

AI search is taking clicks

What four studies measured, 2024 to 2025. Different methods, same direction.

Clicks on a regular result, per search page visit

No AI summary on the page

15%

With an AI summary

8%

Pew Research Center, July 22, 2025. 900 U.S. adults, 68,879 Google searches (March 2025).

Organic CTR on queries with an AI Overview

Start (from June 2024)

1.76%

End (to September 2025)

0.61% (down 61%)

Seer Interactive, November 4, 2025. 3,119 informational queries, 42 client organizations, 25.1 million organic impressions (June 2024 to September 2025).

Google searches that end without a click

United States

58.5%

European Union

59.7%

SparkToro (data from Datos), July 2, 2024. Datos U.S. and EU clickstream panel, September 2022 to May 2024.

CTR for the top-ranking page when an AI Overview shows

Versus the expected trend

34.5% lower

Ahrefs, April 17, 2025. 300,000 keywords (150,000 with an AI Overview, 150,000 informational without), March 2024 vs March 2025.

What to do: Google says there are no special optimizations for AI Overviews; pages must be indexed and eligible for a snippet (Google Search Central, December 10, 2025). Summaries of every study: seopapers.com.