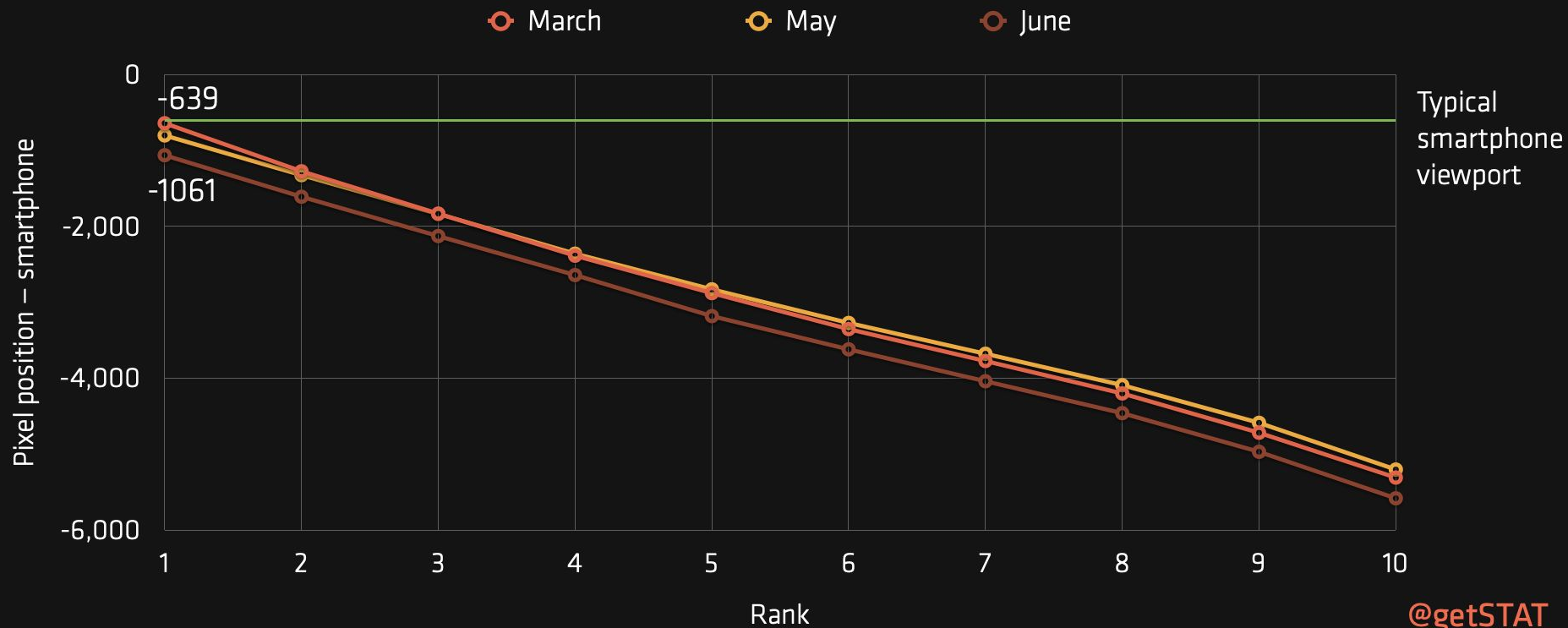
FAR MORE SCROLLING IS NEEDED ON SMARTPHONE THAN DESKTOP.



ON DESKTOP, ORGANIC PIXEL POSITION HAS GOTTEN WORSE SINCE GOOGLE I/O.



ORGANIC PIXEL POSITION IS GETTING WORSE ON SMARTPHONE, TOO.

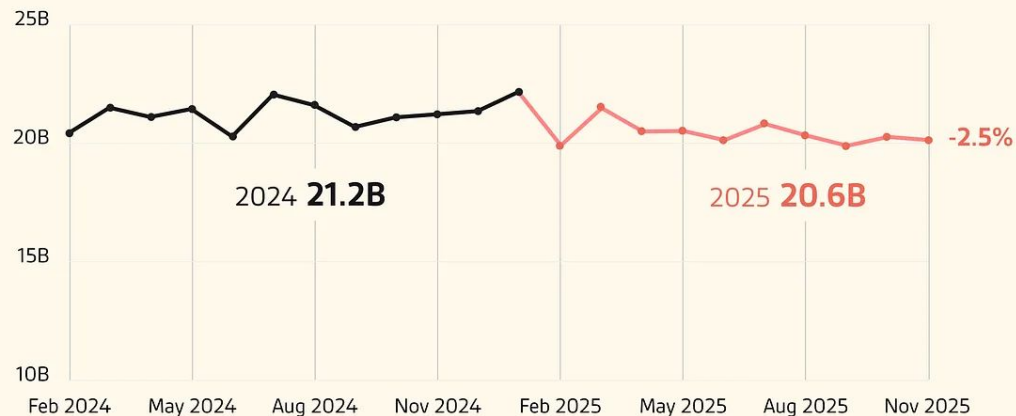




WE'RE NOT DOOMED

WE'RE SO BACK.

Monthly SEO Traffic to Top 40k Sites



Source: Visits from organic search, excluding subdomains, US. Comparing January-November 2025 vs. February-December 2024. Similarweb.

GRAPHITE

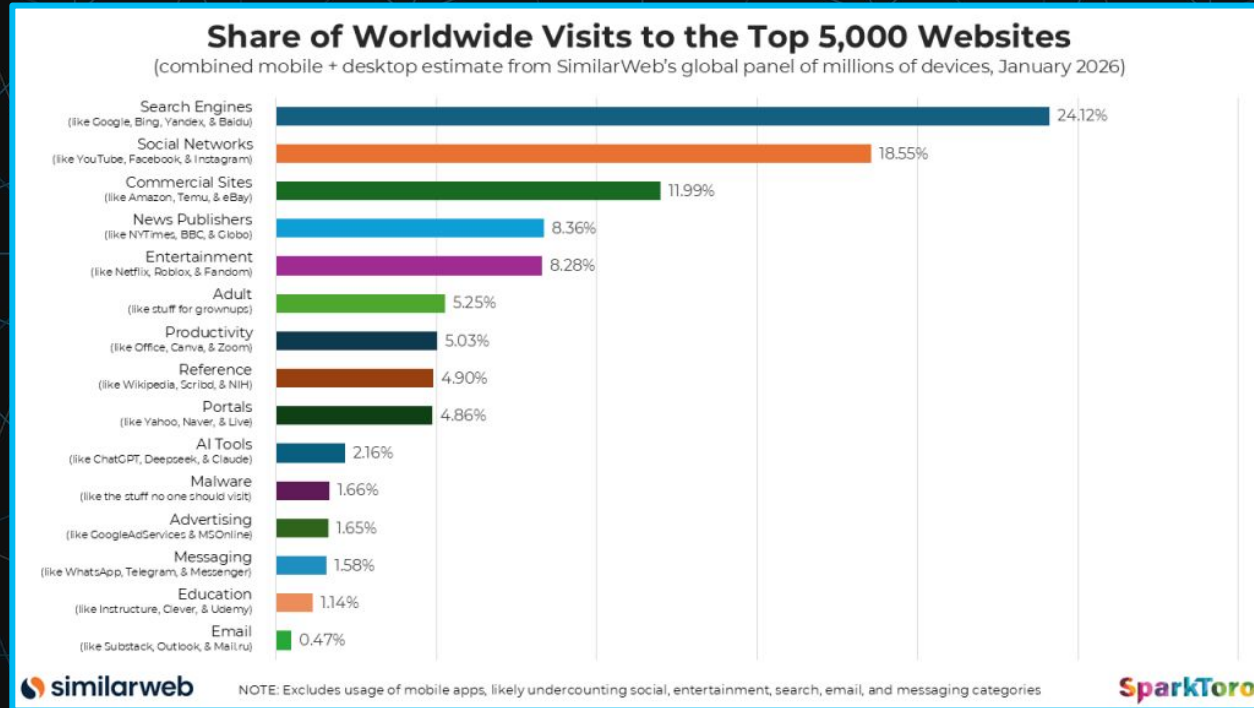
WE'RE SO BACK.

2.4. Zero-click searches are high but mostly stable

- Headphones: 63% (stable YOY)
- Jeans: 65% to 61% (slight decrease)
- Online Games: 43% to 50% (notable increase, alongside a rise in AIO presence)
- Greeting Cards: 51% to 53% (slight increase)

Zero-click rates are high and mostly stable (except Online Games). At the same time, Classic Organic click share is down while Text Ads are up in every vertical; so when clicks do happen, a larger share is going to paid surfaces than a year ago.

AND GOOGLE'S COMPETITORS STILL PALE IN COMPARISON.



THIS IS NOT A NEW STORY.

Search Engines

How Low Can #1 Go? (A Ranking Study)

📅 February 21, 2013 ⌚ 3 min read



Written by: [Dr. Peter J. Meyers](#)

THIS IS NOT A NEW STORY.

Search Engines

How Low Can #1 Go? (A Ranking Study)



February 21, 2013



3 min read



Written by: [Dr. Peter J. Meyers](#)

**PIXEL POSITION AS A METRIC
ALLOWS US TO MAKE SENSE OF
CONTRADICTIONARY SEARCH TRENDS.**

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AI MODE IS NOT THE ANSWER TO ALL OF THESE USE CASES.

- Know → AI Overview
- Go → Web Search
- Do → AI Mode
- Buy → Universal Commerce Protocol?

**WHAT ALL OF THESE SOLUTIONS
SHARE — IS FEWER CLICKS.**

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**WITH FEWER CLICKS, THE FOCUS
TURNS TO BRAND MENTIONS.**

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THE RISE OF BRAND IN GOOGLE SEARCH

WE SHOULD CARE ABOUT IMPRESSIONS IN SEO.

Tom Capper

Search Science @ Moz

[Presentations](#) [Posts](#) [Videos](#) [Hiking](#)

t-cap

2019-09-02

Posts

Analytics, SEO

“Impressions” is an Undervalued SEO KPI



TOP-OF-FUNNEL DOES NOT HAVE TO INVOLVE A CLICK.

Think billboards, TV, and print advertising.

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**OTHER CHANNELS HAVE HUGE
BUDGETS, JUST TO ACHIEVE
IMPRESSIONS.**

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“...either people convert later in the customer journey, without search involved ... no search click, but still a conversion...”

- Martin Splitt, on a LinkedIn post

**IMPRESSIONS, INDIRECTLY, ARE
GOOD FOR RANKINGS.**

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IN 2017, BRAND WAS BECOMING MORE IMPORTANT THAN LINKS.

SearchLove San Diego 2017 | Tom Capper | Does Google Still Need Links?

Feb 23, 2017 • Download as PPTX, PDF • 2 likes • 4,964 views • AI-enhanced description

Distilled Follow

This document summarizes a presentation on whether links are still important ranking factors for Google search. It discusses both sides of the argument. On one hand, Google says links are still important, but correlation studies on the relationship between links and rankings have been inconclusive. The document also presents data showing branded search volume may explain rankings more than domain authority from links. It concludes that while links may still help sites reach the top competitive tier, other factors like content, user experience, and brand awareness are increasingly important for determining search rankings. The key things SEOs should focus on next are optimizing for users through testing and improving content marketing to build their brand.

Marketing

Save for later



31

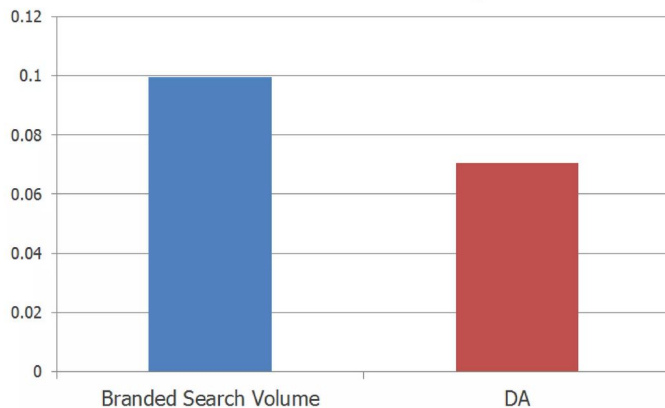
32

33

34

35

Correlation with Rankings



Recommended



SearchLove San Diego 2017 | Rob Buccì | ...

Distilled

142 slides • 1.3K views



Does Google still need links? - SearchLove Sa...

Tom Capper

139 slides • 4.3K views



Links & rankings, the story in the data - ...

Tom Capper

105 slides • 8.5K views



SearchLove San Diego 2017 | Michael King | ...

Distilled

132 slides • 3.7K views



SearchLove London 2018 - Tom Capper - T...

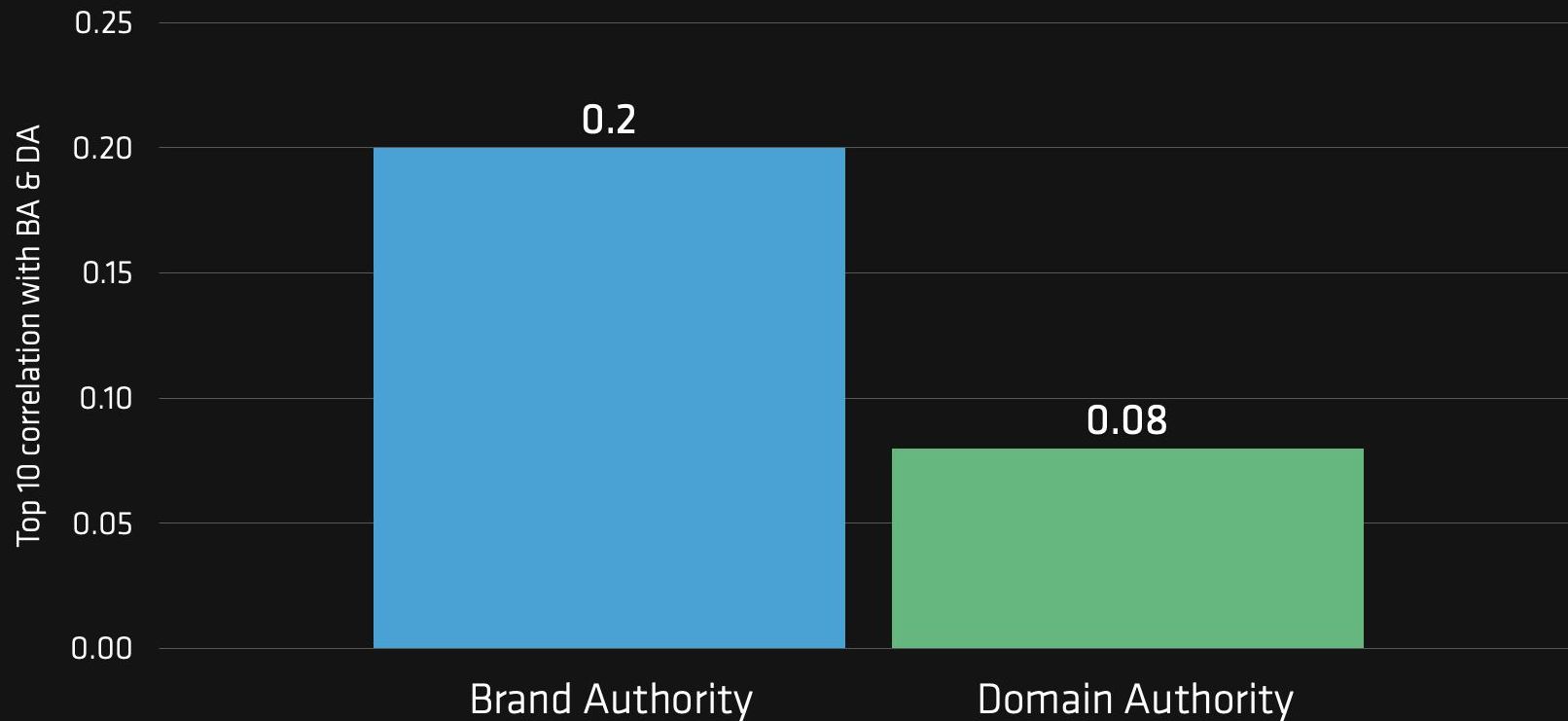
Distilled

150 slides • 20.1K views



SearchLove San Diego 2017 | Will Critchlow | ...

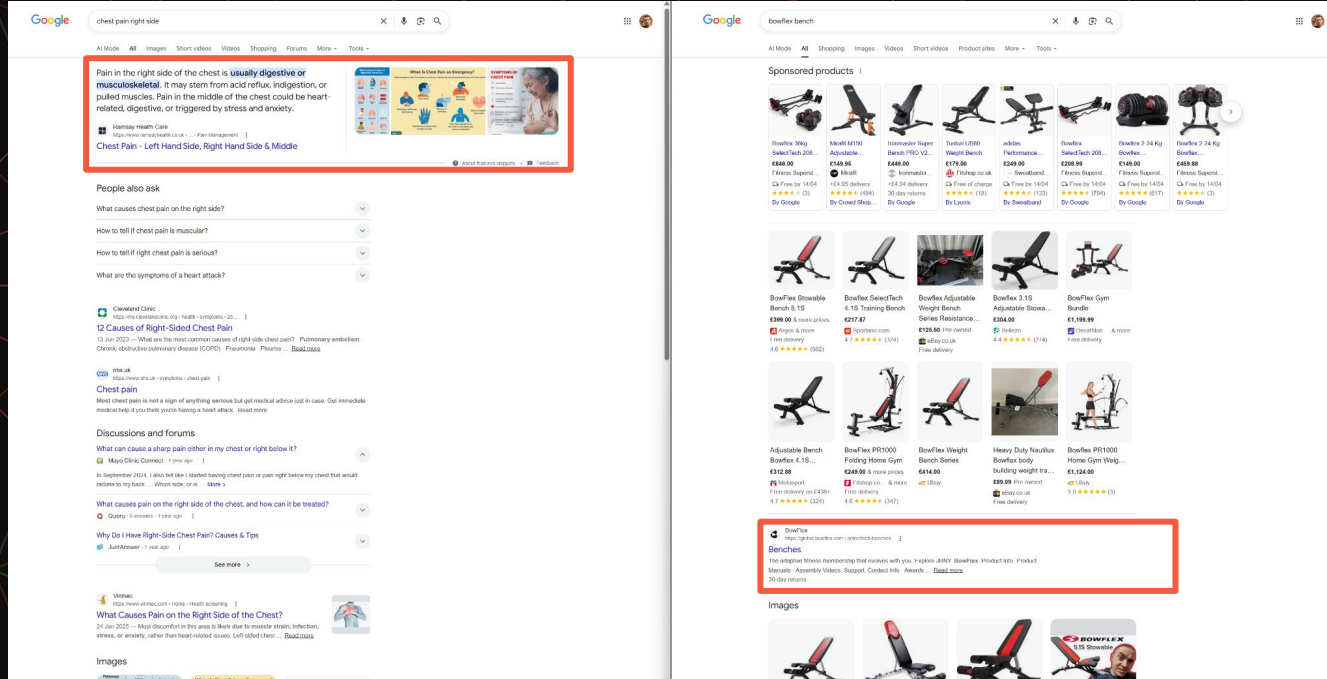
IN 2025, BRAND WAS A SLAM DUNK.



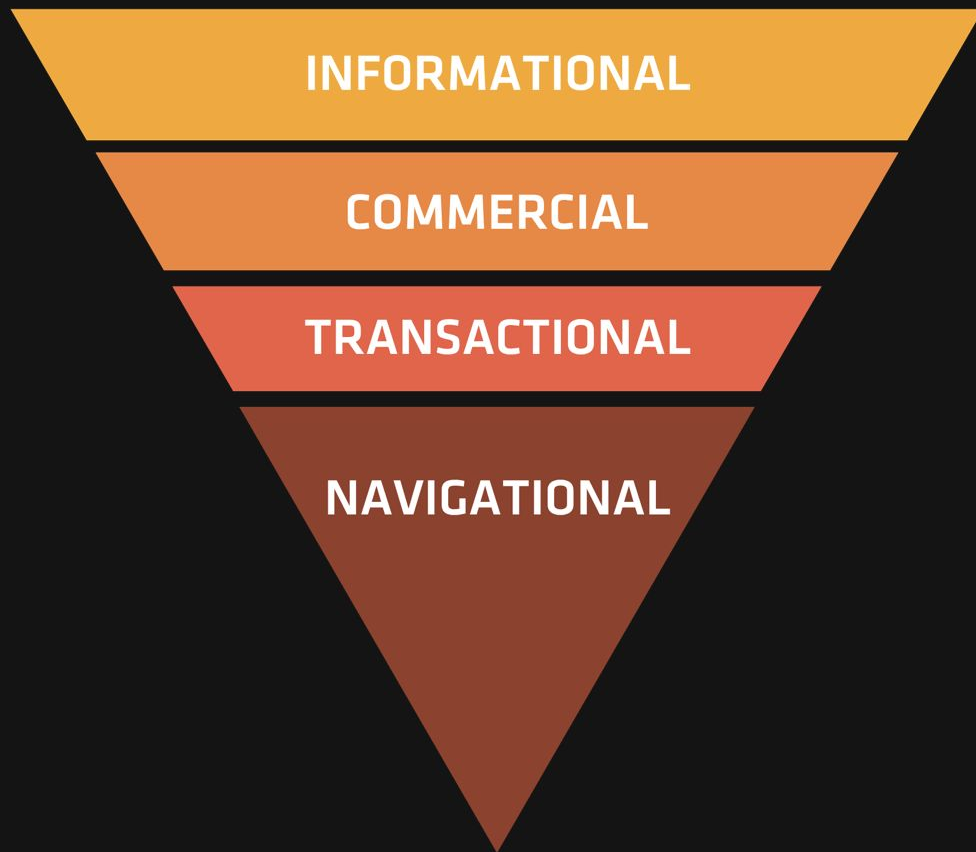


**WHERE DO THE
PIXELS GO?**

THESE RESULTS ARE BOTH ORGANIC #1.



DOES THE ANSWER LIE IN THE SEARCH INTENT FUNNEL?



AT FIRST GLANCE, ORGANIC DEPTH IS NOT TIED TO SEARCH INTENT.

○ Informational ○ Commercial ○ Transactional ○ Navigational



AI OVERVIEWS DOMINATE INFORMATIONAL SERPS.



AI Mode

All

Videos

Forums

Short videos

Images

Shopping

More

Tools

 AI Overview

Bulbs are well-sited if they get at least 6 hours of daily sunlight, sit in well-draining soil to prevent rot, and are planted at a depth of 3 × their own height. You will know your site is right if the bulbs produce strong foliage, bloom on schedule, and return reliably each year.  Michigan State University •3

Signs your bulbs are sited incorrectly include blind bulbs (leaves grow but no flowers), mushy or rotted sprouts, and stunted growth. Assess your site using the following key conditions:  Michigan State University •4

1. Soil and Drainage

Show more



 10 sites

Where are my bulbs? Why aren't they flowering? - Gardening in Michigan

3 Apr 2020 — Some reasons are within your control, while others are not."Within your...



 Michigan State University

What If You Have Damaged Flower Bulbs - DutchGrown

4 Feb 2025 — The Bulbs Have Leaves But Not Flowers "The bulbs have been planted...



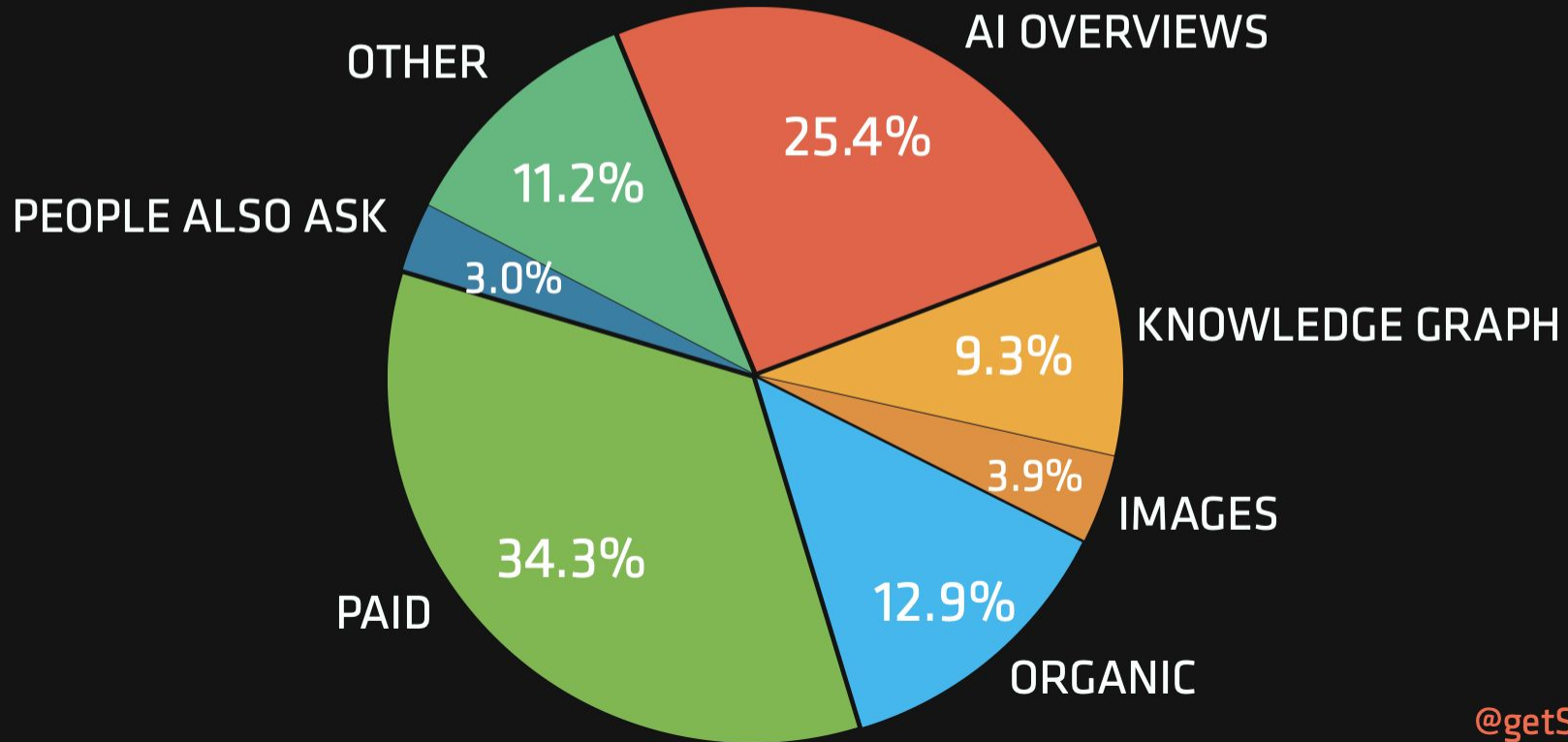
Videos



How To Lift Tulip & Daffodil Bulbs For Storage | Potted Spring ...

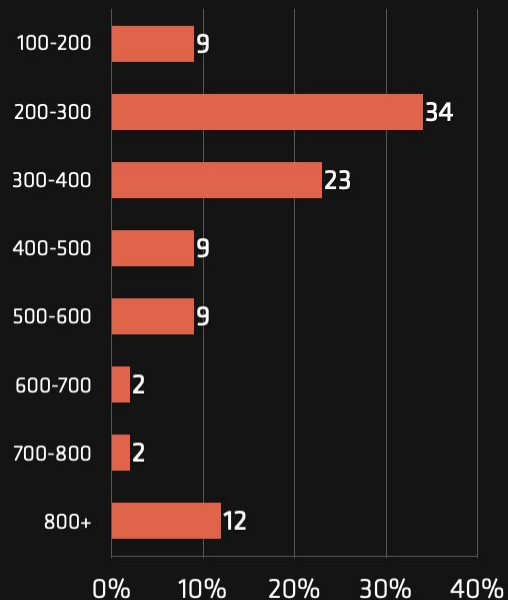
YouTube · Budget Gardening with Vita Loca · 5 Jun 2024

INFORMATIONAL SERPS — SHARE OF REAL ESTATE ABOVE THE FOLD.



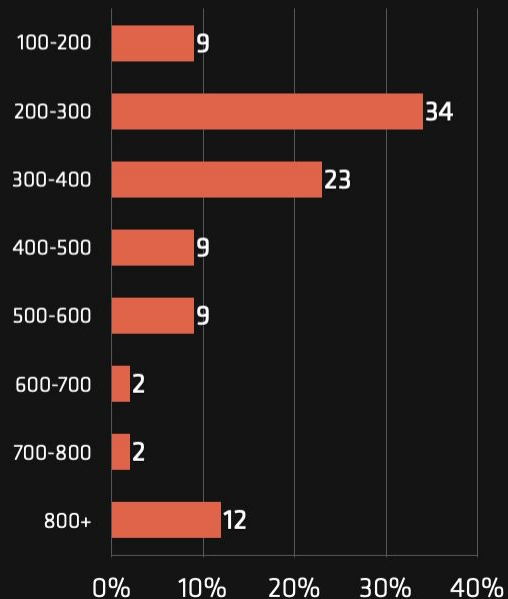
AI OVERVIEWS

Pixel position on
informational desktop SERPs



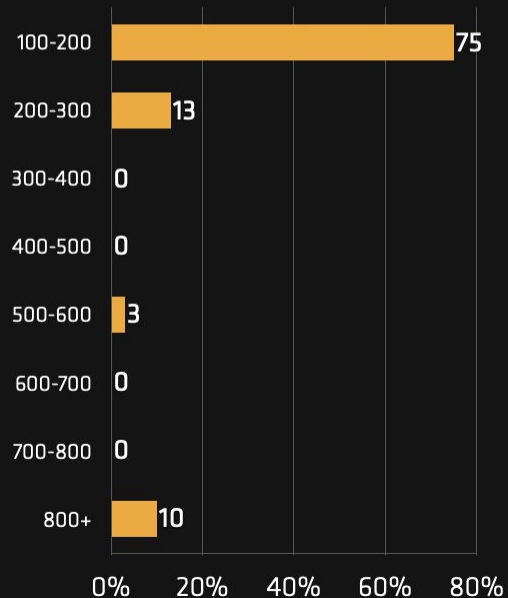
AI OVERVIEWS

Pixel position on
informational desktop SERPs



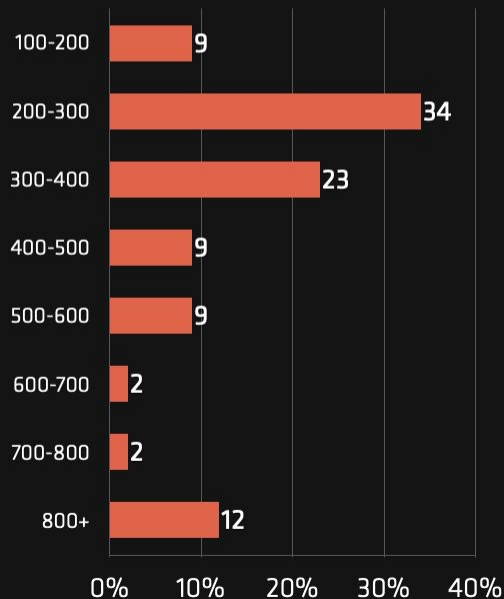
FEATURED SNIPPETS

Pixel position on
informational desktop SERPs



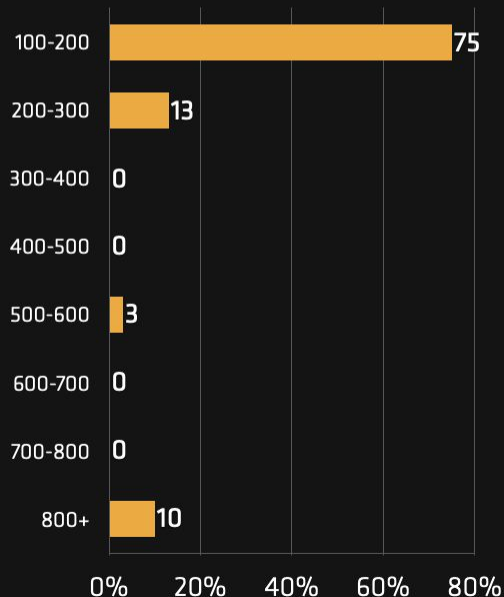
AI OVERVIEWS

Pixel position on
informational desktop SERPs



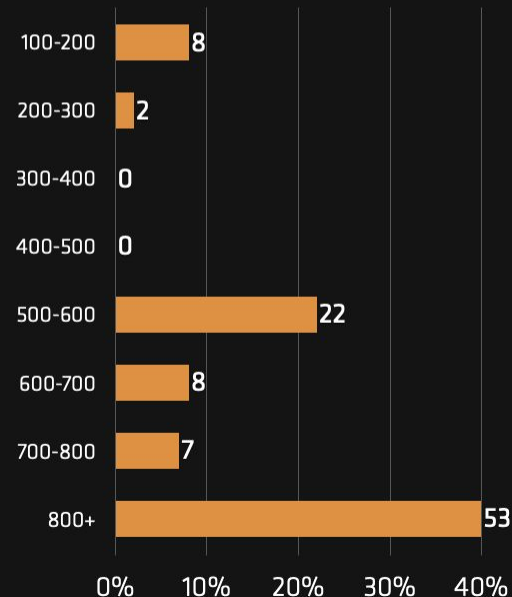
FEATURED SNIPPETS

Pixel position on
informational desktop SERPs



ORGANIC #1 RESULTS

Pixel position on
informational desktop SERPs



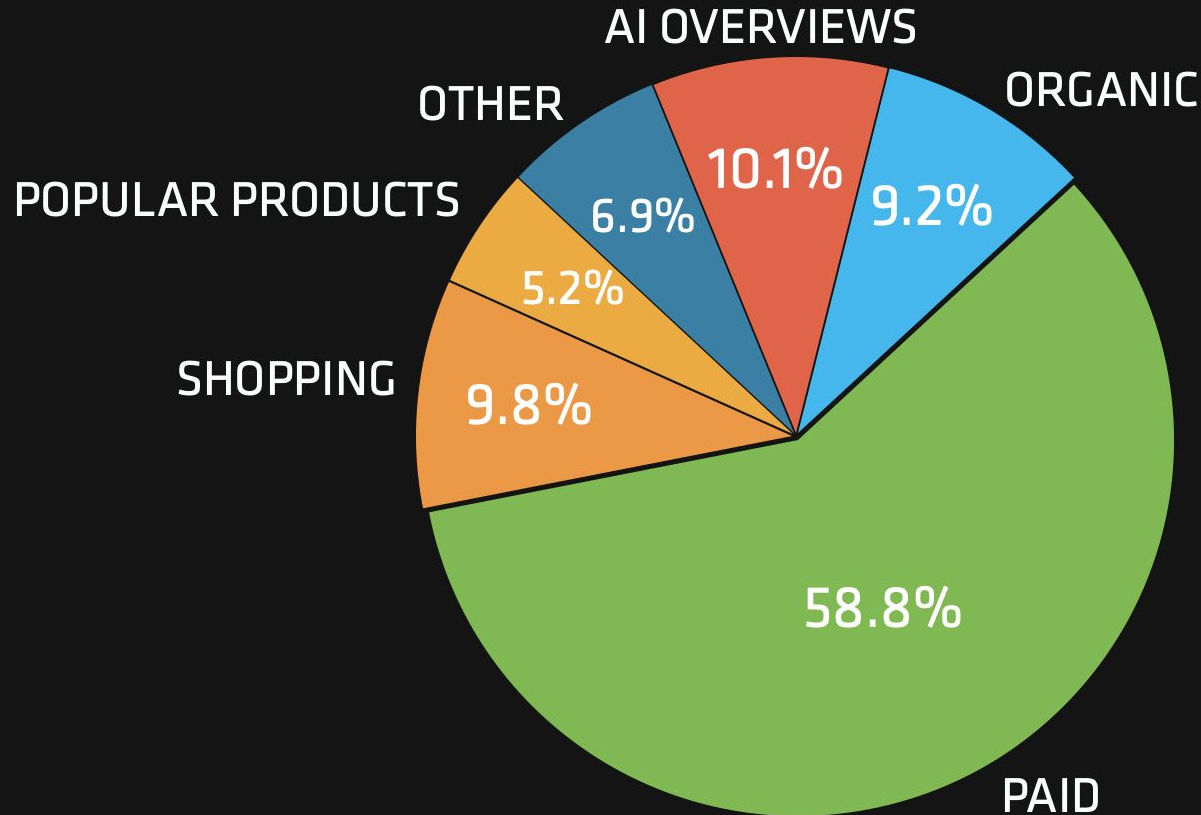
Sponsored products |

Bowflex 36kg SelectTech 205... C\$48.00 Fitness Report Ca Free by 14/04 ★★★★★ (2) By Google	Mafiti M150 Adjustable... C\$10.95 ★★★★★ C\$4.95 delivery New & 14/04 By Great Shop	Innovator Super Bench PRO V2... C\$40.00 ★★★★★ C\$4.94 delivery 30-day returns By Google	Tuslan L880 Weight Bench C\$179.50 ★★★★★ Ca Free by 14/04 30-day returns By Lume	adidas Performance... C\$249.00 ★★★★★ Ca Free by 14/04 30-day returns By Sportland	Bowflex SelectTech 208... C\$208.99 Fitness Report Ca Free by 14/04 ★★★★★ (784) By Google	Bowflex 234 Kg Bowflex... C\$69.99 Fitness Report Ca Free by 14/04 ★★★★★ (17) By Google	Bowflex 234 Kg Bowflex... C\$69.99 Fitness Report Ca Free by 14/04 ★★★★★ (2) By Google
Bowflex Shovable Bench S-15 C\$399.00 & more prices Region & more Free delivery 4.0 ★★★★★ (502)	Bowflex SelectTech 4.15 Training Bench C\$17.87 ★★★★★ ★★★★★ (134)	Bowflex Adjustable Weight Bench Series Resistance... C\$125.50 Free delivery ★★★★★ ★★★★★ (74)	Bowflex 3.15 Adjustable Stoma... C\$34.00 ★★★★★ ★★★★★ (14)	Bowflex Gym Bundle C\$1,999.99 ★★★★★ ★★★★★ (6)			
Adjustable Bench Bowflex 4.15... C\$12.99 ★★★★★ Free delivery on C\$300 4.7 ★★★★★ (24)	Bowflex PR1000 Folding Home Gym C\$49.99 & more prices ★★★★★ Free delivery 4.0 ★★★★★ (247)	BowFlex Weight Bench Series C\$14.99 ★★★★★ Free delivery	Heavy Duty Nautilus Bowflex body building weight line C\$9.99 Free delivery ★★★★★ Free delivery	Bowflex PR1000 Home Gym Wtg... C\$1,524.90 ★★★★★ 5.0 ★★★★★ (7)			

Benches
We welcome fitness membership that evolves with you - iFit.com, JFITV, Bowflex 1 Product from iFit.com.
Manuals Assembly Videos Support Contact Info Awards... Read more
30-day returns

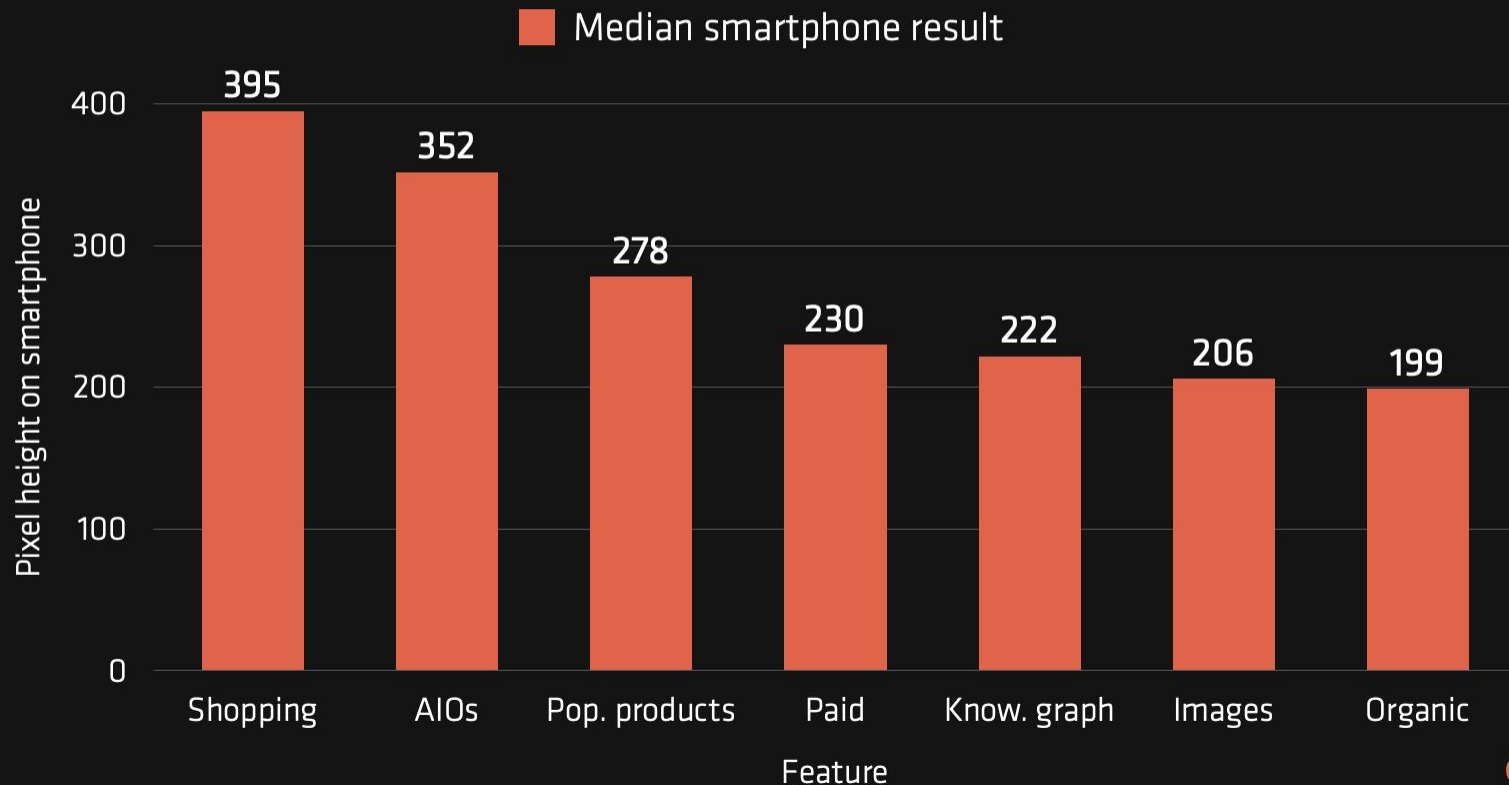
Images

COMMERCIAL SERPS — SHARE OF REAL ESTATE ABOVE THE FOLD.



**FEATURE SIZE GOES A LONG WAY
TO EXPLAINING THE DOMINANCE
OF SHOPPING AND AI OVERVIEWS.**

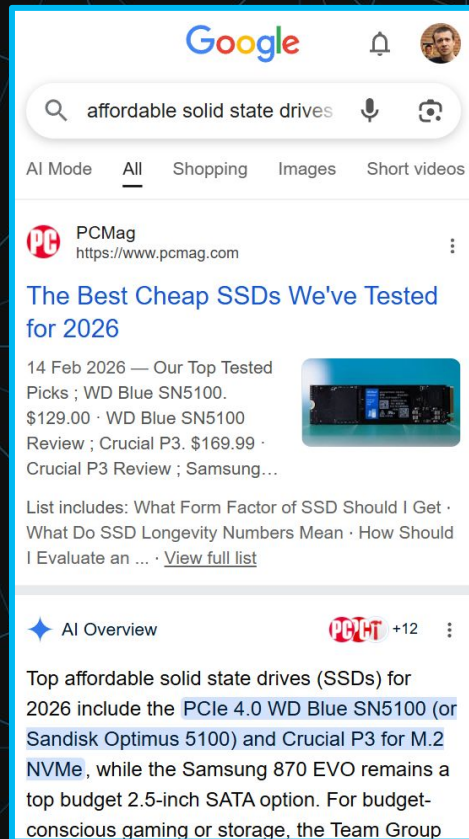
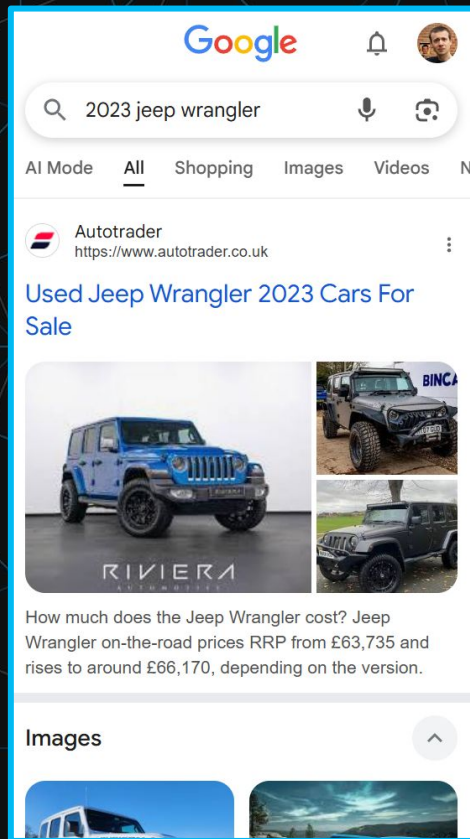
SHOPPING & PRODUCT FEATURES ARE CONSISTENTLY TALL.



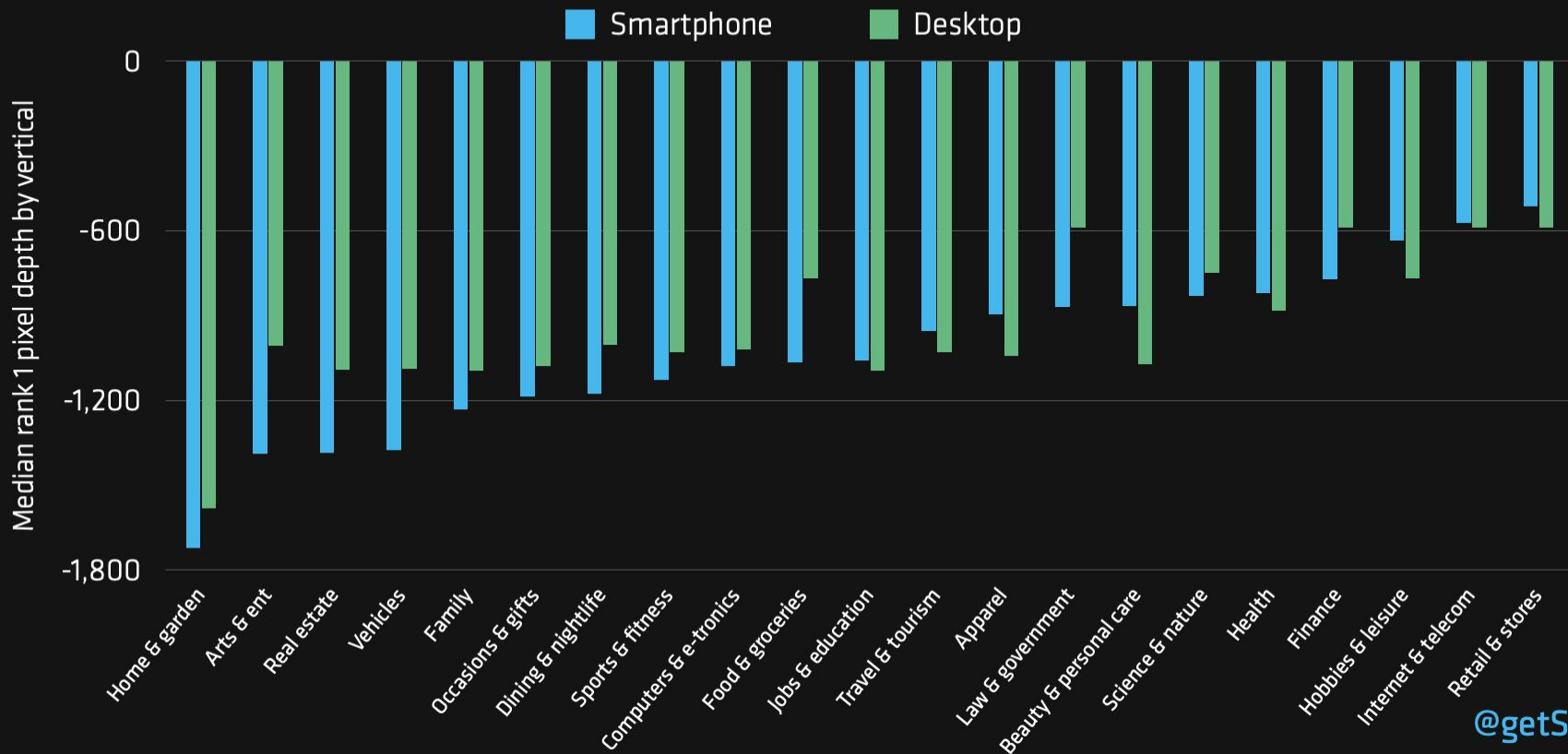


OPPORTUNITIES

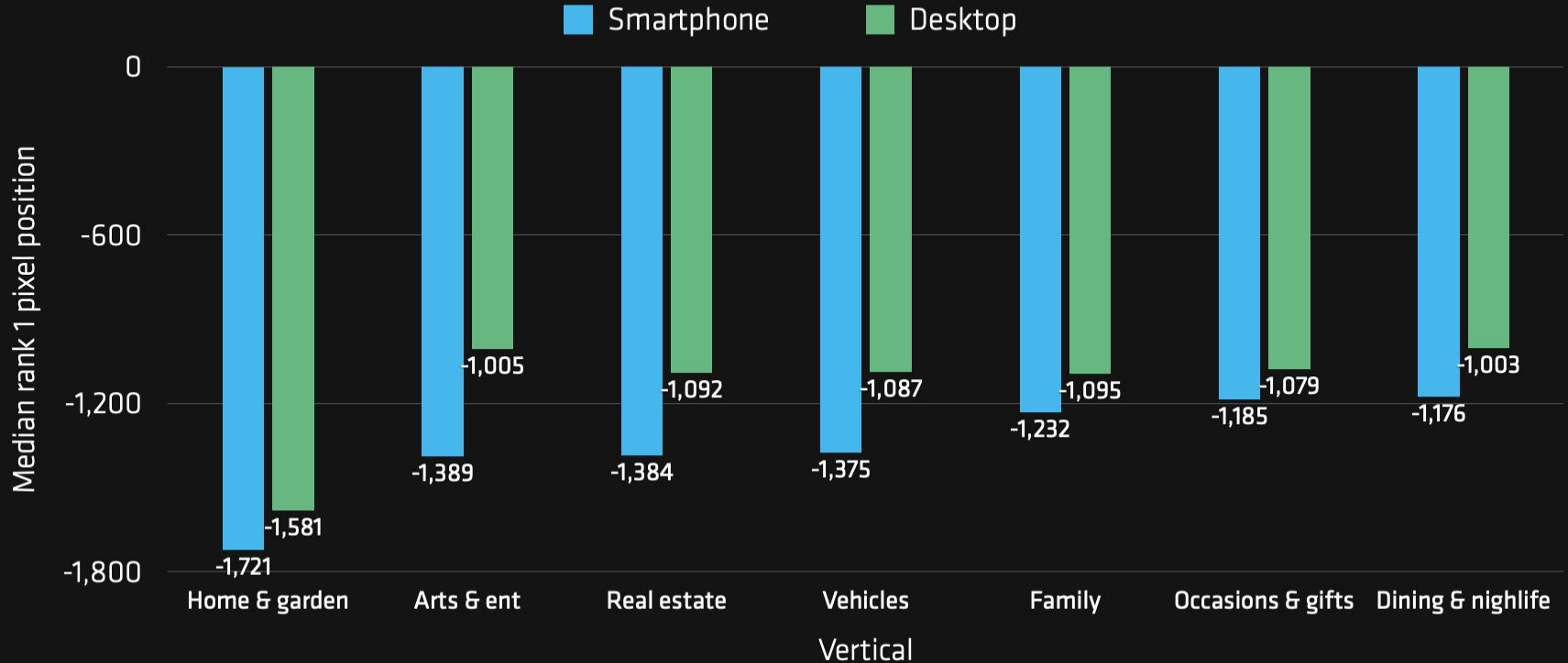
IT'S NOT *ALL* BAD FOR ORGANIC.



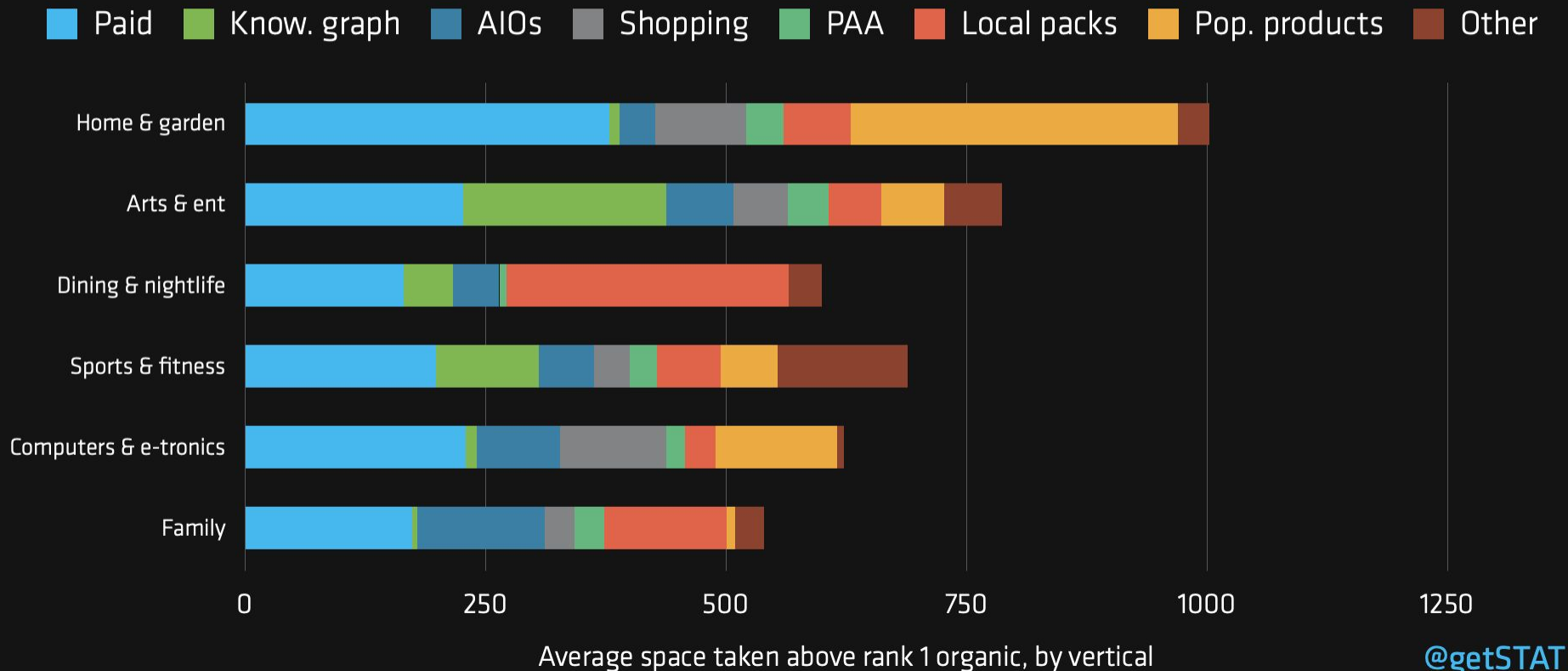
THE POSITION OF ORGANIC VARIES DRAMATICALLY BY VERTICAL.



THE VERTICALS WITH THE LOWEST ORGANIC VISIBILITY.



THE FEATURES SUPPRESSING ORGANIC VARY BY VERTICAL.



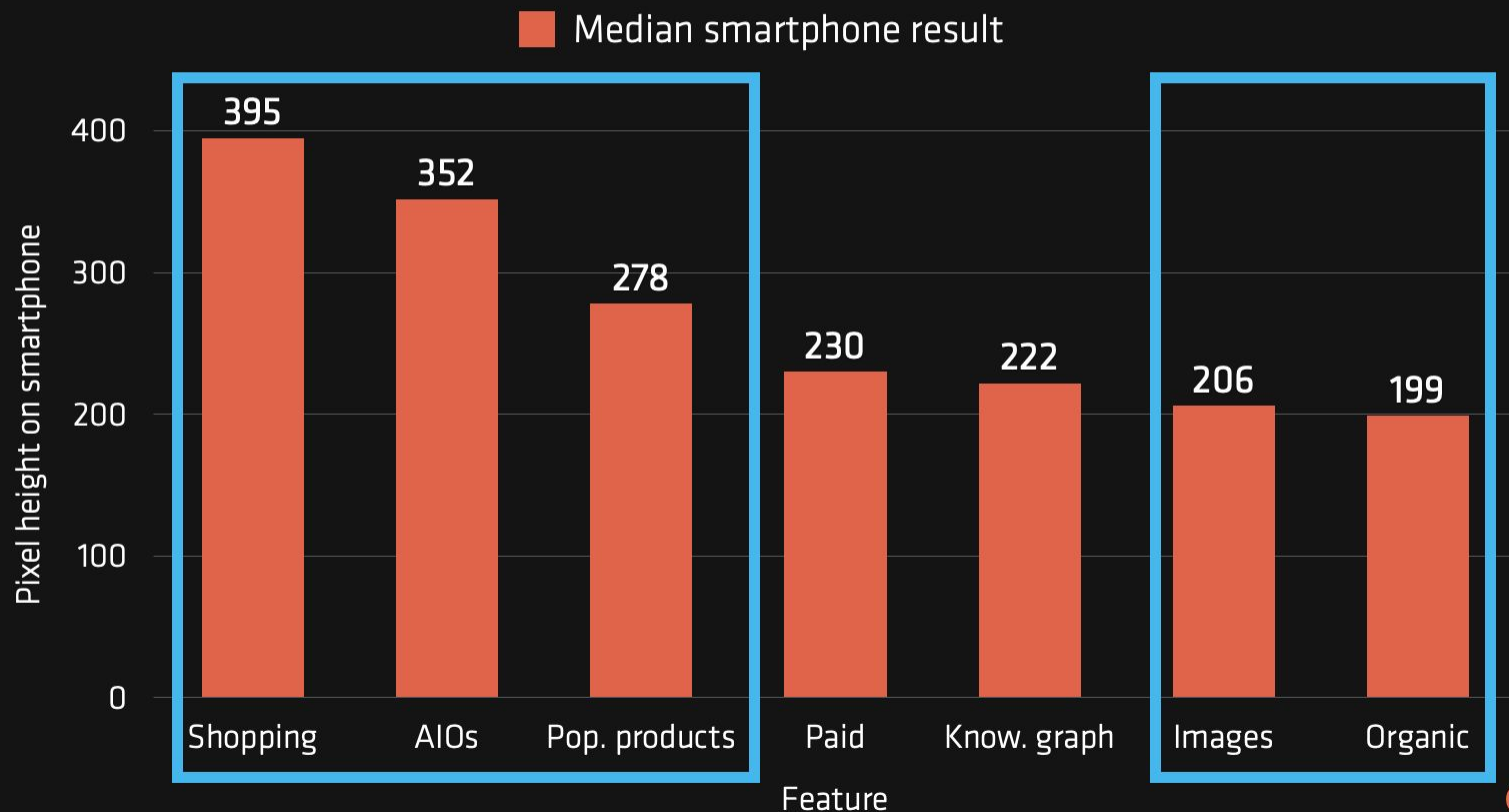


SEO STRATEGY BY PIXELS

WHAT IF WE PRIORITIZED BY SIZE?

@tcapper.co.uk 

THE GOOD NEWS: 5 OF THE 7 BIGGEST FEATURES ARE WINNABLE.



ORGANIC CAN BE BIG, TOO.

**Virgin Experience Days**
<https://www.virginexperiencedays.co.uk>

60th Birthday Gifts & Ideas



Popular 60th birthday gift ideas include: Theatre Tickets; Steam Train Trips; Spa Days; Driving Days; Helicopter Flights. What are some unique birthday...

3.9 ★ store rating (30k) · £35 to £148 · Free delivery · 30-day returns

People also ask

What is the traditional gift for a 60th birthday? ▾

What to buy a female for a 60th birthday? ▾

What do you get a 60 year old woman? ▾

What to buy for a 60 year old woman who has everything? ▾

**Red Letter Days**
<https://www.redletterdays.co.uk>

Top 6 Gift Ideas For 60th Birthday

1. Two Tickets to Elvis Evolution with After Party Access · 2. A Visit to Port Lympne Reserve, Truck Safari and Afternoon Tea for Two · 3. Guided Factory Tour ...

**Not On The High Street**
<https://www.notonthehighstreet.com>

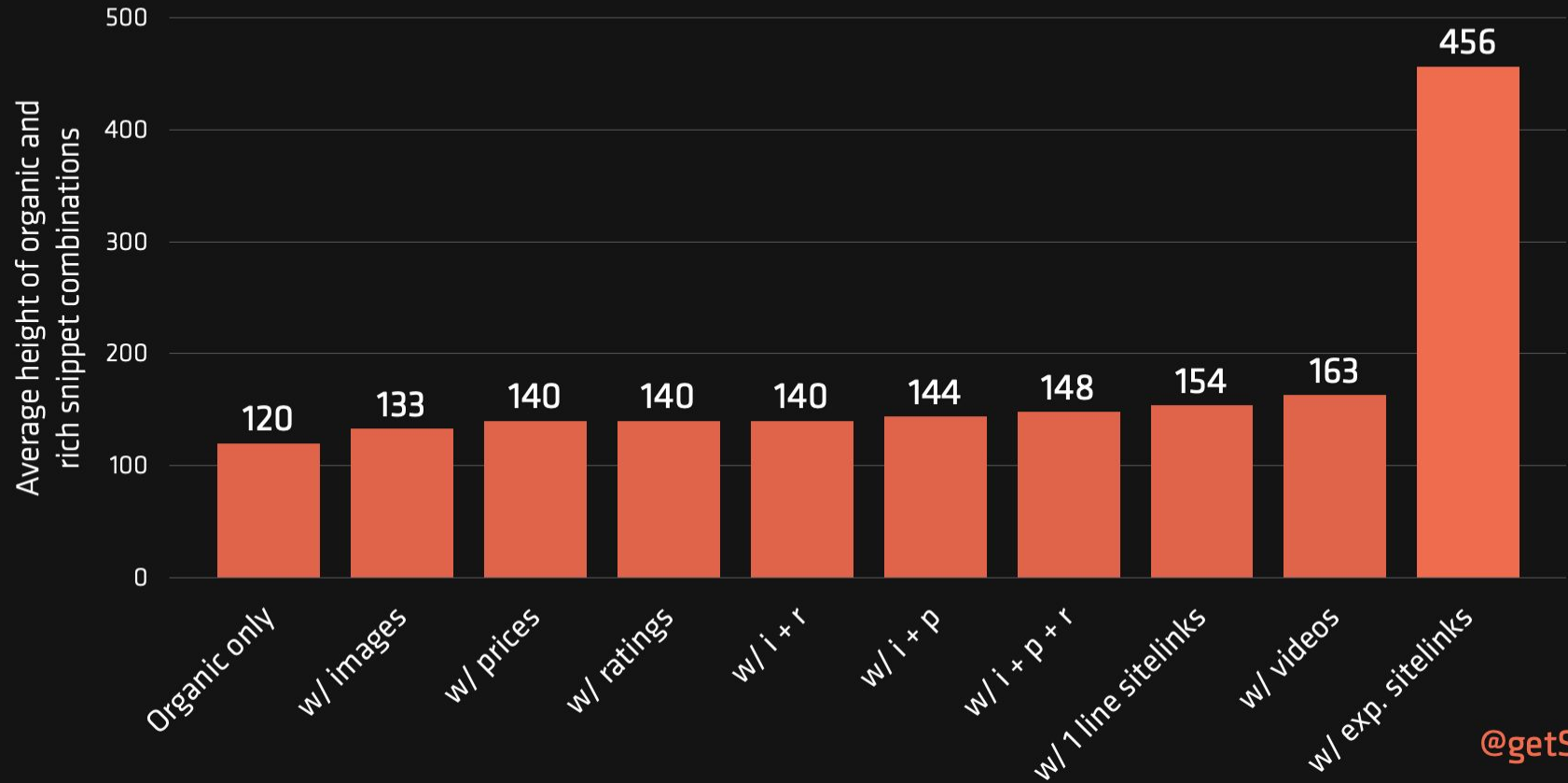
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THE NEXT LOGICAL STEP

WE SHOULD CARE ABOUT IMPRESSIONS IN SEO.

Tom Capper

Search Science @ Moz

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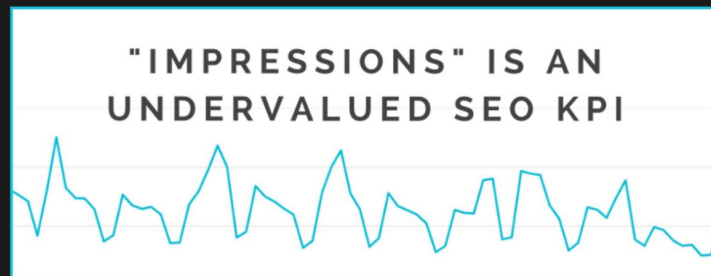
“Impressions” is an Undervalued SEO KPI

t-cap

2019-09-02

Posts

Analytics, SEO



This article originally appeared over at <https://www.distilled.net/resources/impressions-is-an-undervalued-seo-kpi/>. That URL 404s at the time of writing, hence the new location [here](#).

This post is about a hill I'm willing to die on, but might not need to – I actually have no idea whether the title of this post is a controversial statement, or not. I'm keen to find out! However, from what I see in talks, posts, pitches, and business practices, our industry has



TOP-OF-FUNNEL DOES NOT HAVE TO INVOLVE A CLICK.

Think billboards, TV, and print advertising.

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**OTHER CHANNELS HAVE HUGE
BUDGETS, JUST TO ACHIEVE
IMPRESSIONS.**

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**THESE DON'T GENERATE
ATTRIBUTABLE CLICKS EITHER.**





“...either people convert later in the customer journey, without search involved ... no search click, but still a conversion...”

- Martin Splitt, on a LinkedIn post

**IMPRESSIONS, INDIRECTLY, ARE
GOOD FOR RANKINGS.**

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IN 2017, BRAND WAS BECOMING MORE IMPORTANT THAN LINKS.

SearchLove San Diego 2017 | Tom Capper | Does Google Still Need Links?

Feb 23, 2017 • Download as PPTX, PDF • 2 likes • 4,964 views • AI-enhanced description

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This document summarizes a presentation on whether links are still important ranking factors for Google search. It discusses both sides of the argument. On one hand, Google says links are still important, but correlation studies on the relationship between links and rankings have been inconclusive. The document also presents data showing branded search volume may explain rankings more than domain authority from links. It concludes that while links may still help sites reach the top competitive tier, other factors like content, user experience, and brand awareness are increasingly important for determining search rankings. The key things SEOs should focus on next are optimizing for users through testing and improving content marketing to build their brand.

Marketing

Save for later



31

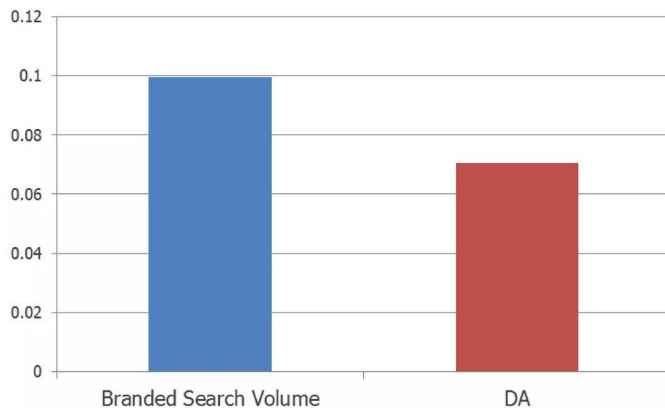
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Correlation with Rankings



Recommended



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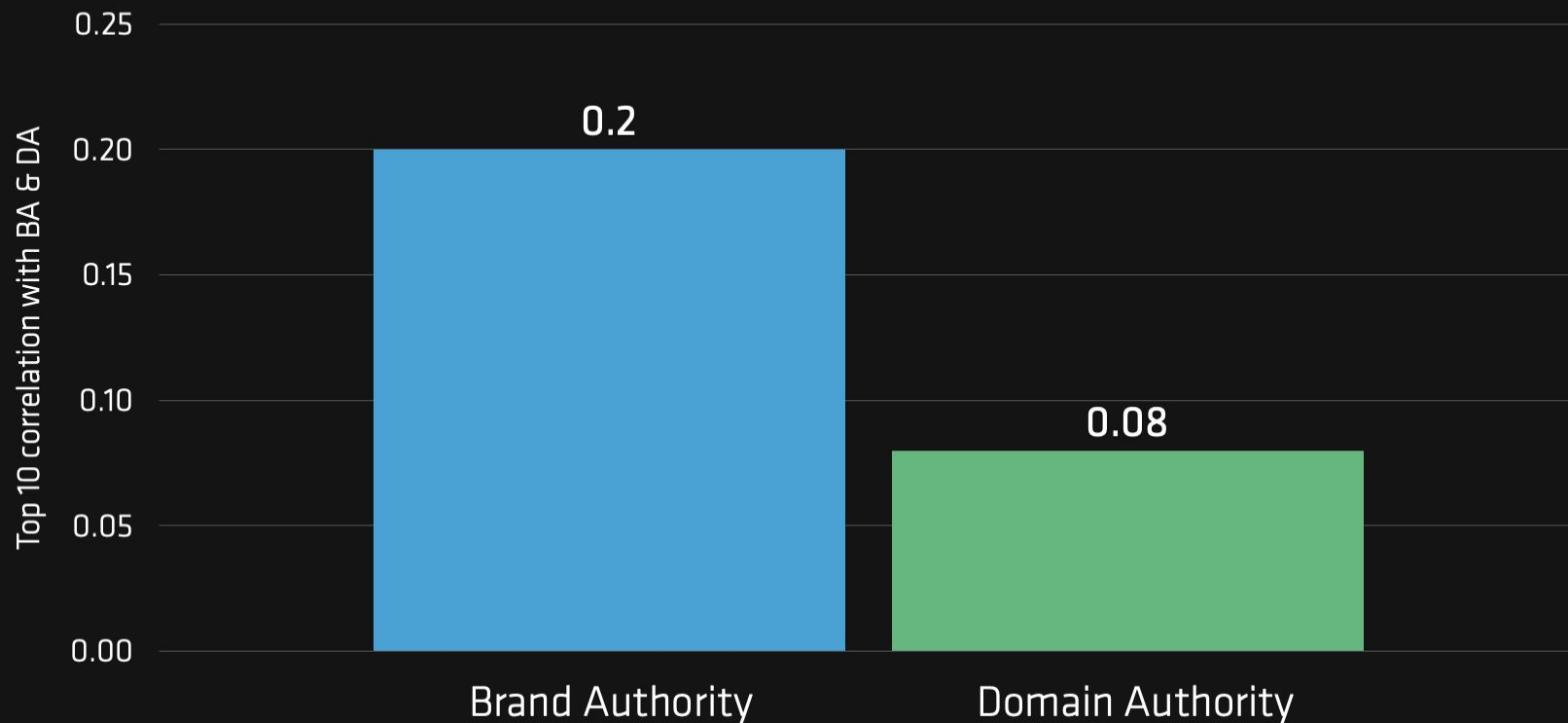
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IN 2025, BRAND WAS A SLAM DUNK.





THE CONVERGENCE OF AI AND SERP TRACKING

VISIBILITY IS THE NEW STANDARD.

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NOT CITATIONS.

This is critical tactical information, but not a KPI.

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CRITICAL DISTINCTION: MENTION VS. CITATION

Can you recommend an estate car with a water cooled alternator?

You're in luck—several well-regarded estate (station wagon) models from premium brands have featured water-cooled alternators, particularly in load-intensive or high-performance versions. Here's a breakdown:

Estate Cars Known to Use Water-Cooled Alternators

Audi Quattro/Wagon Models)

Many high-performance Audi wagons employ water-cooled alternators. Examples include:

- Audi S6 (C6 5.2 L V10)
- Audi A6 4.2 L Quattro (C6)
- Audi R8 V10 (also on some Q7 models)

These models include alternators with dedicated coolant ports

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**REFERRAL TRAFFIC FROM CHATGPT
& FRIENDS IS STILL TINY.**

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Blog › Research

ChatGPT Referral Traffic Trends: B2B Traffic Slows in August



Michael Archambault • Senior Content Marketing Specialist

Last Updated: Sep 15, 2025

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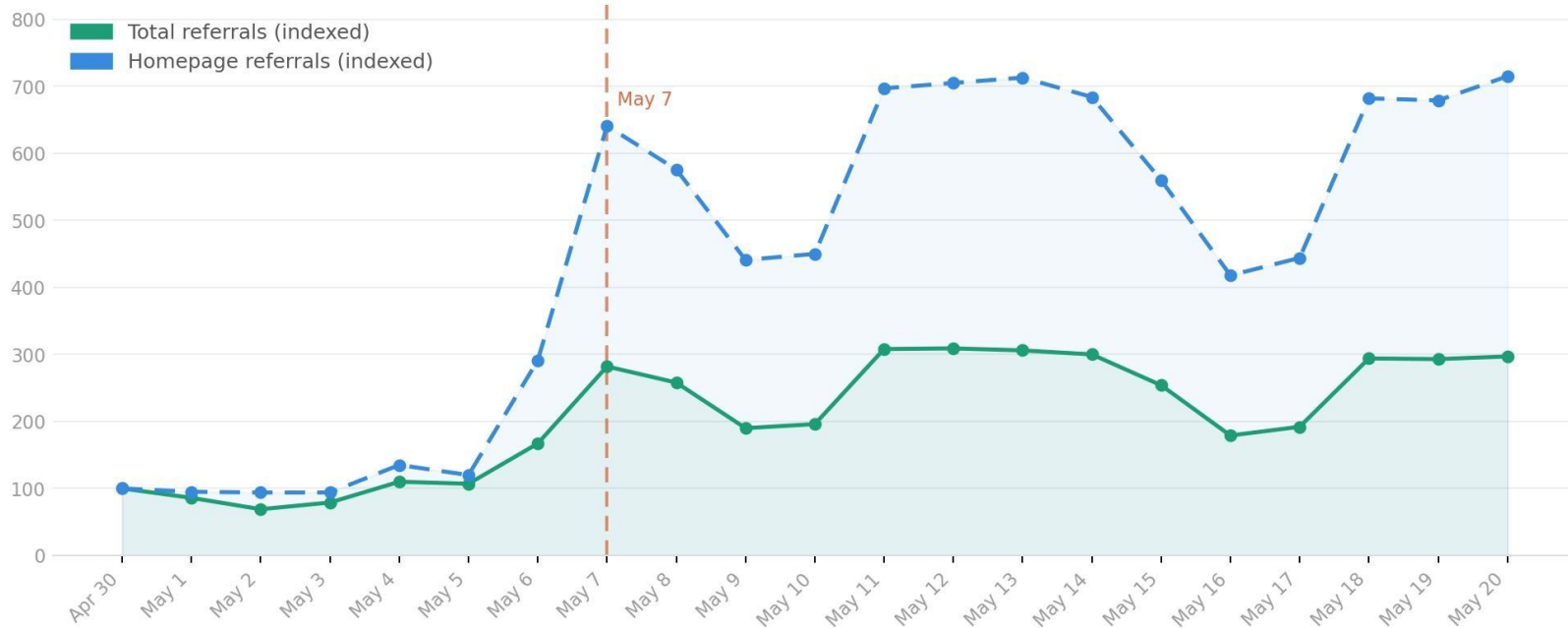
ChatGPT is sending less traffic to websites – down 52% in a month

Published: August 20, 2025 at 3:56 pm | Read Time: 2 minutes

Reddit and Wikipedia now dominate ChatGPT citations, as OpenAI experiments with answer-first sources with new citation weighting.

ChatGPT referral traffic — total vs. homepage (indexed)

Index: April 30 = 100 | Prominent links launched May 7, 2026



Source: Similarweb - desktop panel data (indexed), April 30 - May 19, 2026

**EVEN NOW, CHATGPT USUALLY
DELIVERS A LOW SINGLE DIGIT % OF
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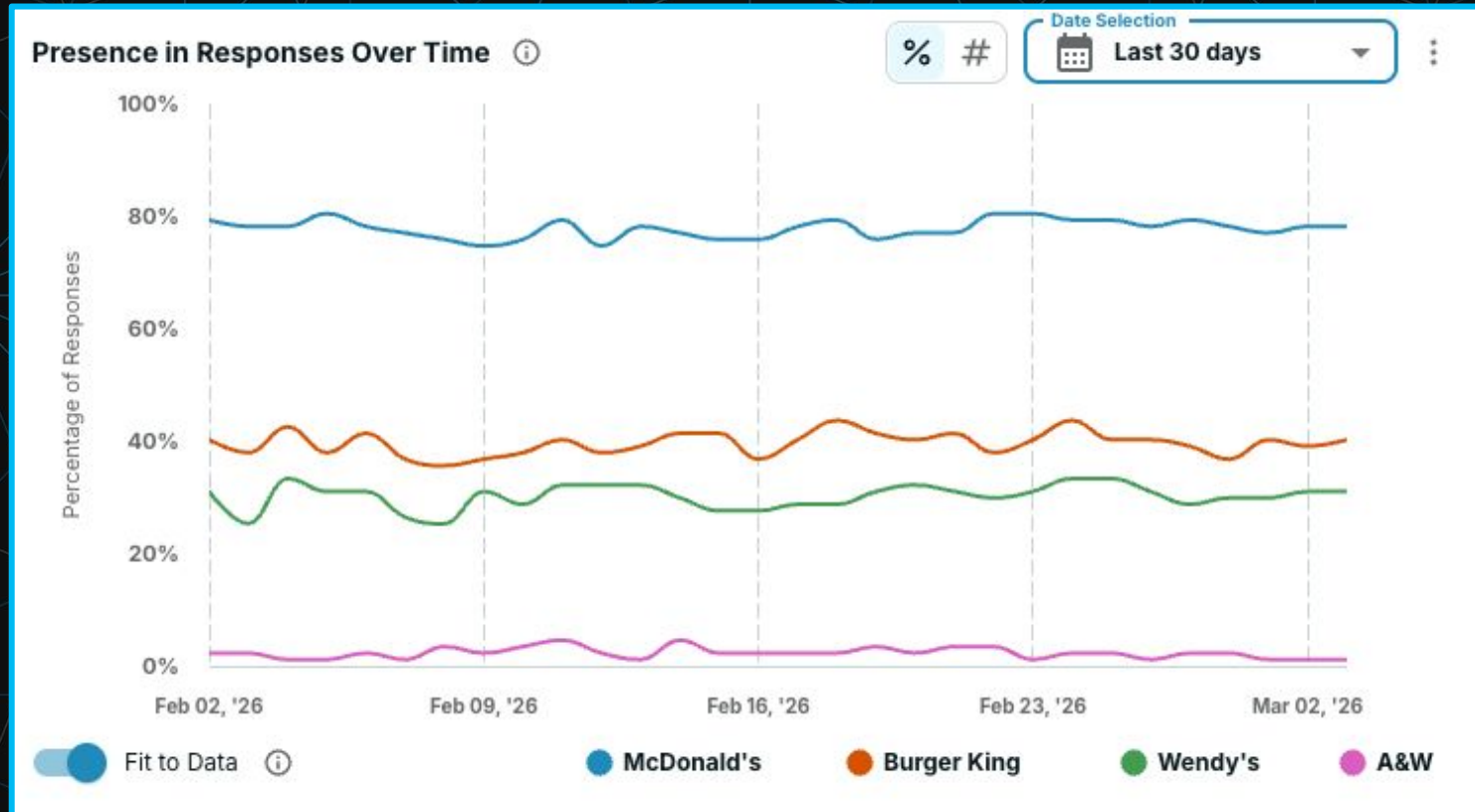
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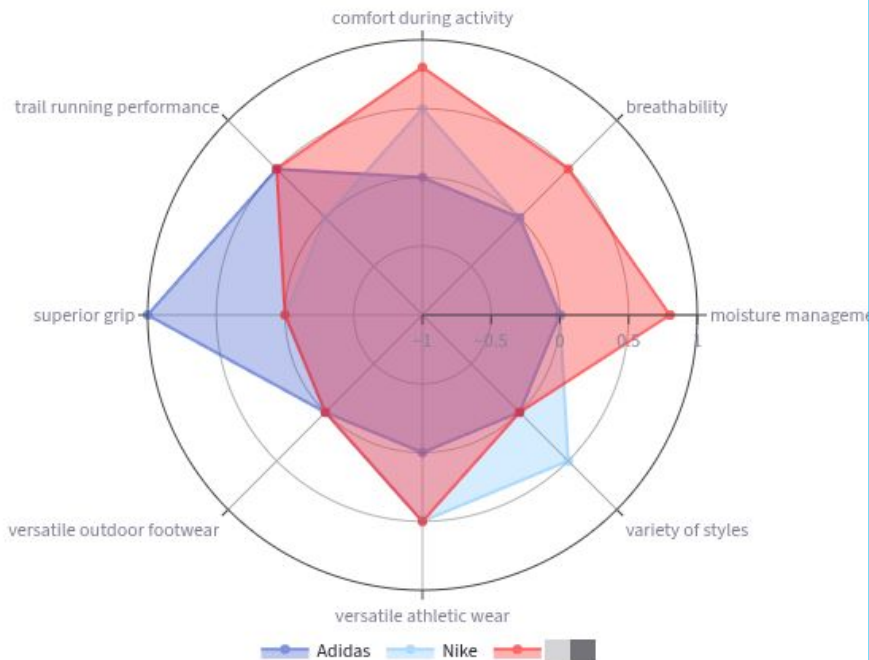
Domains	Citation Count ↓	DA Score
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MotorTrend motortrend.com	<u>3</u>	 76
Kelley Blue Book kbb.com	<u>3</u>	 82
Green Car Reports greencarreports.com	<u>1</u>	 58
Autocar autocar.co.uk	<u>1</u>	 79

CITATIONS ARE CORRELATED WITH GEO TACTICS.

They are not your end goal.

PRESENCE IS THE NEW BREAD AND BUTTER METRIC.





SENTIMENT IS GOOD, BUT IT NEEDS TO BE QUALITATIVE.

You can measure subjective qualities. But AI delivers neutral sentiment unless pushed.

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RECONCILE THE TWO.**

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TAKEAWAYS:
**THE FUTURE ROLE
OF SEO**

THE SERP HAS CHANGED FOREVER.

Therefore SEO has changed.

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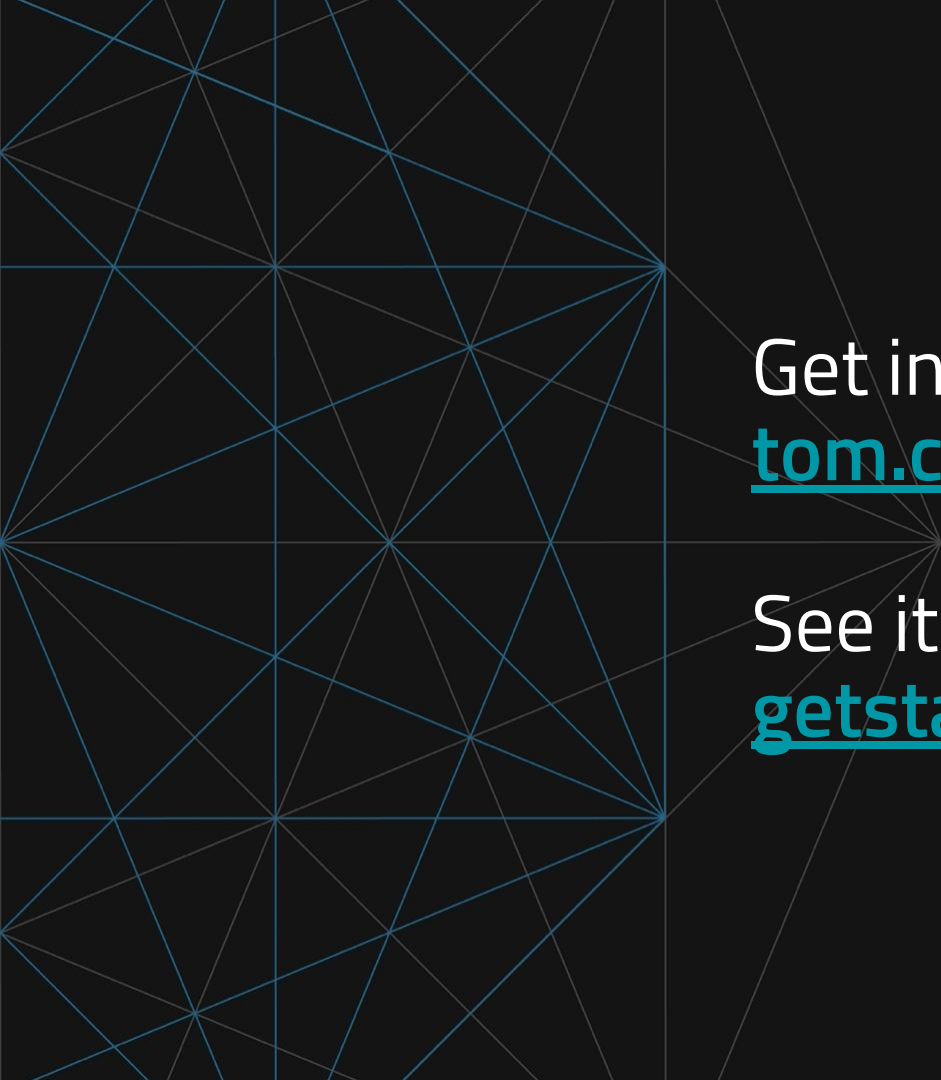
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Get in touch:

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See it in action:

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