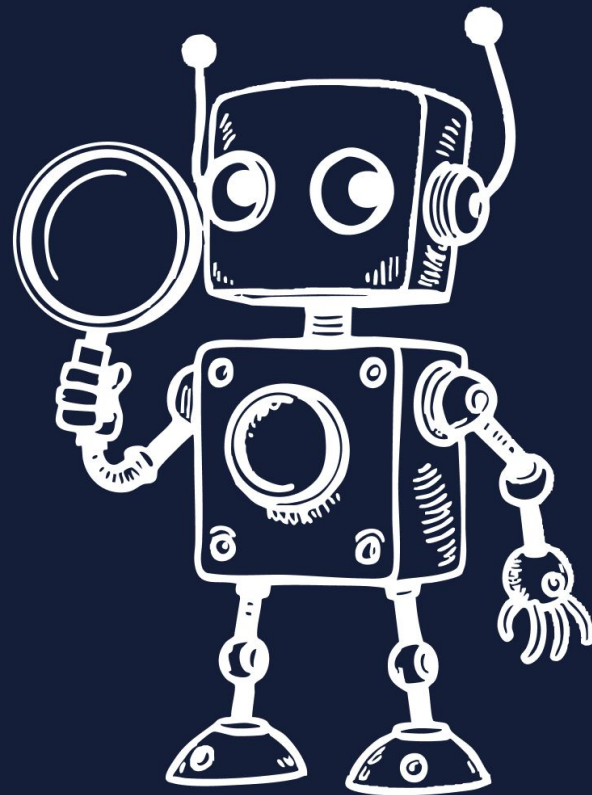


AI Is Stealing Your Organic Traffic. **Don't Let It Steal Your Pipeline**

Webinar

July 23, 2025



Where we come from



Manager of Analytics

Top 3 Search Marketing agency in the world, according to Forrester

Forrester gave Rise the **highest score possible in the Reporting and Analytics criterion** and shares that “marketers looking to answer the question, ‘When should I buy a keywords versus try to rank for it organically versus do both?’ will finally find a data-driven answer with Rise Interactive.”

FIGURE 5 Forrester Wave™: Search Marketing Agencies, Q1 '16



About Condor



Founded in January 2018



Built for mid-market B2B Tech Services

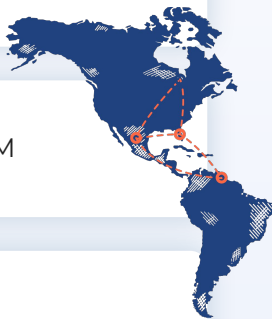
Clients in the United States, team in LATAM

28

Current team members



Core services: Paid Media, SEO, Analytics, Marketing Automation, UX/UI



Inc.

Inc. 5000 2024
Meet the Fastest-Growing Private Companies in America

They thrived in spite of the pandemic, inflation, and supply chain woes. Here's what you can learn from their success.

in

Companies on the 2024 Inc. 5000 are ranked according to percentage revenue growth over the last three years. They generated \$74,940 jobs, \$117 billion in revenue, and show where the economy is going. [See our methodology.](#)

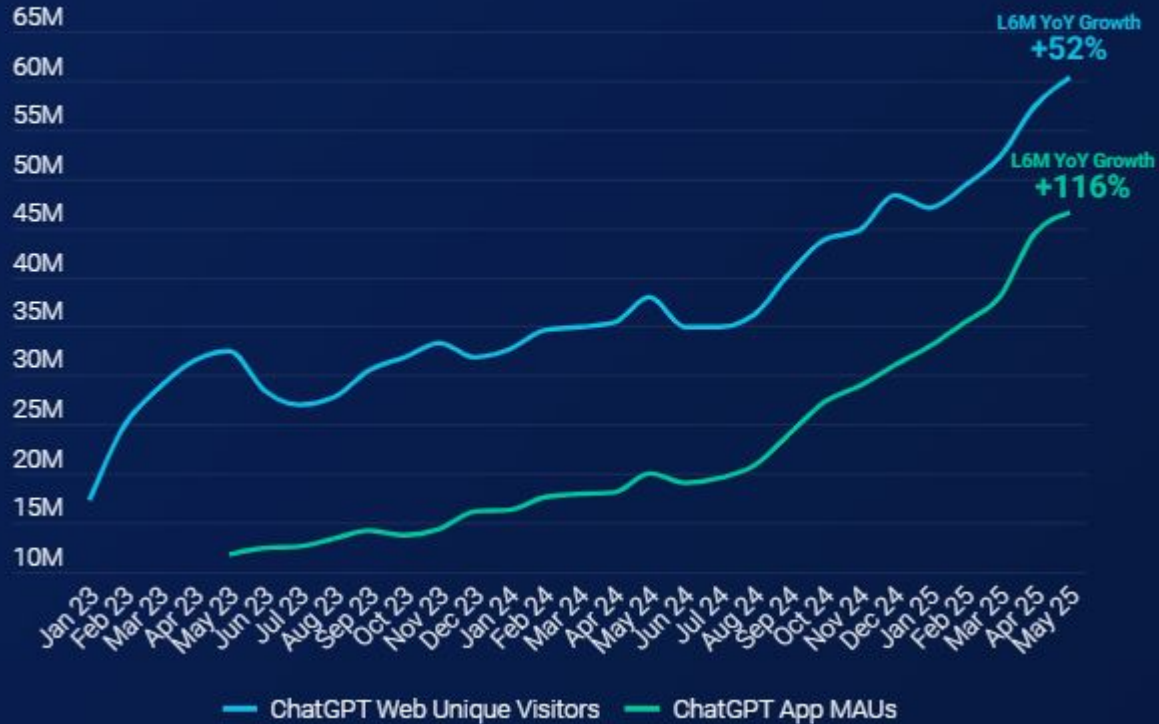
Rank	Company	2-Year Growth	Industry	State	City
415	Incline Marketing	1,078%	Advertising & Marketing	FL	St. Petersburg
445	Condor Agency	1,007%	Advertising & Marketing	FL	Miami
481	Agency Elevation	976%	Advertising & Marketing	WI	Freedom



What's happening?

ChatGPT Web Unique Visitors and App Monthly Active Users

US, Desktop & Mobile Web, Android & iOS, Jan 2023 - May 2025



Similarweb. ["The Impact of Generative AI on Publishers."](#) Similarweb, July 7, 2025.

The Rise of ChatGPT

Month-over-month traffic change in April
of the top 10 websites by monthly visits



Wikipedia's big drop may hint that users are turning to ChatGPT for answers instead of traditional searches.

AI Overview



Private and public clouds differ primarily in ownership and access. A private cloud is a cloud infrastructure dedicated to a single organization, offering greater control and security, but requiring more upfront investment and management. A public cloud is a multi-tenant environment, where resources are shared among multiple users, offering scalability and cost-effectiveness, but with less customization and control.

Here's a more detailed comparison:

Private Cloud:

Show more

Private Cloud vs. Public Cloud: What's the Difference? | DigitalOcean

Feb 29, 2024 — Security and compliance: If your business operates in an industry that requires...

DigitalOcean

Private vs Public Cloud : r/sysadmin

Sep 15, 2022

Reddit · r/sysadmin

Private cloud vs. public cloud: What's the best for your business?

Sep 14, 2023 — Disadvantages of using a public cloud Despite its advantages, public cloud doe...

Flexential

Sponsored

 NordLayer
<https://www.nordlayer.com>

Private Cloud vs. Public Cloud? Pros, Cons & Best Choice
Protect your business with expert cybersecurity tips. Read the NordLayer blog now. Learn how to stay secure online with cybersecurity best practices from NordLayer.

35% lower CTR when there's an AI overview [\(ahrefs\)](#)

55% reduction in CTR [\(Seer Interactive\)](#)

30% YoY reduction in CTR [\(BrightEdge\)](#)

15% drop in search traffic YTD [\(SimilarWeb\)](#)

11% drop in B2B traffic [\(Neil Patel\)](#)

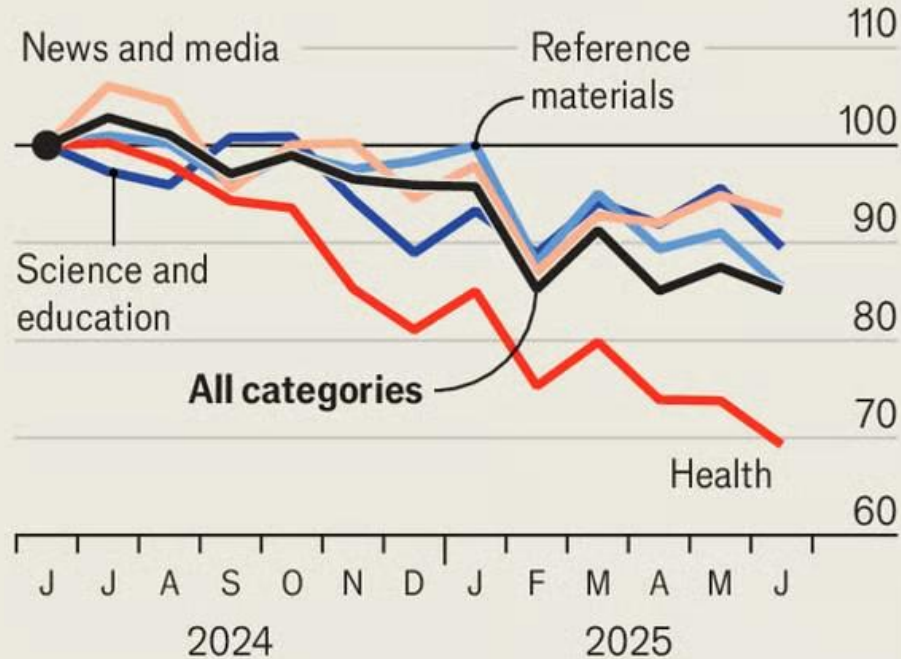
“Data shows the industries with the strongest AI Overview presence are Healthcare, Education, **B2B Tech**, and Insurance” [\(BrightEdge\)](#)



Giving up the search

Worldwide internet search traffic, June 2024=100

Selected website categories



Source: Similarweb

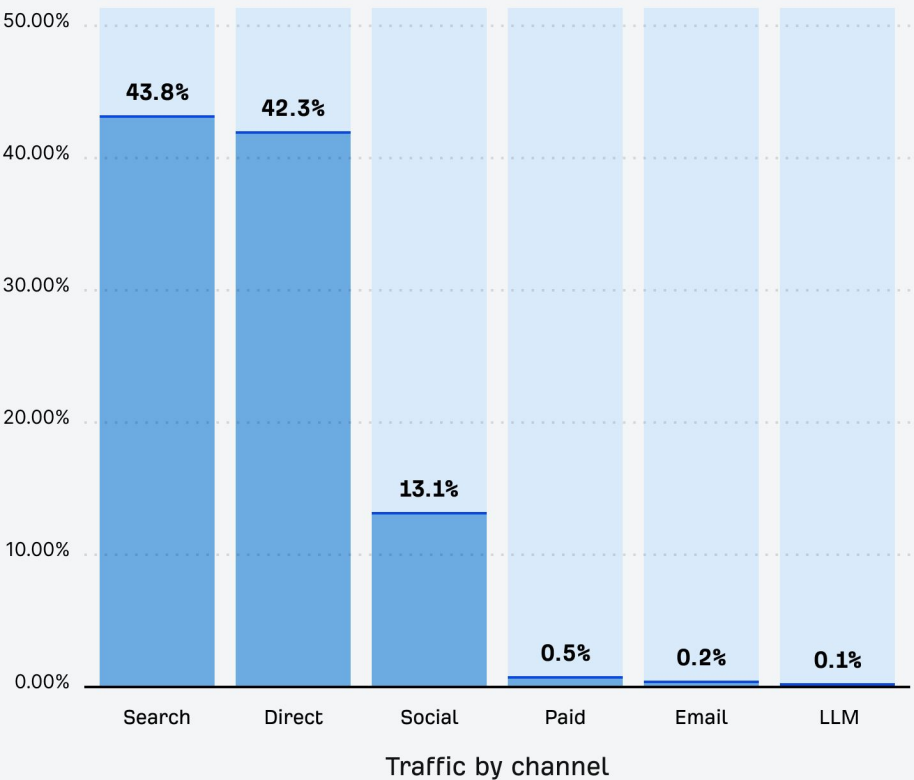
- **5-10%** industry growth per year in 2025 and 2026. *(Forrester)*
- **70-90%** of organic traffic is branded *(Data from our clients)*
 - *Branded queries have minimal (6%) AI summaries interference (Neil Patel)*
- Conversion rates from non-branded organic are typically the lowest, and so are the lead quality rates *(Data from our clients)*
- More conversions (+2%) with less traffic. *(Neil Patel Webinar: Where did my traffic go?)*



**KEEP
CALM
AND
CARRY
ON**

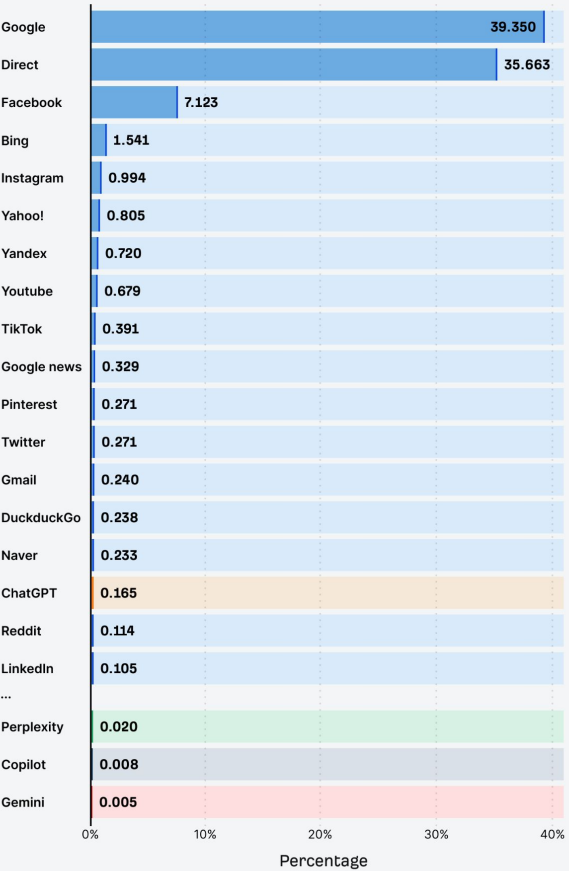
Traffic by channel

Based on ~35K sites study by Ahrefs.



Percentage of website traffic by source

Based on a study of ~82K sites. Source: Ahrefs Web Analytics.



Projected Annual Visitors by Source

Traditional Organic Search LLMs (Including Google AI) Total



semrush.com



“...**may** start driving more visitors from AI search to websites than from traditional search by early 2028, according to our research”...

From Google



To Chat GPT

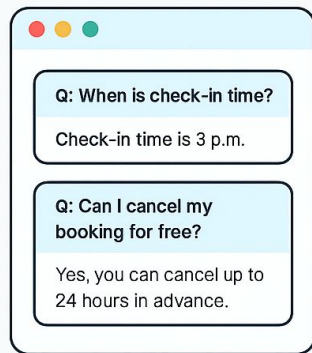




What can we do about it?

Structure > keywords

- “Schema markups” = Instructions for Google and now ChatGPT



**Search engine
instantly understands
your answers**



```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": {
    "@type": "Question",
    "name":
      "Can I cancel my bybooking
      for free?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Yes, you" cancel up
      to 24 hours in advance"
    }
  }
}</script>
}
```

CORE TYPES

Structured tags
that help search
engines and AI
read your
content



Organization



Website



Breadcrumb



Article



TechArtic



FAQPage



VideoObject



Speakable



Speakable



Focus on mid-bottom funnel topics

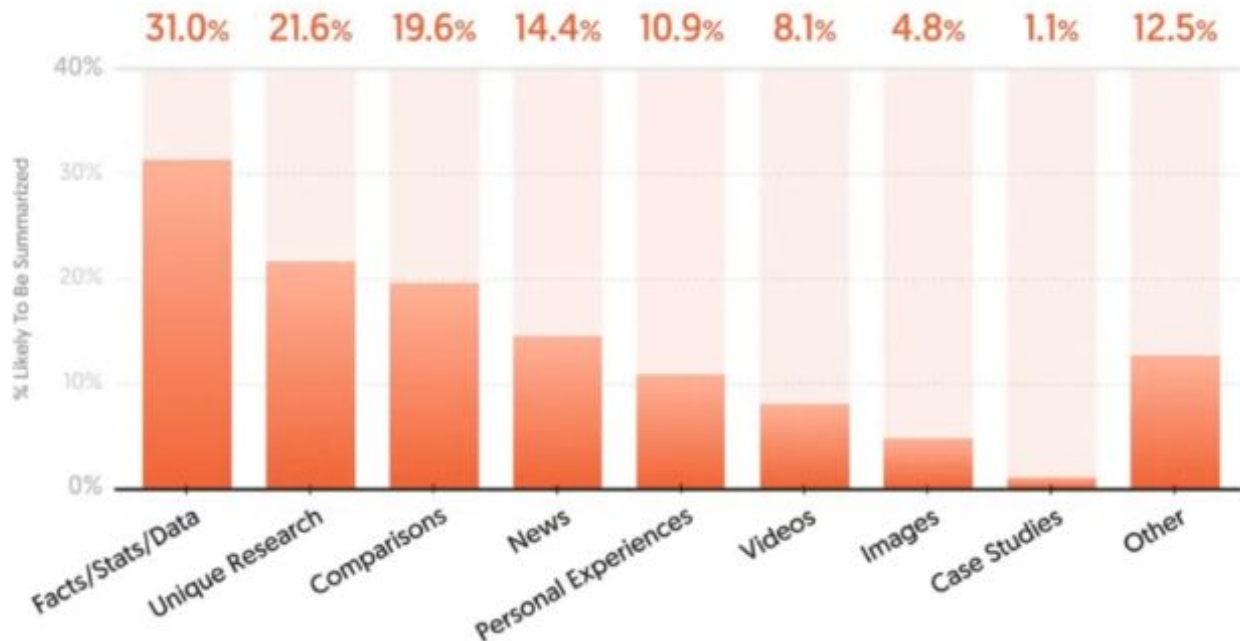


- “Top 10 Benefits of Cloud Migration”
- “How to Choose a Managed Services Provider”
- “Cybersecurity Trends to Watch in 2025”
- “What Is a Zero Trust Framework?”
- “The Future of Digital Transformation”
- “5 Reasons to Invest in IT Infrastructure”
- “Cloud Computing for Small Businesses”
- “What Is SOC 2 Compliance?”
- “Managed Services vs. Staff Augmentation”



- “What Most Mid-Market Companies Get Wrong About Cloud Cost Forecasting”
- “How We Guided a Client Through a Ransomware Attack in 36 Hours”
- “The Internal Team Readiness Scorecard We Use Before Any Cloud Migration”
- “Why Your SOC 2 Budget Is Probably 30% Off (And What to Do About It)”
- “3 Questions We Ask Clients Before Recommending a Hybrid Cloud Setup”
- “How to Build an Incident Response Plan That Actually Gets Followed”
- “Lessons from 25 MSP Transitions: What Clients Wish They Knew”
- “Why One-Size-Fits-All Cyber Insurance Advice Is Getting Mid-Market Firms Denied”
- “The Real Reason Your Cloud Migration Is Delayed (Hint: It’s Not Technical)”
- “What ‘Digital Transformation’ Actually Means for a Mid-Market Company in 2025”

How Likely Are Different Content Types To Be Included In AI Overviews

**WHAT TO DO NEXT:**

If you want to be included in AI Overviews, create the type of content they pull from.

Substance > format



- Overdone
- No Point of View
- AI-Replaceable
- Too Broad
- Lacks Specificity
- No Data or Experience
- Zero Urgency
- Too Educational
- Vague or Buzzwordy
- No Proof or Real Story



- Strong POV
- Experience-Based
- Proprietary or Insider Data
- Specific and Relatable
- Outcome-Oriented
- Decision-Helping
- Human + Strategic
- Framework or Playbook Format
- Pain-Driven
- Un-Googleable

Branding and diversification

- Paid social for awareness
 - Right targeting: ICP, list of target companies (500+), LinkedIn prospecting, Meta remarketing, B2B technologies (Primer, Metadata, if spending \$20K+/month in paid social)
 - Right metrics: remarketing pool size, video views, branded searches, touched accounts
- Video content
 - Hard to replicate, creates trust, Google AI summaries favor YouTube
 - Paid boost with keyword targeting
- Digital PR / Podcast appearances
 - PodPitch, PodMatch, WeFeatureYou
- Analytics
 - Right measurement for both top and bottom funnel: touched accounts and qualified opportunities
 - First party data

By Year Month

Year Month	Imp.	Clicks	CTR	Avg. Position	Leads	MQLs	SQLs	Clients
Jan 2023	49,069	243	0.5%	62	0	15	6	0
Feb 2023	77,996	242	0.3%	63	0	20	12	0
Mar 2023	26,898	218	0.8%	64	0	21	8	2
Apr 2023	43,711	195	0.4%	63	10	21	12	5
May 2023	27,278	194	0.7%	61	6	34	17	0
Jun 2023	24,268	203	0.8%	61	6	32	13	0
Jul 2023	25,193	118	0.5%	61	0	16	8	0
Aug 2023	5,841	42	0.7%	61	0	4	1	0
Total	280,254	1,455	0.5%	62	22	163	77	7

By Search Query

Query	Imp.	Clicks	CTR	Avg. Position	Leads
digital marketing agency	99,524	16	0.0%	91	0
digital agency	23,790	2	0.0%	91	0
b2b marketing services	10,324	0	0.0%	65	0
condor agency	8,512	1,178	13.8%	1	7
agency marketing	5,085	0	0.0%	76	2
marketing automation consulting	4,245	1	0.0%	38	
nearshore staffing	3,696	2	0.1%	13	1
benefits of google analytics	2,353	0	0.0%	56	
marketing analytics agency	2,188	0	0.0%	73	
paid media agency	1,921	0	0.0%	91	
Total	280,254	1,455	0.5%	62	22

By Business Relevance

Business Relevance	Imp.	Clicks	CTR	Avg. Position	Leads	MQLs	SQLs	Clients
Core	173,320	1,296	0.7%	56	16	62.55	27.51	2.34
Related	63,061	133	0.2%	68	2	51.25	25.41	2.51
Non-Business Related	22,205	9	0.0%	61	2	16.33	7.83	0.60
Other	20,925	17	0.1%	66	2	31.02	15.30	1.54
(Unmapped)	743	0	0.0%	71	0	1.84	0.96	0.00
Total	280,254	1,455	0.5%	62	22	163.00	77.00	7.00

By Page

Page	Imp.	Clicks	CTR	Avg. Position	Leads
/	160,200	1,296	0.8%	72	4
/google-analytics-4-benefits/	21,782	7	0.0%	67	
/b2b-marketing-services/	15,300	1	0.0%	64	0
/marketing-automation-consulting-services/	14,411	3	0.0%	59	
/analytics-services/	9,194	4	0.0%	61	
/paid-media-services/	6,219	0	0.0%	60	
/b2b-services/	5,886	2	0.0%	63	
/nearshore-staffing/	5,840	2	0.0%	19	5
/why-b2b-email-marketing-strategy-fails/	5,385	0	0.0%	78	
/digital-marketing-trends/	5,226	4	0.1%	72	
/careers/	4,323	32	0.7%	24	
/ua-to-ga4-migration/	3,982	1	0.0%	65	
/staffing-services/	3,836	5	0.1%	53	
/why-seo-audit-is-important/	3,128	0	0.0%	41	
/employee-retention-trends/	2,733	28	1.0%	54	

By Branded/Non-branded

Branded	Imp.	Clicks	CTR	Avg. Position	Leads	MQLs	SQLs	Clients
Branded	19,141	1,382	7.2%	20	7	28.42	13.94	0.95
Non-branded	261,113	73	0.0%	67	15	134.58	63.06	6.05
Total	280,254	1,455	0.5%	62	22	163.00	77.00	7.00

Stage	Description
Touched	Ads shown, cold emails sent
Engaged	Clicks, site visits, email opens
Interested	Form fills, demo views, repeated visits
In Conversation	Meetings, replies, CRM marked as "working"
Pipeline/Opportunity	CRM opp created



To wrap up:

Executive Summary

- SEO was probably never a hero for you, it was stealing credit from other efforts
- People are discovering new brands differently now, so with SEO numbers down, there's no excuse to continue the status quo
- Time to step up your game and do digital marketing like it's 2025:
 - Original and insightful content
 - Paid targeted awareness
 - More video
 - Better analytics
 - Digital PR

I WORK PRINCIPLE

- IF YOU'RE NOT WORRIED, YOU **NEED** TO WORRY—AND IF YOU'RE WORRIED, YOU **DON'T NEED** TO WORRY.

Thank you!

Feel free to reach out if you have any questions:

carlos.corredor@condoragency.com

Our clients

