



2026 Marketer's Non-Technical Guide to SEO in AI Search

Complete Handbook Edition

Navigating the **Future of Search**: *From Information to Intelligence*

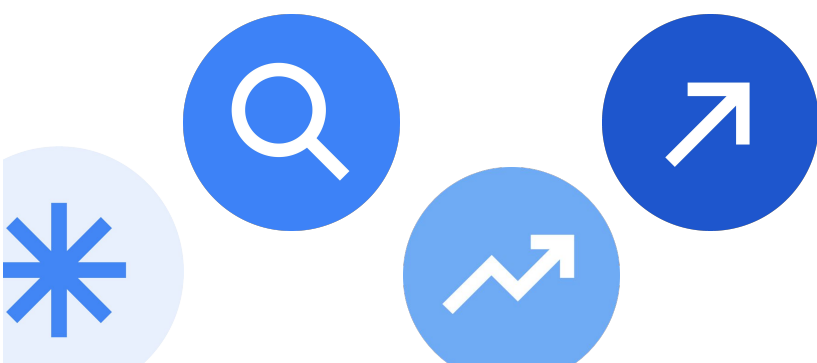


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Future of Search

Google Search is evolving, driven by our understanding of human curiosity and the power of AI. This evolution presents new opportunities for marketers.

With AI Overview & AI Mode, users are searching with more unique searches.

Websites need to meet this evolving behaviour with the right content.

🔍 In the AI era, our vision is to make Search effortless, so that people can truly ask anything

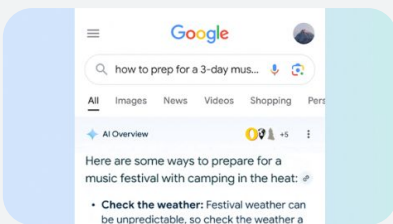
As people's search habits continue to evolve, new AI experiences are making Search more **intelligent**, **agentic**, and **personalized**. With these new experiences, overall, total organic click volume from Google Search to websites has been **relatively stable year-over-year**. Additionally, average **click quality has increased** and Search is sending slightly **more quality clicks** to websites than a year ago – clicks where users don't quickly click back.

We see over **5 TRILLION** searches on Google annually.¹ Even at this scale, we continue to see **overall query growth** in Search.²

Gen Z are heavy users of Google Search in general. Signed-in users 18 to 24 issue more queries each day than other age groups.³

💡 AI is giving Search superpowers

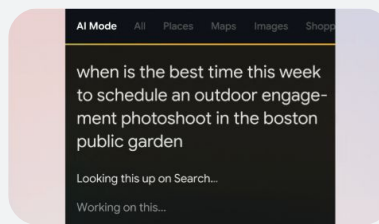
Search is going beyond information to *intelligence*, to help you truly ask anything. And people are loving it.



AI Overviews

Find information quickly for complex questions

- AI Overviews reached over 2B monthly users across more than 200 countries and territories and 40 languages.⁴
- As more people go deeper with AI Overviews, they're increasingly happier with their results, and they search more often.⁵



AI Mode

Get help with your toughest questions

- People are using AI Mode to learn, explore or dig deeper by asking open-ended and follow-up questions.
- Early testers of AI Mode are asking much longer queries, 2-3 times the length of traditional searches.⁶



Lens & Circle to Search

Search what you see

- Lens is one of the fastest growing query types on Search with Lens searches growing 70% YoY.⁷
- We've seen more than 100 billion visual Searches already this year.⁸
- Younger users who have tried Circle to Search now use it to start more than 10% of their searches.⁹

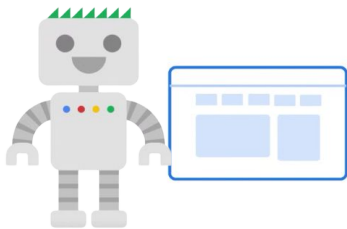
Intro to SEO: How Organic Search Works

While the interface of Search is transforming with AI, the core mechanics of how Google accesses and understands the web remain consistent. You cannot optimize for AI experiences if Google cannot access your content.

The Three Stages of how Google serves a Search Result

1 Crawling

Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.



The first stage is finding out what pages exist on the web. There isn't a central registry of all web pages, so Google must constantly look for new and updated pages and add them to its list of known pages. This process is called "URL discovery". Once Google discovers a page's URL, it may visit (or "crawl") the page to find out what's on it. We use a huge set of computers to crawl billions of pages on the web. The program that does the fetching is called [Googlebot](#).

2 Indexing

Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.



After a page is crawled, Google tries to understand what the page is about. This stage is called indexing and it includes processing and analyzing the textual content and key content tags and attributes, such as [<title>](#) [elements](#) and alt attributes, [images](#), [videos](#), and more.

3 Serving

When a user searches on Google, Google returns information that's relevant to the user's query.



When a user enters a query, our machines search the index for matching pages and return the results we believe are the highest quality and most relevant to the user's query. Relevancy is determined by hundreds of factors, which could include information such as the user's location, language, and device (desktop or phone). For example, searching for "bicycle repair shops" would show different results to a user in Paris than it would to a user in Hong Kong.

Intro to SEO: 3 Main Components

The basics of SEO (Search Engine Optimization) are centered on helping search engines understand your content and helping users find your site. The core principles remain consistent even with the rise of AI Search experiences.

1 Content

Creating **helpful, reliable, people-first content** is the most significant factor in SEO. This approach aligns with what Google's core ranking systems—and new AI features—seek to reward.

- **Uniqueness:** Create original content based on your own knowledge rather than copying or rehashing what others have published.
- **Easy-to-read:** Ensure text is well-written, easy to follow, and free of errors. Break up long text into paragraphs and sections with headings to help users navigate.
- **Searches:** Anticipate the words users might search for (e.g., "charcuterie" vs. "cheese board") and use them naturally in your content. [Tools](#) like Search Console or Google trends can help
- **Freshness:** Regularly update or delete content that is no longer relevant.

Titles & Descriptions

You can influence how your site looks in search results to help users decide whether to click.

- **Title links:** Write unique, clear, and concise titles for every page. Place the most important text in the `<title>` element.
- **Snippets (Meta Descriptions):** Use the `<meta name="description">` tag to provide a short, unique summary of the page. This is like a pitch to convince users that your page is what they are looking for.

Images and Video

Search is increasingly multimodal; visual assets are crucial for engagement and discovery:

- **Alt text:** Add descriptive text to the alt attribute of images. This helps search engines understand the image and assists users with screen readers.
- **Placement:** Place images and videos near the text that is relevant to them.
- **Relevance:** Place high-quality images and videos near the text that references them to establish context.
- **Quality:** Use high-quality images and video to provide a better user experience.

2 Site Architecture

Provide a seamless user experience that helps users easily access & navigate your website. A logical structure helps search engines and users understand how pages relate to one another.

- **Crawlable links:** Google discovers pages primarily through links. Use proper HTML `<a>` tags with href attributes for internal links.
- **Anchor text:** Use descriptive text for links (e.g., "list of cheese types" instead of "click here") to tell Google and users what the linked page is about.
- **Descriptive URLs:** Use URLs with words relevant to your content (e.g., `/pets/cats.html`) rather than random identifiers (e.g., `/page?id=123`).
- **Hierarchy:** Group similar topics in directories (folders) to help Google learn how often content in different areas of your site changes.

3 Technical Requirements

Before a site can rank, it must be visible to Google. Meeting these technical requirements is the bare minimum for appearing in search results:

- **Googlebot access:** Ensure Google isn't blocked from crawling your site (e.g., by `robots.txt` rules or login requirements).
- **Valid HTTP status:** The page must work correctly and return an HTTP 200 (success) status code.
- **Indexable content:** The page must contain content that Google can index (textual content in a supported file type) and must not violate spam policies.
- **Sitemaps:** Provide a clear "roadmap" (XML Sitemap) to help Googlebot discover all your important pages efficiently.

Optimizing for AI Search: Top ways to ensure your website appears

The way people discover your content continues to evolve, such as through AI Overviews or AI Mode. Users are able to ask more nuanced and unique questions, so having the right content to meet their needs will be key. In this new AI era, the **core of our SEO guidance still rings true**. Focus on your visitors and provide them with unique, satisfying content. Then you should be well positioned as Google Search evolves, as our core goal remains the same: to help people find outstanding, original content that adds unique value.

🔍 Focus on unique, valuable content for people

People often ask how to make content that's "what Google wants". Our answer is that Google wants to show content that fulfills peoples' needs. Focus on making unique, non-commodity content that visitors from Search and your own readers will find helpful and satisfying. Then you're on the right path for success with our AI search experiences, where users are asking longer and more specific questions — as well as follow-up questions to dig even deeper. (By the way, unique and valuable content is also important for our blue link results as well).

💎 Provide a great page experience

Even the best content can be disappointing to people if they arrive at a page that's cluttered, difficult to navigate or makes it hard to find the main information they're seeking. Ensure that you're providing a good page experience for those who arrive either from classic or AI search results, such as whether your page displays well across devices, latency of your experience, and whether visitors can easily distinguish main content from other content.

🔍 Ensure we can access your content

Make sure your pages meet our technical requirements for Google Search, so that we can find them, crawl them, index them, and consider them for showing in our results. This includes making sure that Googlebot isn't blocked, the page works (Google receives an HTTP 200 (success) status code), and the page has indexable content. Meeting the technical requirements covers you for search generally, including AI formats.

💎 Go beyond text for multimodal success

Through the power of our AI, people can perform multimodal searches where they snap a photo or upload an image, ask a question about it and get a rich, comprehensive response with links to dive deeper. For success with this, support your textual content with high-quality images and videos on your pages, and ensure that your Merchant Center and Business Profile information is up-to-date.

🔍 Understand the full value of your visits

We've seen that when people click to a website from search results pages with AI Overviews, these clicks are higher quality, where users are more likely to spend more time on the site. Why is this? Our AI results may give people more context about a topic overall, and display more relevant supporting links, than with classic Search. This may provide a more engaged audience and new opportunities with visitors, but you might not optimize for these if you focus too much on clicks instead of the overall value of your visits from Search. Consider looking at various indicators of conversion on your site, be it sales, signups, a more engaged audience, or information lookups about your business. Tools like Google Analytics can help.

💎 Manage visibility with preview controls

Search enables site owners to control what appears in our listings, including in our AI formats. Make use of nosnippet, data-nosnippet, max-snippet, or noindex to set your display preferences. More restrictive permissions will limit how your content is featured in our AI experiences.

🔍 Make sure structured data matches the visible content

Structured data is useful for sharing information about your content in a machine-readable way that our systems consider and makes pages eligible for certain search features and rich results. If you're using structured data, be sure to follow our guidelines, such as making sure that all the content in your markup is also visible on your web page and that you validate the structured data markup.

Optimizing for AI Search: Content Best Practices

To appear in new features like **AI Overviews** and **AI Mode**, content strategy must shift from "keyword matching" to creating unique, valuable content for people.

1. Create Helpful, People-First Content

Google's ranking systems aim to reward content that provides a satisfying experience for visitors.

- **Focus on "Information Gain":** Users are asking longer, more complex questions. Your content should provide comprehensive answers that add unique value, distinct from other sites.
- **Avoid Commodity Content:** Do not simply summarize what is already available elsewhere. Focus on original research, expertise, and unique perspectives.
- **E-E-A-T:** Google uses the concept of E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) to assess content quality. Ensure your content demonstrates first-hand experience and expertise.

2. Embracing Multimodality

Search is no longer just text. With the rise of Google Lens and Circle to Search, visual content is a primary entry point.

- **Images:** Use high-quality images. Ensure they are relevant to the page context. Use descriptive filenames and alt text to help Google understand the image content.
- **Video:** Video is crucial for "how-to" and complex topics. Google indexes videos by locating them on the page and analyzing the visual and audio components.
 - **Best Practice:** Provide a clear title, description, and thumbnail for every video. Using Structured Data (VideoObject) helps Google find and understand your video.

3. Using Generative AI for Content Creation

Automation, including generative AI, can be used to create helpful content. However, using automation solely to generate low-value content for the primary purpose of manipulating search rankings is a violation of Google's spam policies.

- **Guidance:** Publishers should produce content for users, not search engines, regardless of how the content is produced, and ensure content is of high quality.

4. Managing Content Quality

- **Spam Policies:** Google has [strict policies against spam](#), including cloaking, doorway pages, and scraped content. Ensuring your site adheres to these policies is essential for long-term visibility.
- **Search Traffic:** While AI features are new, Google continues to send billions of clicks to the web every day. Clicks from AI Overviews are often higher quality, meaning users are more likely to spend more time on the sites they visit.

Optimizing for AI Search:

Creating helpful, reliable, people-first content

Google's automated ranking systems are designed to prioritize helpful, reliable information that's created to benefit people, and not content that's created to manipulate search engine rankings.

Get to know E-E-A-T

Google's automated systems are designed to use many different factors to rank great content. After identifying relevant content, our systems aim to prioritize those that seem most helpful. To do this, they identify a mix of factors that can help determine which content demonstrates aspects of **experience, expertise, authoritativeness, and trustworthiness**, or what we call **E-E-A-T**.

Of these aspects, trust is most important. The others contribute to trust, but content doesn't necessarily have to demonstrate all of them. For example, some content might be helpful based on the experience it demonstrates, while other content might be helpful because of the expertise it shares.

Experience of the creator. This aspect refers to whether the content demonstrates first-hand expertise and a deep knowledge of the topic.

Expertise of the creator. Content should be written or reviewed by an expert or enthusiast who demonstrably knows the topic well. It involves presenting information in a way that builds trust, often through clear sourcing, evidence of the expertise involved, and background about the author or the publishing site.

Authoritativeness of the creator, the main content itself and the website. The site publishing the content should be perceived as well-trusted or widely recognized as an authority on its topic.

Trust the extent to which the page is accurate, honest, safe, and reliable.

What type of content is quality?

- 🔍 **Originality and Depth:** The content should offer original information, reporting, research, or analysis. It needs to provide a substantial, complete, or comprehensive description of the topic.
- 💠 **Insightful Value:** It should offer insightful analysis or interesting information that goes beyond the obvious. If it uses other sources, it must avoid simply copying or rewriting, instead adding substantial additional value and originality.
- 🔍 **Production Quality:** The main heading or page title should be descriptive and helpful, avoiding exaggeration or shocking language. The content should be well-produced, not appearing sloppy or hastily created, and free from spelling or stylistic issues.
- 💠 **User Engagement:** It should be the kind of page a user would want to bookmark, share, or recommend. It should compare favourably in value to other pages in search results and feel substantial enough to be referenced in a printed magazine, encyclopedia, or book.
- 🔍 **Authenticity:** Avoid content that is mass-produced or outsourced to numerous creators across many sites, where individual pages lack sufficient attention or care.

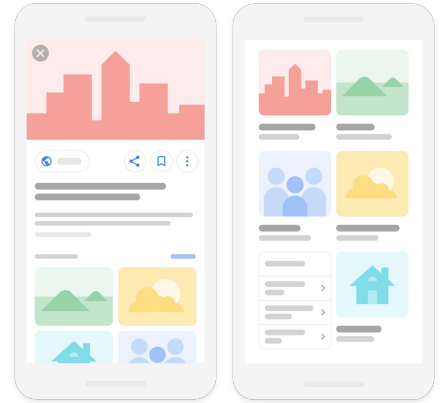
Multimodality in AI Search

Best Practices

Through the power of our AI, people can perform multimodal searches where they snap a photo or upload an image, ask a question about it and get a rich, comprehensive response with links to dive deeper. For success with this, support your textual content with high-quality images and videos on your pages.

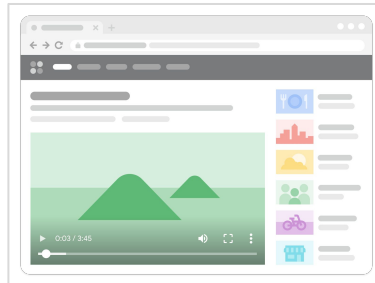
Images

- 🔍 **Use supported image formats:** BMP, GIF, JPEG, PNG, WebP, SVG, and AVIF & HTML image elements to embed images
- ✦ **Optimize your images** for speed and quality, balancing high-quality photos with fast user experience.
- 🔍 **Check your page titles & descriptions** by following Google's [title & snippet guidelines](#). Make sure your images are placed near relevant text and on pages that are relevant to the image subject matter and your file names are [descriptive with relevant alt text](#).



Video

- 🔍 **Help Google find your videos**
Apply technical requirements, like HTML elements commonly used for embedding videos (`<video>`, `<embed>`, `<iframe>`, or `<object>` element) & don't use fragment identifiers to load the video. Providing metadata about the video, such as [structured data](#), [video sitemaps](#).



Beyond technical requirements, your videos should be intriguing, with rich content and well produced.

Headlines and descriptions should be clear and relevant to user's search, with attractive thumbnails that is representative of the video.

- 🔍 **Ensure your videos can be indexed** by meeting requirements:
 - The [watch page](#) must be indexed & performing well in Search
 - The video must be embedded on a watch page & can't be hidden behind other elements
 - The video must have a [valid thumbnail](#) that's available at a [stable URL](#).
 - Use supported file types: 3GP, 3G2, ASF, AVI, DivX, M2V, M3U, M3U8, M4V, MKV, MOV, MP4, MPEG, OGV, QVT, RAM, RM, VOB, WebM, WMV, and XAP.
- ✦ **Enable specific video features**
 - **Video Previews:** Google selects a few seconds from your video to display a moving preview. To be eligible for this feature, allow Google to [fetch your video files](#).
 - **Key moments:** A way for users to navigate video segments like chapters in a book. Google can automatically detect the segments or you can tell Google [through structured data or YouTube description](#)
 - **Live Badge:** For livestreaming videos, you can enable a red "LIVE" badge to appear in search results by using [BroadcastEvent structured data](#).

Enabling for Agentic Search Best Practices

We're bringing more agentic capabilities and personalized responses to AI Mode in Search, so Google can do more on your behalf and help you get things done. To make sure your website can appear in these responses, continue to optimize your site's technical foundation and data structure so Google's systems can interpret and act on your content.

Connecting to Agentic Functions

Structured data allows Google to better understand and interact with your data. You should implement specific schemas relevant to the tasks your site supports:

- **Commerce:** Use Product and MerchantListing markup to enable price comparisons and shopping experiences.
- **Reservations & Orders:** For restaurants and local businesses, use LocalBusiness markup. To enable direct bookings or orders, you may need to integrate with specific Google APIs like the Maps Booking API.
- **Events:** Use [Event markup](#) to allow users to find and potentially book tickets.
- **Jobs:** Use [JobPosting markup](#), which can enable "direct apply" experiences where users can apply with fewer steps.
- **Math & Education:** Use [MathSolver markup](#) to allow Google to interact with your problem-solving logic.

Meet AI Mode

find me a dinner reservation for 3 people this Friday after 6pm around logan square. craving ramen or bibimbap



The Banchan Table

4.6 ★ (512) · \$20–30 · Korean
2980 W Fullerton Ave

This welcoming Korean spot offers a taste of traditional home cooking, and is well known for its bibimbap, which diners say features a perfectly crispy rice bottom and a wide selection of fresh vegetables.

Available on Friday, August 22

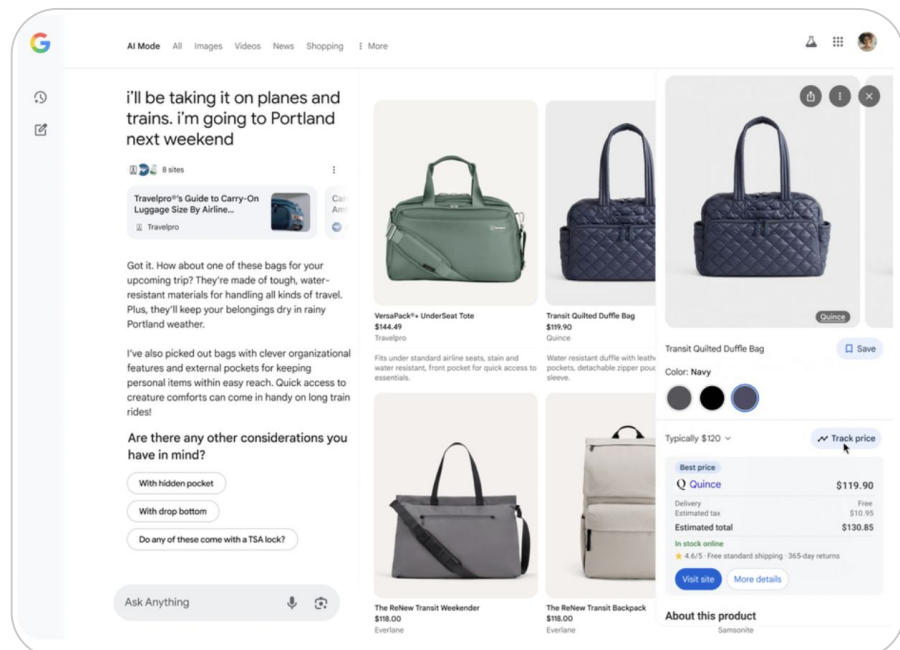
6:30 PM

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Commerce: Merchant Center For Retail

- If you are a retailer, the most direct way to connect to Google's shopping agents is by uploading your product inventory to [Google Merchant Center \(GMC\)](#). This provides Google with structured, real-time data about your inventory, pricing, and shipping, which powers AI-driven shopping results.
- The more information from GMC that we have about a product - including **high quality images** and attributes like **color, sizes and special features** - the better we can understand it and surface it for relevant queries.
- Additional mandatory requirements:
 - Integrate with [GPay API](#)
 - Enable [guest checkout](#)
 - Ensure [bots](#) are **not blocked from crawling** your website



Tools to help your SEO

Monitor & Diagnose with Search Console

[Search Console](#) is the essential tool for monitoring search performance, fixing indexing issues, and submitting sitemaps to help Google find pages faster. It is also used to check for manual actions and security issues.

1. **Verify site ownership.** Get access to all of the information Search Console makes available. Learn more about [how to verify your site ownership](#).
2. **Make sure Google can find and read your pages.** The [Index coverage report](#) gives you an overview of all the pages Google indexed or tried to index in your website. Review the list available and try to fix page errors and warnings.
3. **Consider [submitting a sitemap](#) to Search Console.** Pages from your site can be discovered by Google without this step.
4. **Monitor your site's performance.** The [Search performance report](#) shows how much traffic you're getting from Google Search, including breakdowns by queries, pages, and countries. For each of those breakdowns, you can see trends for impressions, clicks, and other metrics. If your traffic is going down, consider [debugging the traffic drop](#), which can help you prioritize your efforts.

Analyze Content effectiveness

Using [Search Console](#), you can identify which queries are performing well for your site, and which could be improved by analyzing key indicators like CTR & Ranking:

- High ranking, high CTR indicates the webpage content is performing well.
- High ranking, low CTR means you should consider optimizing for the most common [visual elements in Google Search](#).



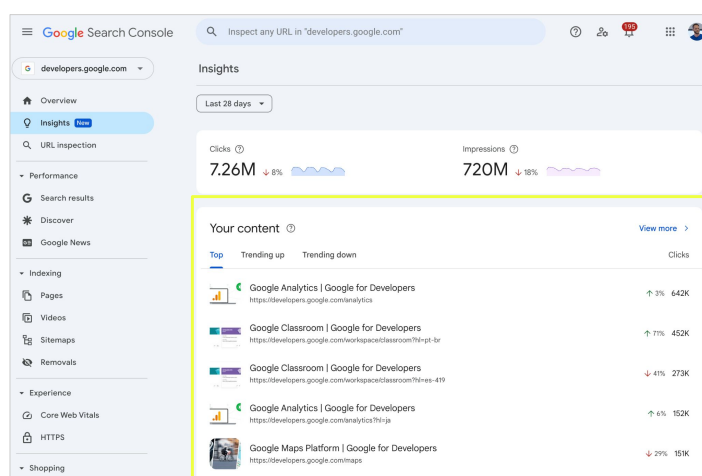
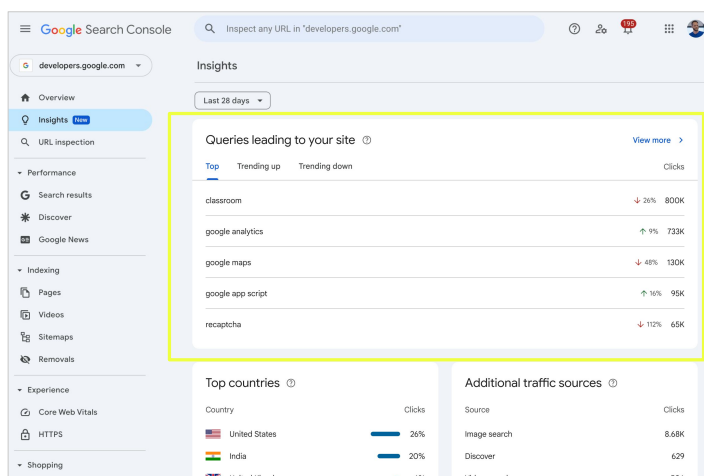
Tip: Analyze with [bubble chart](#)

Improve your Content with Queries Insights

Use [Search Console](#) to see what queries users are discovering your site through, and consider optimising your content strategy based on what users are searching for. Search Console will show query groups that group together similar queries.

Identify Top Pages

Check the [Insights > Your Content](#) page to understand which pages are getting more interest and clicks from users, to identify opportunity to further optimise the pages.



Tools to help your SEO

Investigate overall trends in your industry - Google Trends

Essential for discovering rising topics and user interests in real-time to guide your content creation strategy.

You can [use Google Trends](#) to understand whether the drop is a wider trend or if it's just happening for your site. These changes can be caused by two main factors:

1. **Changing interests.** If there are major changes in what and how people search, people may start searching for different queries, or using their devices for different purposes.
2. **Seasonality.** For example, the [rhythm of food website](#) shows that food related queries are very seasonal: people search for diets in January, turkey in November, and champagne in December. Different industries have different levels of seasonality. ([Link](#))

Measurement with Google Analytics

In [Google Analytics](#), the following reports are particularly useful for diving deeper and investigating your site's organic search performance:

- **[Traffic acquisition report](#):** Investigate the session sources. Here you can see how many sessions originated from the channel "Organic Search" and the source "Google". You can use this to understand more about your Google Search traffic, for example, which actions people took on your website, and if eventually they made a purchase or subscribed to your content.
- **[Landing page report](#) with a filter to include only sessions from google organic:** This gives you an idea of how useful the page is to your organic traffic, and also how well the page does in terms of driving engagement and conversions on your website.

Technical Performance & User Experience Tools

- **[PageSpeed Insights](#) / [Website Speed Test](#):** Analyzes your page load speeds and provides specific recommendations to improve performance on both mobile and desktop.
- **[Lighthouse](#):** An automated auditing tool that checks for technical SEO best practices, accessibility, and Core Web Vitals.
- **[Rich Results Test](#):** Validates your structured data code to ensure your content is eligible for special display features (like stars, recipes, or events) in AI Overviews and Search results.
- **[Schema Markup Validator](#)** Validate all Schema.org-based structured data that's embedded in web pages, without Google feature specific warnings.

FAQs

Q: My organic search traffic dropped, what could be the reason?

A drop in organic Search traffic can happen for several reasons, and it may not be straightforward to understand what exactly happened to your site. To get an idea of what is affecting your Search traffic, check the sketches in the image. They show roughly what could potentially affect your traffic and how your graph shape would look like.

Large drop from an algorithmic update, site-wide security or spam issue



- **Algorithmic update** Google constantly updates serving algorithms. Check [core updates](#) or other [notable system improvements](#) to see if anything is applicable. Use Search Console to assess whether your position shift was [minor](#) (position 2 to 4) or [major](#) (position 4 to 29) before making any changes to your website content.
- **Security issues** If your site is affected by a security threat, Google may alert users before they reach your site with warnings, which may decrease Search traffic. Check the [Security Issues report](#) to find if Google detected a security threat on your website.
- **Spam issues** Google uses automated systems and human review to detect spam policy violations, which can cause lower rankings or removal from results. If you suspect a drop due to spam, review our [policies](#) to ensure compliance and check the Search Console [Manual Actions](#) report.

Seasonality



- **Seasonality & Changing Interests** Sometimes changes in user behavior will change the demand for certain queries due to a new trend or seasonality. This means your traffic may drop as a result of external influences. Use the [Performance report](#) by [applying a filter](#) to include only a query at a time; then, check them on [Google Trends](#) to understand if the drop was only for your website or throughout the wider internet.

Technical issue across your site, changing interests



- **Technical issues** are errors that can prevent Google from crawling, indexing, or serving your pages to users. For example, server availability, robots.txt fetching, "page not found", and others. Check the [Crawl stats report](#) and [Page indexing report](#) to find if there's a corresponding spike in issues detected, this might help you pinpoint the problem.

Reporting glitch "_(_)/_"



- **Site moves and migrations** If you change the URLs of existing pages on your site, you may experience ranking fluctuations while Google recrawls and reindexes your site. A medium-sized website can take a few weeks while larger sites can take longer. If you see a drop after moving and it's not recovering, check the [site move troubleshooting section](#) for common mistakes.

Q: Should I expect less traffic due to AI innovations in Search (AI Overviews, AI Mode)?

AI innovations in Search are designed to be more helpful to users and connect users with more valuable content across the web. This leads to higher quality clicks for websites.

- People are **searching more, asking new, longer, and more complex questions with AI Overviews**, which drives over 10% growth in usage for the types of queries where they appear, particularly among younger users. When users click from search result pages with AI Overviews, these **clicks are higher quality**, meaning users are more likely to spend more time on the sites they visit, indicating stronger interest and readiness to take action.
- Our **AI experiences are built to highlight the web**, featuring prominent links, visible citation of sources, and in-line attribution, which helps users explore further. With AI Overviews and AI Mode, we are showing more links and links to a wider range of sources, creating new opportunities for content discovery.
- While overall traffic to sites is relatively stable, **user trends are shifting traffic to different sites**, resulting in decreased traffic to some sites and increased traffic to others. People are increasingly seeking out sites with forums, videos, podcasts, and posts where they can hear **authentic voices and first-hand perspectives**. People are also more likely to click into web content that helps them learn more — such as an **in-depth review, an original post, a unique perspective or a thoughtful first-person analysis**. Sites that meet these evolving user needs are benefiting from this shift and are generally seeing an increase in traffic.

FAQs

Q: Can I control whether my content appears in AI experiences?

- Yes. Site owners can manage visibility using preview controls such as nosnippet, data-nosnippet, and max-snippet to limit how content is displayed.
- Web publishers can also use robots.txt and robots meta tags to manage Googlebot access, though AI features are considered an integral part of Search, meaning sites generally cannot dictate inclusion in specific features individually if they allow crawling.

Q: Is SEO still necessary if users aren't clicking through to the site from AI Overview or AI Mode?

- Contrary to third party reports, **users are continuing to click through to websites** - overall, total organic click volume from Google Search to websites has been relatively stable year-over-year.
- When users click from search result pages with AI Overviews, these **clicks are higher quality**, meaning users are more likely to spend more time on the sites they visit, indicating stronger interest and readiness to take action. Beyond looking at website traffic, pay attention to the conversions that happen on your website and optimise towards driving these meaningful actions.
- **SEO remains to be important** whether you want your website to appear on the 'traditional' search or inside of AI Overview and AI Mode.

Case Studies

Saramin increased organic Search traffic 2x by investing in SEO Technical Foundation



- **The Challenge:** Saramin, a massive job platform, struggled with technical debt and "keyword stuffing" that made it hard for Googlebot to crawl their AI-driven content.
- **The Approach:** They focused on **technical hygiene**: removing cluttered meta tags, fixing crawl errors, and implementing **JobPosting** and **Estimated Salary** structured data.
- **The Result:** Organic traffic **doubled (+102%)** during peak season, with a **93% increase** in new sign-ups and a **9% boost** in conversion rates.
- **The Learning:** Technical health is the "floor." Once you clear the "red errors" in Search Console, you reach a tipping point where growth becomes dramatic.

MX Player boosted organic traffic 3x by maximizing video discoverability on Google



- **The Challenge:** With over 200,000 hours of video content, MX Player had a minimal web presence and needed to reach users beyond their app.
- **The Approach:** They maximized "video discoverability" by adding video-specific **structured data** and frequently submitting **video sitemaps** to Google.
- **The Result:** In just 6 months, they saw **3x growth** in traffic from Google and a **100% increase** in video page views per session.
- **The Learning:** High-volume sites must "feed" Google structured roadmaps (sitemaps) to ensure deep content doesn't stay hidden.

Large images in Discover improved CTR & increased site visits to Kirbie's Cravings & Istoe



- **The Challenge:** Publishers struggled to stand out in visual-heavy surfaces like Google Discover.
- **The Approach:** They implemented a simple HTML meta tag: `max-image-preview:large`. This tells Google it has permission to show their high-res images in large formats.
- **The Result:** Kirbie's Cravings saw a **79% increase in Click-Through Rate (CTR)**, while Istoe saw a **332% increase in clicks** over 6 months.
- **The Learning:** Visual real estate is prime territory. A single line of code can radically change how "clickable" a brand appears on mobile.

Key Learnings

1. **Technical Foundation:** Focus on technical hygiene as the foundation, removing cluttered meta tags, fixing crawl errors. Leverage Search Console to identify all the errors.
2. **Multimodal Success:** SEO is no longer text-only. High-quality images and video sitemaps are essential for your business to appear in any AI search results
3. **Content is key:** Creating authentic, user-first content, is key to helping your website get higher visibility on search results

Resources

Google Search Central: Official and most comprehensive resource from Google for website owners, developers, and SEO professionals, with technical SEO knowledge.

SEO Starter Guide A comprehensive guide covering the basics of SEO, including content creation, site structure, and appearance in search results.

Google Search Essentials includes the core requirements for appearing in Google Search, covering technical requirements, spam policies, and key best practices.

AI Search for SEO: **Top ways** to ensure your content performs well in Google's AI experiences on Search & **technical requirements** to appearing in AI Search

Google Search Central Blog: Provides official announcements about algorithm updates, new features, and best practices directly from Googlers.

Help Community: A forum where you can ask questions and get advice from Product Experts.

Search Central YouTube Channel: Offers hundreds of helpful videos and Q&A sessions for website owners.

Web.dev: Guidance from Chrome Developer Relations to help developers build beautiful, accessible, fast, and secure websites that work cross-browser for all of your users, including training courses.