

**Did you  
know**



**Only 8.71% of keywords  
(8,718 out of 100,013)  
have AI Overviews  
(AIOs). 🤖**

**84.72% of AIOs link to at least one domain from the top 10 organic search results. 🌐**

**Google's AI overviews are now favouring YouTube, LinkedIn and government sites, while completely dropping platforms like Reddit and Quora. 📉**

**AI relies heavily on government (.gov) and educational (.edu) sources, appearing in nearly 19.71% and 26.61% of AI overviews respectively. 🤖**

**AI overviews are most commonly served for queries relating to relationships, food and beverage and technology. <1% of keywords relating to travel, healthcare or law produced an AIO. 🖥️**

# Key takeaways

- **Not all queries in all industries will generate an AIO, so a bespoke approach to SEO is required**
- **SEO and websites are not redundant! The majority of AIOs include links to where it has pulled information**
- **Make your content concise and follow E-E-A-T guidelines**
- **A multimedia and multichannel approach to content is essential**

**Imagine**

**Better.**





# Powered by Search



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