

# IS YOUR BRAND READY FOR THE ARTIFICIAL INTELLIGENCE (AI) SEARCH REVOLUTION?

Simple SEO Group and our clients are.



## DON'T GET LEFT IN THE DUST!

The largest change in history is about to come to search – in fact it is already happening.

Since the early days of the internet, search engines have consistently been the #1 driver of traffic to every website. In 1994 when Yahoo became the first large scale search engine and subsequently in 1998 when Google Search launched and has dominated the market since, the internet was a very different place.

Over the years, the internet has grown at an exponential pace –just 100,000 websites in 1995 to ten million in 2001 to 100 million in 2007 to 1 billion in 2014. The challenge search engines have faced over the years is organizing this information and providing searchers with the best result based on their search query.

Search engines to date have solved this challenge with complex algorithms. SEO, or search engine optimization, has been the process of optimizing for these algorithms and ranking a website at the top of search results. Since our founding in 2009, we have helped hundreds of brands rank #1 in their industries for various search phrases and drive millions of dollars in added revenue.

Over the years, we've seen dozens of major changes to search algorithms. If anything is constant in search, it's change. However the changes about to hit the search market will be unlike anything it has seen before – a rebirth of search as we know it today. Now is the time for brands to make sure their search marketing agency is thinking not just about their results today, but tomorrow and into the future, as brands who don't act will have a nearly insurmountable mountain to climb to catch up.

## THE DAWN OF A NEW AGE

In 2022, the news was buzzing with the word AI. In this year, ChatGPT launched and began a mainstream shift towards businesses adopting AI into all aspects of their operations, marketing and processes.

Around this very time, Google's search market share was peaking and beginning to tip into a slow decline. ChatGPT had become the new search kid on the block & users were loving its conversational, non-algorithmic based results.

Year	Google Market Share	Bing Market Share	Yahoo Market Share	Yandex Market Share	Others
2015	88.10%	4.53%	4.13%	0.35%	2.89%
2016	88.36%	4.85%	3.3%	0.57%	2.92%
2017	89.06%	4.59%	3.08%	0.58%	2.66%
2018	87.35%	5.79%	3.07%	0.59%	3.20%
2019	89.95%	3.99%	2.84%	0.39%	2.84%
2020	87.35%	5.53%	2.83%	0.42%	3.89%
2021	85.86%	6.84%	2.76%	0.69%	3.85%
2022	85.55%	7.61%	2.85%	1.43%	2.57%
2023	84.69%	8.85%	2.59%	1.31%	2.56%
2024	81.95%	10.51%	2.67%	2.42%	2.45%
2025	79.32%	11.96%	2.91%	3.09%	2.70%
% Change	-9.97%	164.01%	-29.54%	782.86%	-6.57%

In the days, weeks and months ahead, countless competitors to ChatGPT began to emerge, and the AI search market was in full swing. At the same time, legacy players like Bing were rolling out AI results right alongside their algorithmic results, yielding a completely new type of search experience & gaining market share along the way. The search market, while still highly dominated by Google, was beginning to become much more fragmented with new technology by both new and old players.

Google was forced to answer – and answer fast. Rolling out their own AI based search, Google was playing catch up. And catch up they did – rolling out AI generated result excerpts, named “Search Labs” or “AI Overviews”, and eventually in 2025 rolling out a full blown “AI mode” as a direct search competitor to other AI based searches.

Critics said Google was doing “too little too late”, however the numbers don't lie – the latest research suggests Google has stabilized its search market decline and forecasts say it may even see growth into 2026 and beyond as it rapidly rolls out new AI search tools & AI advertising options for brands.

## SimpleSEOGroup

Connecting your website to a world of customers

### Estimated ChatGPT Queries Per Year

Year	Total Queries (Est.)	Average Daily Queries	Notes
2022	~500 million	~5-10 million (Dec Only)	ChatGPT launched Nov 30, 2022. Traffic ramped up rapidly in December.
2023	~25-30 billion	~70-90 million	Explosive growth aided by GPT-4 in March & ChatGPT mobile apps.
2024	~75-100 billion	~200-275 million	Peak growth year. Copilot integrations and enterprise usage drove volume.
2025 (YTD)	~50-60 billion (Projected)	~275-375 million (as of mid-2025)	Usage per user increased; advanced users and global reach expanded.

## HOW SMART BRANDS ARE TRANSITIONING

Today, there aren't many marketing agencies talking about SEO for AI or generative engine optimization (GEO). In fact, a recent study revealed that in 2025, only 1 in 100 search marketing firms were actively marketing SEO services geared towards AI. The transition to AI based search isn't going to happen overnight. In fact, the transition started in 2022 and has continued over the past several years and today it is estimated Google search is still about 375x larger than AI based search platforms like ChatGPT.

Who will emerge as the leader in AI search? At this point, it's anyone's guess. However what is undisputed is that AI is the future of search. Algorithmic based search will undoubtedly be replaced in full by AI search in the years ahead, and the brands that are embracing the change and acting early stand to have the most to gain from this macro trend.

## SIMPLE SEO GROUP | SEO TO GEO | ALGORITHMIC TO AI SEARCH TIMELINE ESTIMATES

Based on our nearly 20 years of providing industry leading SEO services, our estimated timeline for the transition from algorithmic based search to AI based search is:

### Short Term (Next 12 months)

- Continued increase in AI based results alongside algorithmic based search results
- More intelligent search algorithms using a combination of algorithmic based search and AI models

### Medium Term (1-3 Years)

- AI driven search within Google and Bing will slowly replace
- Advertising (PPC ads) alongside and integrated into algorithmic based search results
- Slow shift away from legacy algorithms and SEO models with a pivot towards generative results becoming the norm.

### Long Term (3+ Years)

- Market consolidation into a top emergent player in the AI search space
- 100% generative based search results

## WHAT SHOULD MY BRAND DO NEXT?

Our guidance to brands we work with on SEO campaigns is to begin to slowly transition into a combination of SEO and GEO services. The transition from algorithmic to AI based search will continue to be gradual over the coming years however it will be the most rapid and largest shift to hit the search market since its inception nearly 3 decades ago.

Smart brands are continuing to invest heavily today into what is working for today and tomorrow – SEO, PPC and traditional search models. However they are also keeping an eye towards the future, earmarking a small percentage of their marketing spend to begin investing into SEO for AI and GEO services to ensure their brand is at the forefront of this new search revolution.

The team at Simple SEO Group continues to be a leader in SEO for AI engines and GEO services, guiding brands large and small through this search revolution and ensuring they remain at the forefront of their industry. This process concurrently maximizes lead generation efforts, brand exposure and most importantly return on investment.

To schedule a complimentary SEO and AI audit with our expert team, [click here](#).

