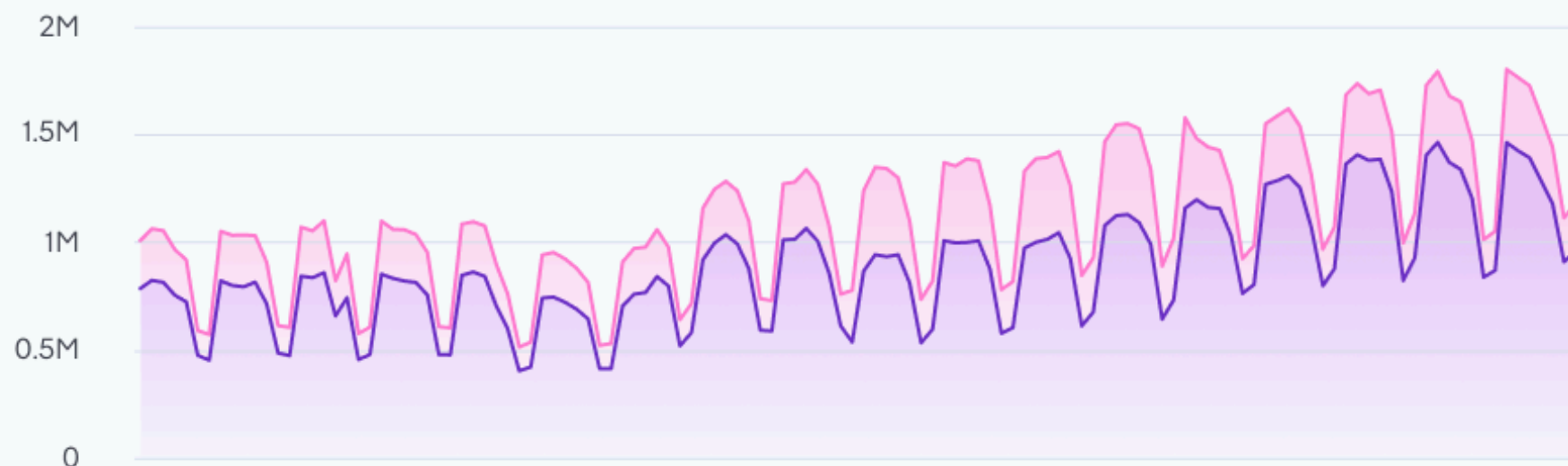Did you know?

Preliminary data from SearchGPT's October 2024 release reveals a fascinating trend in AI-driven search growth. 🚀

Referral Trend from ChatGPT by Visits & Users

Global, July 2024–October 2024

● Visits ● Users

Number of Unique Target Domains from Referrals

Global, July 2024–October 2024

● target domain

Source: Semrush

From June to October 2024, ChatGPT's redirects soared by **60%**. Unique target domains jumped from **10,000+** to nearly **25,000**. ➡

What does this mean?

- **ChatGPT's growing influence in directing users to AI-driven search options**

- **The increasing role of AI in shaping how users discover information online**

This shift in search behaviour requires marketers to adapt in three critical areas. ✍️

1. Content distribution

- **The mixed success of Q&A platforms offers an opportunity to place content strategically**

- **Focus on content that caters to both AI and traditional search patterns**

2. Search intent adaptation

- **Users are toggling between AI and traditional search based on their needs**

- **Optimise your content for direct answers (AI-friendly) and broader informational queries (traditional search)**

3. Platform diversification

- **With the rise of private search engines like Brave Search, alongside ChatGPT, users seek more options**

- **Ensure your content serves privacy-conscious users while maintaining visibility on major search engines**

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