




**Google AI Overviews Stealing Clicks? 5 Ways  
Businesses Win Anyway**

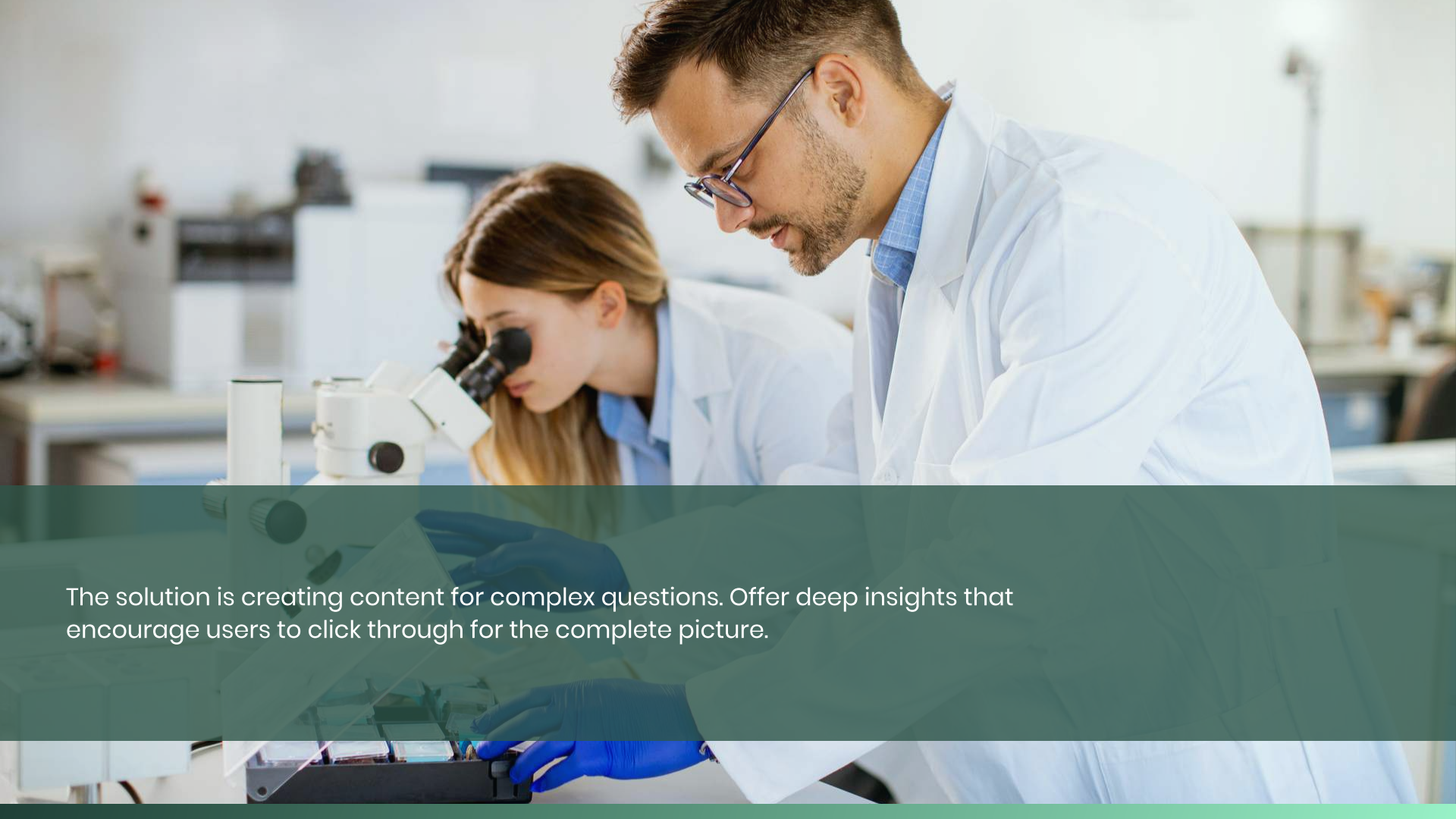
An abstract graphic featuring a light blue background with various mechanical and data-related elements. There are several gears in purple, teal, and orange. A prominent pink line graph starts high on the left, dips, rises, dips again, and then ends with a large pink arrow pointing downwards on the right. A dark green rounded rectangle is overlaid on the left side, containing white text.

Google's new AI Overviews can reduce organic clicks by 15-60%. Users get answers on the results page, so why would they visit your site?

This shift challenges traditional SEO. Your content must now provide unique value that an AI summary can't fully replace.

# CONTENT MARKETING





The solution is creating content for complex questions. Offer deep insights that encourage users to click through for the complete picture.

Leverage AI-driven personalization. Companies using it see a 10-25% revenue increase by creating journeys that generic answers can't match.



FunnelTide Marketing uses a Create, Repurpose, and Distribute model to build authority and amplify your message across 300+ sites.





A robust organic strategy makes your brand a trusted source for AI Overviews, building visibility even without a direct click.



Ready to build a done-for-you traffic strategy that thrives in the age of AI?  
Let FunnelTide become an extension of your team.