



A L O H A

The AI Search Disruption:
**How GEN AI is
Reshaping Search Engine**







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The Rise of GEN AI



ChatGPT Dominates in Daily Active user and Daily Queries

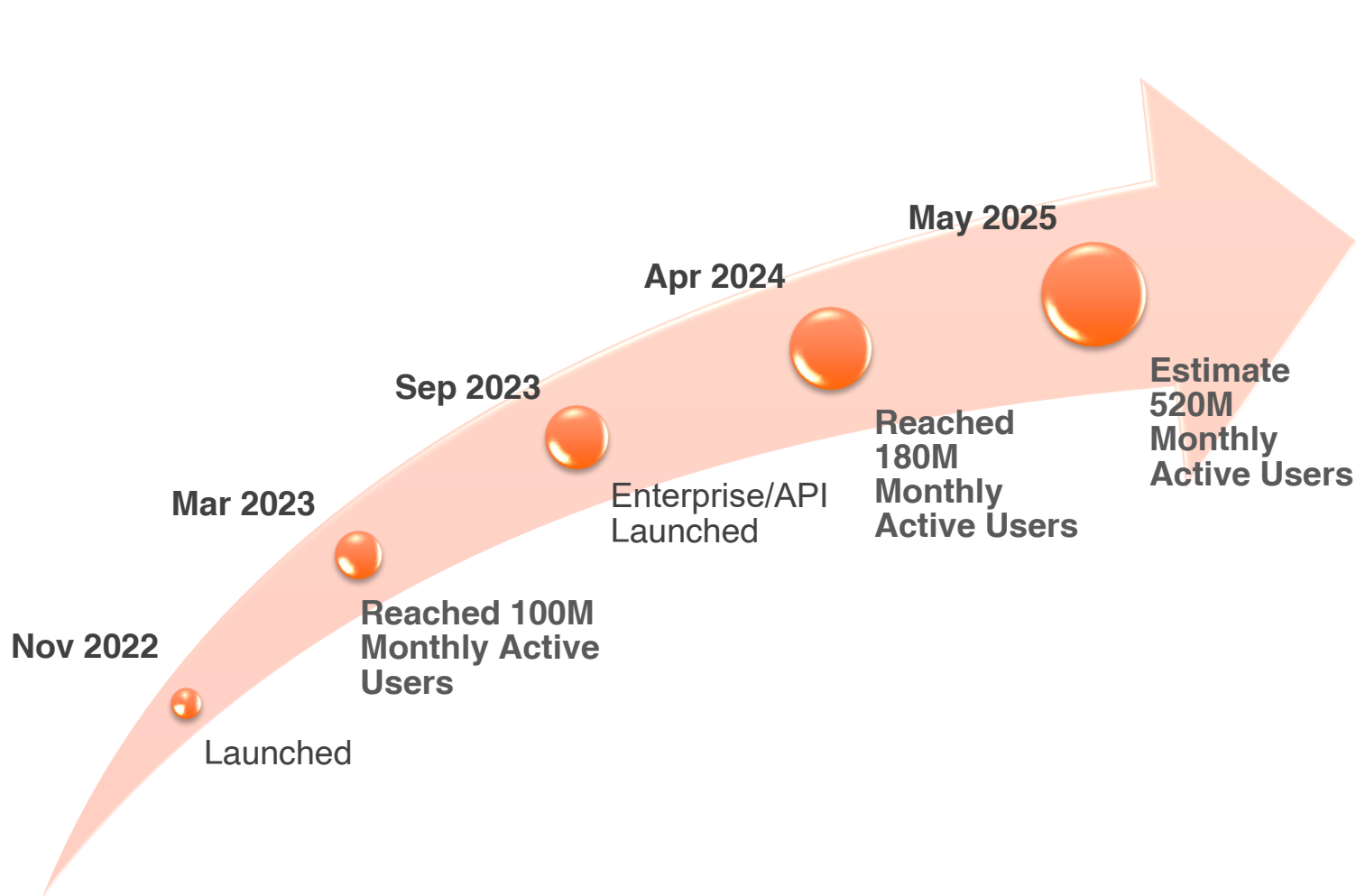
	AI chatbot	MAUs	DAUs		Queries / DAU		Daily Queries
	ChatGPT	>600M	~160M	×	~7-8	=	1200M
	MetaAI	>800M	~100M	×	~2-3	=	>200M
	Gemini	>350M	~35M	×	~4	=	~140M
	Grok	NA	~15M	×	~3-7	=	~75M
	DeepSeek	~140M	~10M	×	~3-7	=	~50M
	Perplexity	>30M	~7M	×	~4	=	~30M

Note: Data as of March 28, 2025, DeepSeek excludes China usage
Source: Company disclosures, SensorTower, AppAnnie, SimilarWeb, Market intelligence estimates (B)

Google
RDXD-04.008

ChatGPT has the most spread usage in terms of daily queries and daily usage

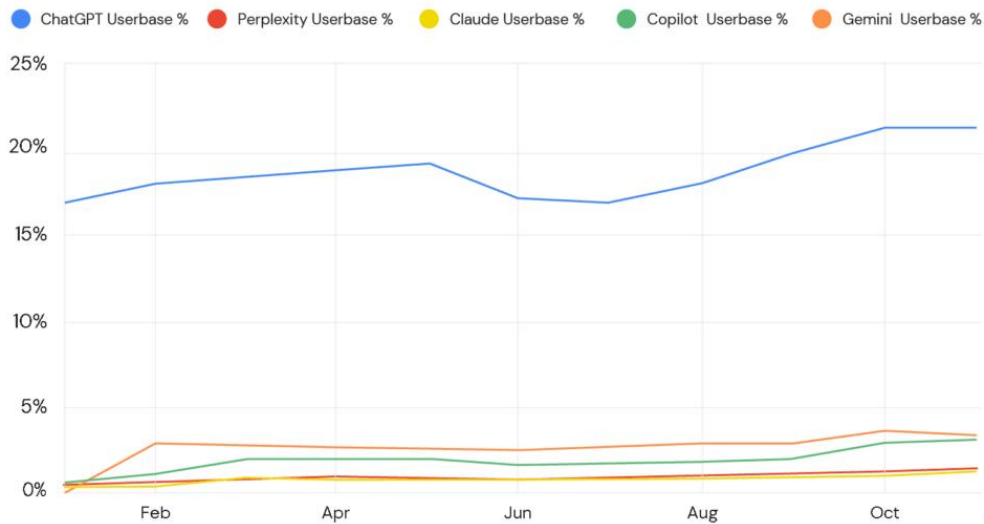
ChatGPT Gaining Popularity Since 2023



Gen AI Consolidation: ChatGPT Emerges as the Platform of Choice

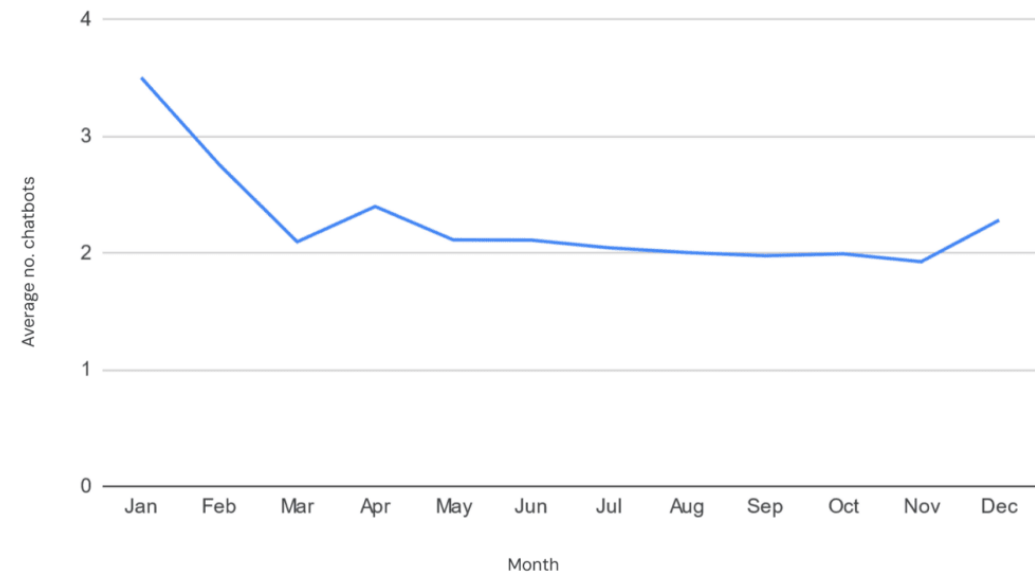
% of users visiting major AI platforms

January – November 2024



Userbase % = Number of unique users who visited website / number of unique users in our panel) * 100

Average number of unique chatbots used, per user per month 2024



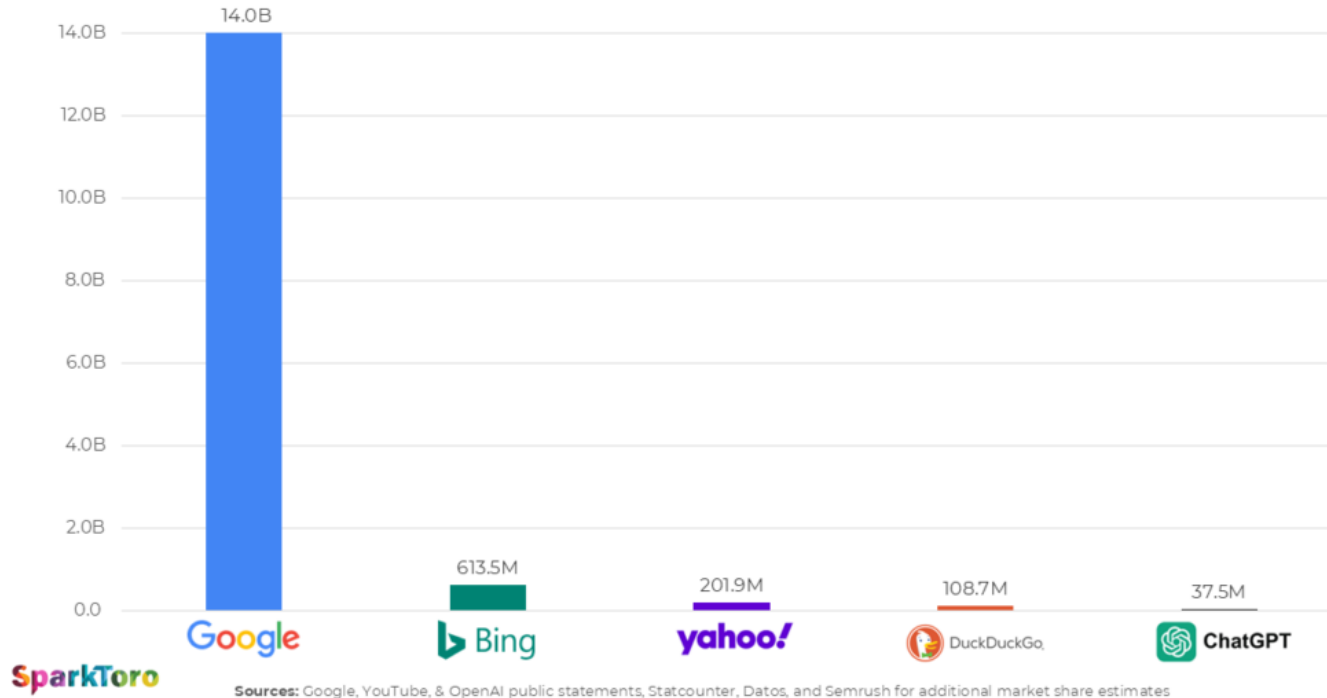
- Percentage of users using ChatGPT has shown growth over 2024
- On average, users engage with two Gen AI platforms

Gen AI's Impact on Search Engine



Soaring User Growth but Limited Use for Information Retrieval

Global Number of Searches/Day (or LLM search equivalents) 2024



- In 2024, Google handled ~373x more daily searches than ChatGPT
- People are not using ChatGPT or other Gen AI tools as a replacement for search engines when seeking information

Breaking down the number of searches received by



5+ Trillion searches/year

365 days/year

=

14 Billion searches/day

Breaking down the number of searches received by



ChatGPT

1 Billion Messages/Day

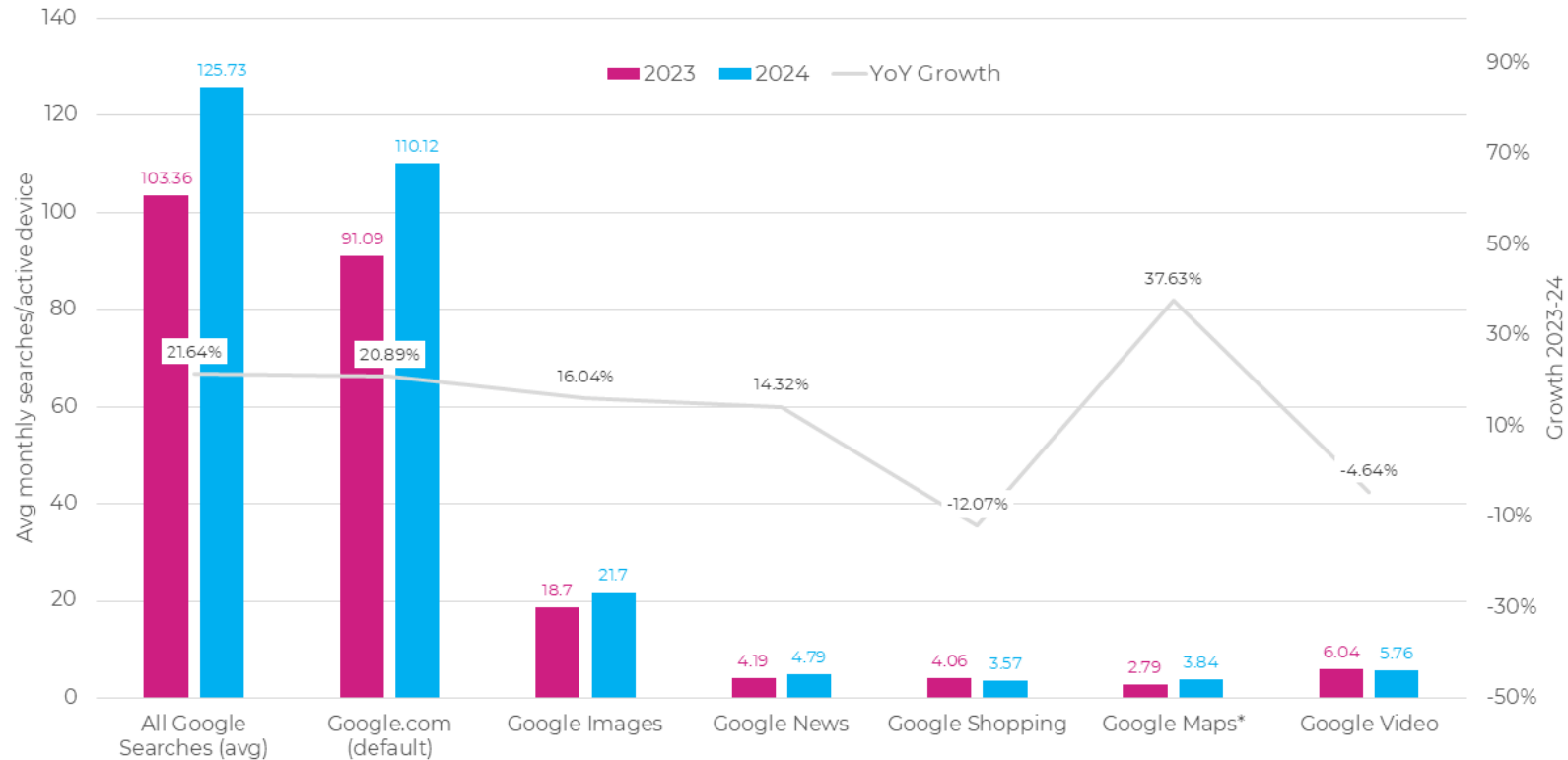
Average of 8 messages/prompt

30% of prompts have search-like intent

=

37.5M "searches" per day

Google's Growth Continues during 2023 - 2024



Datos
A Semrush Company

Source: Analysis of Datos' desktop US panel 2023 and 2024.

SparkToro

People are searching more than ever before.
2023 to 2024 has a stunning 21.64% growth.

Google continues to grow, showing resilience amid increasing Gen AI adoption

ALPHA

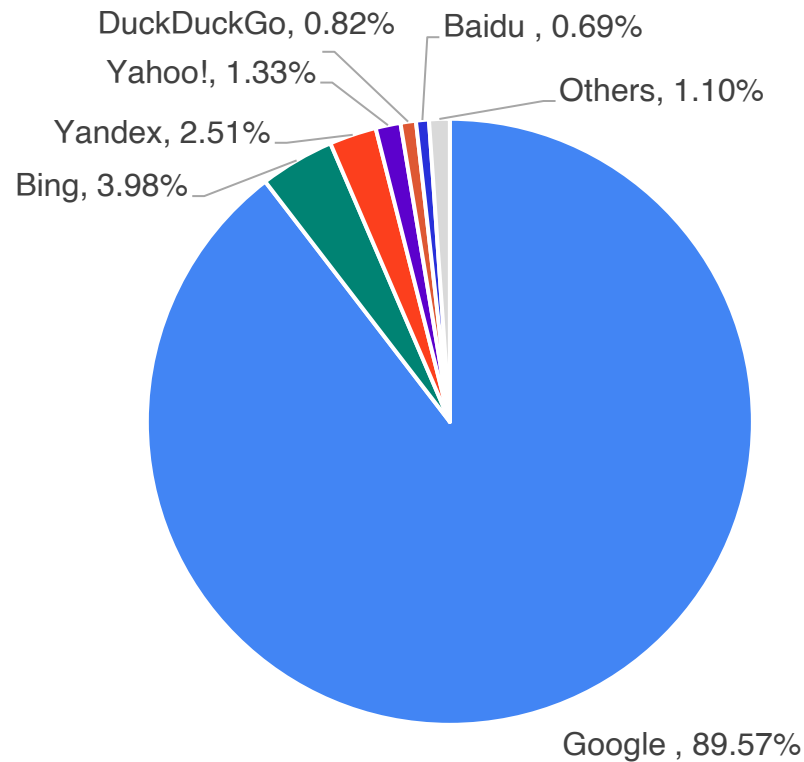
(852) 3643 0568

info@alohaonline.asia

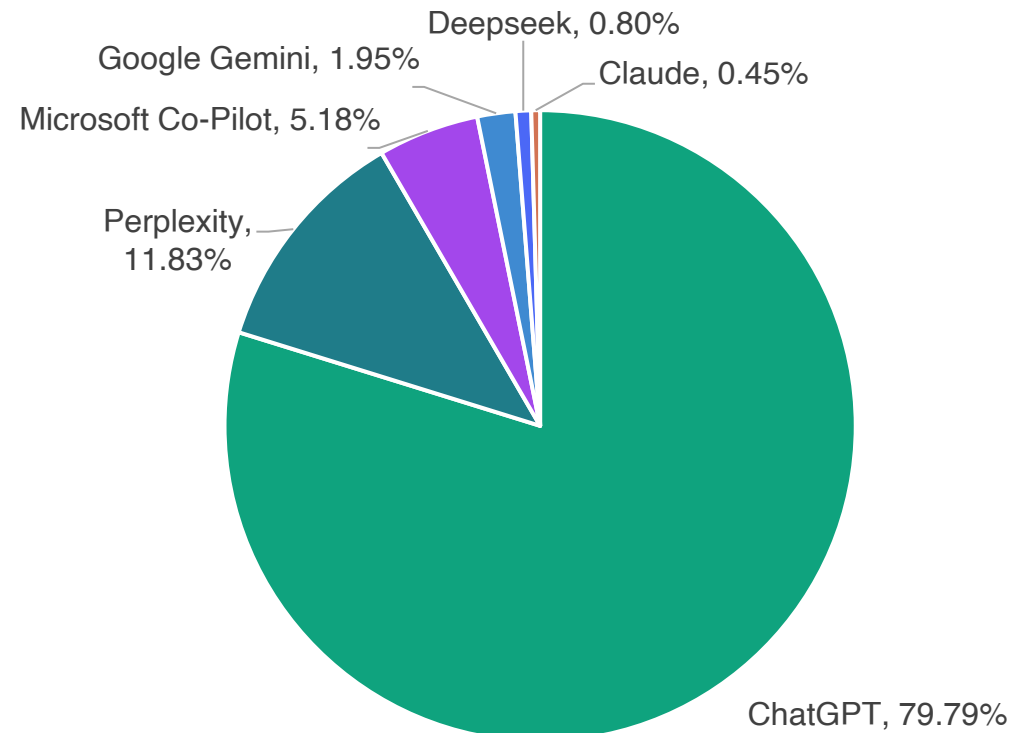
www.alohaonline.asia

Search Engine & GEN AI Global Market Share

Search Engine Global Market Share - May 2025



AI Chatbot Global Market Share - May 2025



Google dominates search, and ChatGPT holds the largest market share among Gen AI platforms

Google Remains Dominant Across All Aspects

Metric	● gemini.google.com	● chatgpt.com	● google.com
📅 Monthly visits	527.7M	5.492B	83.79B 🏆
👤 Monthly unique visitors	108.2M	411.4M	3.190B 🏆
👤 Visits / Unique visitors	4.88	13.35	26.26 🏆
🕒 Visit duration	00:05:43	00:07:12	00:10:22 🏆
📄 Pages per visit	3.59	4.06	8.82 🏆
📈 Bounce rate	32.47%	30.15%	26.87% 🏆
📄 Page Views	1.894B	22.28B	739.1B 🏆

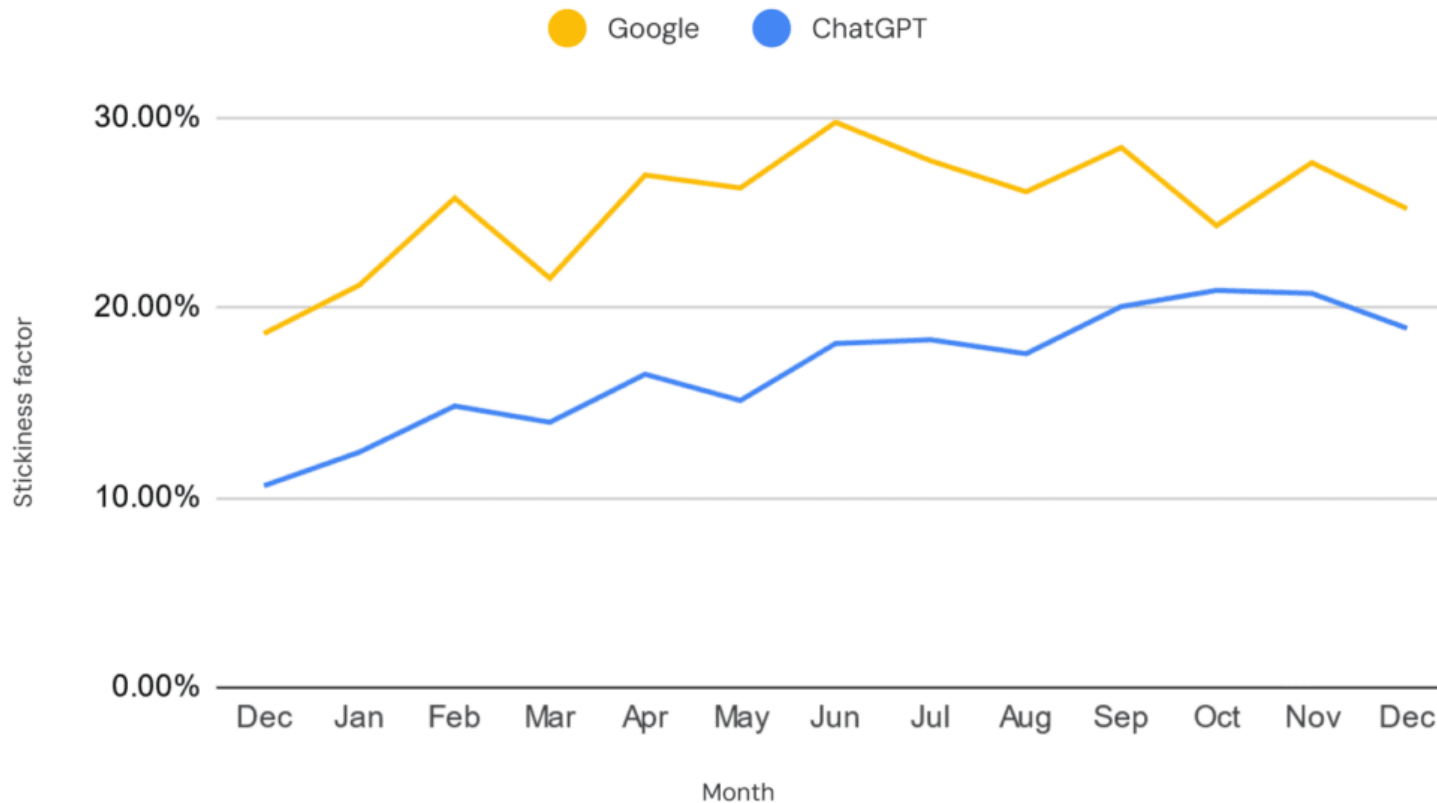
- Google receives over 15× more monthly visits than ChatGPT and over 158× more than Gemini
- Its monthly unique users are also significantly higher—7× more than ChatGPT and 29× more than Gemini
- Users spend more time on Google overall, although chatbots typically involve more back-and-forth interactions

ChatGPT vs. Google



ChatGPT Gaining Traction (US) – Monthly Stickiness

ChatGPT & Google monthly stickiness (Dec 2023 – Dec 2024)



Stickiness factor = Average monthly DAU/ MAU * 100%

- Google still leads in user stickiness, with a higher DAU/MAU ratio (25.35%) compared to ChatGPT (16.78%)
- ChatGPT is gaining traction quickly, with steady growth in daily usage throughout 2024
- Stickiness for ChatGPT has increased faster, rising from 6.56% to 8.29%, signaling growing user integration into daily routines

Google's Internal Memo Hints AI Emphasis

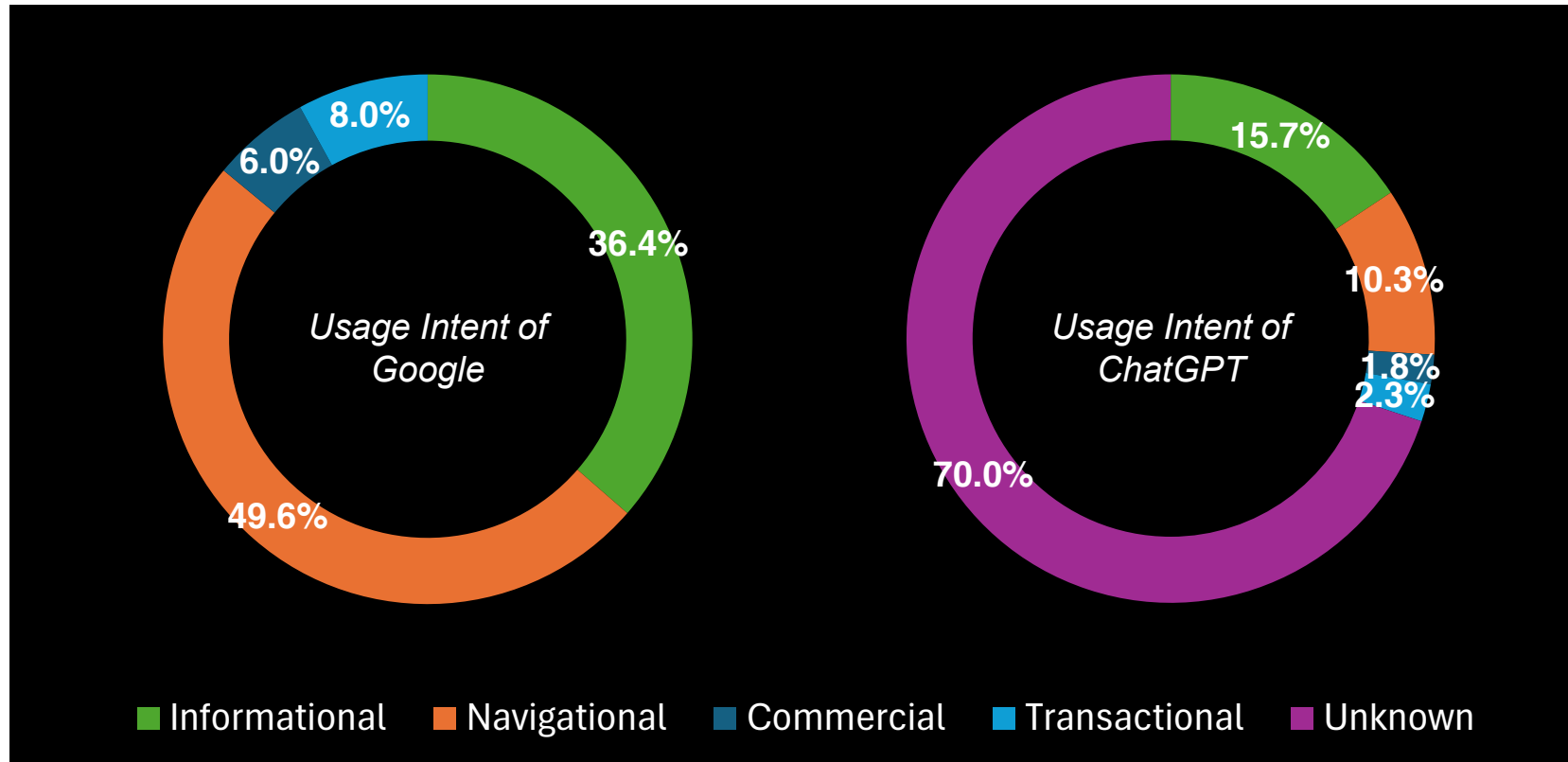


High level takeaways

- Lots of interest from Liz Reid, Nick Fox, Vidhya, etc about quantifying Gemini adoption's impact to Search and Ads. They specifically asked about the results of the Assistant Upgrade LE, which I punted but promised to share early next week.
 - They generally do care about ChatGPT's impact to Search and Ads too
 - Nick's main point: "we have 3 options: (1) Search doesn't erode, (2) we lose Search traffic to Gemini, (3) we lose Search traffic to ChatGPT. (1) is preferred but the worst case is (3) so we should support (2)"
 - Vidhya essentially said that analysis keeps telling them we aren't losing Search/Ads traffic yet, but she feels like this is inevitable, and we should prepare for Gemini's success. She wants to accelerate monetizing Gemini with Ads ASAP... "writing is on the wall"
- Discussion on use cases in Gemini led to lots of questions around Gemini monetization strategy
 - Desire from Vidhya, Shashi, and others to more explicitly come up with a connected strategy, e.g. thinking about when Gemini should kick back to Search, build out Shopping solutions, etc
 - Maria mentioned and pinged after about exploring opportunities to build in Shopping experiences in the Gemini user experience more explicitly

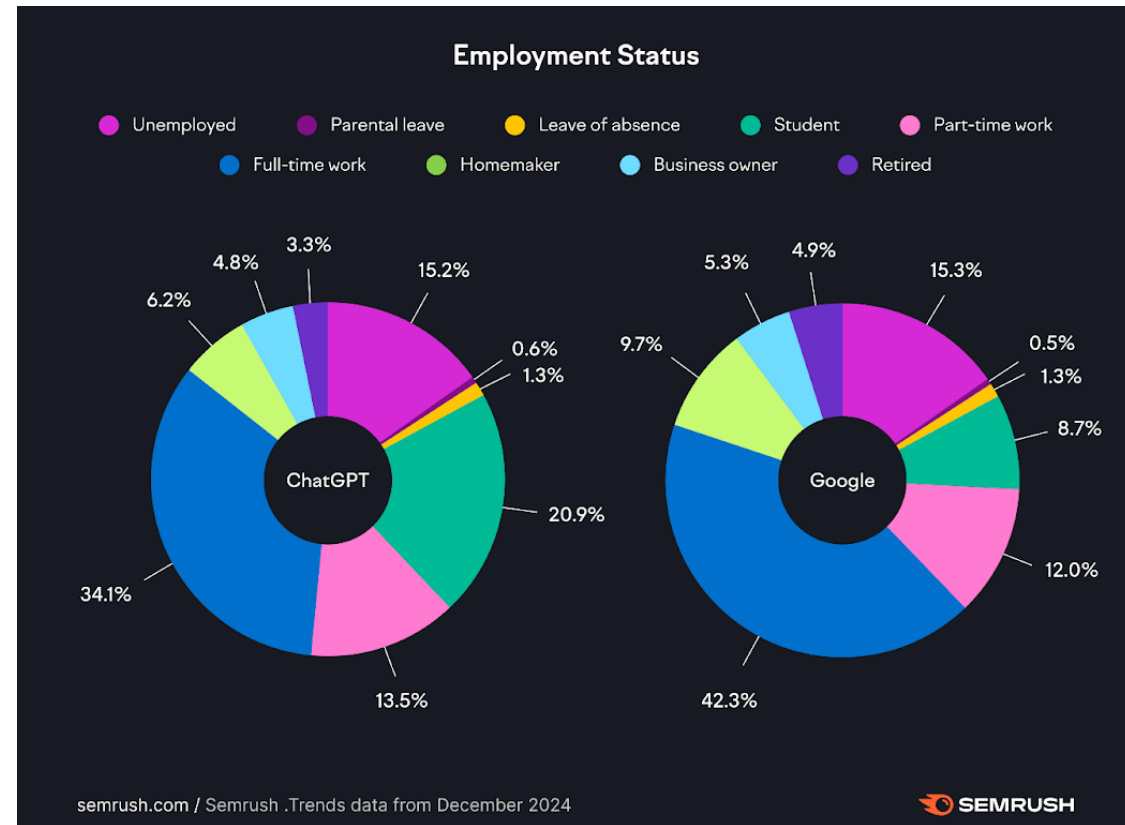
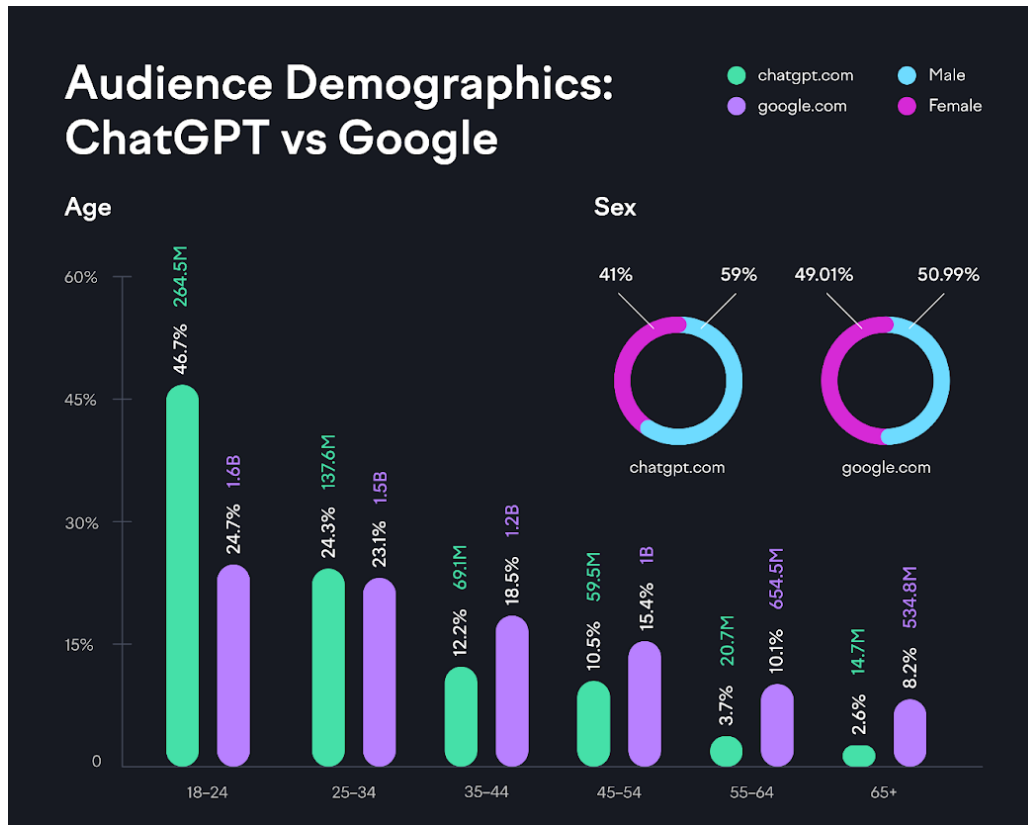
- While the narrative may not be fully factual, if Google's internal leadership sees it as a risk, we must objectively acknowledge the behavioral shift
- Rising concern about ChatGPT stealing Search traffic—leaders see this as inevitable and are pushing to monetize Gemini faster
- Search engines aren't going away—but change is inevitable, whether driven by external platforms or initiated by Google itself

ChatGPT Usage Intent is Largely Unknown



- Google users are task-oriented, with strong navigational and informational intent
- ChatGPT usage is 70% unknown, likely driven by non-search tasks such as image generation, summarization, coding, and content creation

Demographic: ChatGPT Attracts Younger Audience

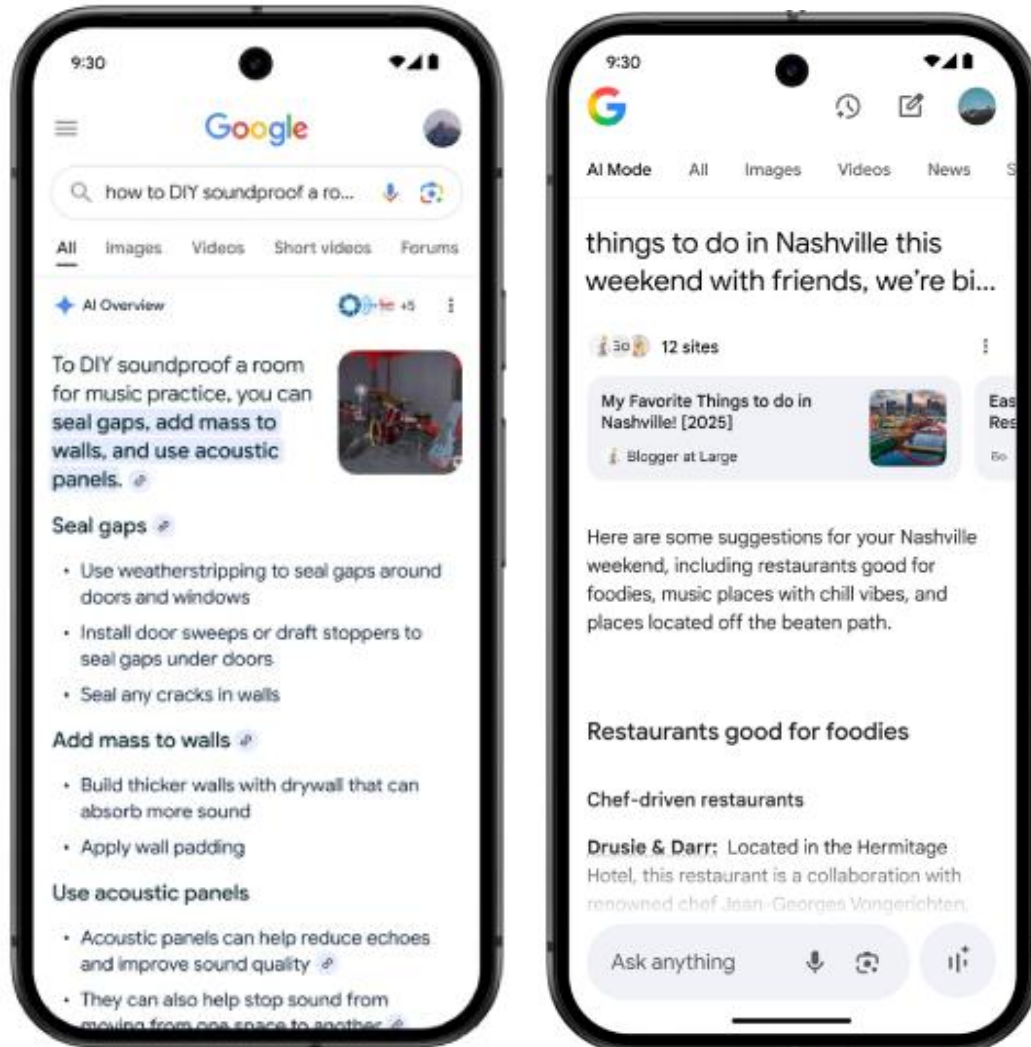


- ChatGPT skews younger: 46.7% of its users are aged 18 - 24
- Google has a stronger presence among mature users: 18.3% are aged 55 and above
- Students make up a larger share of ChatGPT users: 20.9% vs. 8.7% on Google

Google's AI Overview: Changing How We Search



Google's Introduction of AI Overview and AI Mode



What are they?

- **AI Overview** - generates a concise, AI-powered summary at the top of a search results page, directly answering the query using information pulled from the web
- **AI Mode** – While not always labeled “AI Mode” publicly, it refers to when a Google product (like Search or Android’s Gemini Assistant) switches into a more conversational, assistant-style interaction, powered by large language models like Gemini 1.5

Current Availability

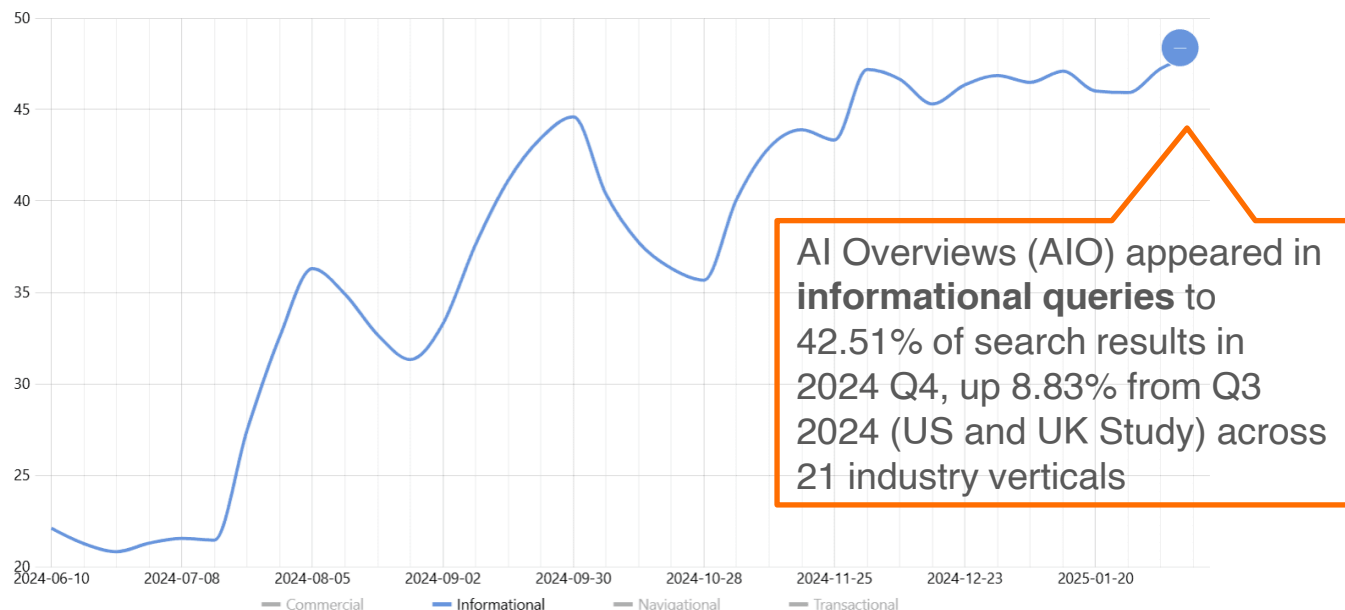
- AI Overview available in over 200 markets and more than 40 languages (Hong Kong included since May 20, 2025)
- AI Overview support added to Chinese, Arabic and more as of May 20, 2025
- AI Mode is currently available in English to users 18 and over in USA
- As of June 2025, AI Overviews and AI Mode data are included in overall search traffic in Google Search Console – data will not be separated from web search

Advanced Web Rankings Presence & CTR Study

Frequency

How often do AI Overviews appear in the search results?

Last Update History

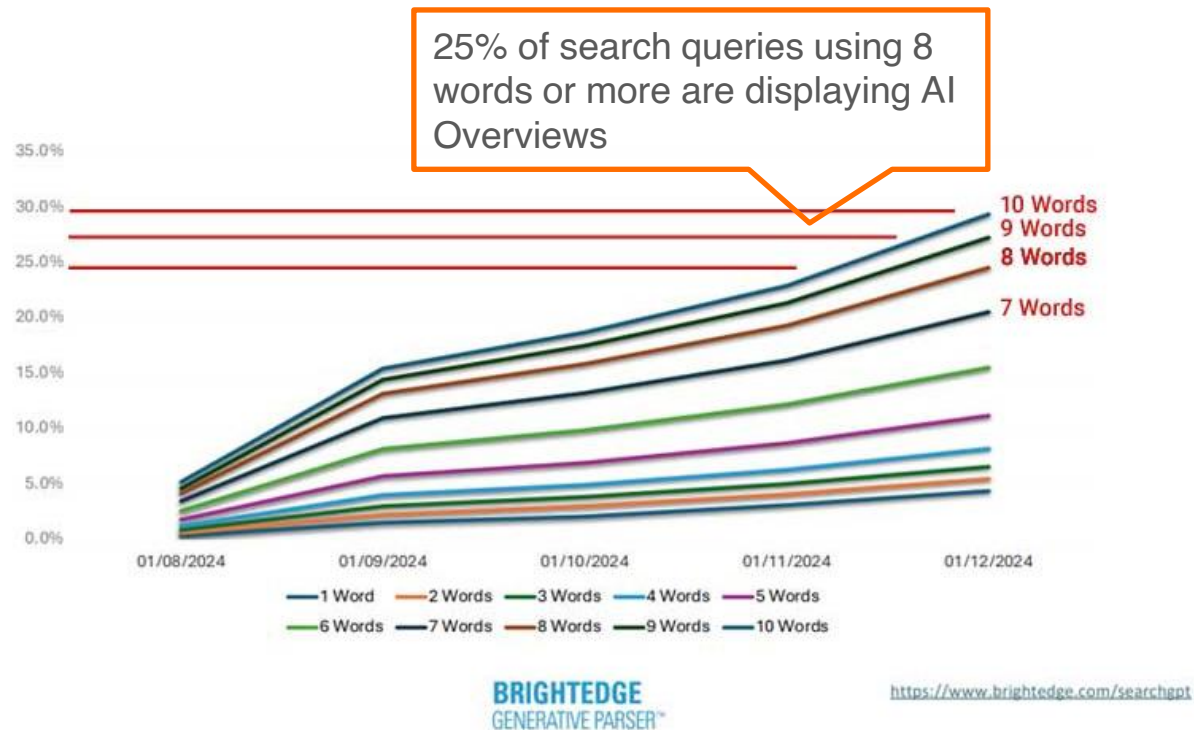


- **Informational queries** are ones where users are looking for information or answers to questions. Often include words such as what, when, where, how, etc.
- CTR impact is different across **industries, devices and query lengths**
- On Desktop – main drop is from queries with four or more keywords – especially 2nd and 3rd position
- On Mobile – 1-word queries saw an increase in CTR for top position

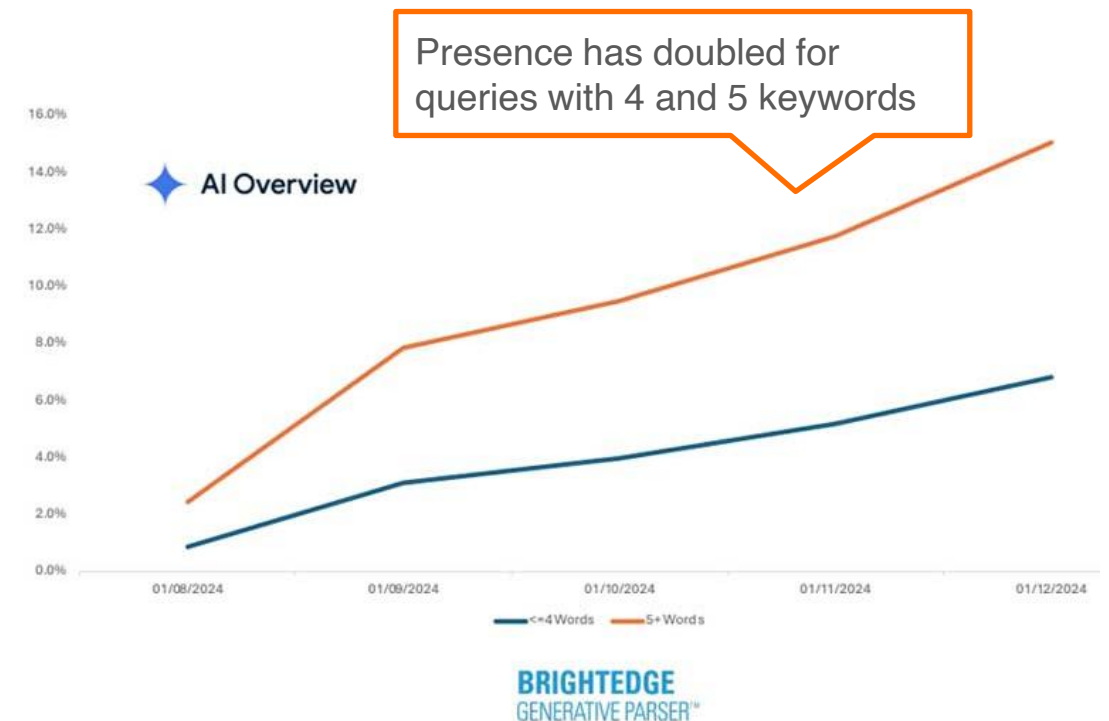
Industry	Position(s)	CTR change		Search demand change
		desktop	mobile	
Careers	1st	-1.87 pp	+1.46 pp	+334.36%
	2nd	-1.41 pp	-	
	3rd	-1.06 pp	-	
Shopping	1st	-1.39 pp	-1.96 pp	+142.88%
Family & Parenting	1st	-2.96 pp	-	+117.72%
	2nd	-2.12 pp	-1.52 pp	
	3rd	-1.39 pp	-	
Education	1st	+5.94 pp	-	+91.51%
	2nd	-2.15 pp	-1.80 pp	
	3rd	-1.29 pp	-	
Law, Government, & Politics	1st	+7.39 pp	+6.96 pp	+68.66%
Food & Drink	1st	-	+1.67 pp	+52.32%
Hobbies & Interests	1st+2nd+3rd	-9.39 pp	-3.78 pp	+48.45%
Society	1st	-1.34 pp	-1.54 pp	+29.94%
	2nd	-1.18 pp	-1.11 pp	
	3rd	-	-1.01 pp	
Sports	1st+2nd	-3.41 pp	-	+26.85%
Business	1st	+2.27 pp	-	+26.75%
Style & Fashion	1st	+3.57 pp	+1.70 pp	+26.05%
Automotive	1st+2nd+3rd	-6.34 pp	-	+18.44%
Personal Finance	1st+2nd	-6.32 pp	-5.97 pp	+17.79%
Pets	1st	-	+3.66 pp	+9.89%
Travel	1st	-	+1.66 pp	+5.64%
Real Estate	1st+2nd	-6.24 pp	-3.91 pp	+3.00%

BrightEdge – Presence Study

AI Presence Growth is more evident for long-tail queries



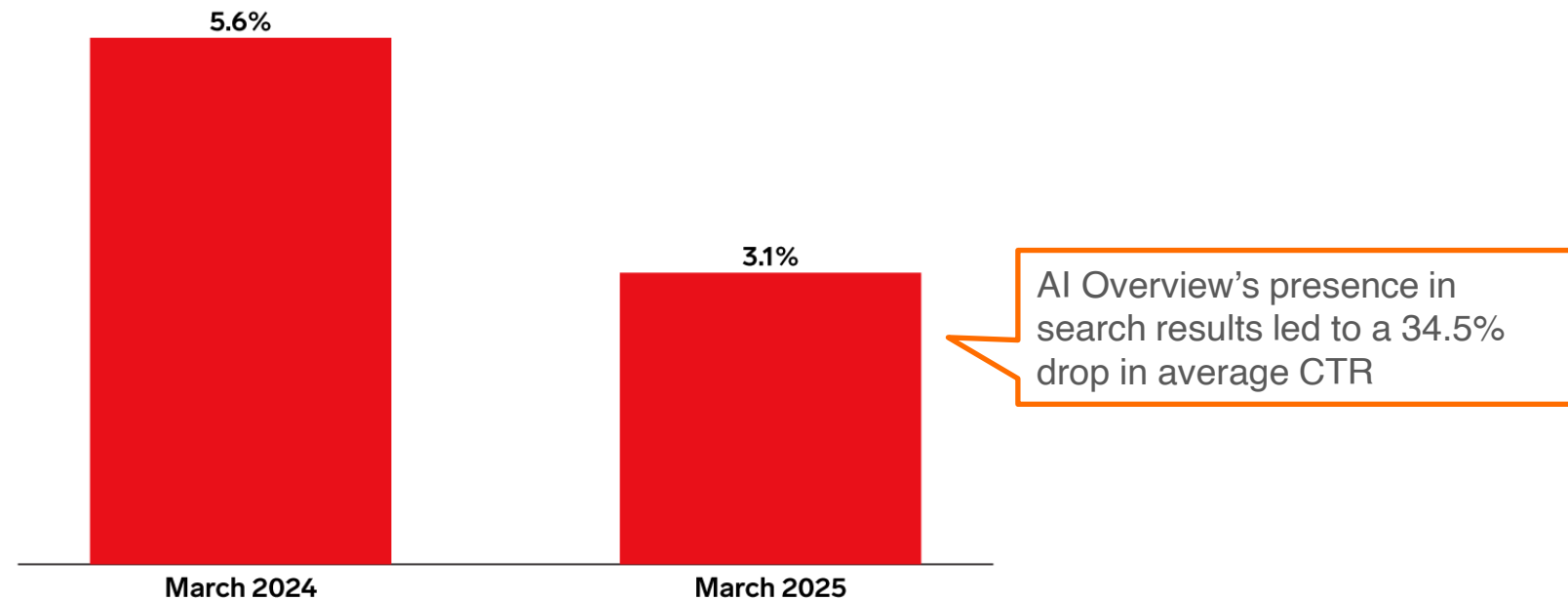
Presence for queries with 4 and 5 keywords has grown significantly



Ahrefs Presence & CTR Study

Google Search CTRs of Top Pages Have Fallen Since AI Overviews' Launch in May 2024

average clickthrough rate (CTR) worldwide of top-ranking Google Search results*, March 2024 & March 2025



Note: desktop only; *based on an analysis of 150,000 keywords that have informational intent and the first search result for each (99.2% of keywords that trigger Google AI Overviews are informational in intent, per Ahrefs)

Source: Ahrefs as cited in company blog, April 17, 2025

352467

EM | EMARKETER

Semrush & Datos Presence & CTR Study

10M Keywords
Searches in
US Desktop

AIO appearance has doubled over 2 months



JAN
2025

6.49%

AIO Appearance



MAR
2025

13.40%

AIO Appearance

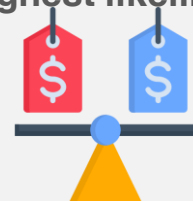
Informational queries have the highest likelihood to be triggered



88.1%

(i.e. what is BMR)

INFORMATIONAL



8.69%

(i.e. iphone vs samsung)

COMMERCIAL



1.43%

(i.e. apple support)

NAVIGATONAL

AIO Impact
on Industries
are Different



Science

22.3%



Health

20.3%



People & Society

18.8%

Top 5 Industries
With AIO Growth



Law & Gov

15.2%



Travel

14.3%

Higher-than-average
zero-click rates...
However, dropped
comparing Jan to Mar



38.1% >>> 36.2%

Growth Memo Presence & CTR Study

Study Methodology

70 USERS | 8 TASKS | 400 AIO ENCOUNTERS



CTR IMPACT



Desktop Drop by

66%



Mobile Drop by

50%



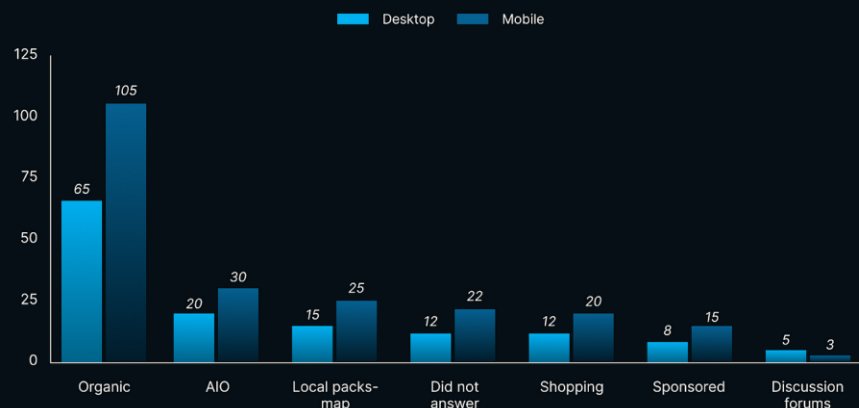
SEARCH BEHAVIOUR

70%

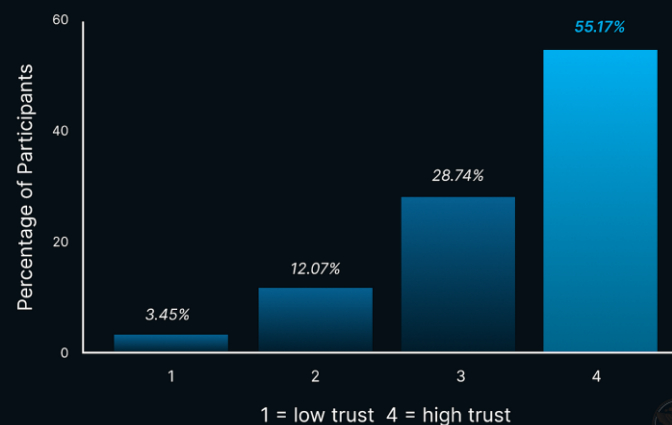
Do not read past 1/3 of AIO



Where users got their final answer - desktop vs. mobile



How trustworthy do you find AI summaries?



- Most users don't read the full AI Overview (AIO)—they skim only the top portion
- AIOs are generally perceived as trustworthy, reducing the need to click further
- Shift KPIs from clicks to presence, as click volume will decline when users get answers directly within the AIO

Summary and Recommendations



Key Takeaways

1. Google Search remains a **major traffic source** - it continues to be the dominant platform
2. **AI adoption is rising** - while market share is still small, the user base is growing rapidly
3. AI adoption is highest among **younger users** - particularly students aged 18 - 24
4. ChatGPT is the **leading early mover** - currently holds a significant lead in market share
5. AI has the greatest **impact on informational queries** - a large share of AI interactions fall into this category
6. Google will evolve - features like **AI Overview** will **reshape how SEO operates**
7. Behavior will shift with **search engine changes** - AI Overview is expected to **reduce CTR** and click-through volume
8. Old **KPIs must evolve** - focus on terms where AI content appears and **emphasize visibility over clicks**
9. Trial and error is essential - there's no proven playbook; **prioritize optimizing relevant content** pages over low-engagement pages (e.g., homepage)

Adoption Best Practice

Official Google Documentation – SEO Best Practices:

1. Ensure **crawling is allowed** via robots.txt and any CDN (Content Delivery Network) or hosting infrastructure
2. Make **content easily discoverable** through internal links within your website
3. Provide a strong page **experience** for users
4. Ensure important content is available in **textual form**
5. Support textual content with **high-quality images and videos**, when applicable
6. Ensure your structured data **matches the visible text** on the page
7. Keep your **Merchant Center and Business Profile** information up to date

<https://developers.google.com/search/docs/appearance/ai-features>

Adoption Best Practice: Other Points to Consider

1. Identify **AIO-triggering terms via API-based tracking**—no direct method exists
2. Consider **language-specific differences** - e.g., Chinese keywords were only recently supported, and triggers may vary by language
3. Align with query intent - **answer clearly and directly** to increase AI pickup
4. Use **proven content formats** - such as How-Tos, Comparisons, Top 10s, and Guides
5. Add **unique value** - include proprietary data, expert quotes, and timely insights
6. Structure for AI readability - use **clear headings, bullet points, tables, and FAQs**
7. Be **concise and intent-aligned** - avoid fluff; use precise, relevant terms
8. Optimize **rich media** - add descriptive alt text to images and transcripts to videos
9. Build off-site authority - earn mentions and backlinks from **high-authority** platforms

<https://www.wordstream.com/blog/ai-overviews-impact-on-seo>,
<https://searchengineland.com/google-ai-mode-actionable-tips-456897>,
<https://www.tryprofound.com/guides/answer-engine-optimization-aeo-guide-for-marketers-2025>

Understanding Generative Engine Optimization (GEO)



Gemini & ChatGPT Comparison

The following are some key similarities and differences between Gemini and ChatGPT

Focus Area	Gemini	ChatGPT
Data Handling	Naturally understand and work with many types of content like text, pictures, code, sound, and video — all within one system. It also connects smoothly with Google tools like Calendar, Docs, Sheets, and Gmail	Uses different systems to handle various types of input (like text and images) and then generates the results. This setup helps ChatGPT produce detailed, high-quality writing and creative content, and it offers many ways to customize what you get
Real-Time Information Access	Web-connected—uses Google’s vast database, including web pages and internal data	With the new web search feature, ChatGPT can access and incorporate real-time information
Integration	Built into Google Workspace (Docs, Gmail, etc.) and other Google Cloud products	Works with Microsoft products (Copilot), Slack, Zapier, Notion, and other third-party apps
Search Integration	Google Search to get up-to-date information	ChatGPT Search to fetch real-time data (now, available for ChatGPT Plus and Team subscribers; limited for a free plan)

“

By using the Gen AI platform SDKs, we can analyze how Gen AI interprets and responds to users' queries

Example 1: Searching for Details of an Individual

```
gemini_response = gemini_get_response_web_search(  
    google_api_key = gemini_api_key,  
    prompt = "aloha seo general manager",  
    model = "gemini-2.5-flash-preview-05-20"  
)
```

```
openai_response = openai_get_responses_reasons(  
    openai_api_key=openai_api_key,  
    prompt="aloha seo general manager",  
    model="o4-mini",  
    city="Hong Kong"  
)
```

Gen AI at test:

- Gemini Flash 2.5
- ChatGPT/OpenAI

Prompt:

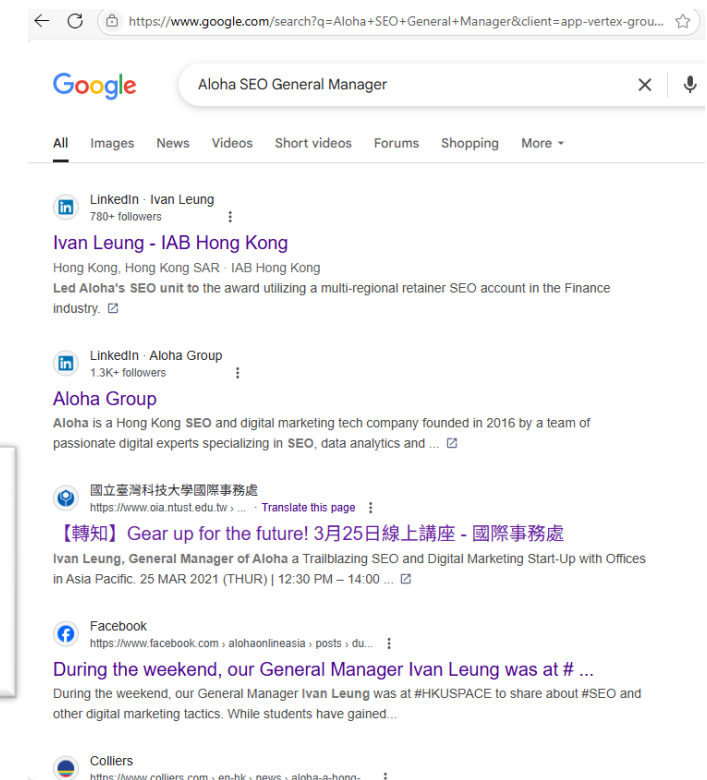
- Aloha SEO General Manager

Example 1: Providing Details on an Individual

The General Manager of Aloha SEO is Ivan Leung. He is also a Co-Founder of Aloha Group Limited, a Hong Kong-based SEO and digital marketing technology company with offices in Hong Kong and Taipei.

Ivan Leung has been instrumental in Aloha's development of proprietary SaaS SEO technology platforms and has steered the company to join the Leading Enterprises Acceleration Programme (LEAP), a program for high-potential tech start-ups by HKSTP.

He has also commented on the company's efforts to make SEO tools approachable for marketers, understanding the bridge between IT and marketing. Aloha, founded in 2016, aims to help clients establish their organic search digital foundation and expand their digital reach using search data and insights



Gemini Flash 2.5 Performed a Google Search

Example 1: Behind the Scenes (Gemini Flash 2.5)

```

"grounding_supports": [
  {
    "confidence_scores": null,
    "grounding_chunk_indices": [
      0,
      1
    ],
    "segment": {
      "end_index": 195,
      "part_index": null,
      "start_index": 48,
      "text": "He is also a Co-Founder of Aloha Group Limited, a Hong Kong-based SEO and digital marketing technology company with offices in Hong Kong and Taipei"
    }
  },
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      0
    ],
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      "start_index": 198,
      "text": "Ivan Leung has been instrumental in Aloha's development of proprietary SaaS SEO technology platforms and has steered the company to join the Leading Enterprises Acceleration Programme (LEAP), a program for high-potential tech start-ups by HKSTP"
    }
  },
  {
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    }
  },
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      1
    ],
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      "start_index": 588,
      "text": "Aloha, founded in 2016, aims to help clients establish their organic search digital foundation and expand their digital reach using search data and insights"
    }
  }
]

```

Grounding Chunk Used: #0 & #1

Grounding Chunk Used: #0

Grounding Chunk Used: #2

Grounding Chunk Used: #1

```

"grounding_chunks": [
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    }
  },
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    }
  }
]

```

0

1

2

- The final response is composed of multiple smaller answers
- Each "Grounding Chunk" containing supporting content and its source

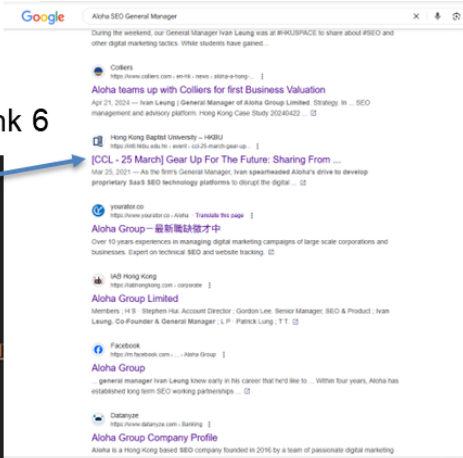
Example 1: Behind the Scenes - Ranking of the Supporting (Gemini Flash 2.5)

```

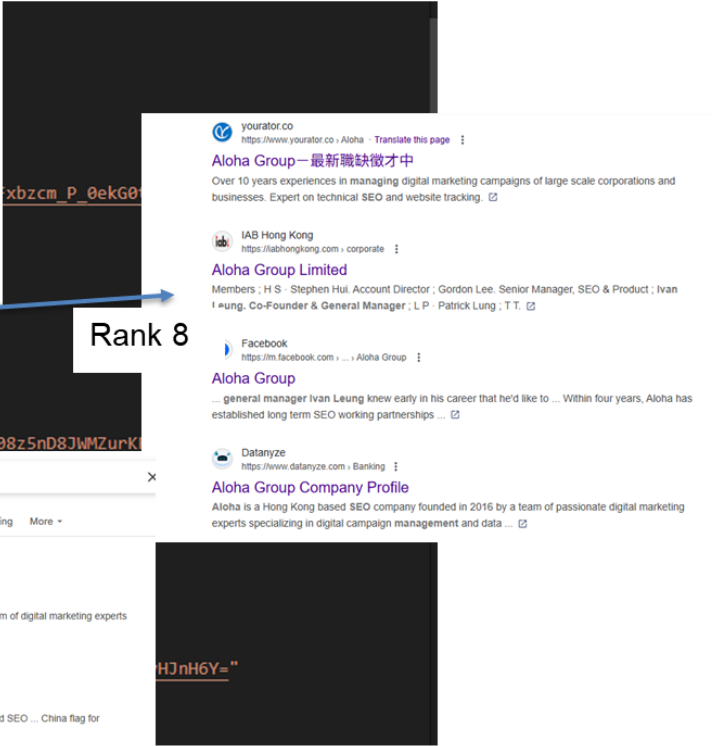
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    }
  },
  {
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    "web": {
      "domain": null,
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      "domain": null,
      "title": "marketing-interactive.com",
      "uri": "https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQft0oXZ7s0R5QsJLlpQ7XZDFx1j-b6EXiAiUk0jFKSw5wRUSu68ihFC20ovpcbn6Tz6s5jvEg8v1109-SsMEUDxTk3j"
    }
  }
]

```

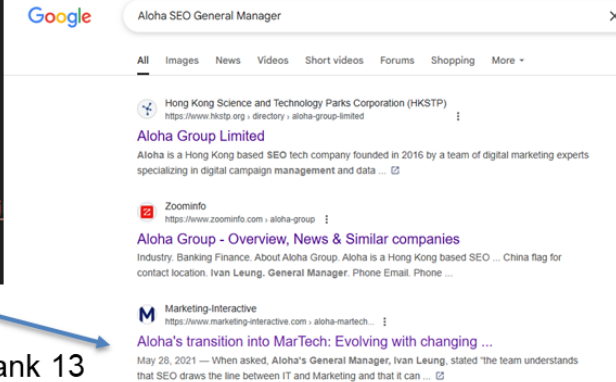
Rank 6



Rank 8



Rank 13



Example 1: Behind the Scenes (ChatGPT/OpenAI)

ChatGPT/OpenAI

- followed a similar chain of reasoning

```

"output": [
  {
    "id": "rs_6864a2ae386c819ab27cd2d3847e70008fa160400fa821d",
    "summary": [],
    "type": "reasoning",
    "encrypted_content": null,
    "status": null
  },
  {
    "id": "rs_6864a2af8bd0819a8625686a6469a7708fa160400fa821d",
    "summary": [],
    "type": "reasoning",
    "encrypted_content": null,
    "status": null
  },
  {
    "id": "ws_6864a2afe50819a96f931b44eda8f9308fa160400fa821d",
    "status": "completed",
    "type": "web_search_call",
    "action": {
      "type": "search",
      "query": "Aloha SEO General Manager"
    }
  },
  {
    "id": "rs_6864a2b79afc819ab0f580919378850508fa160400fa821d",
    "summary": [
      {
        "text": "I need to provide a straightforward answer without any lengthy elaboration. I'll categorize the information accordingly and ensure I include a citation. It's clear that the General Manager is Ivan Leung, and I'll just confirm that detail concisely. Okay, let's get this organized and done! I'll make sure to keep it plain and to the point.",
        "type": "summary_text"
      }
    ],
    "type": "reasoning",
    "encrypted_content": null,
    "status": null
  },
  {
    "id": "msg_6864a2b9cbc8819a9cfb9de89ac92a1708fa160400fa821d",
    "content": [
      {
        "annotations": [
          {
            "end_index": 271,
            "start_index": 70,
            "title": "Aloha Group profiles | FinalScout | FinalScout",
            "type": "url_citation",
            "url": "https://finalscout.com/company/aloha_group?utm_source=chatgpt.com"
          },
          {
            "end_index": 271,
            "start_index": 70,
            "title": "Aloha's Digital Expertise Recognized by Marketing Magazine's Best Use of SEO Award and Boutique Agency of the Year Award - Aloha Group",
            "type": "url_citation",
            "url": "https://www.alohaonline.asia/aloha-marketing-magazines-best-use-of-seo/?utm_source=chatgpt.com"
          }
        ],
        "text": "The General Manager of Aloha SEO (Aloha Group Limited) is Ivan Leung. ([finalscout.com](https://finalscout.com/company/aloha_group?utm_source=chatgpt.com), [alohaonline.asia](https://www.alohaonline.asia/aloha-marketing-magazines-best-use-of-seo/?utm_source=chatgpt.com))",
        "type": "output_text",
        "logprobs": []
      }
    ],
    "role": "assistant",
    "status": "completed",
    "type": "message"
  }
]

```

Thinking, OpenAI hide the thoughts

Websearch

conclusion

Answer with supportings

Example 2: Asking a Time-sensitive Question

```
gemini_response = gemini_get_response_web_search(  
    google_api_key = gemini_api_key,  
    prompt = "2025 Fifa Club World Cup Winner",  
    model = "gemini-2.5-flash-preview-05-20"  
)
```

```
3  
4  
5  
6  
7  
8  
9  
openai_response = openai_get_responses_reasons(  
    openai_api_key=openai_api_key,  
    prompt="2025 Fifa Club World Cup Winner",  
    model="o4-mini",  
    city="Hong Kong"  
)
```

Gen AI at test:

- Gemini Flash 2.5
- ChatGPT/OpenAI

Prompt:

- 2025 Fifa Club World Cup Winner

Example 2: Answering a Time-sensitive Question

The 2025 FIFA Club World Cup winner has not yet been determined, as the tournament is currently in progress. The competition commenced on June 14, 2025, and is scheduled to conclude on July 13, 2025, in the United States

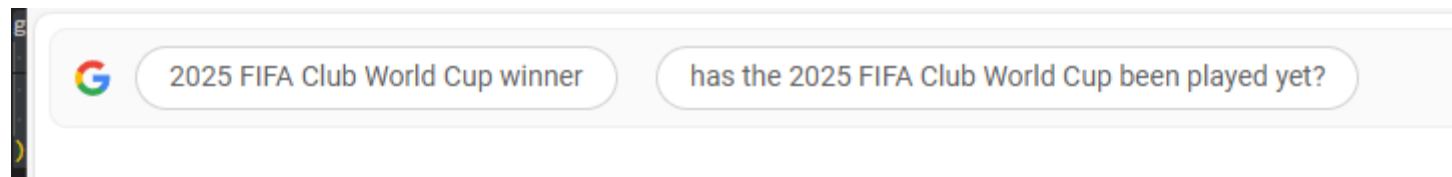
Example 2: Behind the Scenes (Gemini Flash 2.5)

```

"grounding_metadata": {
  "search_entry_point": {
    00-0.04 0-2.39.33-4.04 1.33-0.0411-.22 3.01 2.30.22 1.002\ T111=\ #f00c03\ /\n    <path d=\ M24 14.14C2.
11 0 4.02.75 5.52 1.9814.36-4.36C31.22 9.43 27.81 8 24 8c-5.93 0-11.01 3.4-13.45 8.3615.03 3.85A8.86 8.86 0
0 1 24 14.14z\" fill=\ "#EA4335\"/>\n    </svg>\n    <div class=\ "gradient-container\"><div
class=\ "gradient\"></div></div>\n    </div>\n    <div class=\ "carousel\">\n    <a class=\ "chip\" href=\ "https://
vertexaisearch.cloud.google.com/grounding-api-redirect/
AUZIYQFxfNifs_Nb8w9KYGCDP7S6fKm6K2RYtPj9LSqtI3rcnTXEU0zVOnDw88va0zHJ7L9bS5Rj0tj6nLC7pCz5WckHc8fDQRyjqEaddqih
Fq2GK3oSpm_m85aZRGpOrE18HMTmetfe50X3VO69nwGkS0m8Vda-e70x3kuFHuWLSVG2kTS1C1D29DDyLAzVfb67sB0drQG8b5A1kIQ4_Kg
m3xCEBg=\">2025 FIFA Club World Cup winner</a>\n    <a class=\ "chip\" href=\ "https://vertexaisearch.cloud.
google.com/grounding-api-redirect/
AUZIYQFO3gqtNBf0McpQQ_SIwFPASIkG_Zc8ovKWo2JoSkysCSq9jV62dBfL4b8Xbod_mjizAtWXHhU9MF3EPHzUrX18-t1M-i01N1EJi17V
ABYnIdJ2R1S8KgJx06UBUqfVTwlhjgQHvBwKHngtdvFPW0quUqhCmgzaUaTUqUXfwmvqa0ohSoJE24fLImGV6qAppYCoz6psZPUSXrBr1uB
ui0Q7NcttZXwsfa9VdMXLjVMKg_RyraVNwE=\">has the 2025 FIFA Club World Cup been played yet?</a>\n    </div>\n</
div>\n",
"sdk_blob": null

```

Gemini Flash 2.5
Performed two
Google Searches



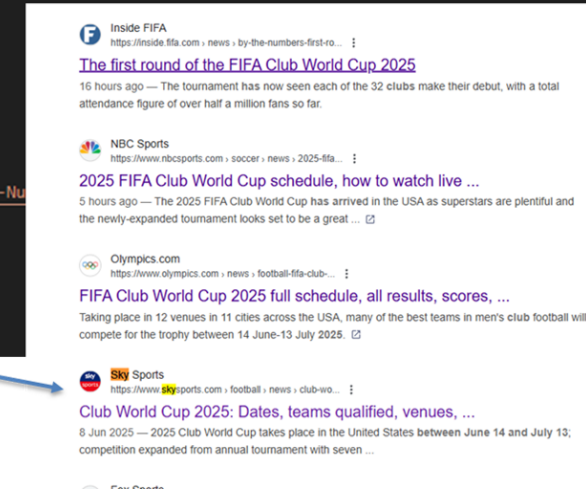
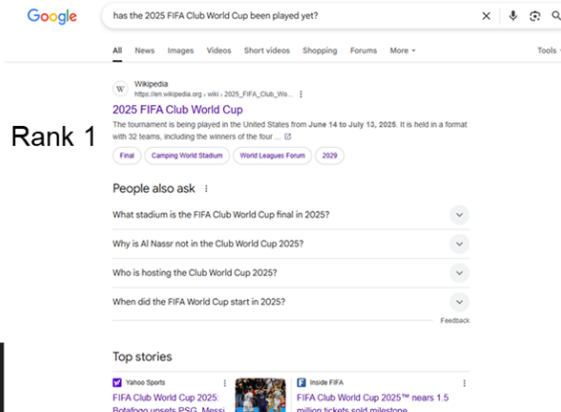
Example 2: Behind the Scenes (Gemini Flash 2.5)

```
    "grounding_supports": [  
      {  
        "confidence_scores": null,  
        "grounding_chunk_indices": [  
          0,  
          1  
        ],  
        "segment": {  
          "end_index": 220,  
          "part_index": null,  
          "start_index": 109,  
          "text": "The competition commenced on June 14, 2025, and is scheduled to conclude on July 13, 2025, in the United States"  
        }  
      }  
    ],  
    "retrieval_metadata": null,  
    "title": "The competition commenced on June 14, 2025, and is scheduled to conclude on July 13, 2025, in the United States"
```

```
    "grounding_supports": [  
      {  
        "confidence_scores": null,  
        "grounding_chunk_indices": [  
          0,  
          1  
        ],  
        "segment": {  
          "end_index": 220,  
          "part_index": null,  
          "start_index": 109,  
          "text": "The competition commenced on June 14, 2025, and is scheduled to conclude on July 13, 2025, in the United States"  
        }  
      }  
    ],  
    "retrieval_metadata": null,  
    "title": "The competition commenced on June 14, 2025, and is scheduled to conclude on July 13, 2025, in the United States"
```

Only 1
grounding used

Example 2: Behind the Scenes - Ranking of the Supporting (Gemini Flash 2.5)



```

"grounding_metadata": {
  "grounding_chunks": [
    {
      "retrieved_context": null,
      "web": {
        "domain": null,
        "title": "wikipedia.org",
        "uri": "https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGDK5n-EQJ_1vJcxWgObYACVgWw9IteM1fwcQCRspkfL-fEXANTfNLSwF-PSRJjZaZBXm1Re-PYPBItngTPqKPVhtAOGnvJBd_qD1opz5co7b2U6go0-bUtygiCwrC28oZmB0xv_2B824LVGrdpi5EjAiQ=="
      }
    },
    {
      "retrieved_context": null,
      "web": {
        "domain": null,
        "title": "skysports.com",
        "uri": "https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQG-2skj7FgYvrvA09jRV-00nW11EkIx0kNHgQ3ezcOtsihOr8w07sh7xqoxG4Saey0KJ1Ihmg1LuImCzyrvrgKAeuBpaQnA1annpDmb-NuSH_3v2gzbi6HYB2-8qbY0TAoGJhnl9jWVEXg78aQ8nadCR4IzA3In382d5jr60I1495jA1VDN-W=="
      }
    }
  ],
  "grounding_supports": [
    {
      "confidence_scores": null
    }
  ]
}

```

Example 2: Behind the Scenes (ChatGPT/OpenAI)

```
{
  "id": "rs_6864a36b0a0881988021a4f3e712c31808bb7e87b79ea9c7",
  "summary": [
    {
      "text": "**Clarifying Club World Cup details**\\n\\nThe user wants to know who won the 2025 FIFA Club World Cup. I believe the tournament is scheduled from June 17 to July 13, 2025, in the USA. It's an expanded format with 32 teams, which FIFA will implement starting in 2025. Traditionally, the Club World Cup is in December, but this new version has moved to summer. As for the winner, I need to confirm that information once it occurs.",
      "type": "summary_text"
    }
  ],
  "type": "reasoning",
  "encrypted_content": null,
  "status": null
},
```

Step 1: Understanding the question

Example 2: Behind the Scenes (ChatGPT/OpenAI)

```
{
  "id": "ws_6864a37548648198a7ae984ad79a00ce08bb7e87b79ea9c7",
  "status": "completed",
  "type": "web_search_call",
  "action": {
    "type": "search",
    "query": "2025 FIFA Club World Cup final date"
  }
},
{
```

Step 2: Finding supporting information

- The LLM did a web search with the query “2025 FIFA Club World Cup Final date” to confirm its first thought (search engine is unknown)

Example 2: Behind the Scenes (ChatGPT/OpenAI)

```
{
  "id": "rs_6864a38b0b1c81989ae9b282dc76419108bb7e87b79ea9c7",
  "summary": [
    {
      "text": "***Clarifying the FIFA Club World Cup**\\n\\nThe Wikipedia page doesn't list a winner for the FIFA Club World Cup final because it's scheduled for July 13, 2025, which is still in the future. Since it's happening after July 2, no winner is known yet. The user likely expects past results, but I need to clarify that the tournament is ongoing from June 14 to July 13, 2025, and the final will take place on that date at MetLife Stadium. If the user is confused about the timeline, I can help clarify that too.",
      "type": "summary_text"
    },
    {
      "text": "***Summarizing the FIFA Club World Cup**\\n\\nThe tournament runs from June 14 to July 13, 2025, with the final set for July 13 at MetLife Stadium. As of July 2, there is no winner because the tournament is still ongoing. The user might expect results, but the final has not yet occurred. If they were thinking of the 2023 winner, that's not applicable either. I'll clarify that the winner will be determined after the final and include important details and sources in my response.",
      "type": "summary_text"
    }
  ],
  "type": "reasoning",
  "encrypted_content": null,
  "status": null
},
```

Step 3: Providing the answer

- Using the search results, the LLM confirmed its initial assumption and generated the answer

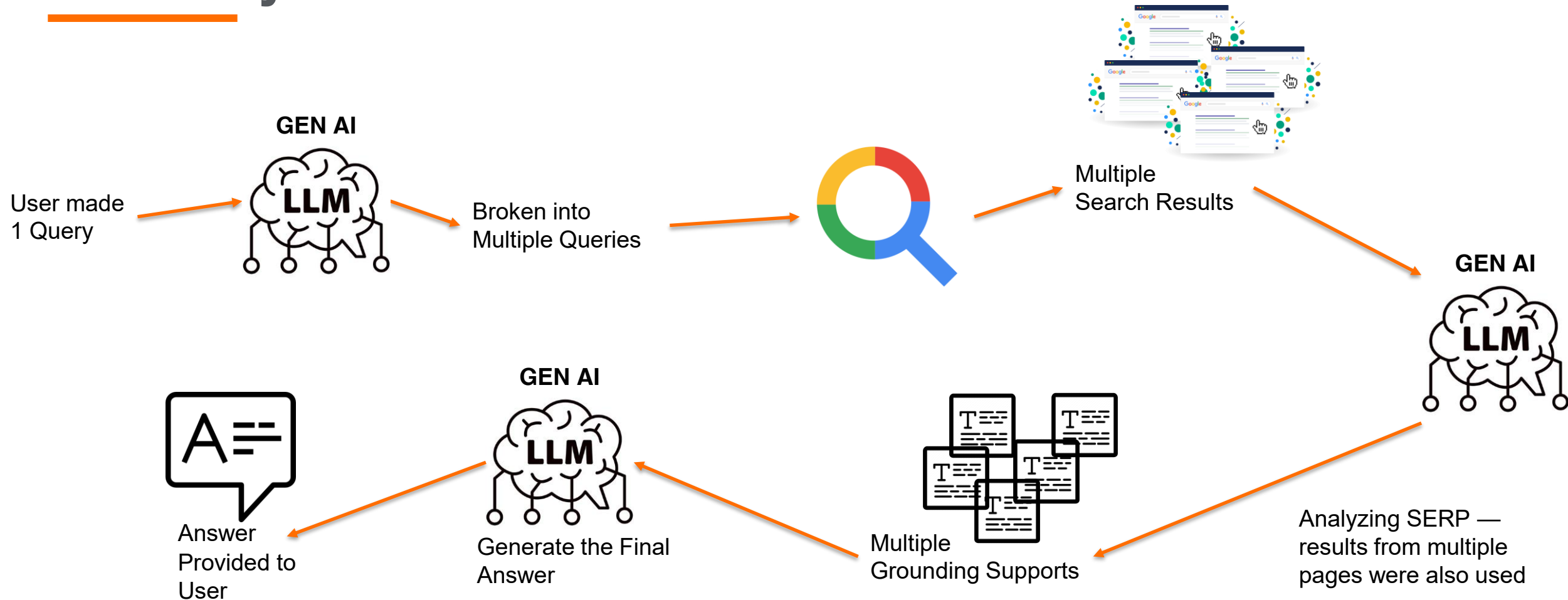
Example 2: Behind the Scenes (ChatGPT/OpenAI)

```
{
  "id": "msg_6864a3905a248198a706edb33ecaf0ee08bb7e87b79ea9c7",
  "content": [
    {
      "annotations": [
        {
          "end_index": 450,
          "start_index": 246,
          "title": "2025 FIFA Club World Cup",
          "type": "url_citation",
          "url": "https://en.wikipedia.org/wiki/2025_FIFA_Club_World_Cup?utm_source=chatgpt.com"
        },
        {
          "end_index": 450,
          "start_index": 246,
          "title": "2025 FIFA Club World Cup final",
          "type": "url_citation",
          "url": "https://en.wikipedia.org/wiki/2025_FIFA_Club_World_Cup_final?utm_source=chatgpt.com"
        }
      ],
      "text": "The 2025 FIFA Club World Cup is still in progress and thus no champion has been crowned yet. The competition runs from June 14 to July 13, 2025, with the grand final scheduled for Sunday, July 13 at MetLife Stadium in East Rutherford, New Jersey ([en.wikipedia.org](https://en.wikipedia.org/wiki/2025_FIFA_Club_World_Cup?utm_source=chatgpt.com), [en.wikipedia.org](https://en.wikipedia.org/wiki/2025_FIFA_Club_World_Cup_final?utm_source=chatgpt.com)).",
      "type": "output_text",
      "logprobs": []
    }
  ],
  "role": "assistant",
  "status": "completed",
  "type": "message"
}
```

Step 4: Answering the question

- Providing a URL citation

Summary: GEO Web Search Flow



*LLM = Large Language Model (LLM) is a type of artificial intelligence (AI) technology designed to understand, generate, and manipulate human language

Key Takeaways

- As with traditional SEO, optimizing for **related keywords & Topics** remains essential
- Different AI models use **different search engines** as their knowledge base, so it's important to **optimize across multiple platforms**
- **Titles and meta descriptions may be less influential**, as AI can access and evaluate the full content of search results
- High rankings don't guarantee AI usage - **content quality and relevance** are what matter most

Search Engine for each AI

AI Search Engine	Underlying Search Engine / API	Large Language Model	Notes
ChatGPT	Microsoft Bing Web Search API	ChatGPT (OpenAI LLM)	ChatGPT's live web search is powered by Bing's index and API, providing up-to-date answers with source citations. This integration started in 2023 and is now broadly available to all users.
Gemini Search	Google Search API	Google Gemini 2.0 Flash	Uses Google's search infrastructure combined with Gemini LLM for real-time AI-powered search and grounded answers.
Perplexity AI	Custom built-in search engine	GPT-4, Claude 3, Mistral, custom models	Performs daily web indexing with multiple LLMs, providing real-time info and citations from its own search index.
Bing	Bing Search Engine	GPT-4 (OpenAI)	Microsoft's Bing integrates GPT-4 to offer conversational AI search, blending traditional search with generative AI responses.

Citation

- <https://www.searchenginejournal.com/bing-integrates-with-chatgpt/487638/>
- https://blogs.bing.com/search/may_2023/Bing-at-Microsoft-Build-2023
- <https://www.thurrott.com/cloud/283485/build-2023-microsoft-announces-bing-search-integration-into-chatgpt>
- <https://blogs.microsoft.com/blog/2023/02/07/reinventing-search-with-a-new-ai-powered-microsoft-bing-and-edge-your-copilot-for-the-web/>
- <https://www.cnbc.com/2023/02/07/microsoft-open-ai-chatgpt-event-2023-live-updates.html>



A L O H A

Thank you!



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