10/11 APRIL 2025 | BRIGHTON

brightonSEO. United Kingdom

Ryan Law

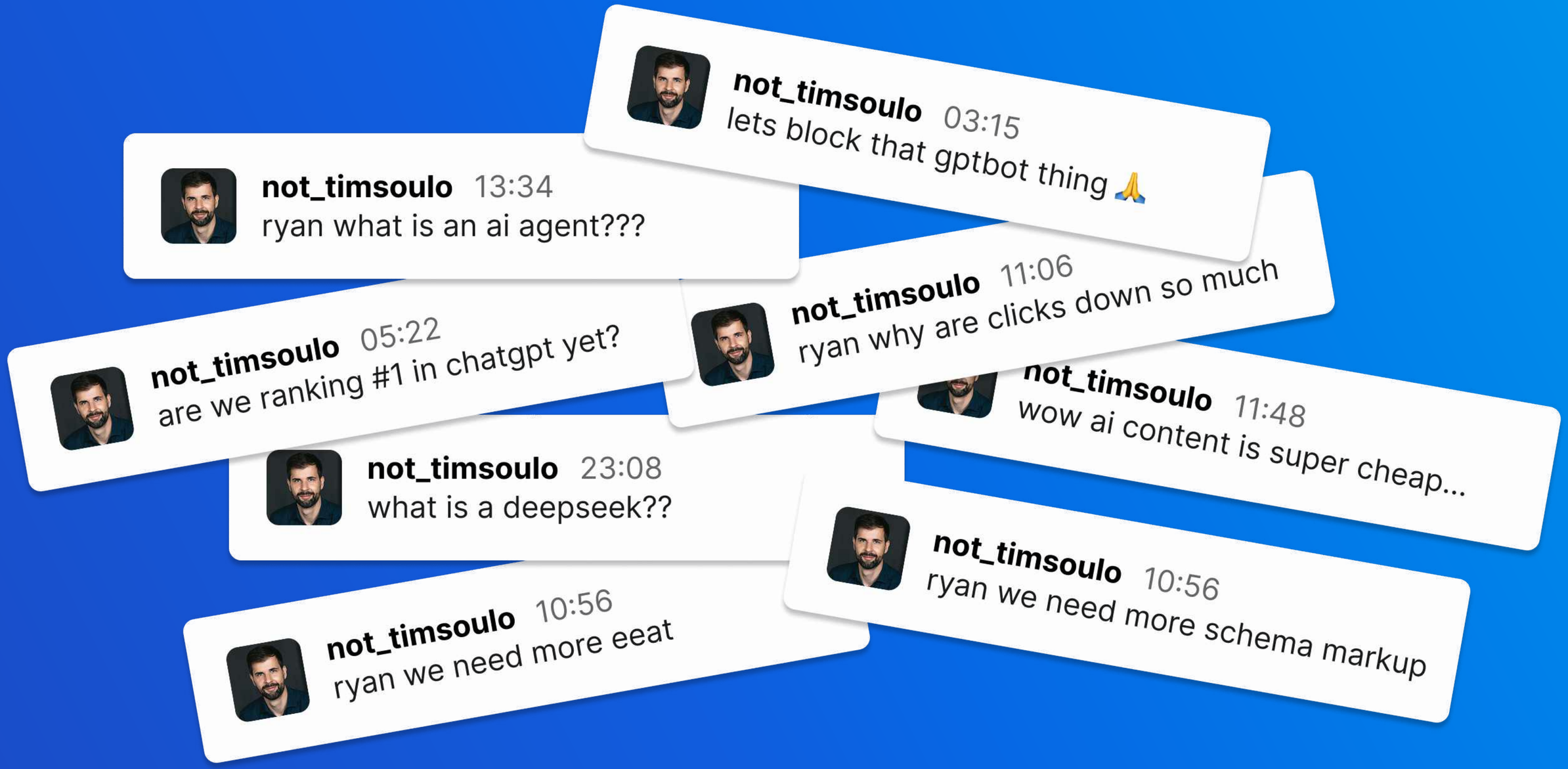
AHREFS

Everything Your Boss Wants to Know About AI Search

Your boss is probably freaking out about AI.

Your boss is probably freaking out about AI.

...mine is 😅



@thinking_slow

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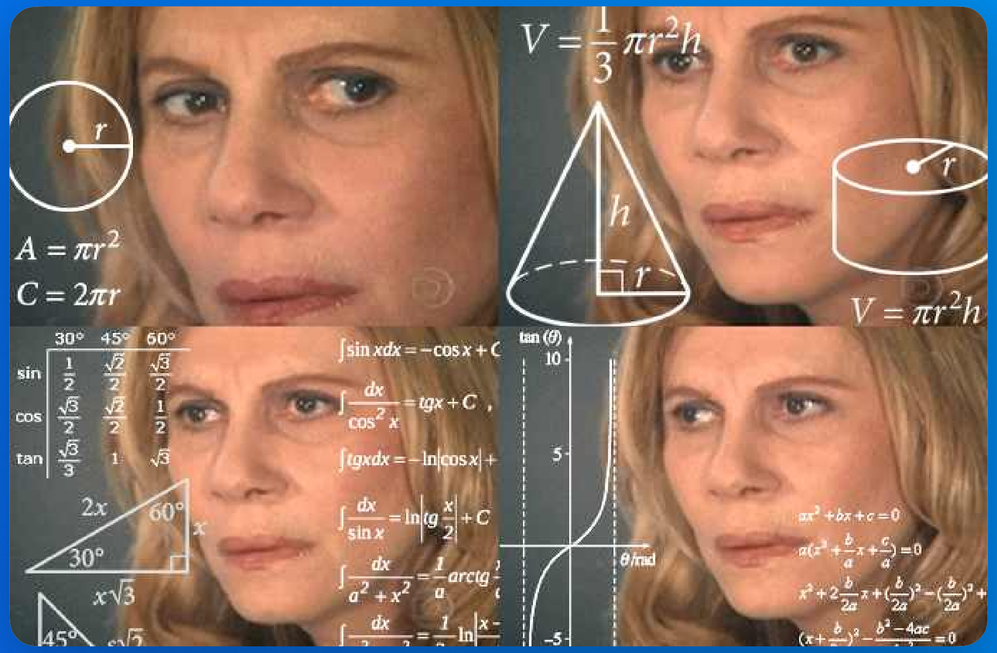
Solution

Drown them in data!

Solution

Drown them in data!



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Solution

Drow them in dat

@thinking_slow

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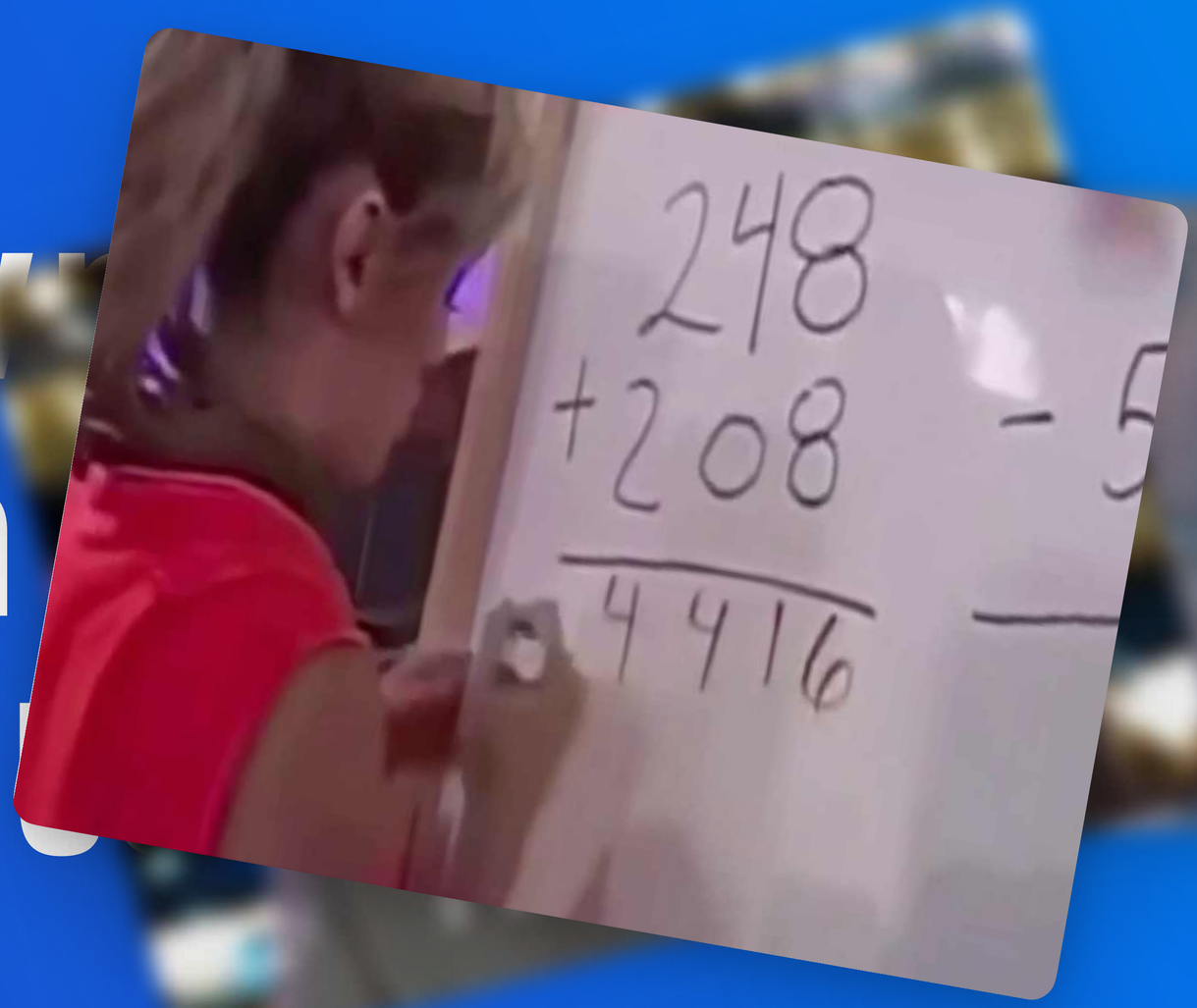
Solution

Drow them in da



@thinking_slow

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not_timsoulo 13:37

ryan do we need to optimize for deepseek?!

ryan 13:37

well ChatGPT accounts for 80% of referred LLM traffic

then Perplexity at 15.6%, then Gemini at 4.8%

so let's start by analysing ChatGPT visibility

not_timsoulo 13:37

okay sounds good, plz get us to #1 for "SEO" in chatgpt by tomorrow

ryan 13:37

what wait

no i don't mean that i can do that

that doesn't even make sense, you can't "rank" #1 in chatgpt for

140M
domains' robots.txt files 😮

770,000
website pages 😲

300,000
SERPs 🤩

Traffic data from **3,000** websites 🤓

Survey of **900** marketers 🤯

Writing amazing AI research

You know Patrick

Awesome data scientist

Drew the short straw

LLM Traffic

How much traffic do we get from chatbots?

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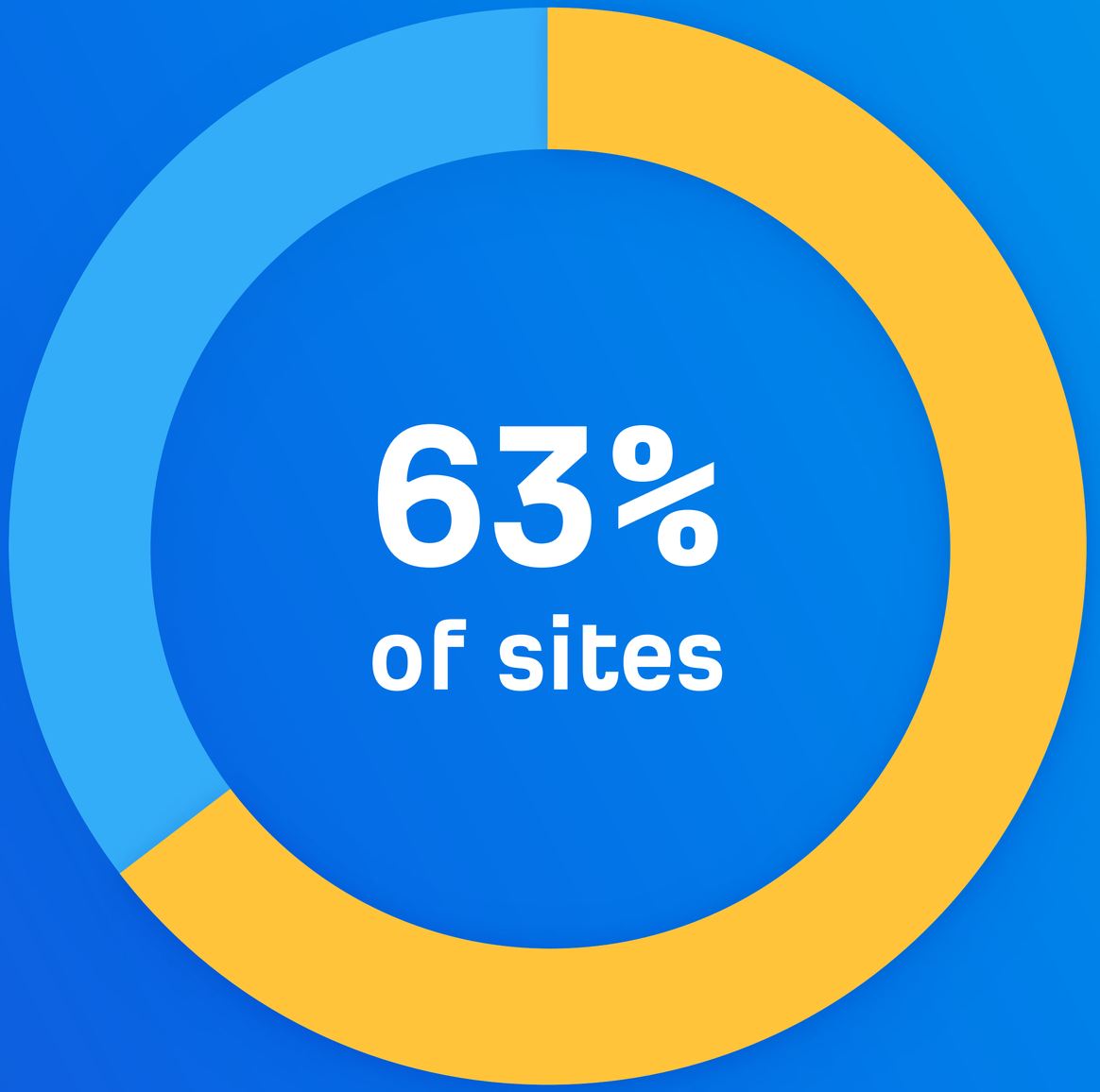
Q: How many websites receive chatbot traffic?

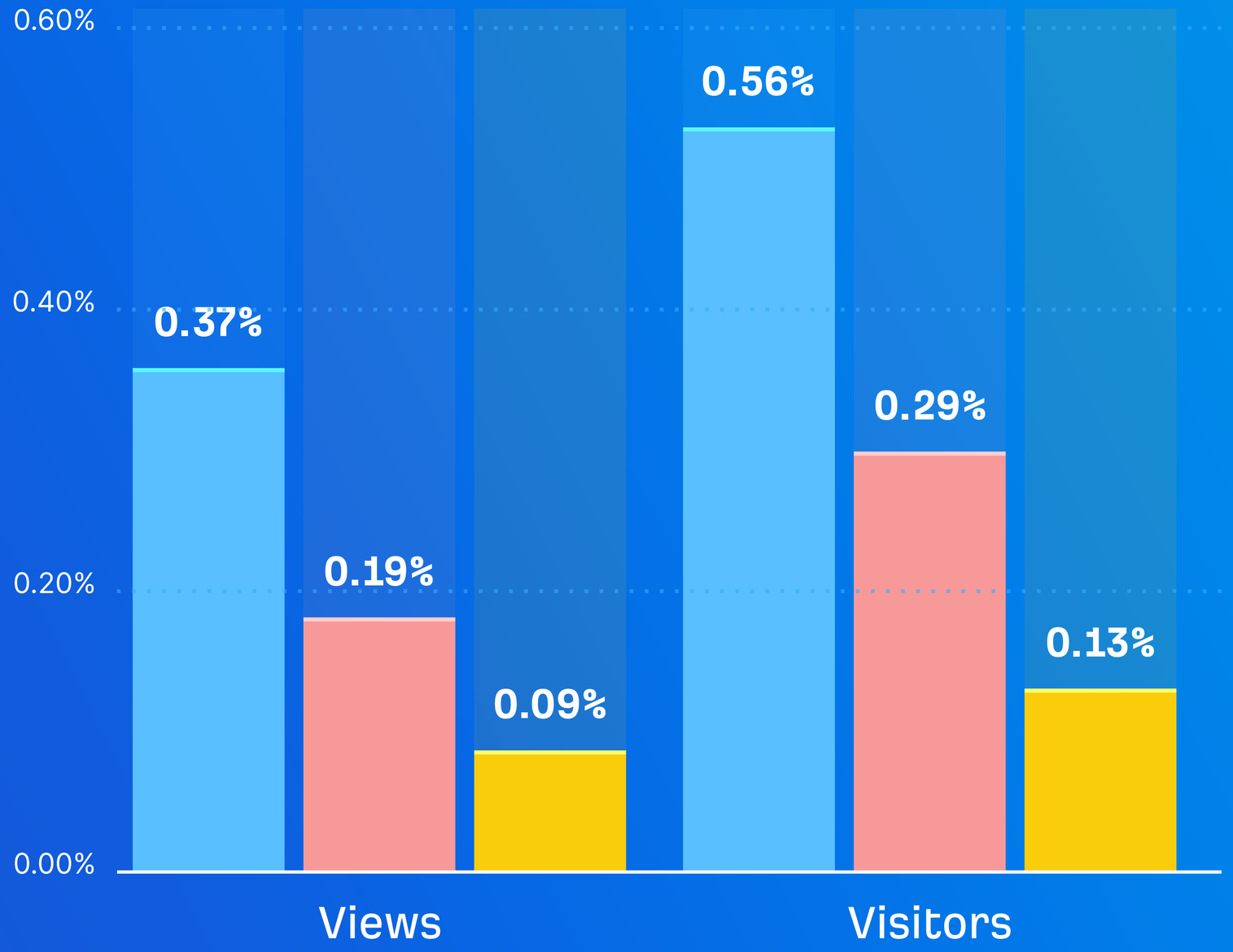
63% of sites receive AI traffic

1,900 out of 3,000 sites in the study.



Q: How much traffic do chatbots refer?

0.12% of views, 0.17% of visitors



- <999
- 1,000 - 9,999
- >10,000

𝕏 @thinking_slow

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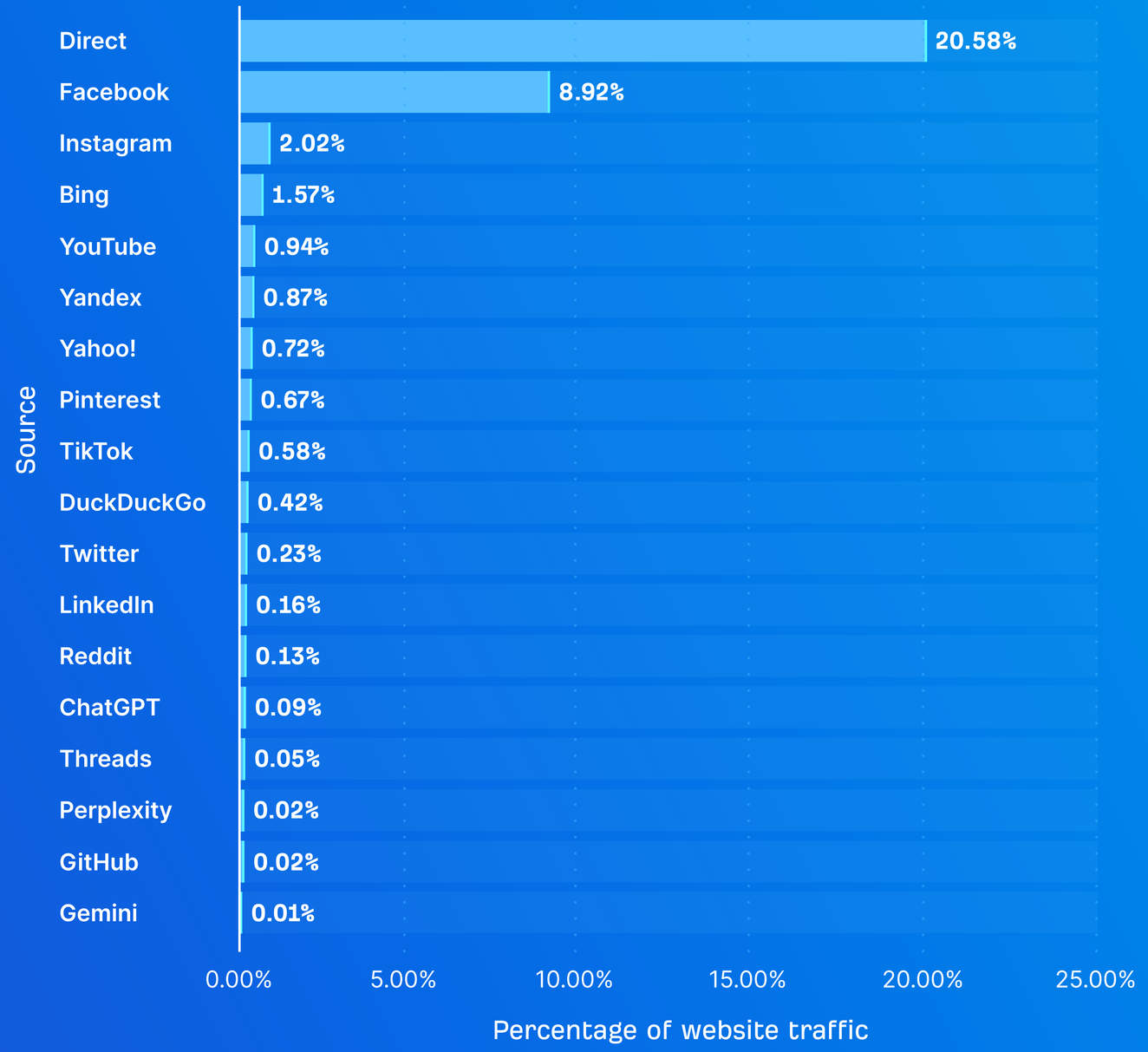
(About as much as Reddit)



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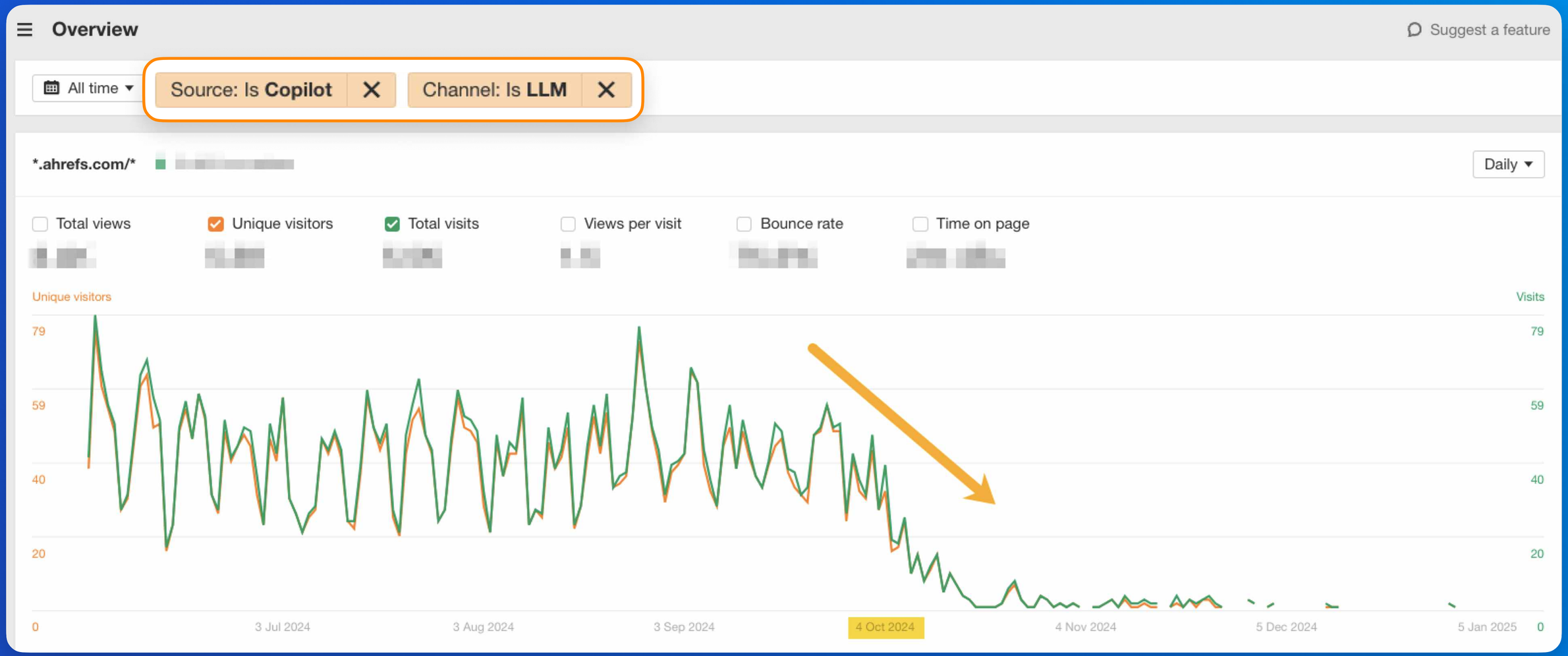

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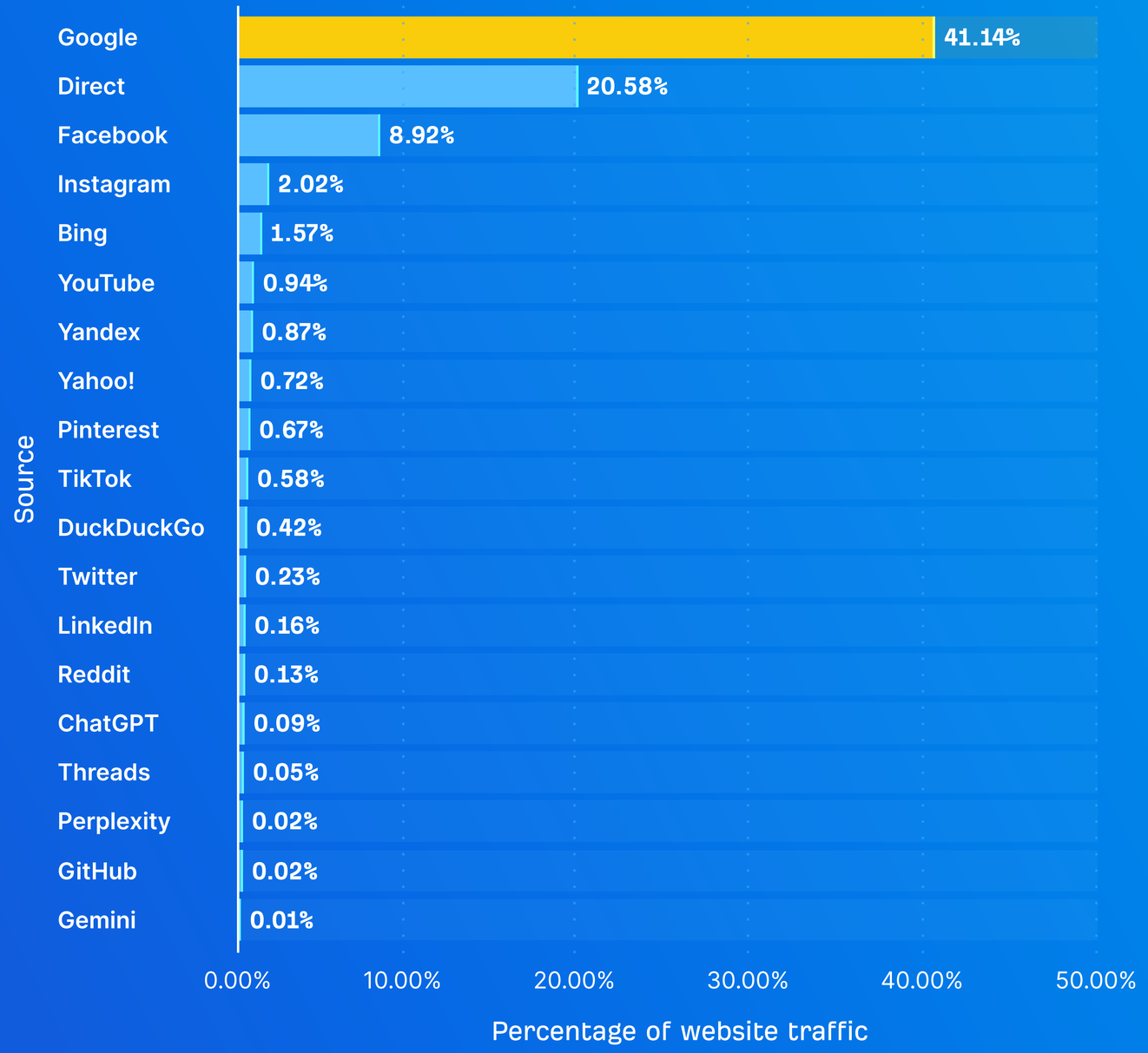
Q: Is SEO dead?

Google still dwarfs every other traffic source



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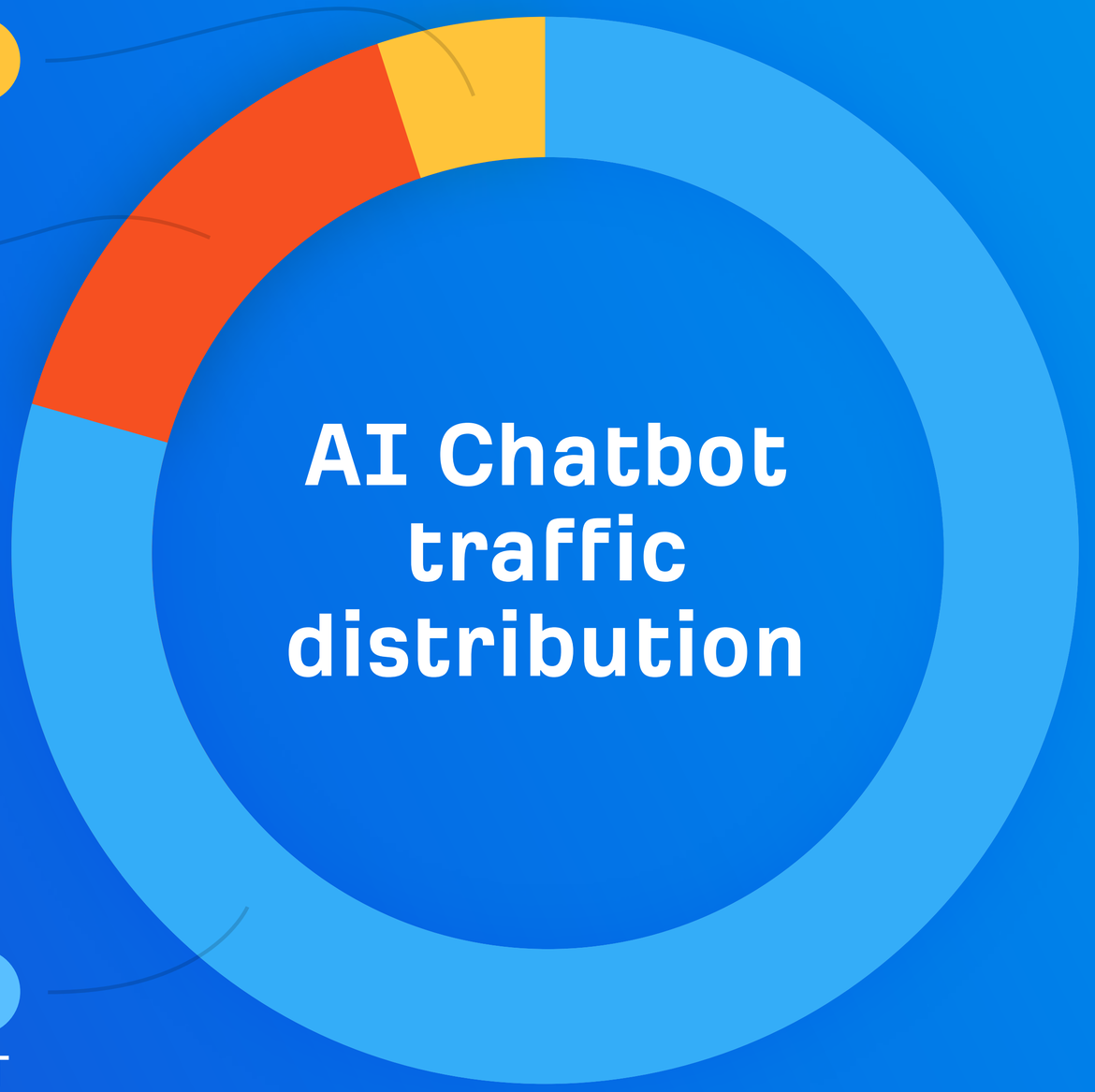
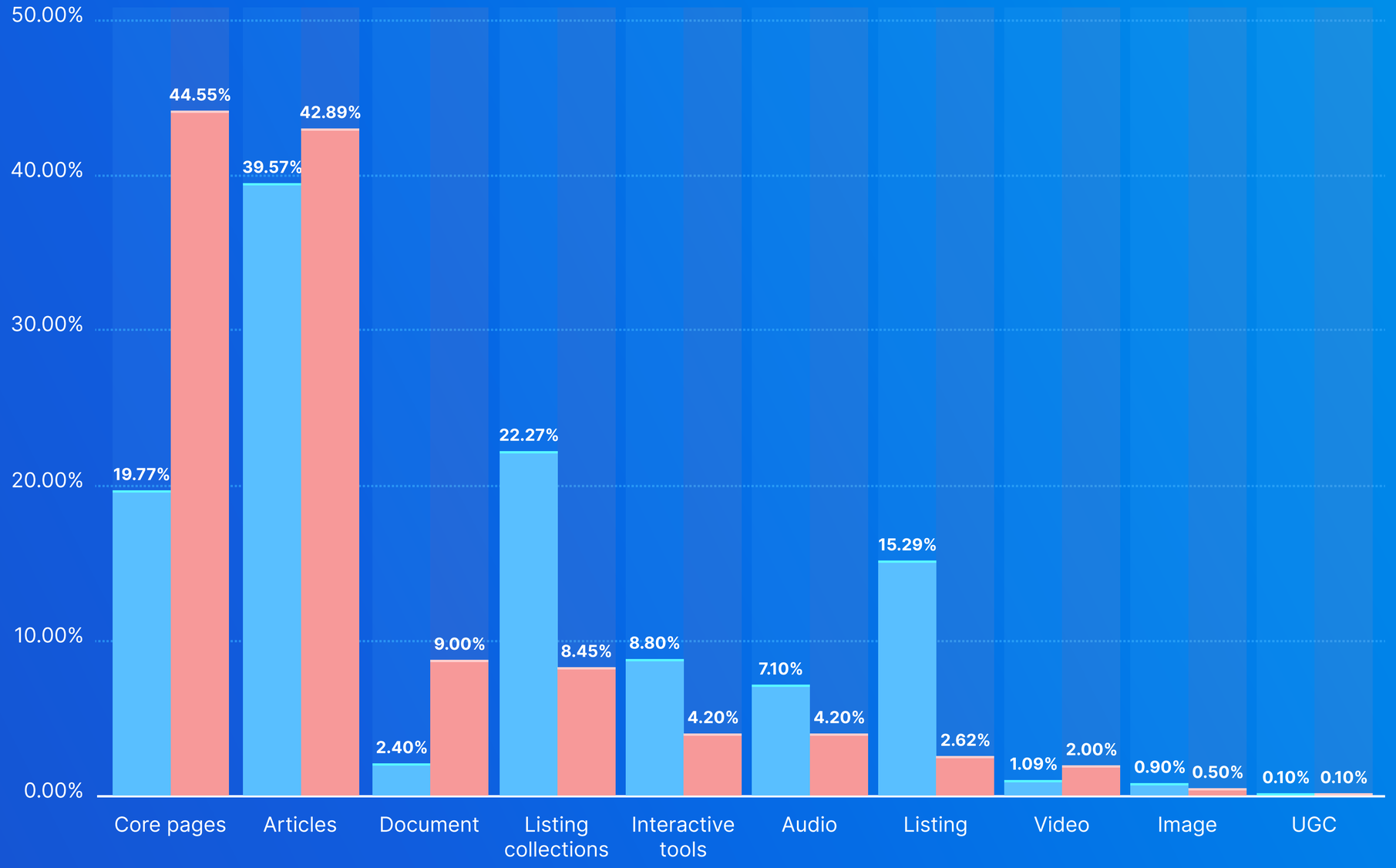
Q: Which chatbots should I care about?

98% of AI traffic comes from three chatbots



Q: What page types receive LLM traffic?

1. **Core site pages**
2. **Articles**
3. **Documents**



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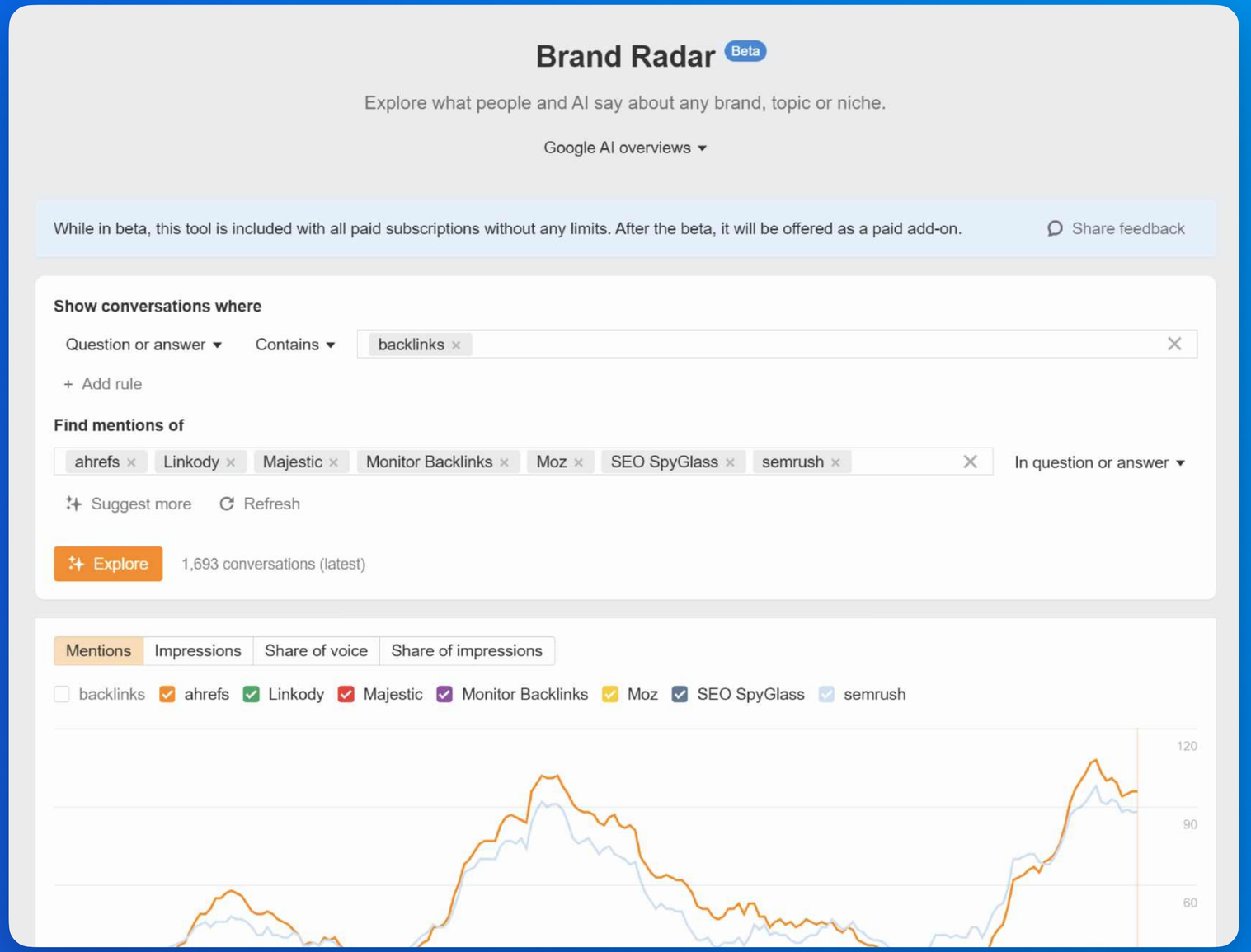
Q: How can we track AI visibility?

Brand Radar

(in beta now)



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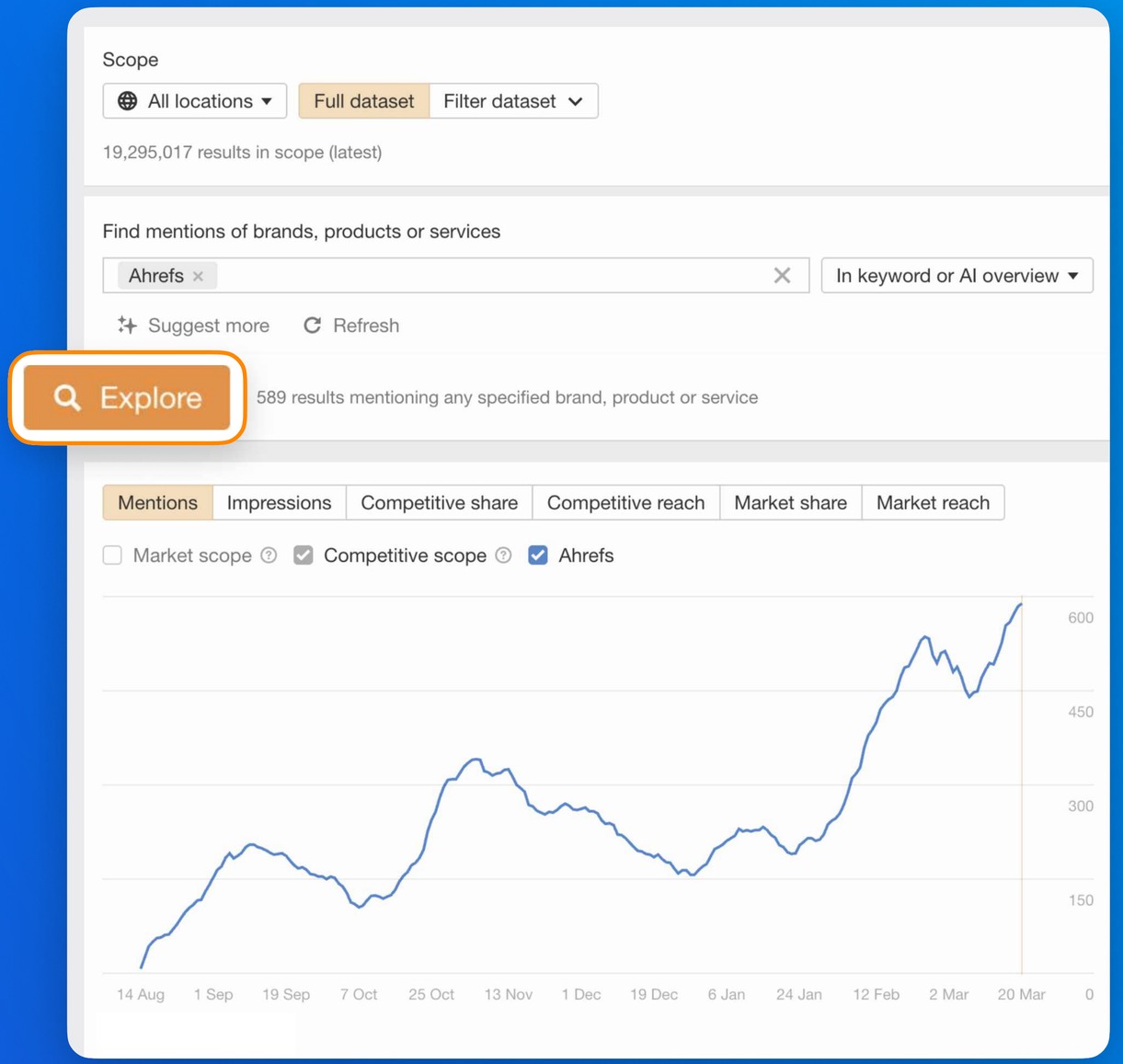
Track brand visibility in AI search, starting with AI Overviews



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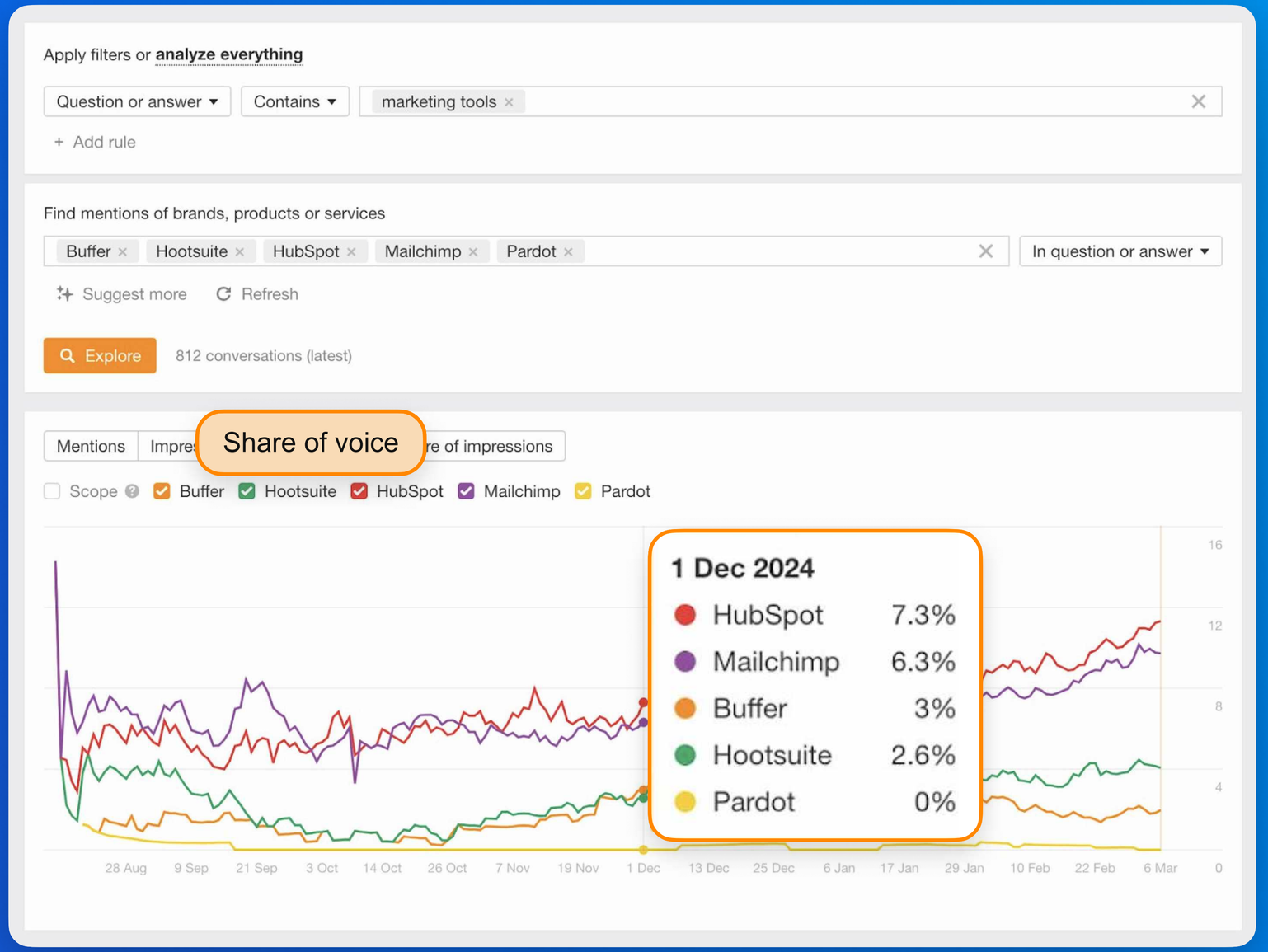
Measure Share of Voice in AI output



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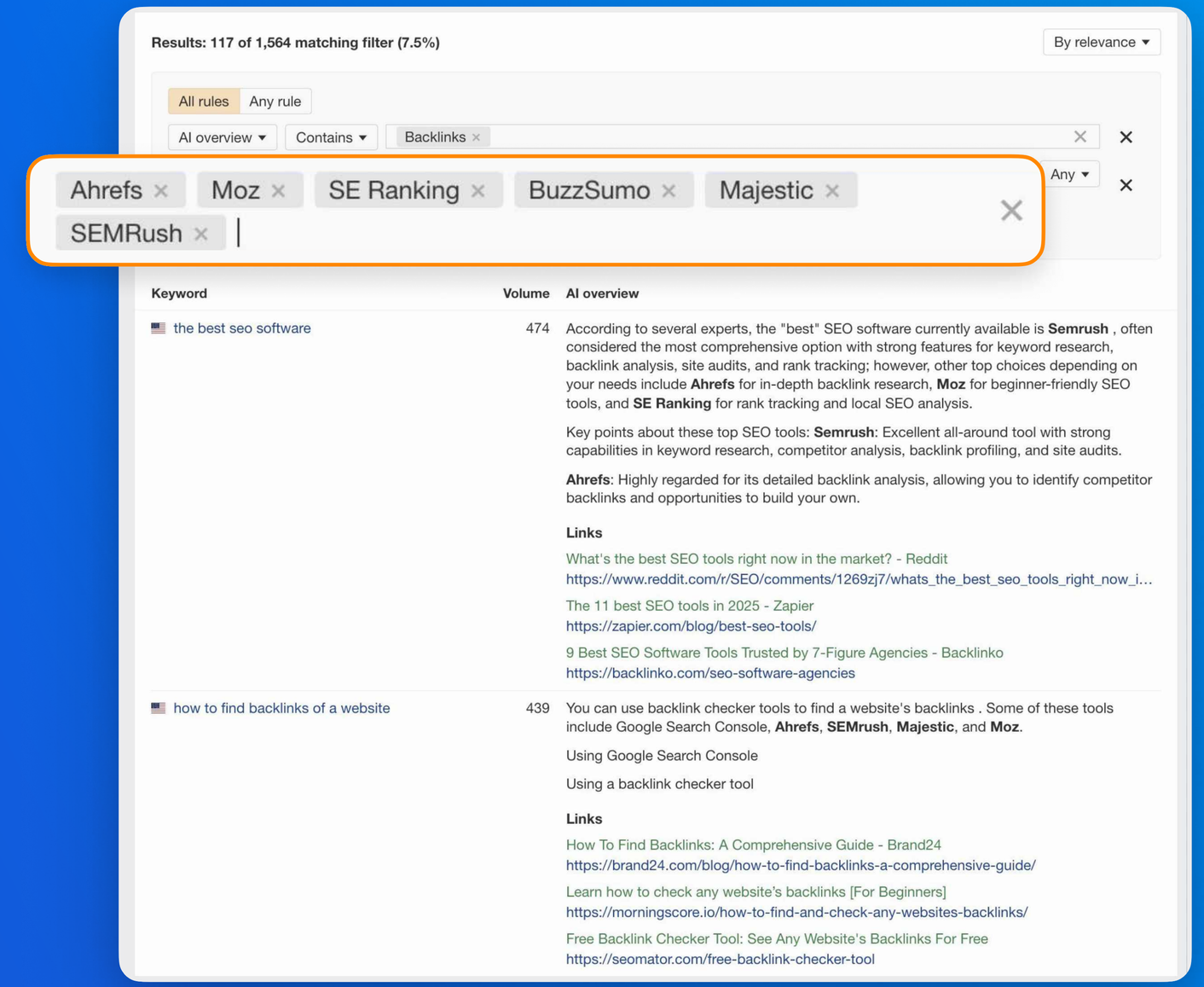
See actual outputs mentioning your brand



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AI Crawlers

Should we block AI crawlers?

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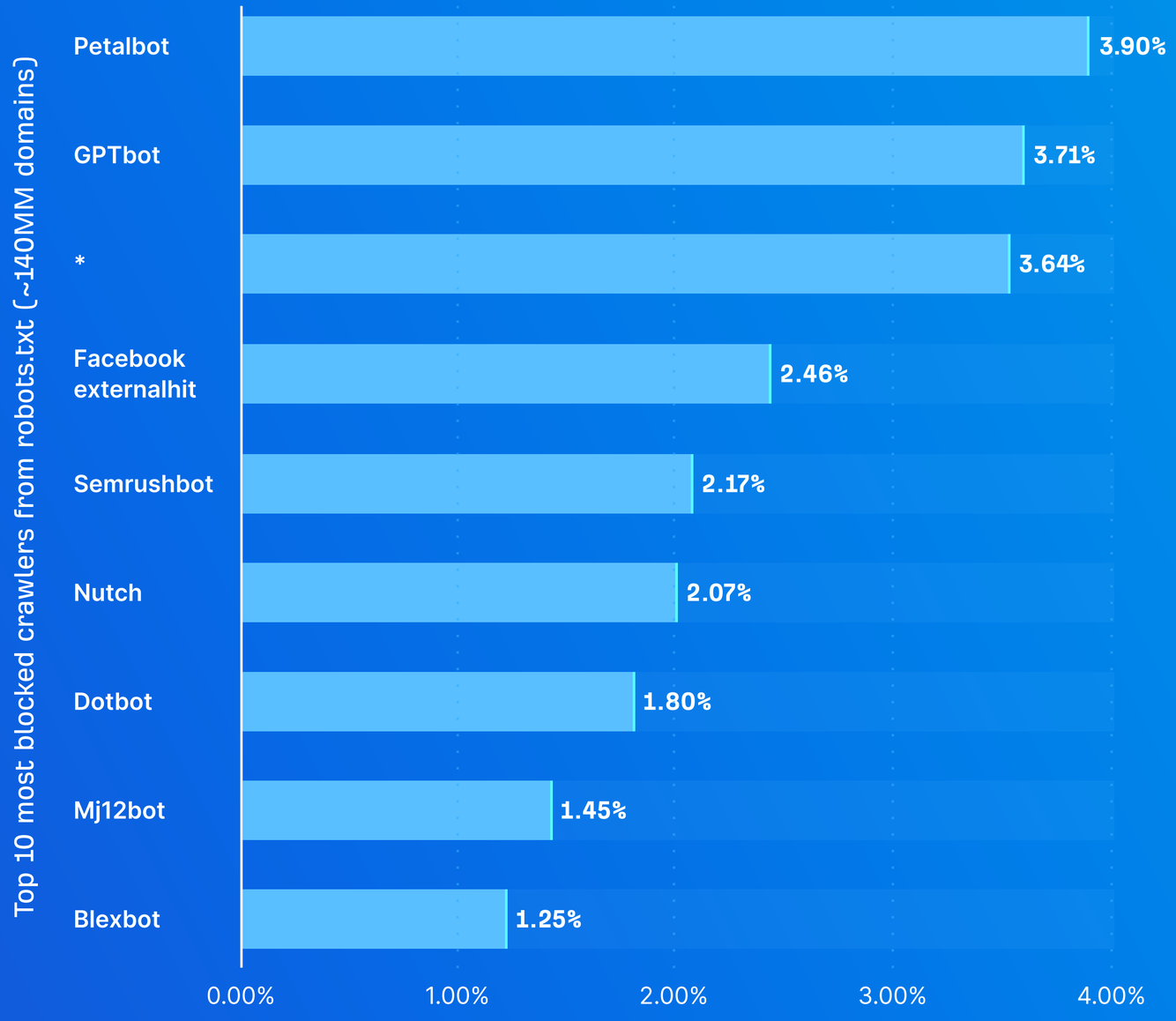
Q: Should we block AI crawlers?

gptbot is the most blocked AI crawler 3.71%



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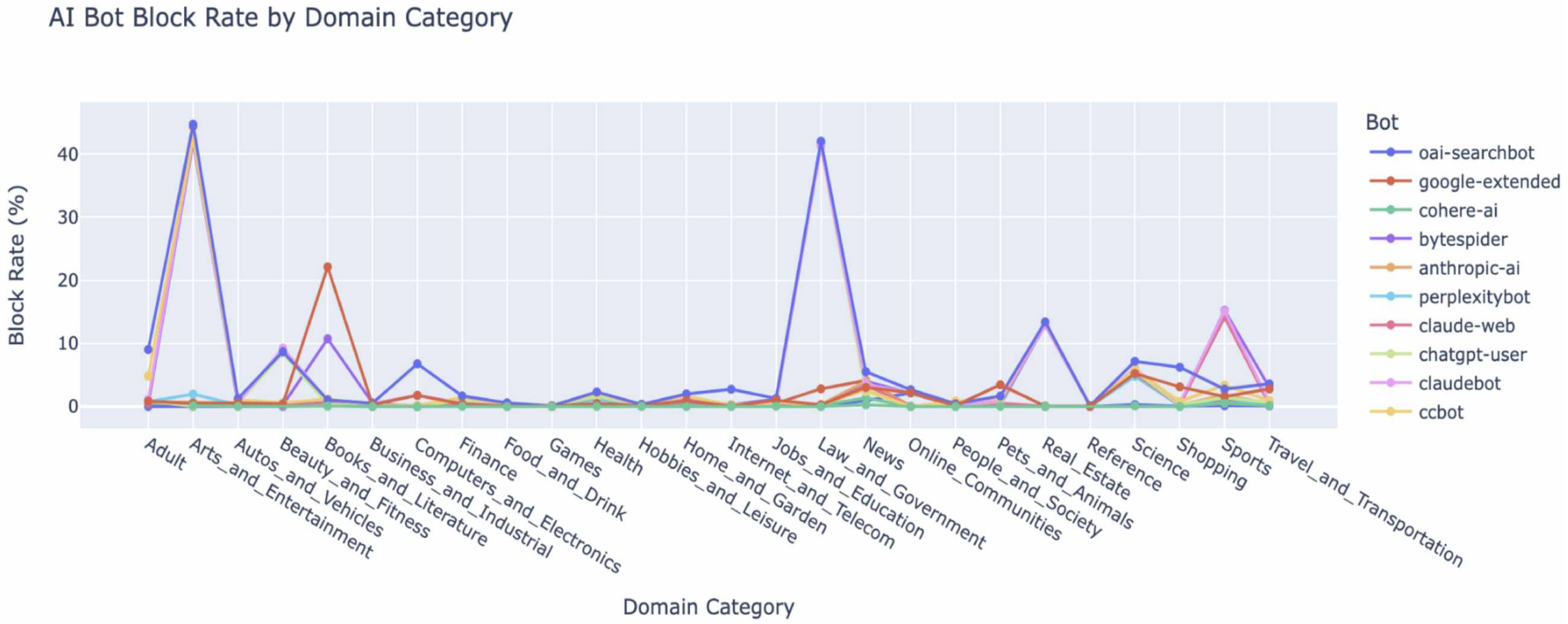

AI Bot Block Rate by Domain Category
Block Rate (%)
0
10
20
30
40
Adult
Arts_and_Entertainment
Autos_and_Vehicles
Beauty_and_Fitness
Books_and_Literature
Business_and_Industrial
Computers_and_Electronics
Finance
Food_and_Drink
Games
Health
Hobbies_and_Leisure
Home_and_Garden
Internet_and_Telecom
Jobs_and_Education
Law_and_Government
News
Online_Communities
People_and_Society
Pets_and_Animals
Real_Estate
Reference
Science
Shopping
Sports
Travel_and_Transportation
Domain Category
Bot
oai-searchbot
google-extended
cohere-ai
bytespider
anthropic-ai
perplexitybot
claude-web
chatgpt-user
claudebot
ccbot

Q: Should we block AI crawlers?

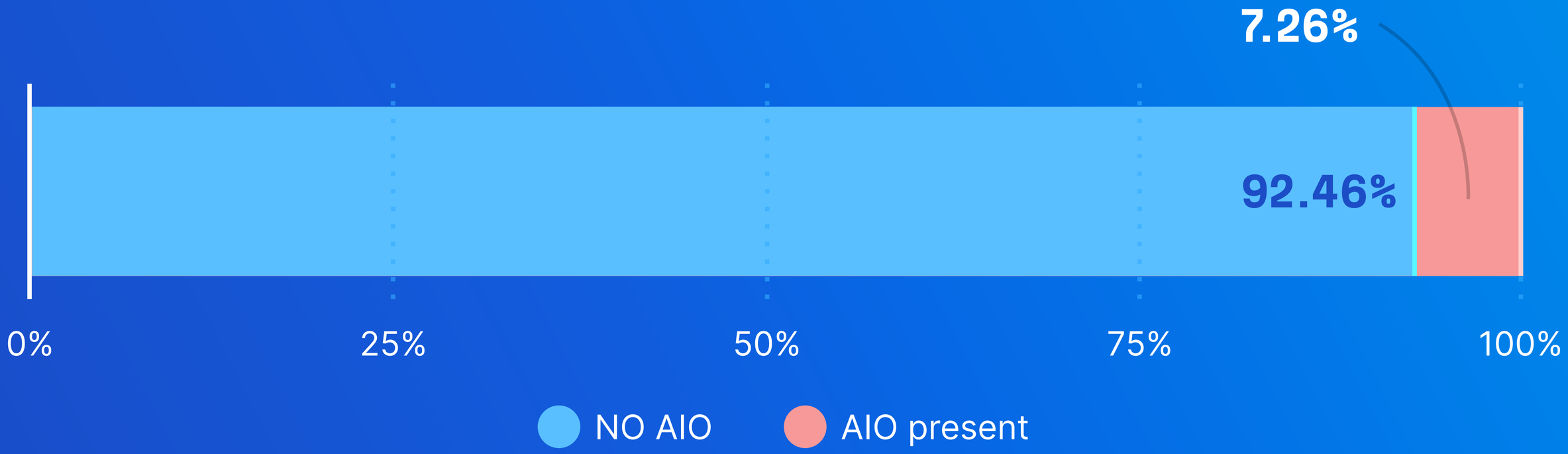
1. Art & Entertainment 45%
2. Law & Government 42%
3. Books & Literature 22%

AI Overviews

Where do AIOs appear?

Q: How common are AIOs?

7.26% of 158MM SERPs



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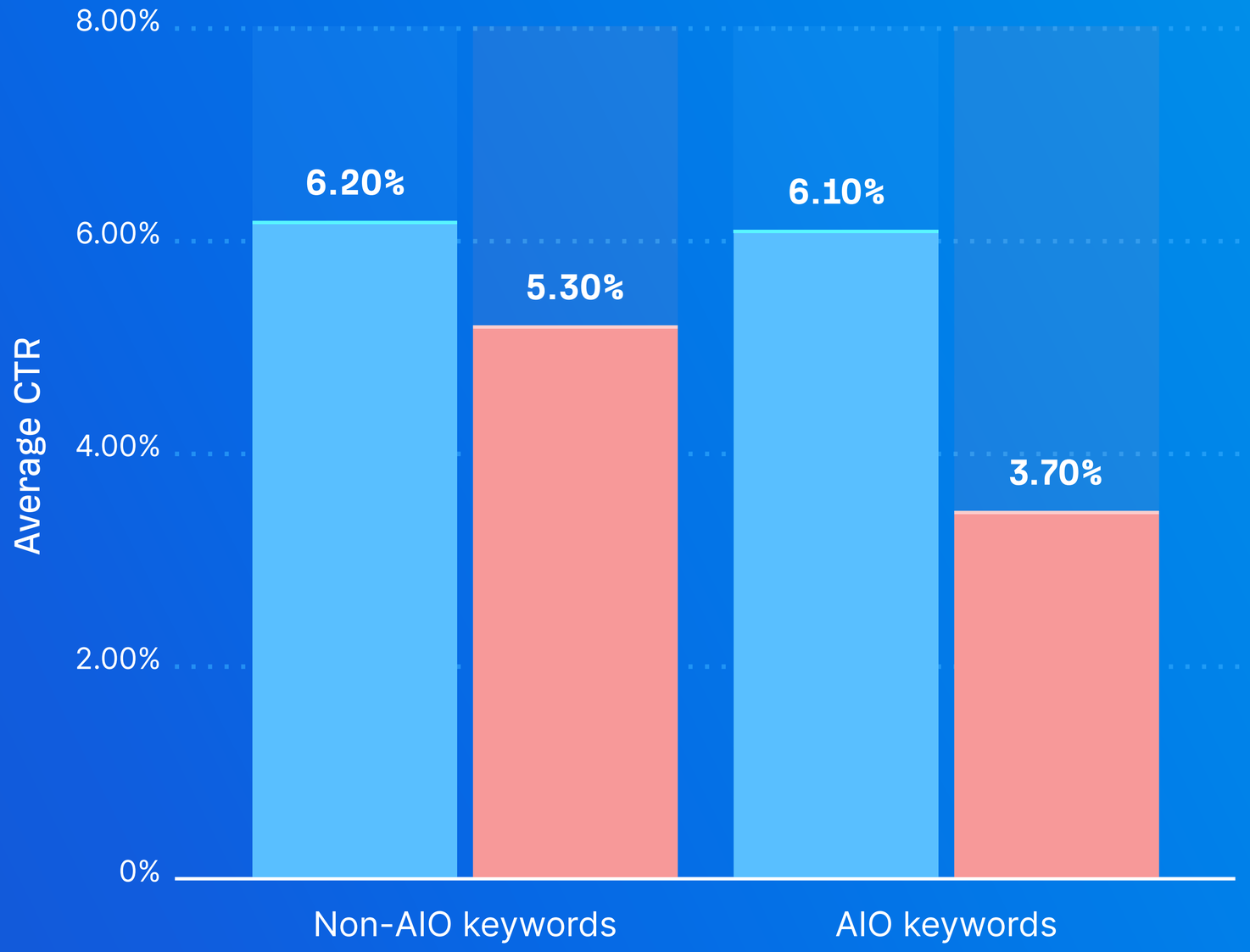
Q: Are AIOs stealing clicks?

AIOs have reduced clicks by 30%



2024

2025

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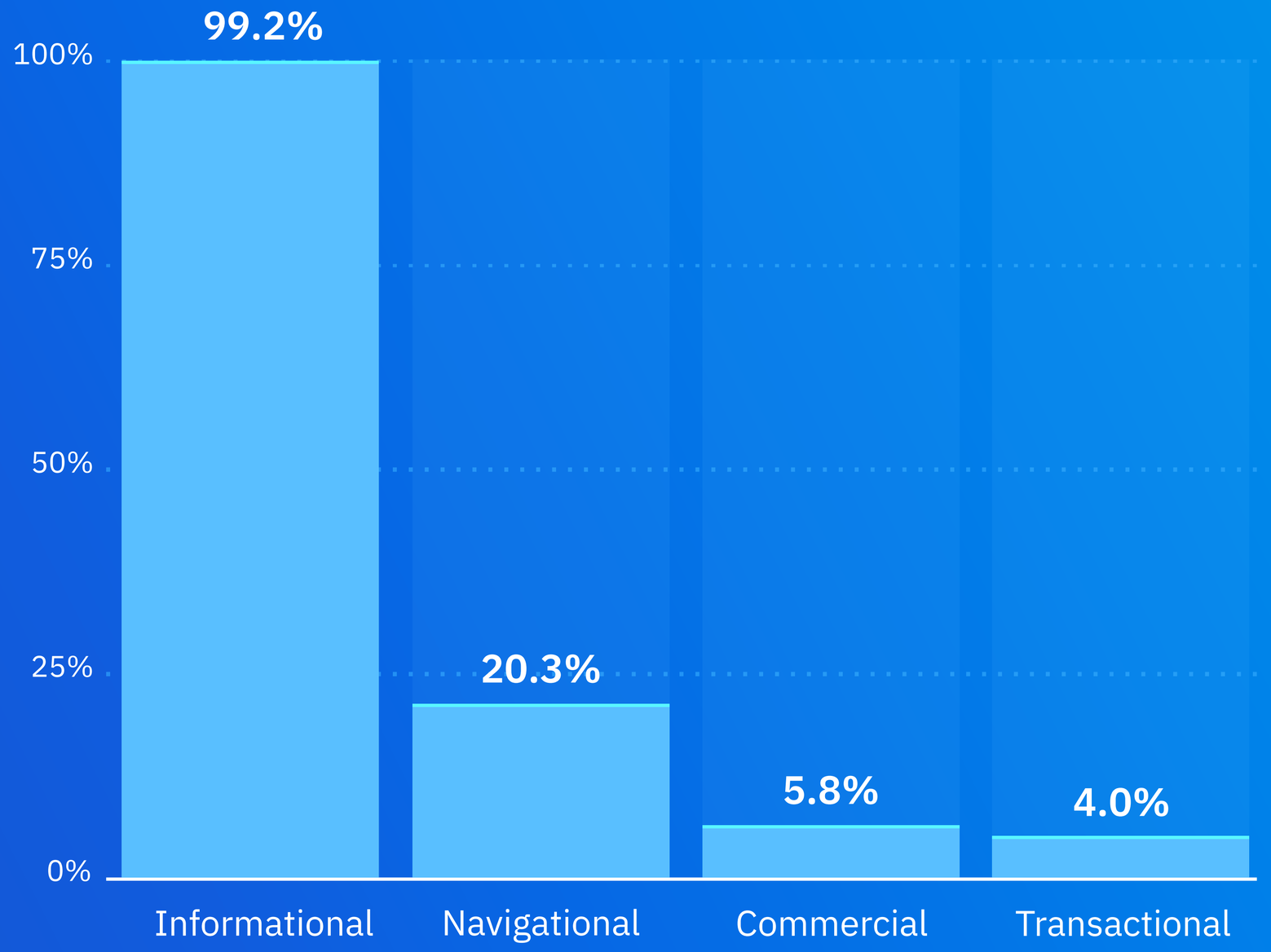
Q: Where do AIOs trigger?

99.2% of AIO keywords are informational



Q: Where do AIOs trigger?

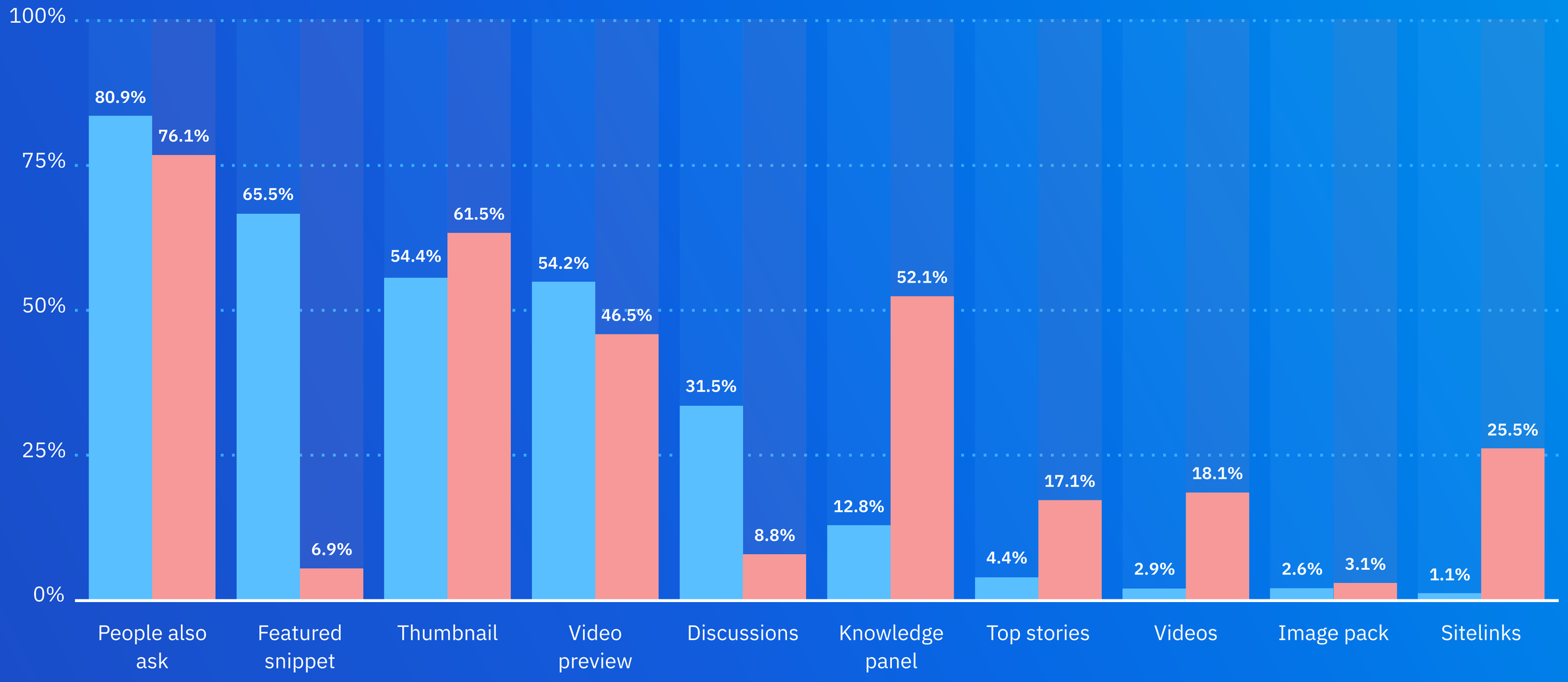
AIO queries are longer and more specific, less competitive, lower traffic

Metric	AIO SERPs	Non-AIO SERPs
Median Keyword Difficulty	12	33
Median Search Volume	500	29,000
Median Traffic Potential	2,200	18,000
Median CPC	0.35	0.45
Median Keyword Length	4	2
Mobile Traffic Percent	81%	77%
Desktop Traffic Percent	19%	23%

Q: How do we optimize for AI Overviews?

AIO queries trigger 849% more Featured Snippets and 258% more Discussions

SERP Feature comparison



@thinking_slow

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AI Content Creation

Should we use AI to create content?

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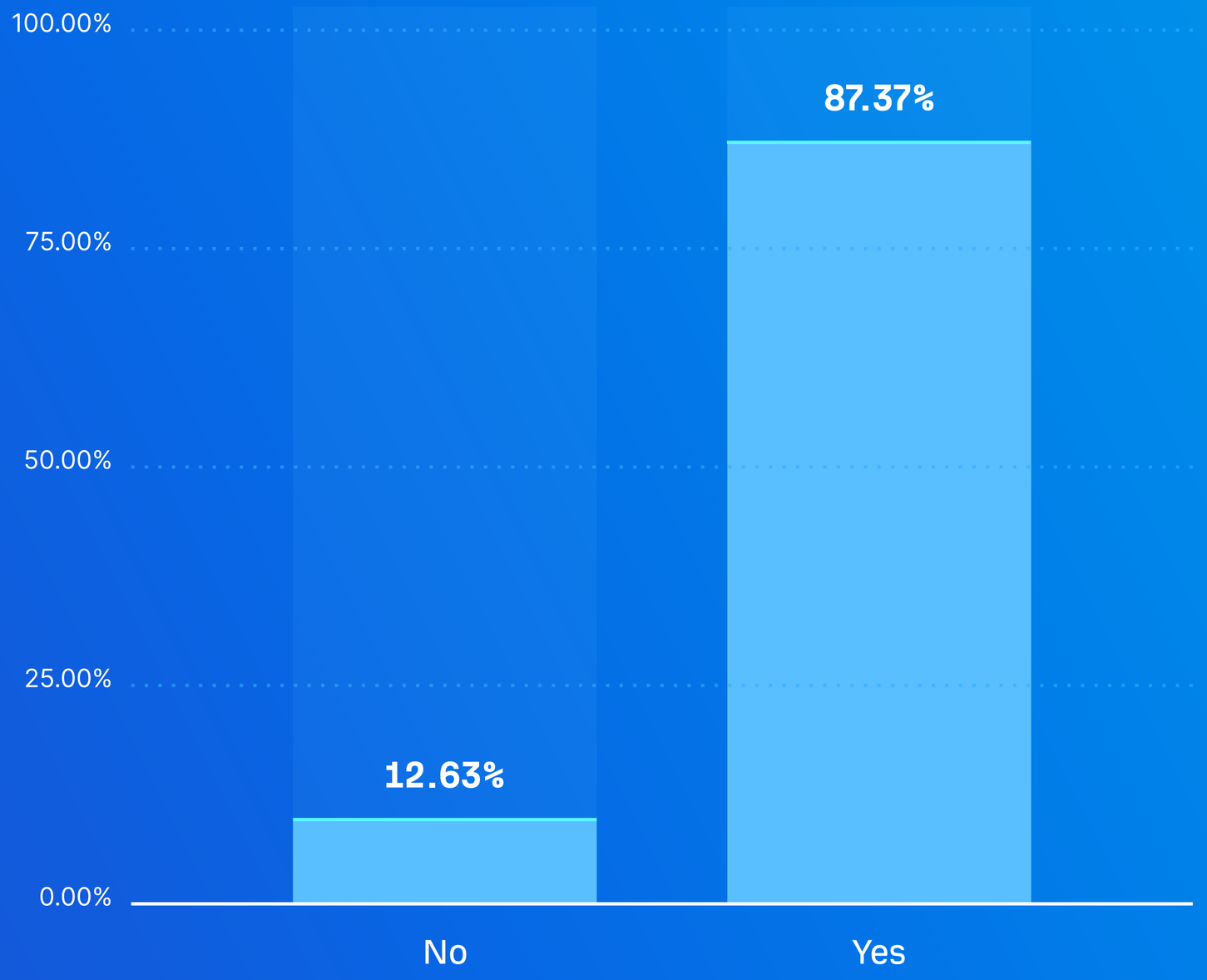
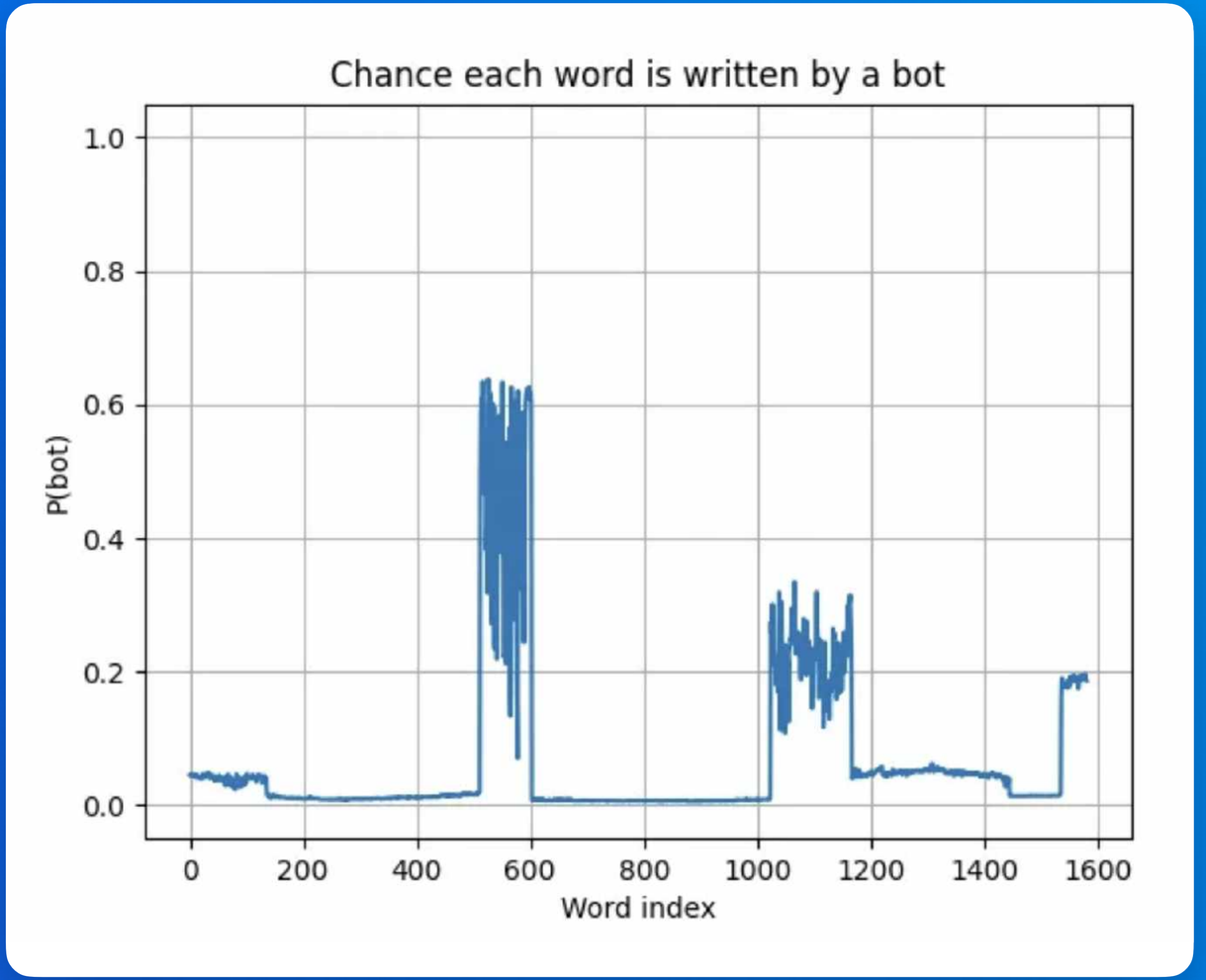
Q: Do people use AI to create content?

87% use AI to help create content



Q: Can we detect AI content?

bot_or_not is our proprietary AI detection model

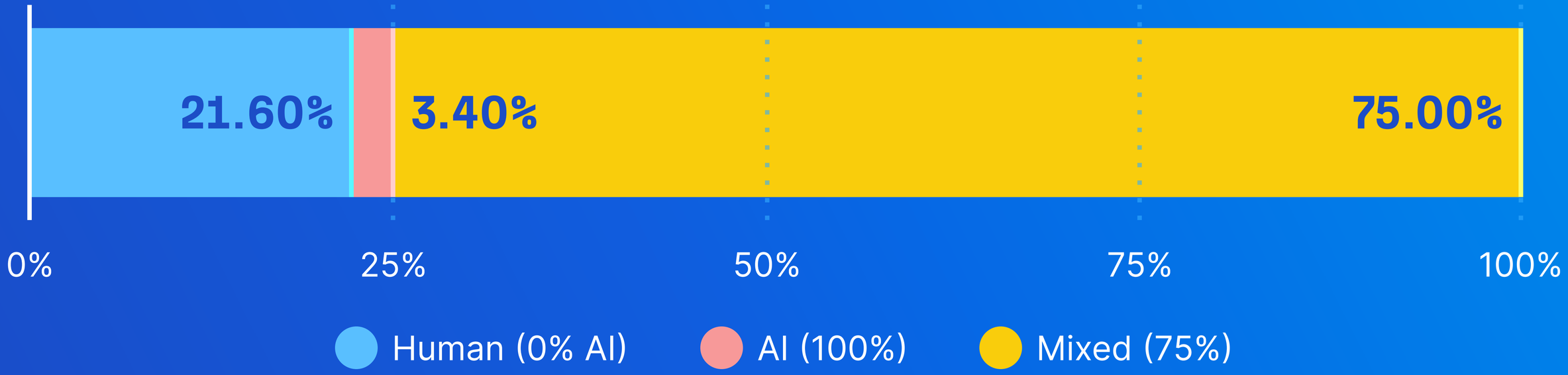


Q: How common is AI content?

bot_or_not analyzed 770,000 pages created in January 2025

Q: How common is AI content?

78.4% showed AI text



Q: How common is AI content?

AI everywhere: Google Docs, Gmail, Grammarly, web content, Slack messages, social media posts...

Q: Do AI content detectors work?

In the literature: 80+% detection 😎

Q: Do AI content detectors work?

In the literature: 80+% detection 😎

In real life: 😅

Q: Do AI content detectors work?

Trained on narrow datasets, struggle with partial detection, vulnerable to humanizing.

ChatGPT 4o

Write a piece of Singaporean slang to discuss the latest roti prata that came to town in marina bay last week. Use the style of hardwarezone

Title: Wah seh, new prata stall in Marina Bay — confirm shiok or not? 🤔

Eh bros and sis, got hear or not? Last week, one new roti prata stall just open at Marina Bay. They say got some atas twist to it. People online already calling it "prata fusion". 😬

The menu got the usual kosong and egg, but also got things like truffle prata, mentaiko prata, and even durian cheese prata?! 😱 Sibei happening leh. Prices not cheap tho—one mentaiko prata can jialat your wallet, $10 sia. 💸

Some say the prata damn crispy and fluffy, others say overrated lah, only good for IG. Anyone here go try liao? Can confirm plus chop if worth it anot? Or just stick to my $1.20 prata downstairs, better don't waste money?

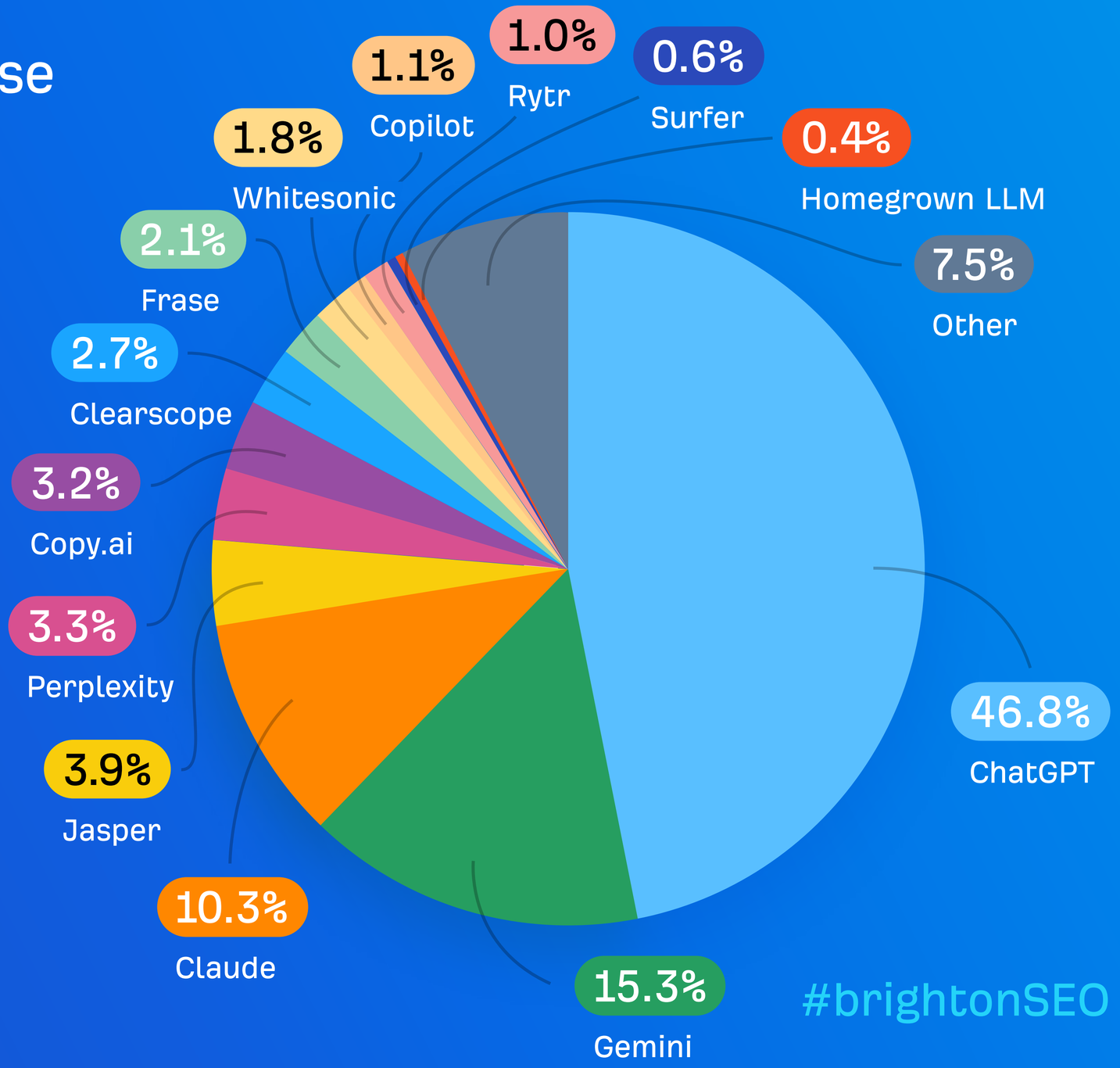
Share your reviews leh, I thinking if should jio my makan kakis this weekend. 🍴

n	isBot?	sentence
0	0.9%	Wah seh, new prata stall in Mar
1	1.1%	🤔 Eh bros and sis, got hear o
2	1.0%	Last week, one new roti prata s
3	0.9%	They say got some atas twist to
4	0.9%	People online already calling i
5	3.0%	😍 💫 The menu got the usual k
6	3.1%	😱 Sibei happening leh.
7	2.6%	Prices not cheap tho—one mentai
8	2.0%	💸 Some say the prata damn cri
9	2.2%	Anyone here go try liao?
10	2.1%	Can confirm plus chop if worth
11	2.0%	Or just stick to my $1.20 prata

Likely author: human

Q: What tools do people use for AI content?

Everyone uses ChatGPT



@thinking_slow

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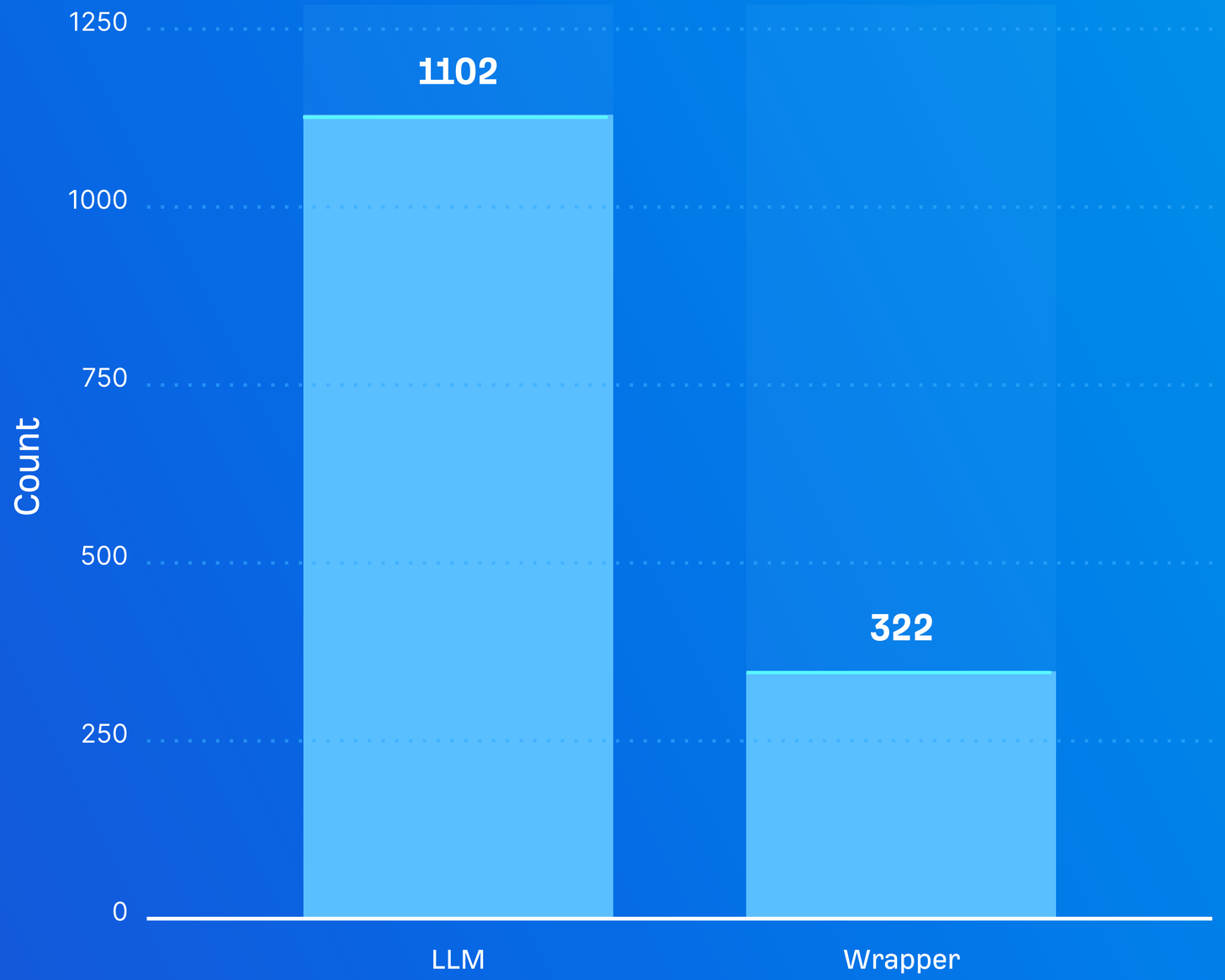
Q: Should we use a wrapper or an LLM?

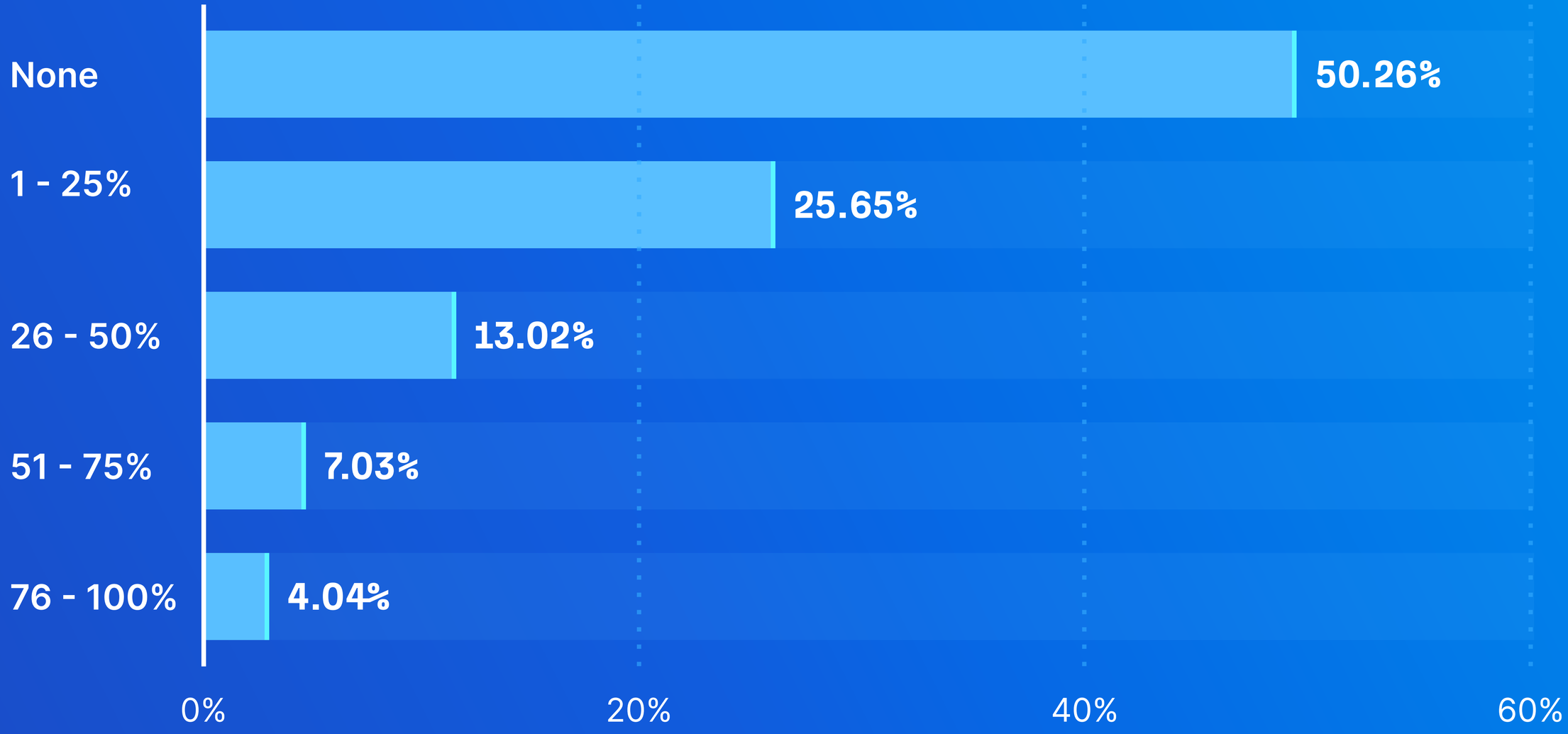
77% of AI tools were LLMs (like ChatGPT)



Q: Should we edit AI content?

Only 4% reported that they published mainly unedited AI content.

What percentage of the content you publish is pure AI?



AI Content Performance

Is AI content any good?

@thinking_slow

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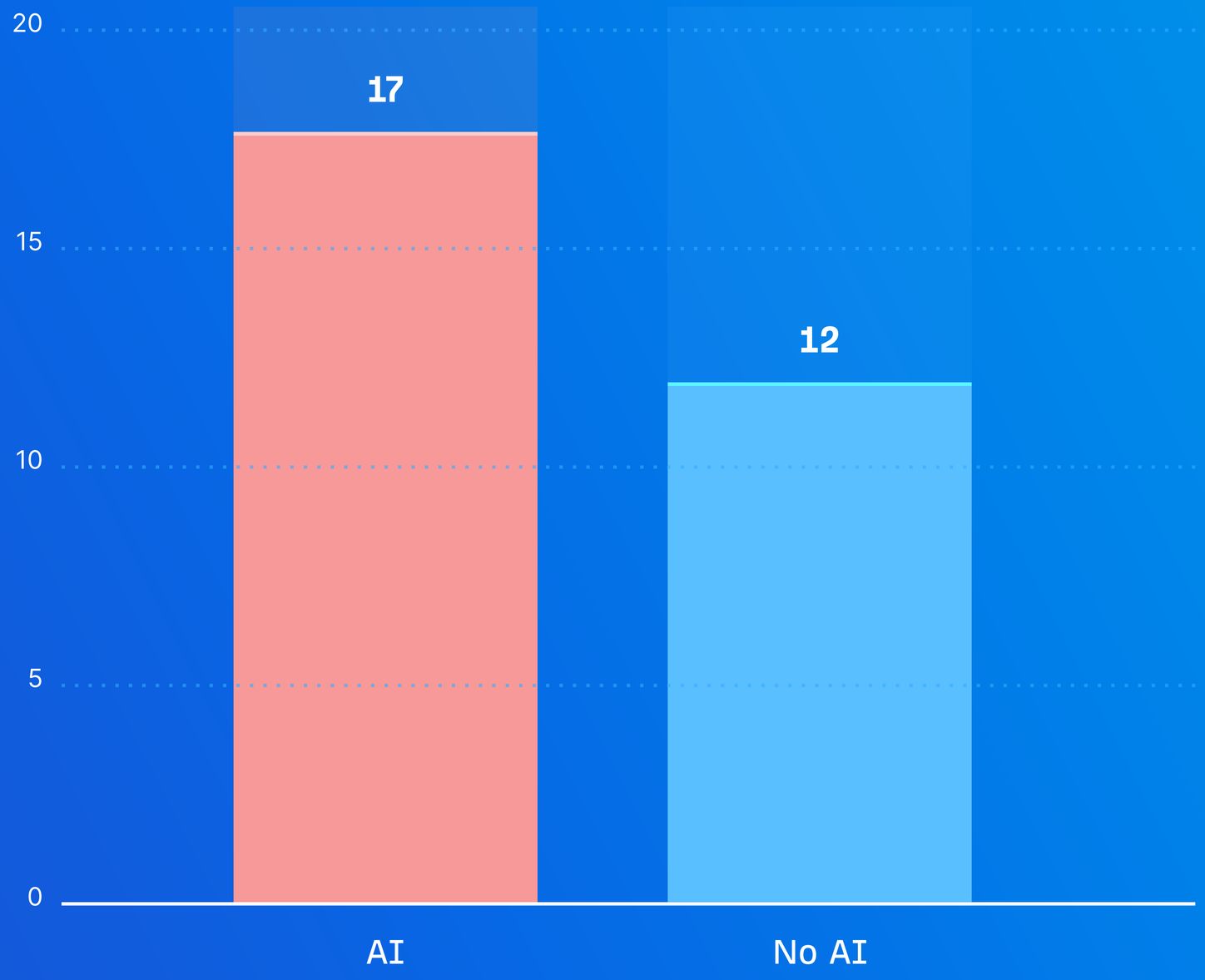
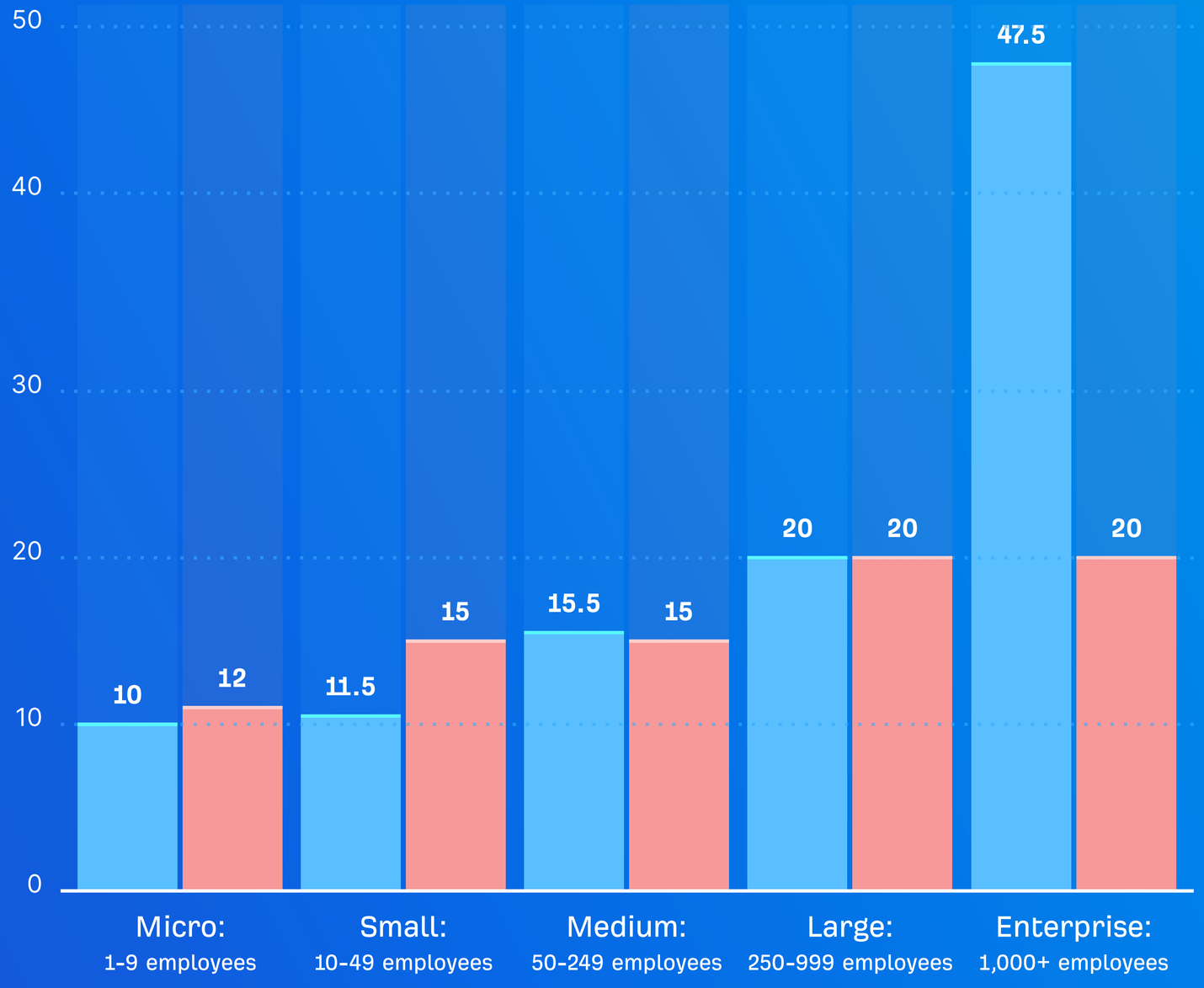
Q: Can we use AI to publish more?

Median publishing frequency is 42% higher using AI



Q: Can we use AI to publish more?

AI has a big impact on small companies. Enterprises publish more without AI



No AI

AI

@thinking_slow

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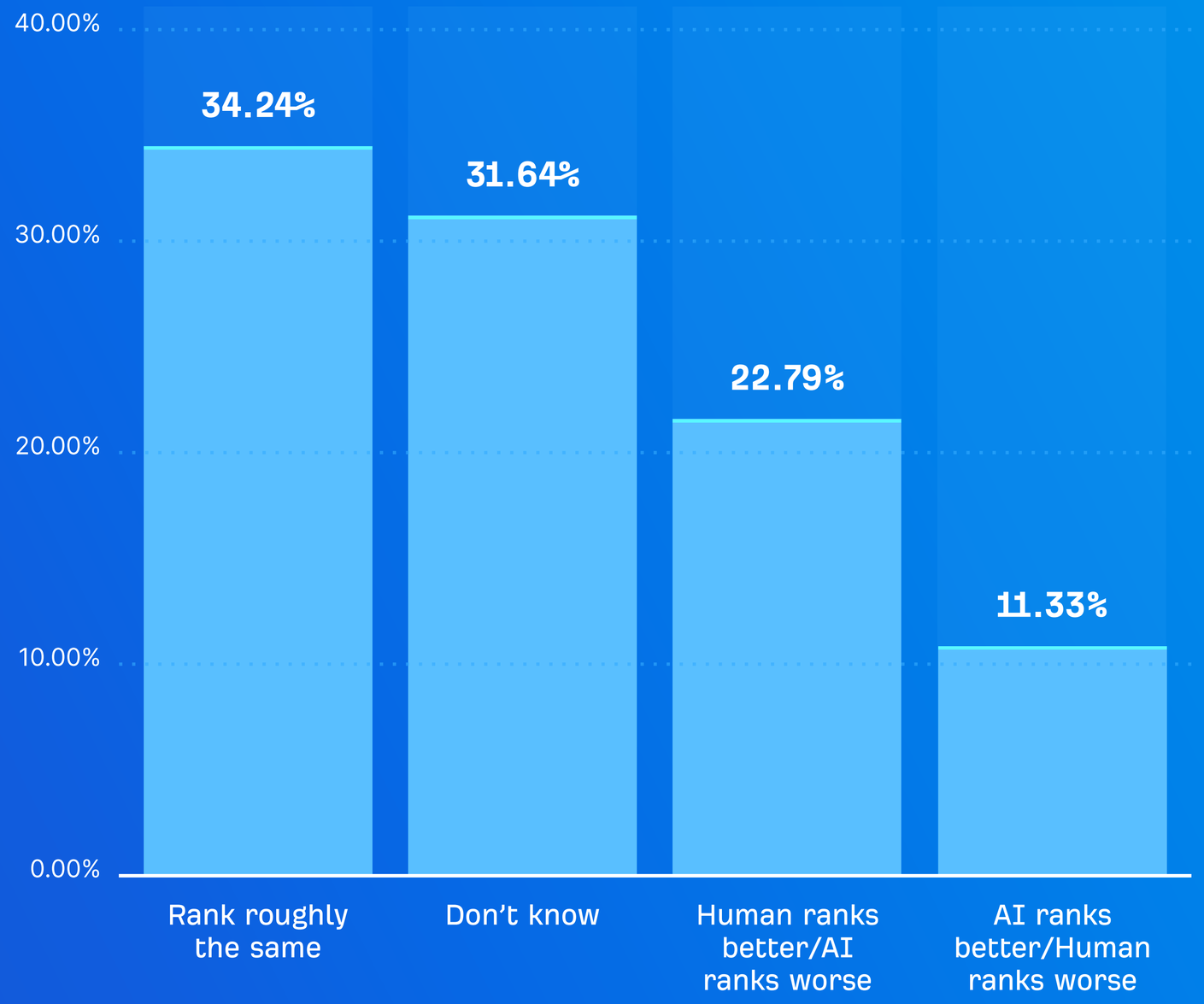
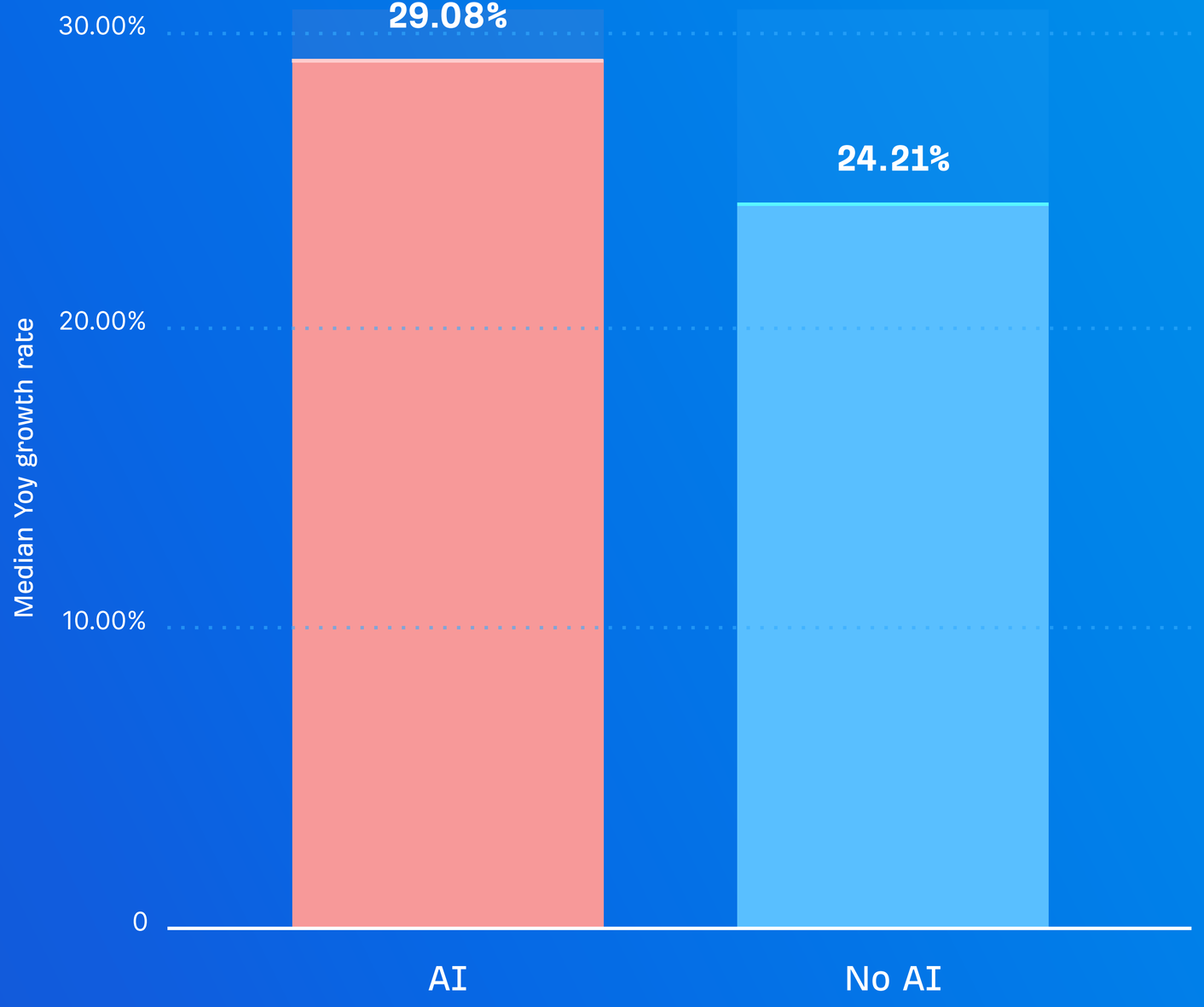
Q: Does AI content rank?

46% report that AI content ranks “the same” or “better”



Q: Does AI content rank?

Websites using AI content grew organic traffic 4.87% faster



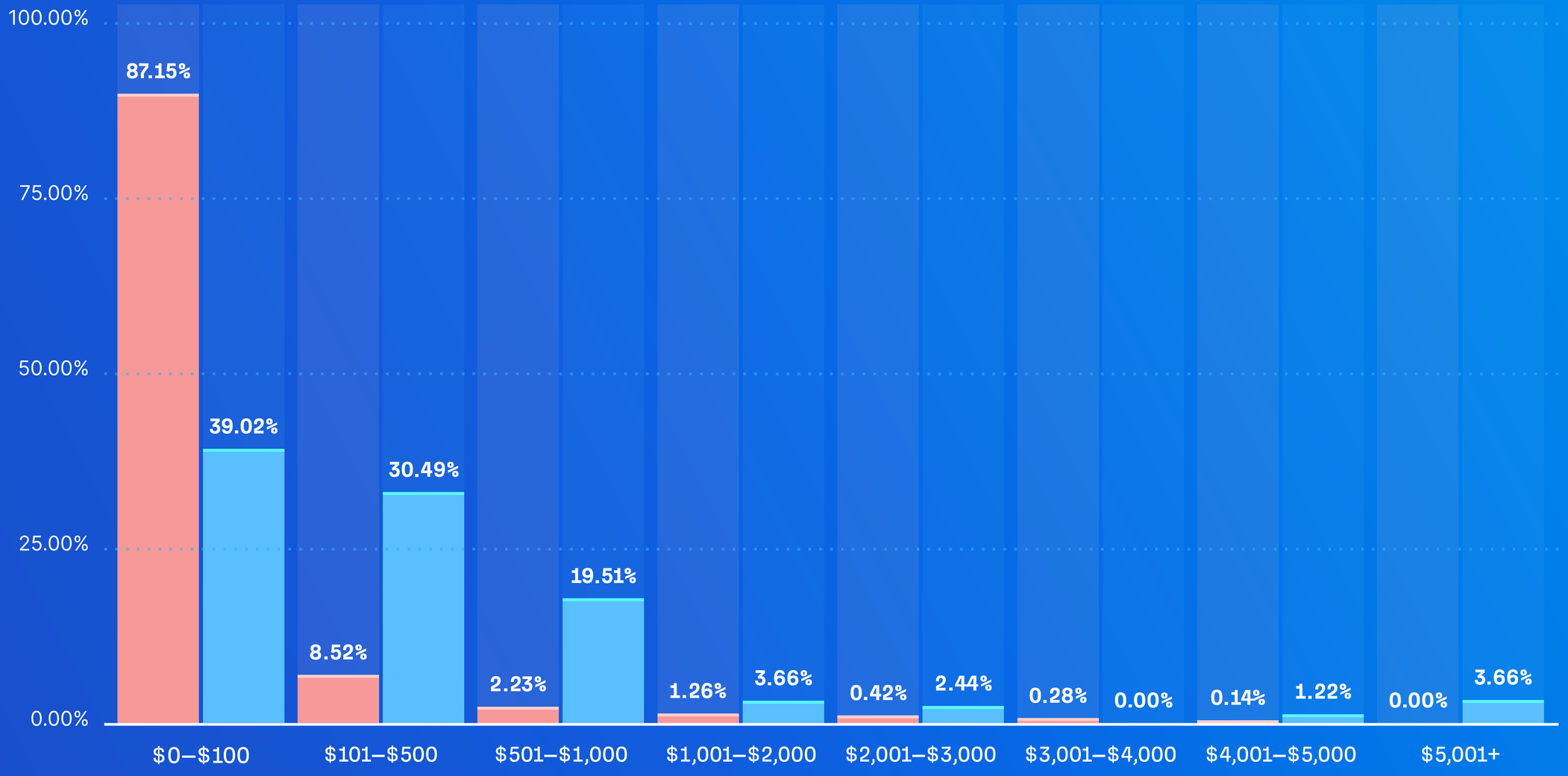
Q: Can we save money with AI content?

Average cost for AI content: $131

Average cost for human content: $611

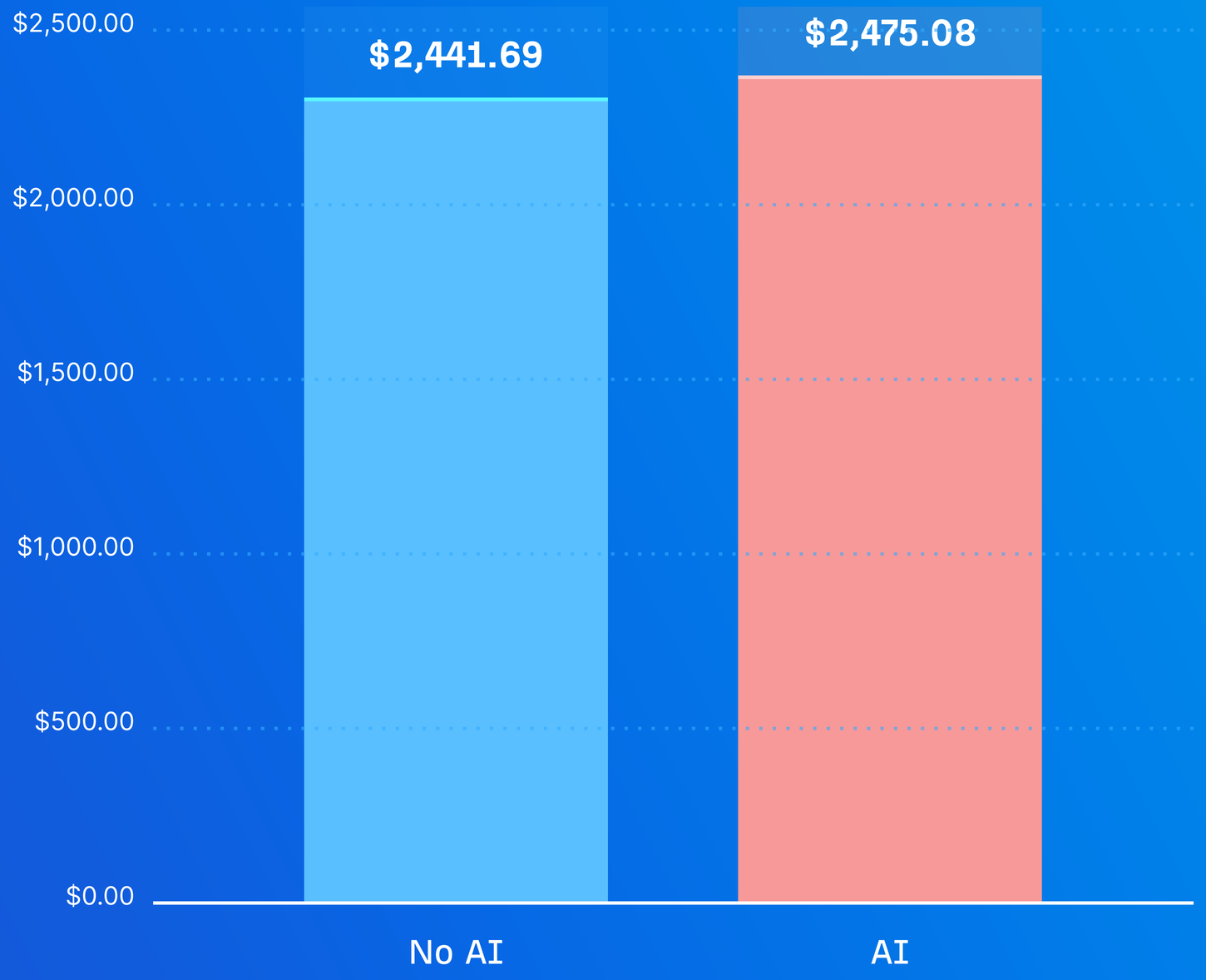
(4.7x greater)

How much do you pay for the average blog post?



Q: How much should we spend on AI content?

Average spend was virtually identical: $2,475 vs $2,442



AI Content Risk

Will Google penalise us?

@thinking_slow

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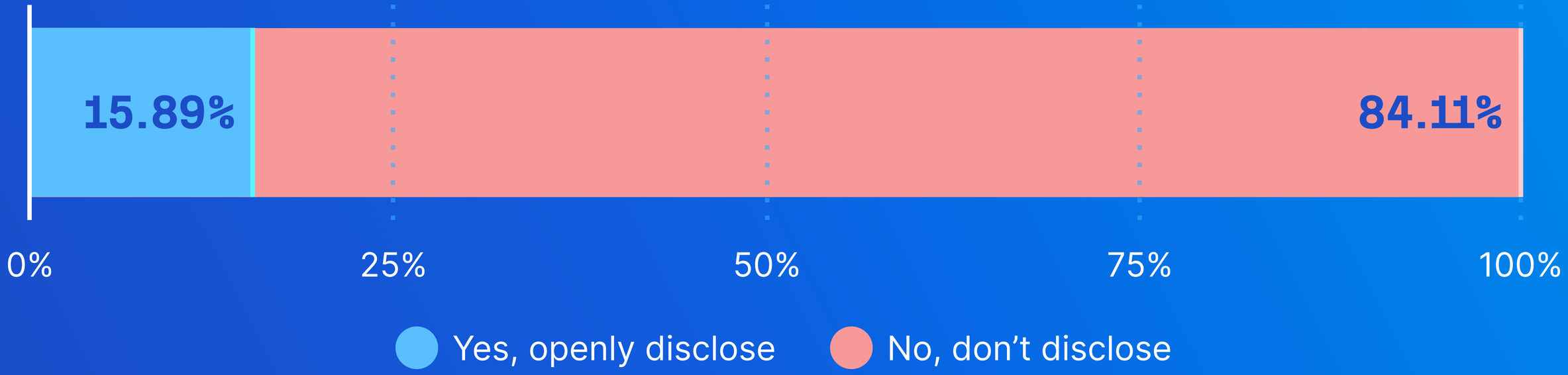
Q: Should we disclose AI content?

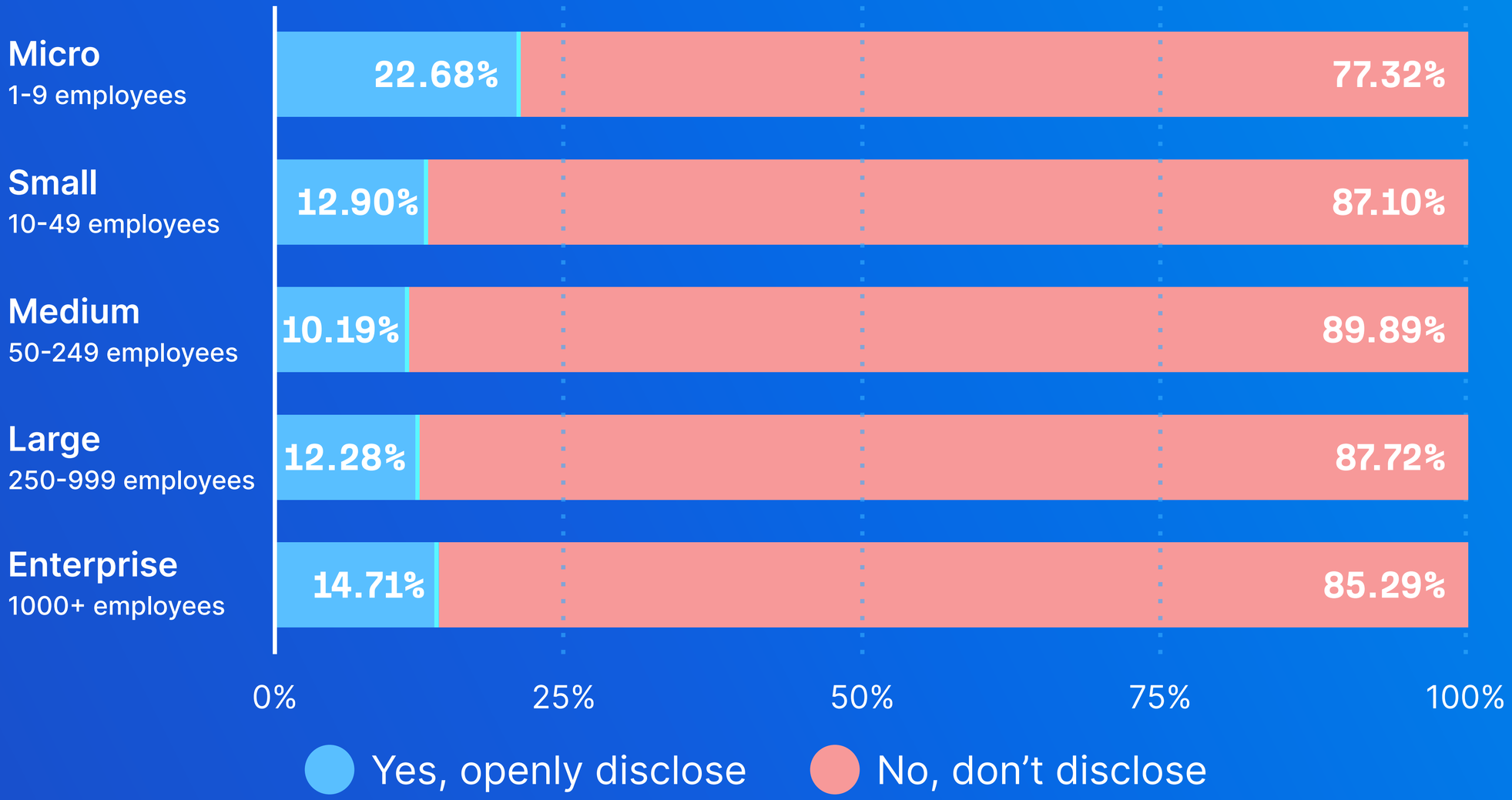
Only 16% disclose AI



Q: Should we disclose AI content?

Most common at very small (1–9) and very big (1,000+) companies

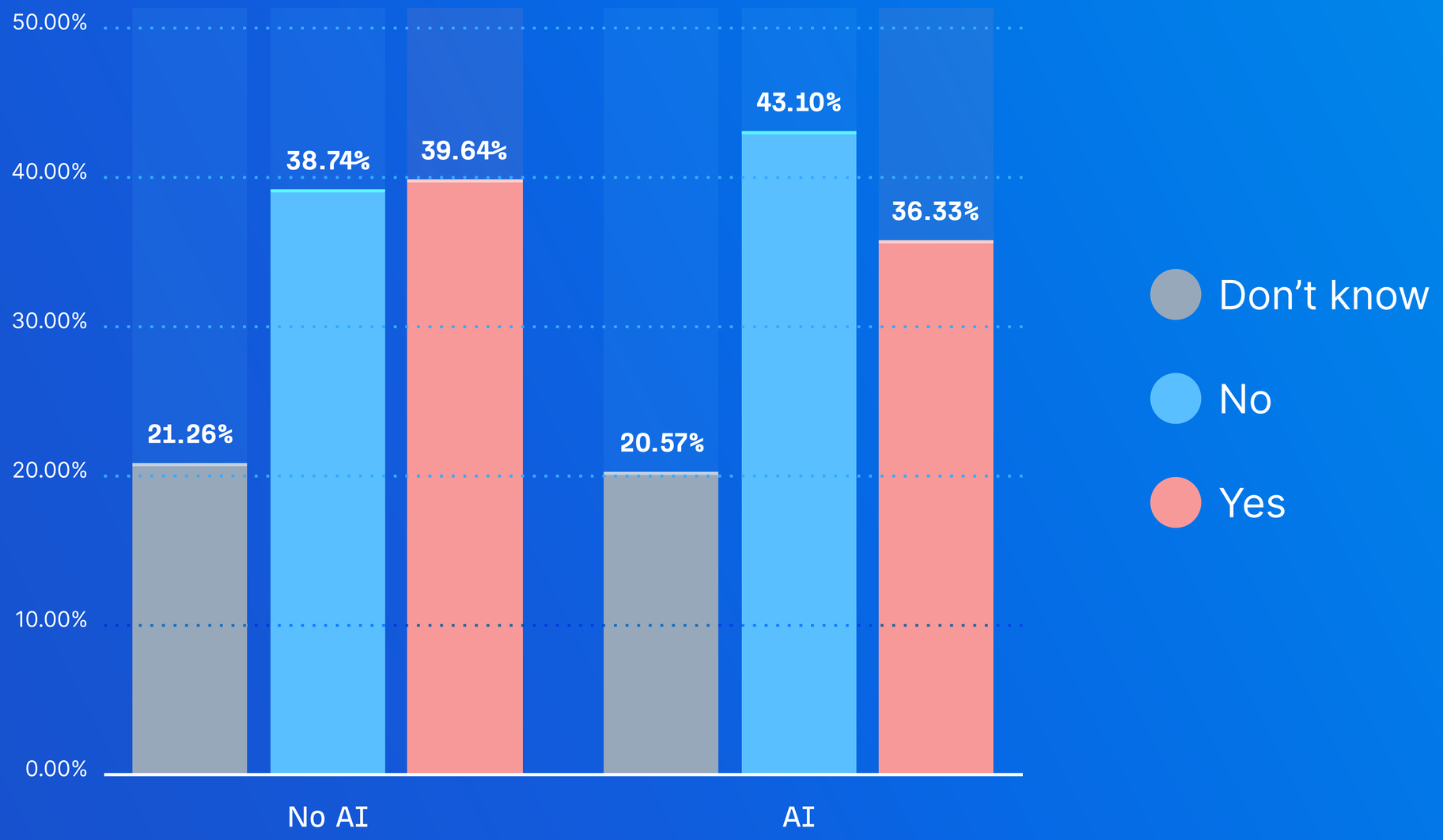
Do you disclose AI content to website visitors?



Q: Will AI content get hit by an algo update?

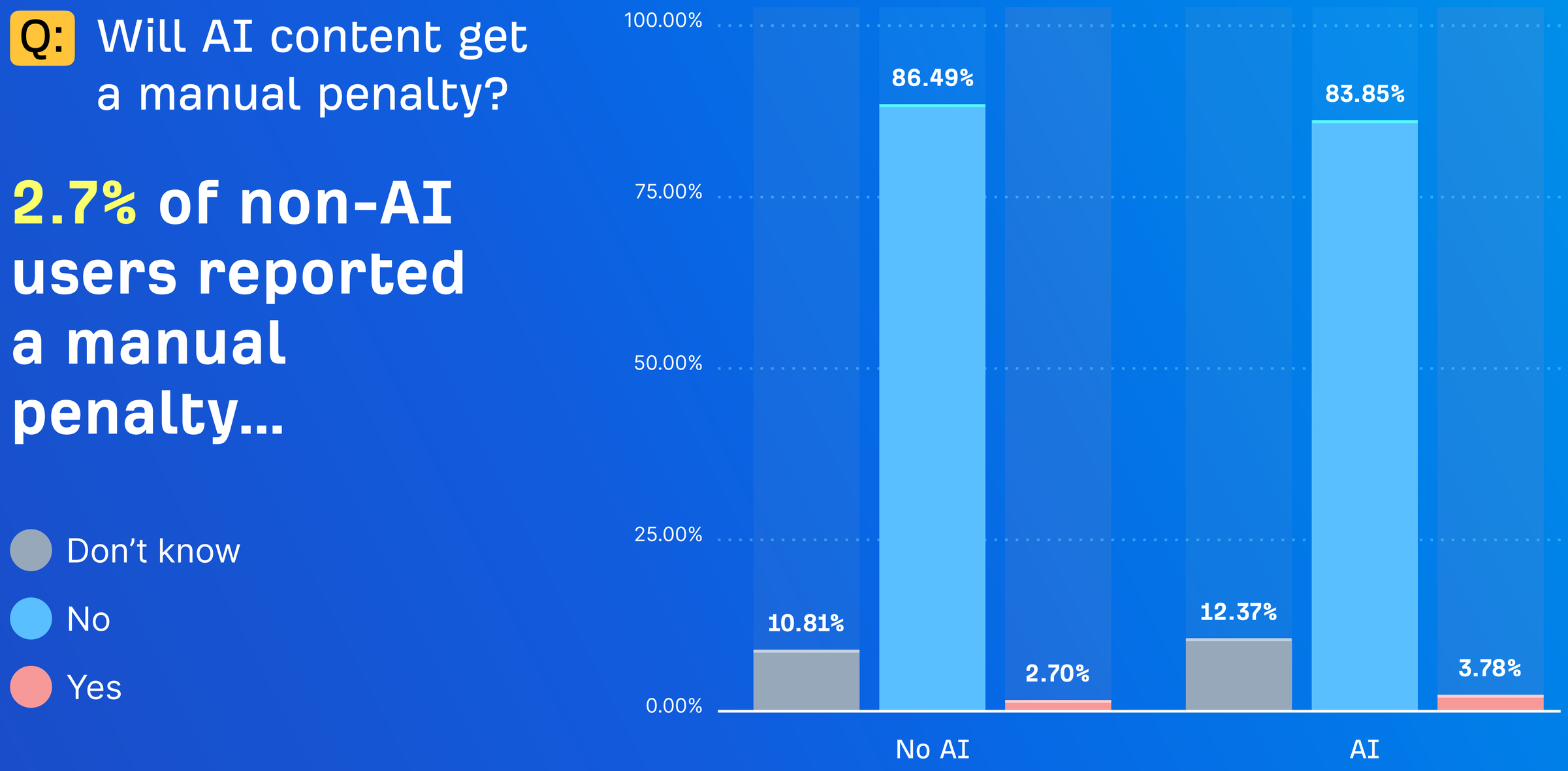
Companies who *did not* use AI reported a 4% greater occurrence of negative impact from an algorithm update

Have you been negatively affected by a Google update in the last 12 months?



Q: Will AI content get a manual penalty?

2.7% of non-AI users reported a manual penalty...



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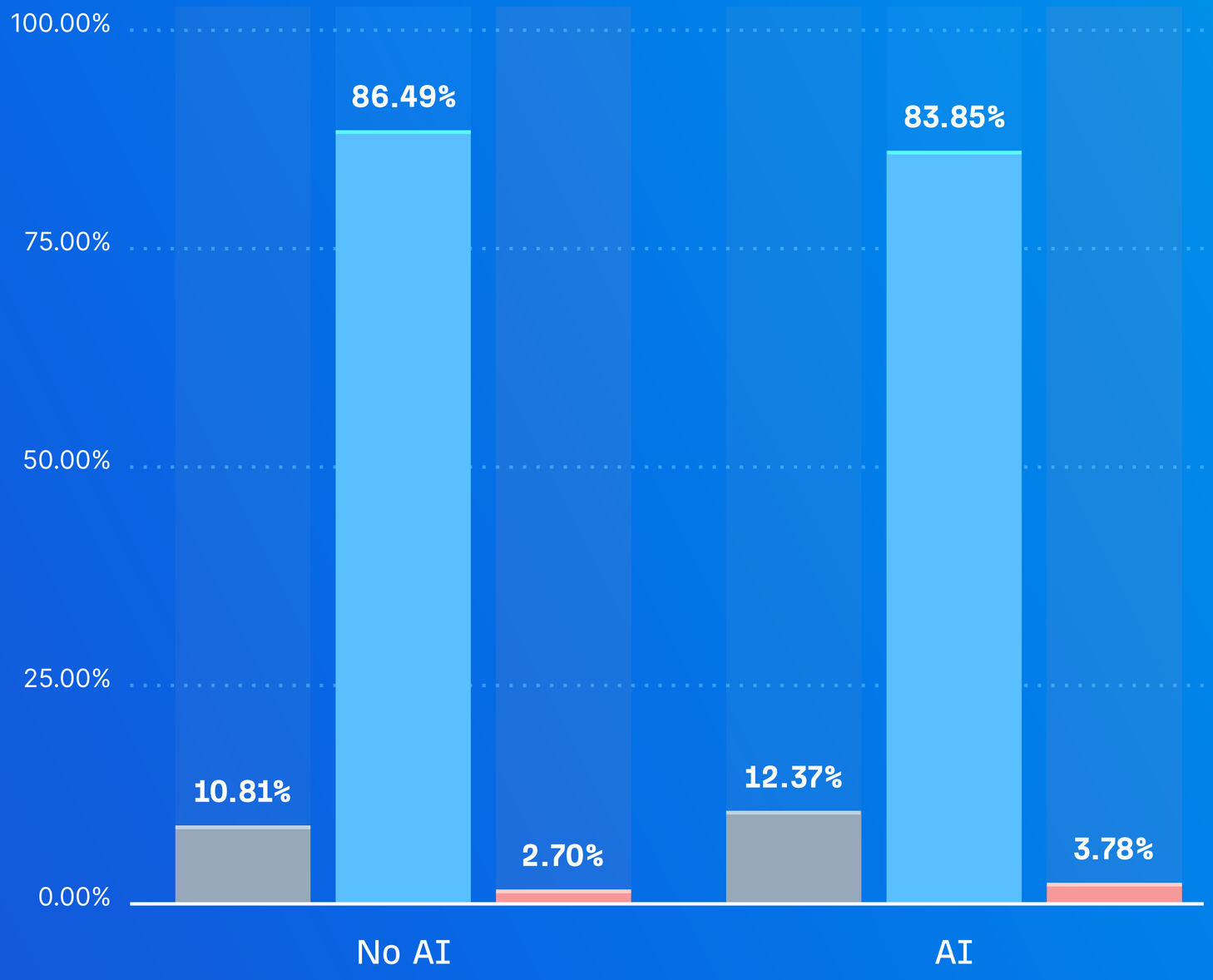
Q: Will AI content get a manual penalty?

...versus 3.8% of AI users



Don’t know

No

Yes

@thinking_slow

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Thank you!

ahrefs.com/blog