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*Insights for
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Organic Web Traffic Plummet!

Episode 250501

The Trend!



Organic Web Site Traffic is dropping - fast!



HubSpot: -81% YoY

From 14.8M to 2.8M visits.



Media Sites: -15% in referrals

Declines accelerated after Google's
Core and Spam Updates in late 2024.



What Changed?



- ? **AI Overviews & Generative Search** now answer user queries directly—no click required.
- ? Google's algorithm favors **deep, original, expert content** over keyword-stuffed or AI-generated pages.
- ? Brands relying on **SEO and blog traffic** are losing visibility and discoverability.

Rethink Digital



- ➔ **SEO alone isn't enough—visibility now starts with AI.**
- ➔ **Optimize for featured snippets, voice, and structured data.**
- ➔ **Treat content as a product: authoritative, experiential, human-first.**

CMOs to-dos.



- ✓ Adapt content for LLM ingestion and AI-curated discovery.
- ✓ Build multi-channel visibility: email, social, owned communities.
- ✓ Future-proof your GTM: Connect to Build What's Next in the AI Era.

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