

How is AI Transforming Business Visibility

What happened - On the 24th October 2024, OpenAI released ChatGPT search to premium members like plus subscribers, this what made available to free users in December 2024 meaning that chatgpt can now handle queries related to specific details that it was not trained on but the information is on the web for example, it can read reviews on forums and blogs as well as other content, therefore it understands how consumers feel about a product or service from their first hand experience, Chatgpt search shortly achieved 3.1 billion monthly visitors after this release. Google was fast to expand its AI powered features such as AI overviews to counter this ensuring it remains dominant in the quickly evolving market, AI overviews provide users with quick answers, transforming how search results are presented and impacting website traffic and SEO strategies.

What this means for business visibility - The search engine market is shifting away from the traditional search algorithms and shifting towards AI rankings. The information on the web by businesses, by consumers and content creators is now more powerful than ever but more importantly how the information is presented becomes infinitely more important, if AI doesn't understand something, it cannot rank it. The traditional SEO aimed at securing top positions on search engine results pages is not as powerful as it once was, it's clear that consumers are moving away from it and even Google themselves are moving further away from it showing strong belief that they also see that the future of search is AI.