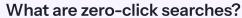
# Inside **Zero-Click** Searches



Zero-click searches are searches where users do not click through to any of the listed websites - not because the sites aren't relevant, but because the results page has answered the user's query, like through an Al-generated response.



### How common are zero-click searches?

**58.5**%

of searches on Google end without a click (SparkToro)

decrease in click-through rate (CTR) when an Al Overview appeared (Ahrefs)

predicted decline in organic traffic by 2026 (Gartner)

These findings contribute to the bigger story surrounding search engine optimization (SEO) — organic search traffic is declining because search is changing, whether due to evolved traditional experiences (see Al Overviews) or advanced AI chatbots, like ChatGPT.

### What search types generate zero clicks?

The answer is "it depends," but we can get a baseline looking at the typical search types:

Search type	Zero-click likelihood	Why
Navigational	III Med	Users looking for a business's hours, phone number, or direction are more likely to grab the information from the company's Google Business Profile vs. website.
Informational	<b>II</b> Med	Users looking for answers on the five W's (Who, What, When, Where, and Why) are the most unpredictable when it comes to whether they're click-through because of how much these searches vary.
Transactional	III Low	Users looking to research or make a purchase are more likely to visit a website, unless completing their transaction through Google Shopping, though this depends on their familiarity with the product.

The search features contributing to zero-click searches include:

Featured snippets Al Overviews

Local map packs

Al Mode

While all these features contribute, Al Overviews have become a primary driver. For a detailed analysis of their impact, our Al Overviews SEO Impact Study provides crucial data, revealing that informational queries are the most affected, with nearly 40% of them now generating an Al-powered answer directly on the results page.

# How do zero-click searches impact SEO?

# Visibility



Zero-click searches impact more than traffic - they also impact visibility. That's because the search features driving zero clicks, like Al Overviews and featured snippets, minimize the visibility of the 10 blue links in traditional search results.

## Traffic



When it comes to traffic and zero-click searches, the most frequent observation you'll hear is how platforms, from search engines to social media networks, now prioritize keeping the traffic to themselves vs. encouraging users to browse the web.

## Journey insights



Perplexity, and other AI search experiences, users can see a company's content without the company knowing it. For the business, this creates a blind spot — they don't know what's working (and what isn't) in their SEO strategy.

With zero-click searches on Al Overviews,



Downstream metrics One of the biggest concerns in how zero-click searches impact SEO is in the downstream

- Leads
- App downloads
- In-store visits

metrics, like:

Sales

# How to optimize for zero-click searches

## Create masterclass content Users that opt to click on your site from search results want depth — they're looking to go beyond Al Mode's

response, and that's significant. When they arrive on your site, it's critical you deliver content that:

- Offers value, like through visuals, first-hand experiences, or interactive elements
- ✓ Uses headings, lists, and tables to make itself skimmable Gets specific with its advice, like addressing what B2B vs. B2C companies need
- ✓ Includes a call-to-action, whether for a micro- or macro-conversion

## Enhance content with schema markup Help your content rank in Al search experiences by using schema markup, like:

LocalBusiness Service Product FAQ HowTo

Schema provides these engines with more context, which can improve your URLs' visibility.

Make marketing omnichannel

### As answer engines like Claude, Al Mode, and ChatGPT move to make their responses more personalized to a user, like

through the person's Google Workspace (think Gmail, Google Calendar, and Google Drive), omnichannel marketing has become critical. For example, consider the kind of response a user might get in Al Mode if they're subscribed to your email newsletter. Is it possible Al Mode will cite your website's content because

they know the user has a preference for your brand?

we're big foodies who like music" ahead of an upcoming trip, Al Mode can show you restaurants with outdoor seating based on your past restaurant bookings and searches." ELIZABETH REID - Google's Head of Search

"If you're searching for "things to do in

Nashville this weekend with friends,

# Search is changing — and expanding.

Expand search to OmniSEO™



Voice search

million weekly active users. Even though AI Overviews dwarfs this number with its 1.5 billion monthly users, the numbers still show people are expanding their search horizons.

And SEOs need to do the same. OmniSEO — or search everywhere optimization — optimizes across search experiences, like:

Social search

Local search

While it uses some familiar SEO optimizations, like on-page and technical SEO, it also expands into brand reputation management and enhanced content creation to help businesses build their visibility

ChatGPT is one of the most visited websites in the world, with a user base of more than 400

across the online experience.

Get discovered across searches with OmniSEO™ At WebFX (the team behind SEO.com), we've helped organizations across industries improve their visibility in Al

search, from ChatGPT to Perplexity to Al Overviews. Discover how our OmniSEO solution can help you do the same by contacting us today!

To learn more, visit: https://www.seo.com/blog/zero-click-searches/

Al-powered search







Traditional search



