

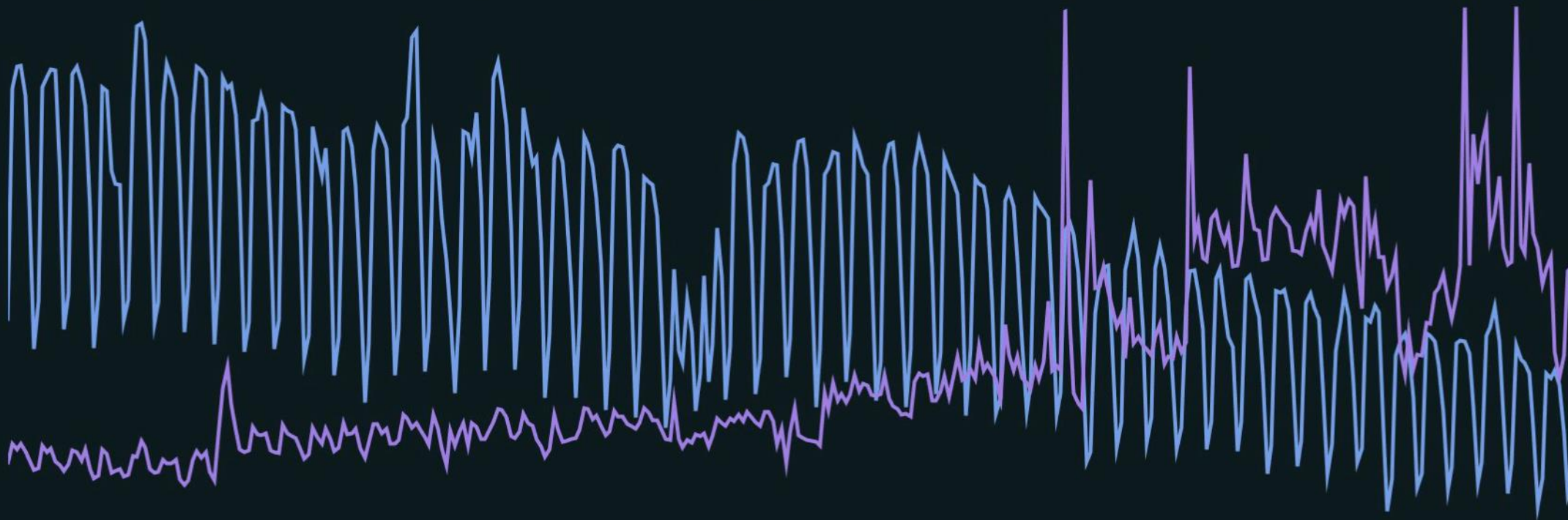
U-SERPed - AI features & how to appear in them

Tom Capper

Senior Search Scientist, Moz

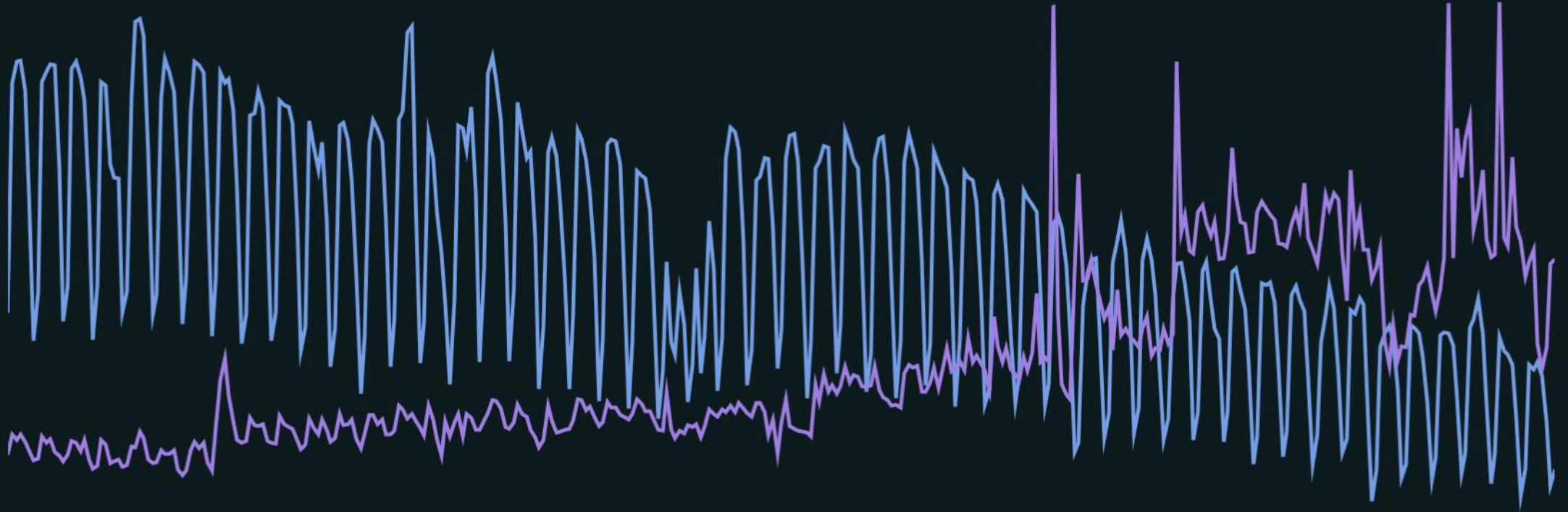
MOZCON ON THE ROAD





— CLICKS

— IMPRESSIONS



CAVEAT: WE SHOULD CARE ABOUT IMPRESSIONS.

Tom Capper

Search Science @ Moz

[Presentations](#)

[Posts](#)

[Videos](#)

[Hiking](#)

“Impressions” is an Undervalued SEO KPI

t-cap

2019-09-02

Posts

Analytics, SEO

“IMPRESSIONS” IS AN
UNDervalUED SEO KPI



TOP OF FUNNEL DOES NOT HAVE TO INVOLVE A CLICK.

Think billboards, TV, and print advertising.

@tcapper.co.uk 

**OTHER CHANNELS HAVE HUGE
BUDGETS, JUST TO ACHIEVE
IMPRESSIONS.**

@tcapper.co.uk 

IMPRESSIONS, IN SEO, ARE HIGHLY MEASURABLE.

Unlike billboards.

@tcapper.co.uk 

**IMPRESSIONS, INDIRECTLY, ARE
GOOD FOR RANKINGS.**

@tcapper.co.uk 



“...either people convert later in the customer journey, without search involved ... no search click, but still a conversion...”

- Martin Splitt, on a LinkedIn post

THIS IS UNREALISTIC FOR MANY BUSINESSES.

Publishers, affiliates, marketplaces... basically anyone who isn't an OEM.

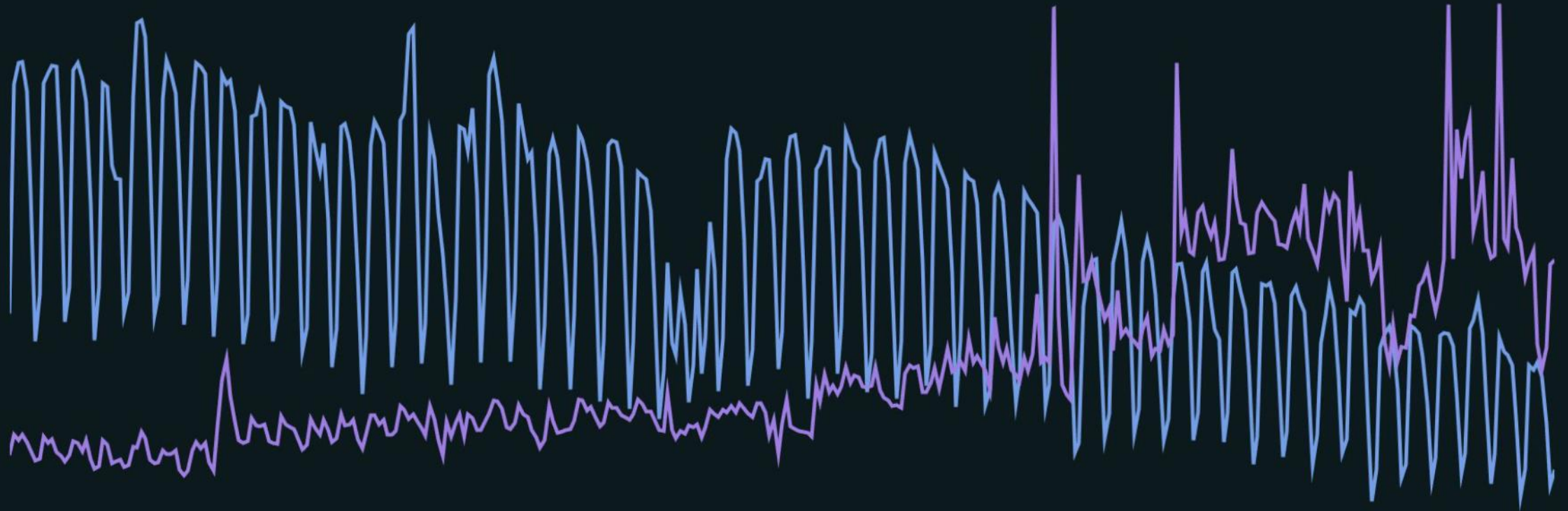
FOR MANY SITES, THE CLICKS ARE THE CONVERSION.

And these sites are important to the web, and to society.

@tcapper.co.uk 

— CLICKS

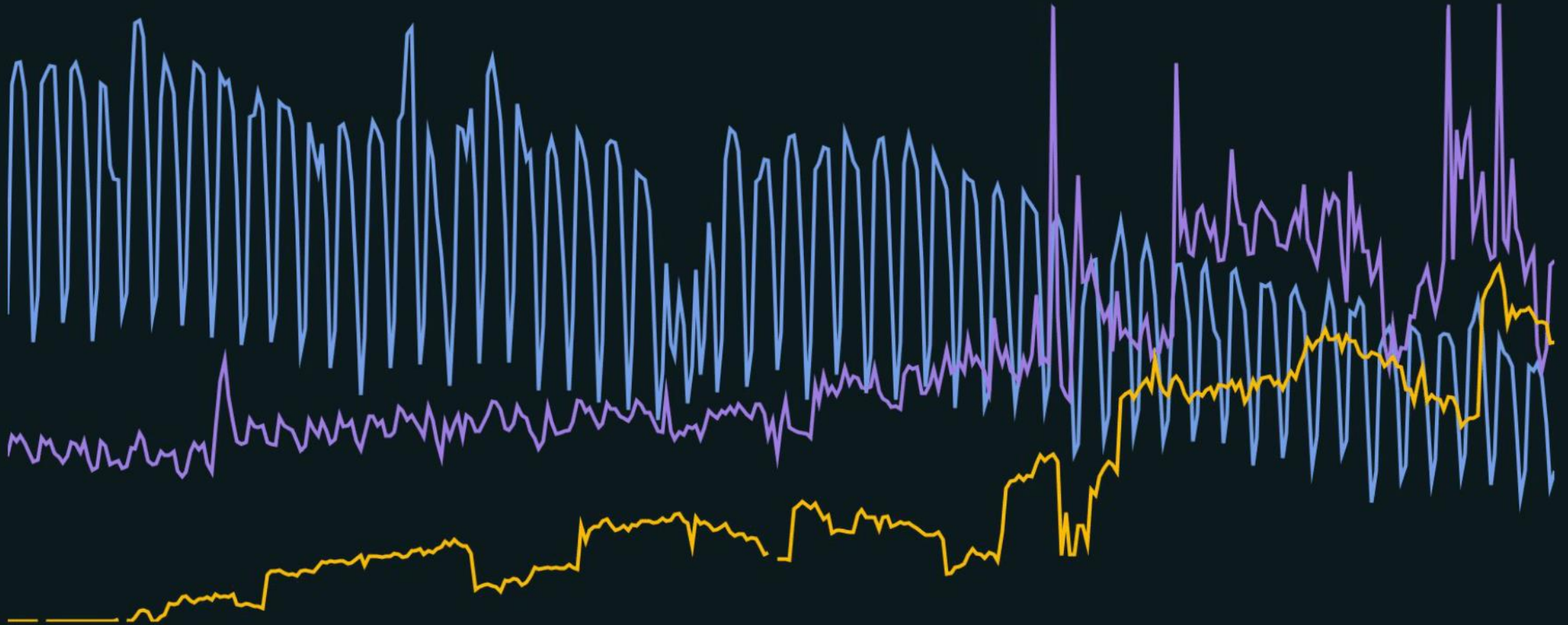
— IMPRESSIONS



— CLICKS

— IMPRESSIONS

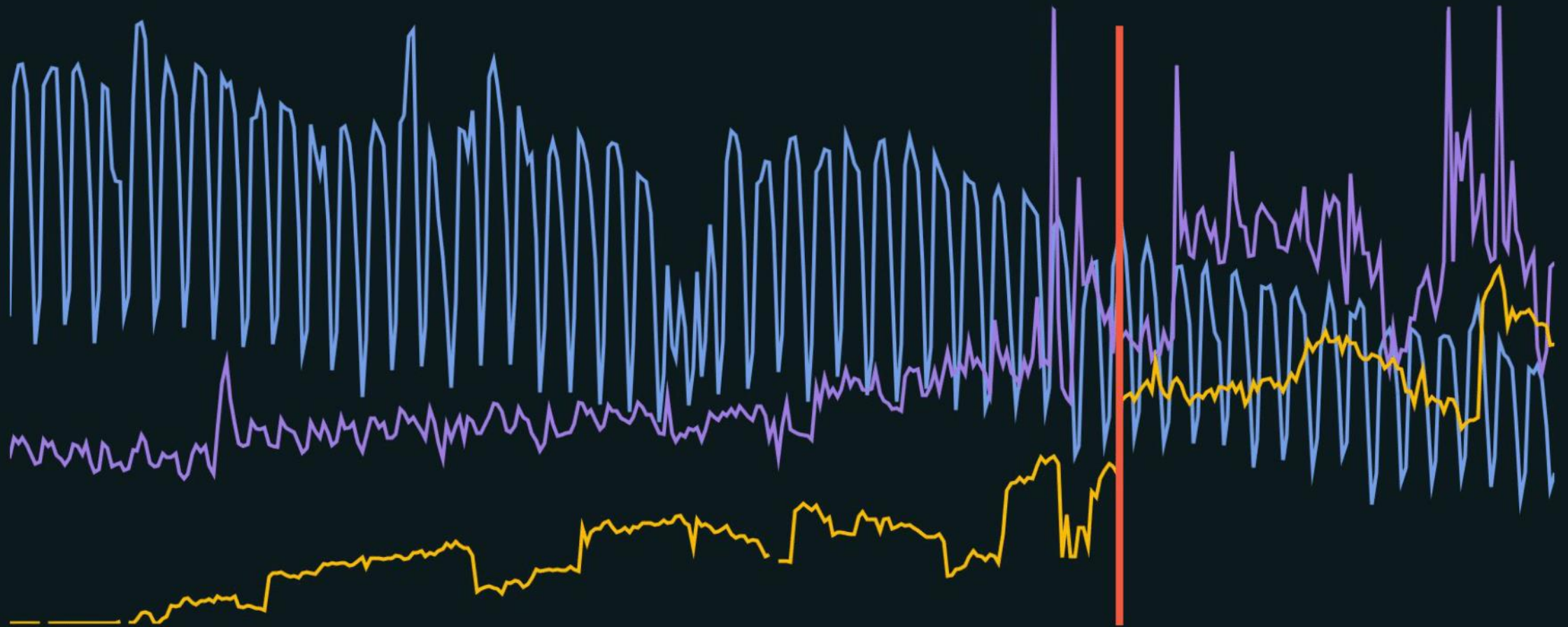
— MOZCAST AIO COUNT



— CLICKS

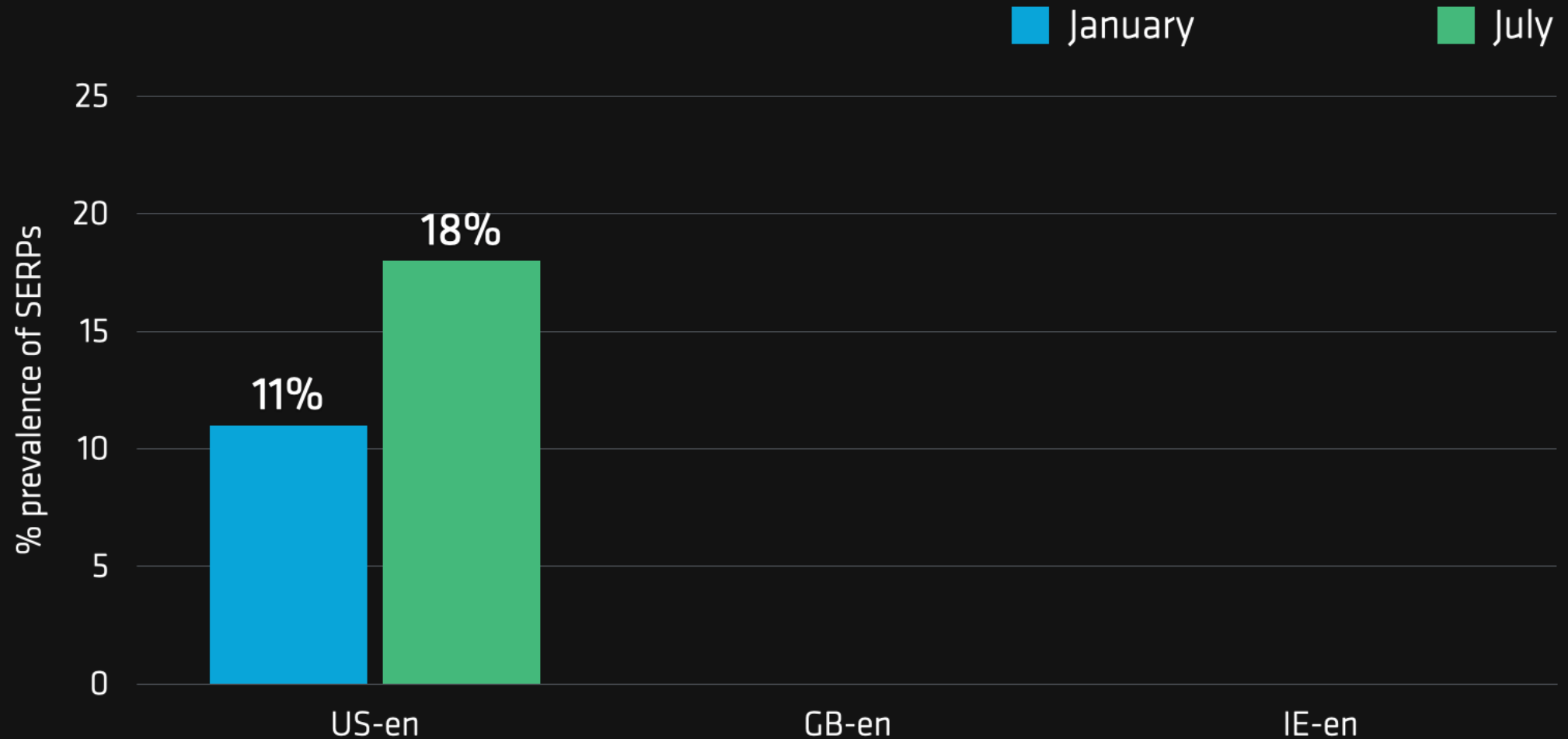
— IMPRESSIONS

— MOZCAST AIO COUNT

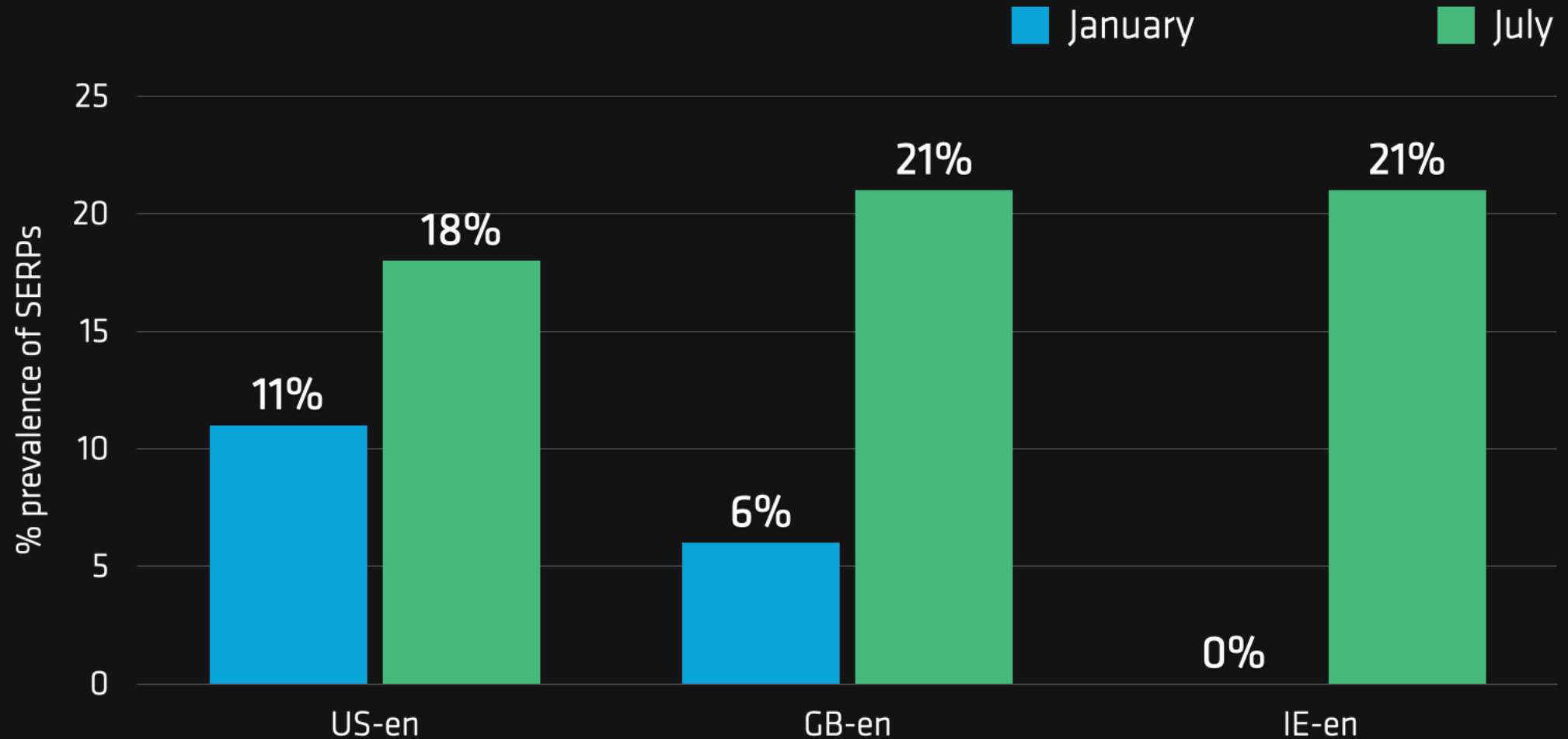


APRIL 9TH

AI OVERVIEW PREVALENCE BY MARKET.



AI OVERVIEW PREVALENCE BY MARKET.



**THE GREAT DECOUPLING IS ABOUT
CHANGES ON THE SERP.**

@tcapper.co.uk 



ON THE AGENDA:

- SERP changes in 2025
- Is anywhere safe?
- How to appear in new features
- What happens next
- What to do next

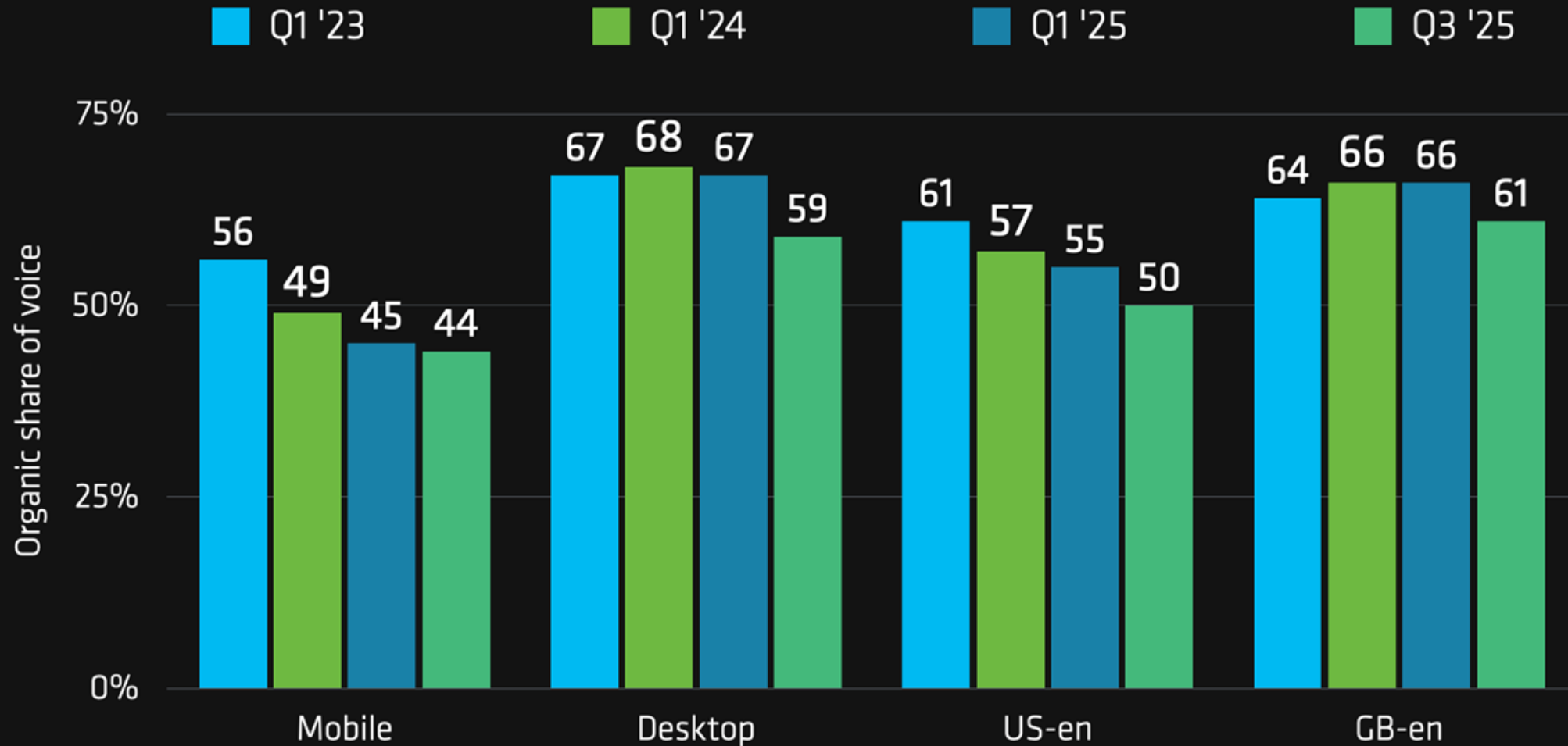
ON THE AGENDA:

- SERP changes in 2025
- Is anywhere safe?
- How to appear in new features
- What happens next
- What to do next

**SPOILER: TOP OF FUNNEL HAS
CHANGED FOREVER.**

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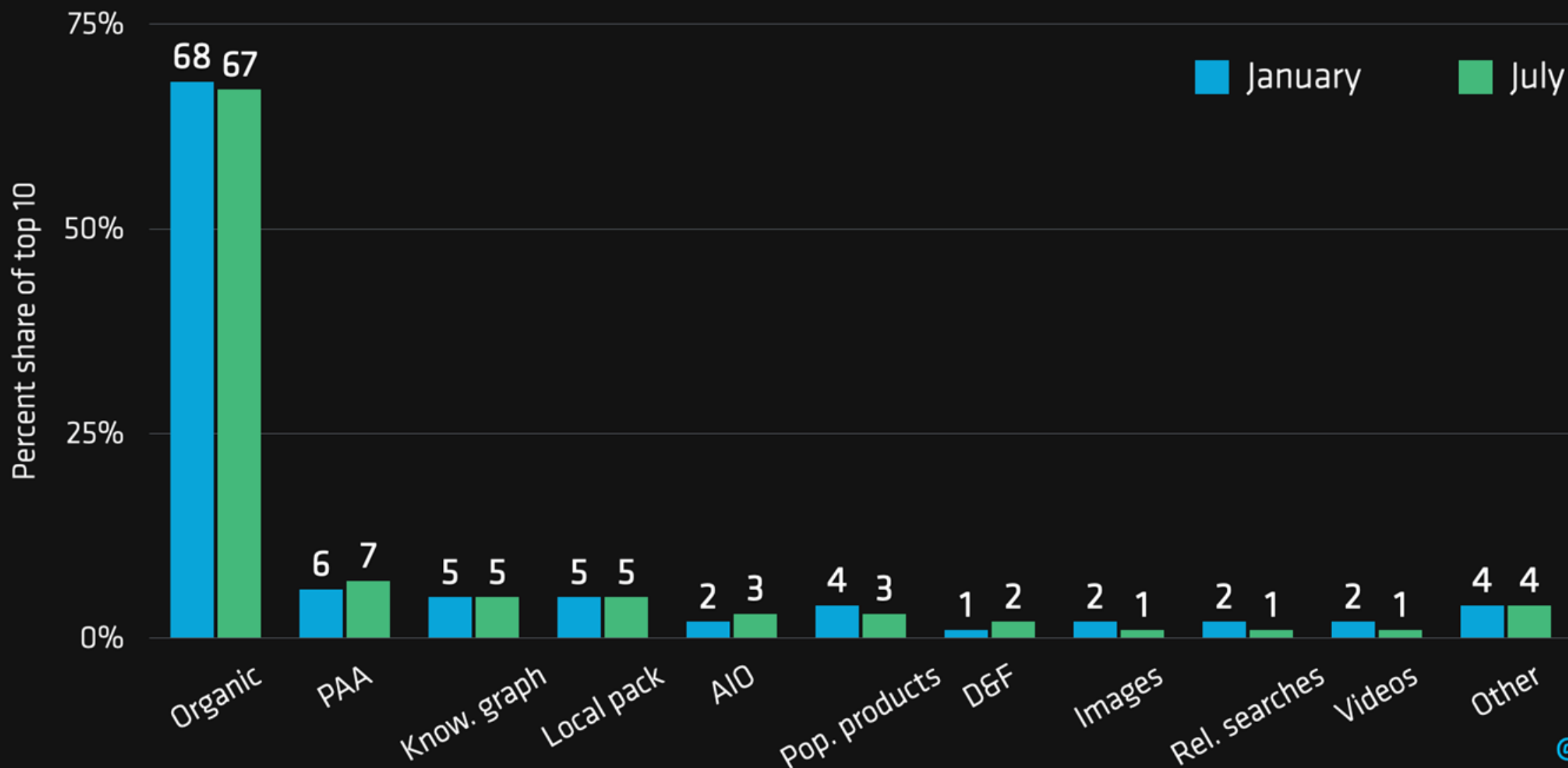
AT A GLANCE, 2025 IS JUST MORE OF THE SAME.



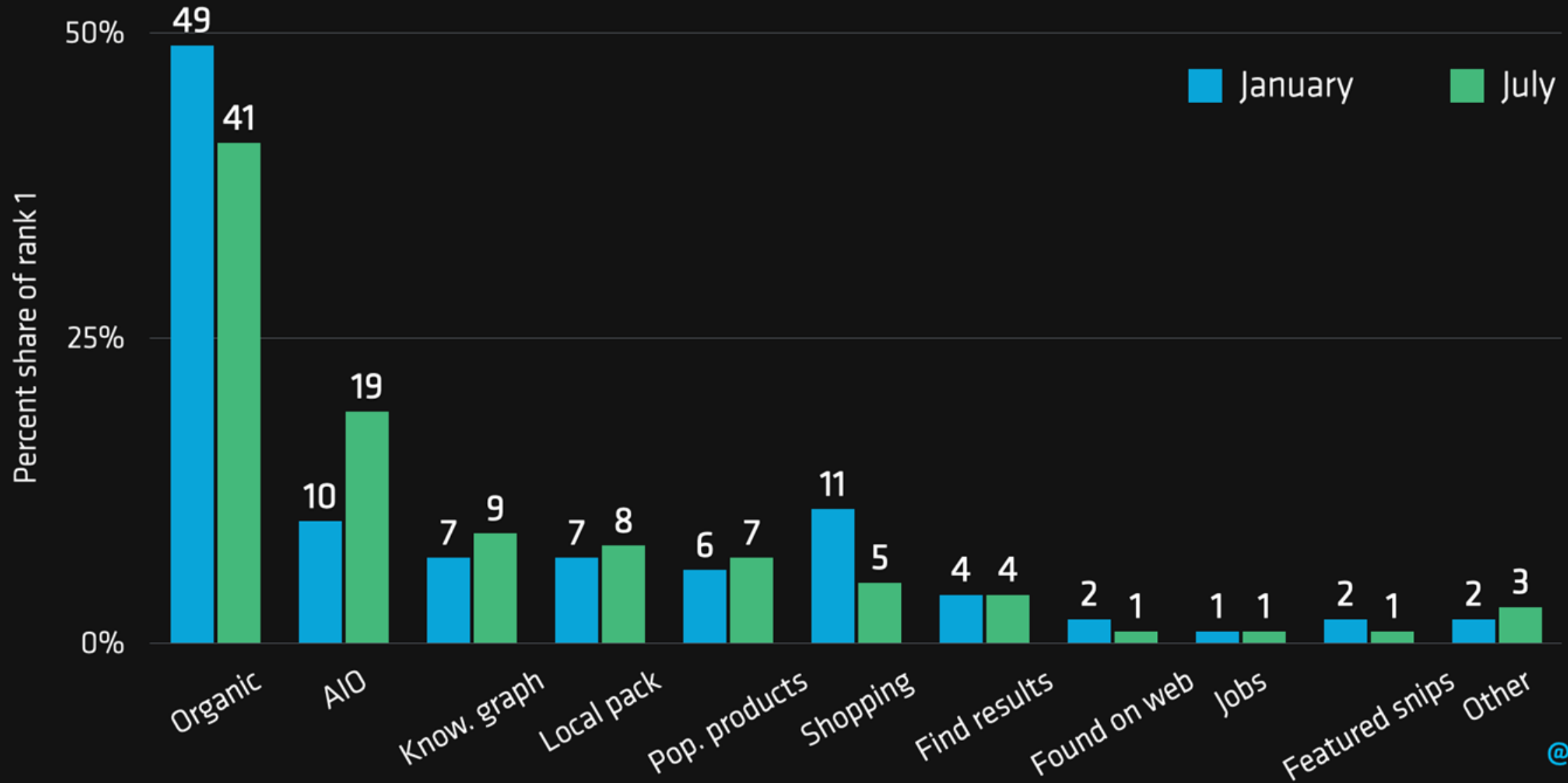
**THE ELEPHANT IN THE ROOM IS
POSITION 1.**

@tcapper.co.uk 

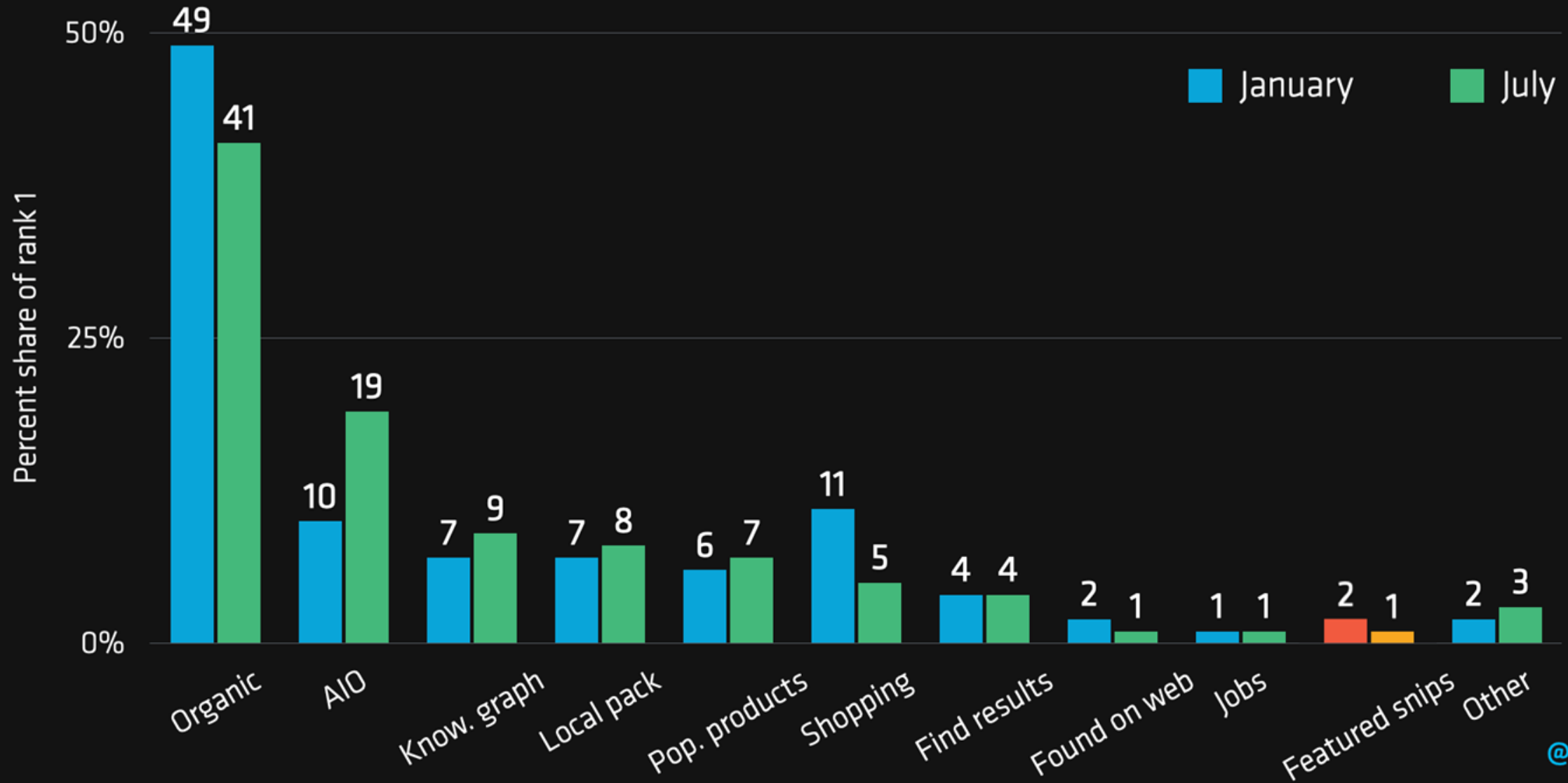
ORGANIC SHARE OF TOP 10 HAS BARELY MOVED.




RANK 1 HAS SEEN MUCH MORE MOVEMENT.



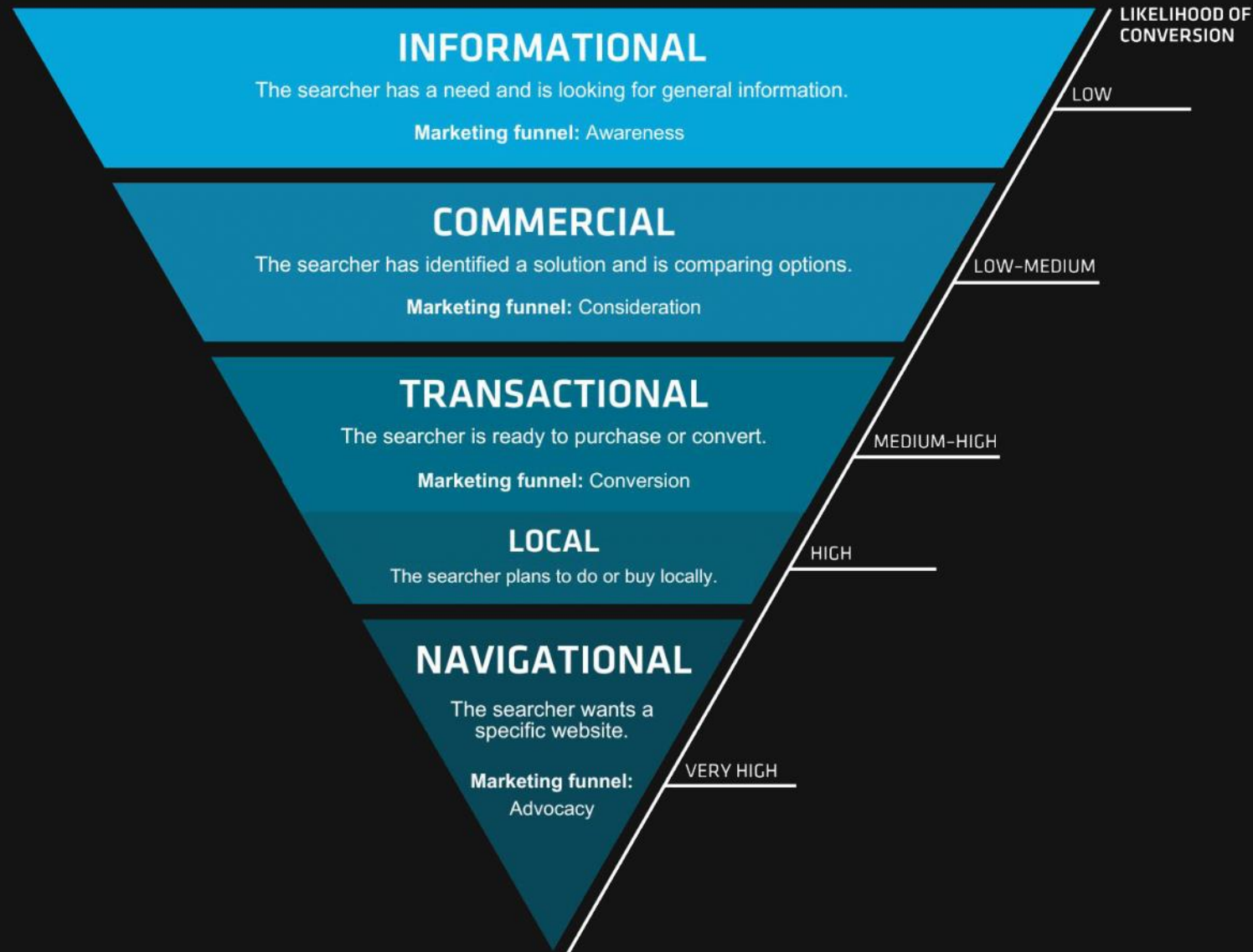
SINCE WHEN HAS THERE EVER BEEN SO FEW FEATURED SNIPPETS?



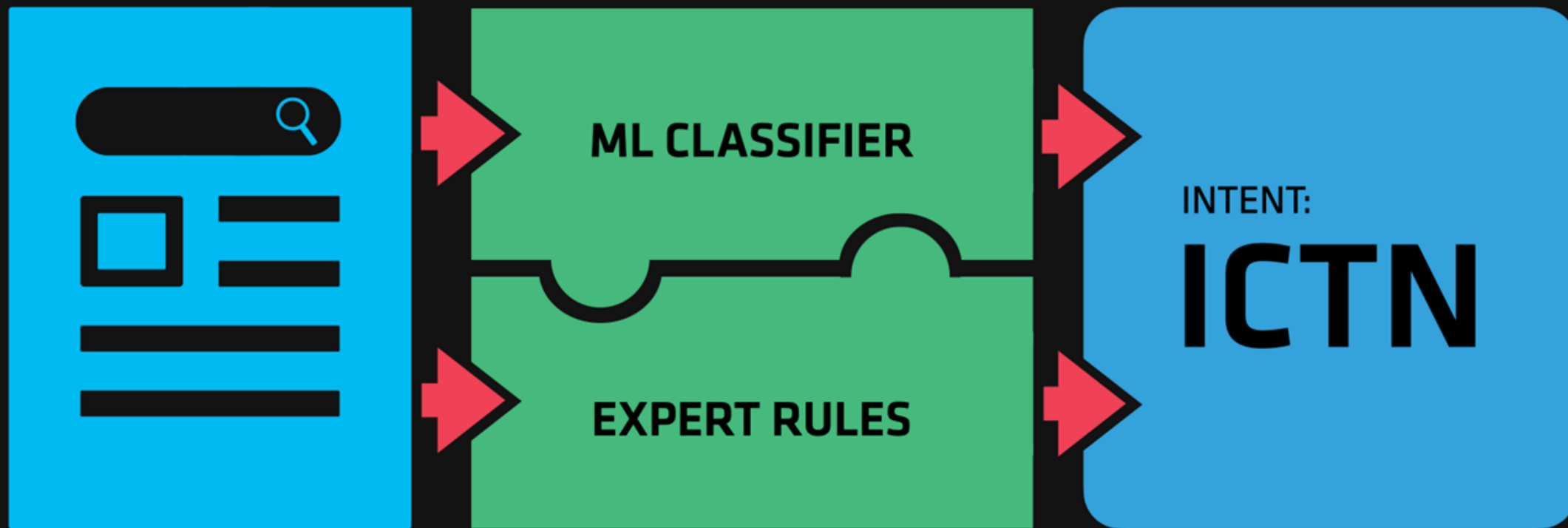
**BUT THE PICTURE IS EVEN WORSE
THAN THIS.**

@tcapper.co.uk 

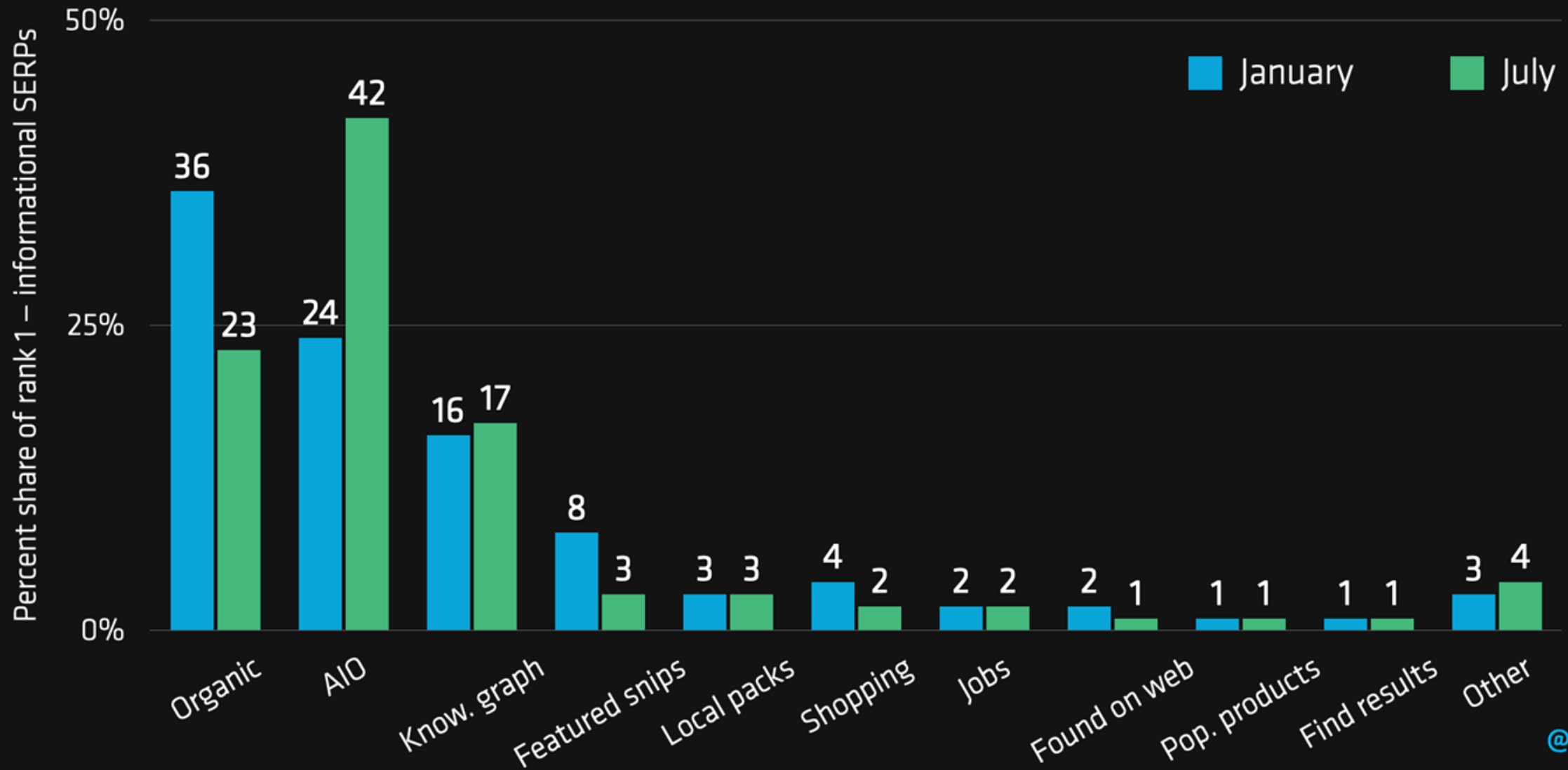
REMINDER: THE SEARCH INTENT FUNNEL.



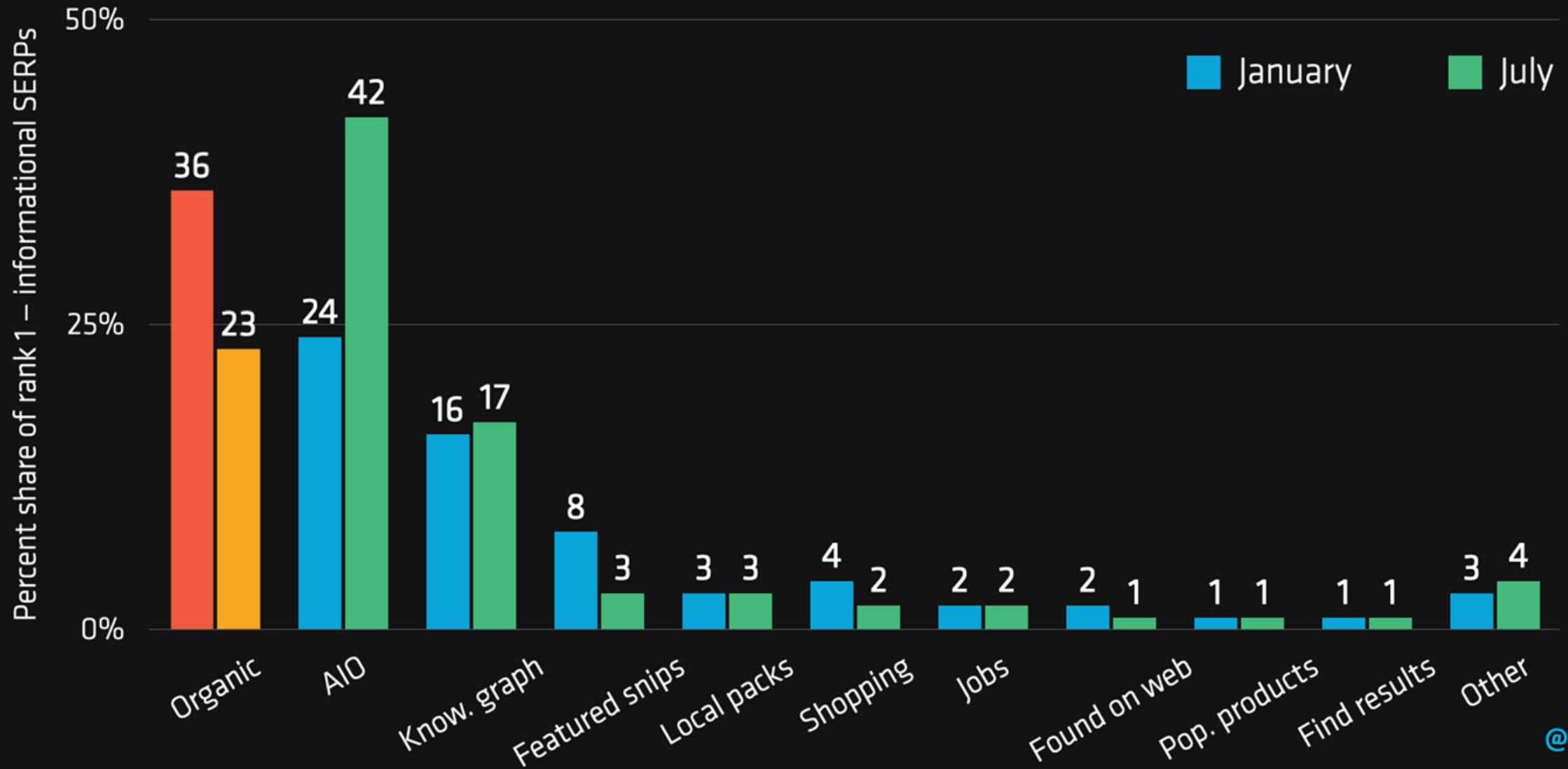
THE MOZ SEARCH INTENT MODEL.



AI OVERVIEWS HAVE OVERTAKEN ORGANIC FOR INFORMATIONAL SERPS.



6 MONTHS!



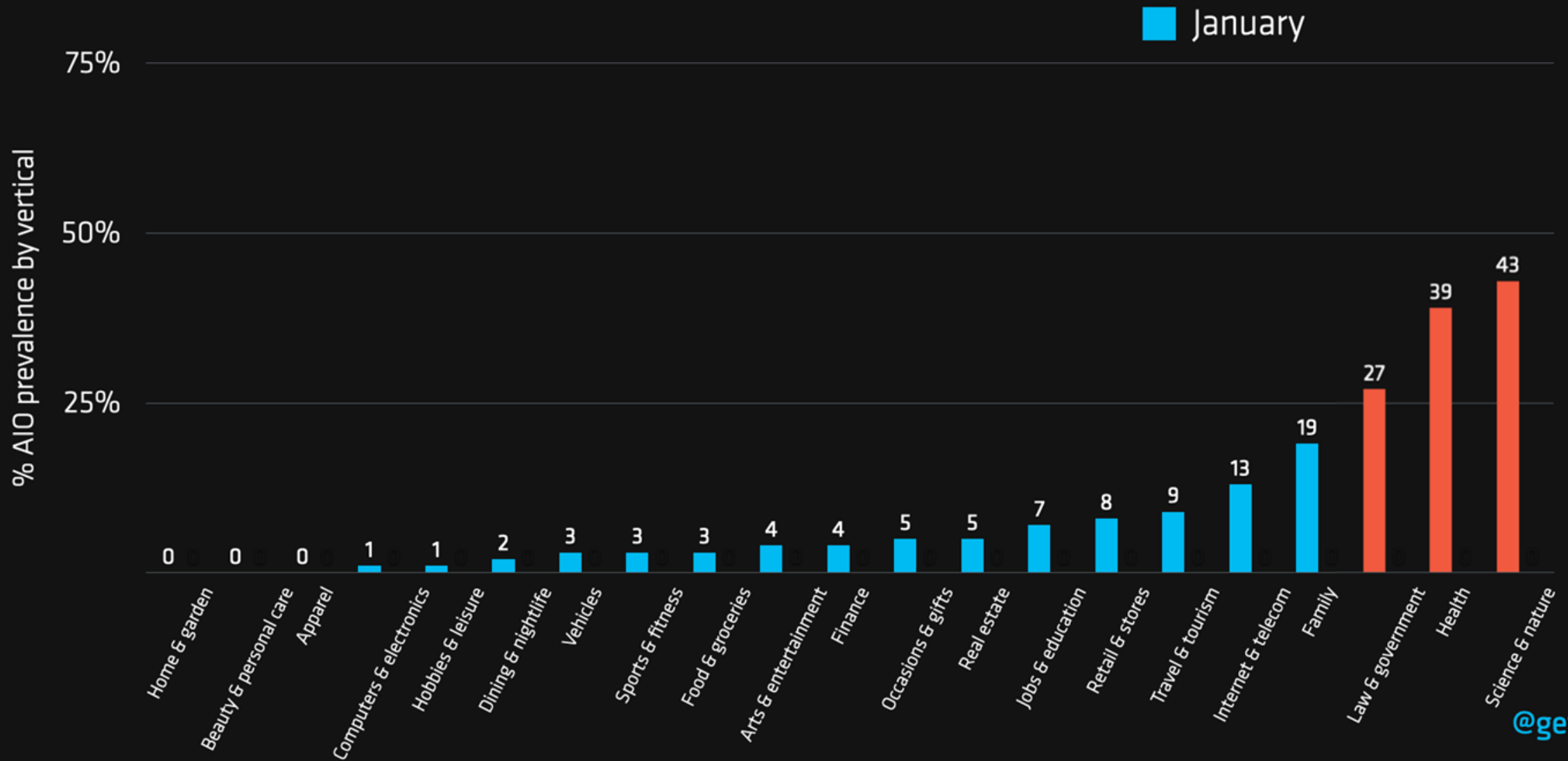
ON THE AGENDA:

- SERP changes in 2025
- **Is anywhere safe?**
- How to appear in new features
- What happens next
- What to do next

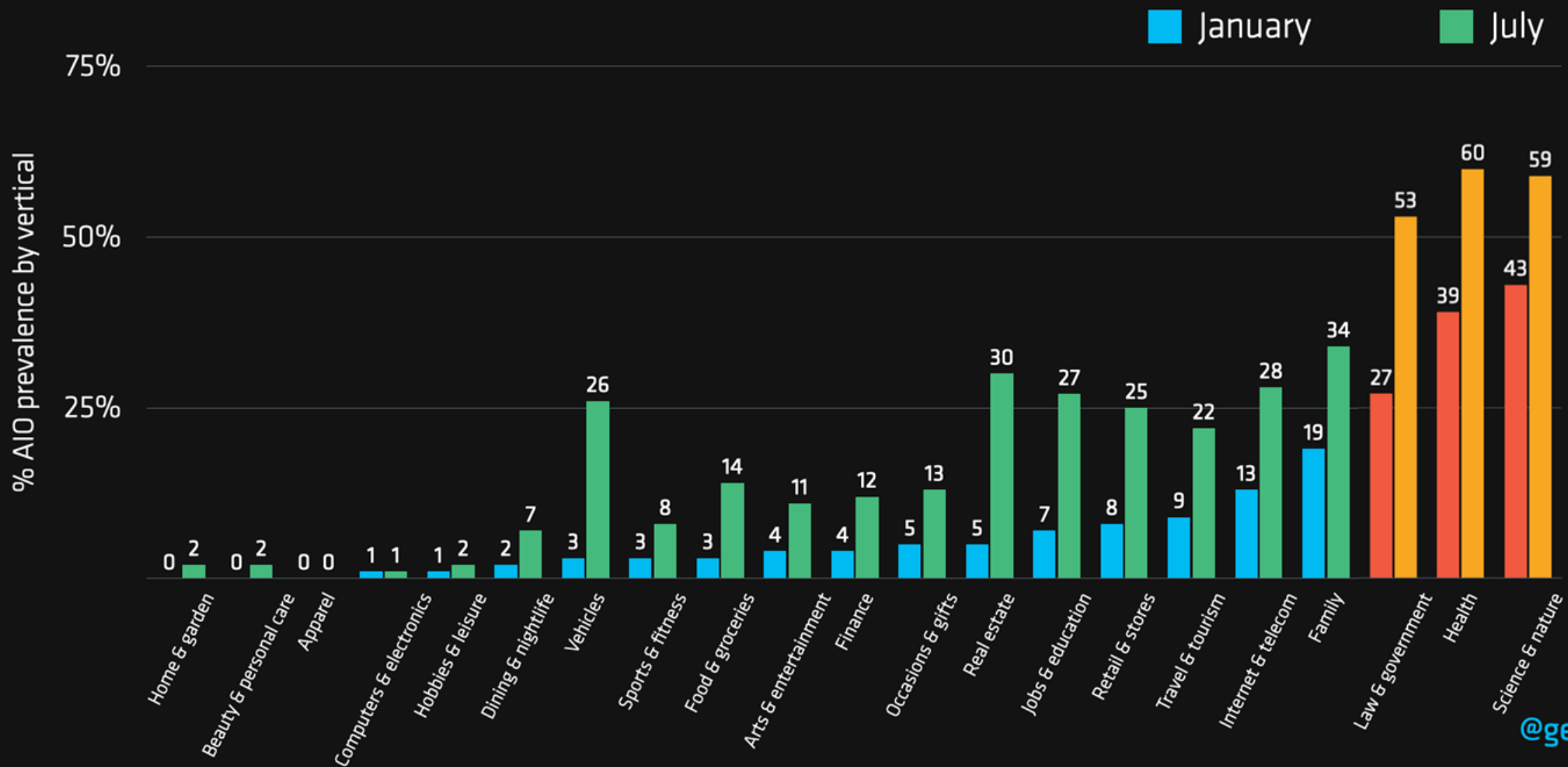
**THIS HAS MAINLY BEEN A STORY OF
AIOS EXPANDING INTO NEW AREAS.**

@tcapper.co.uk 

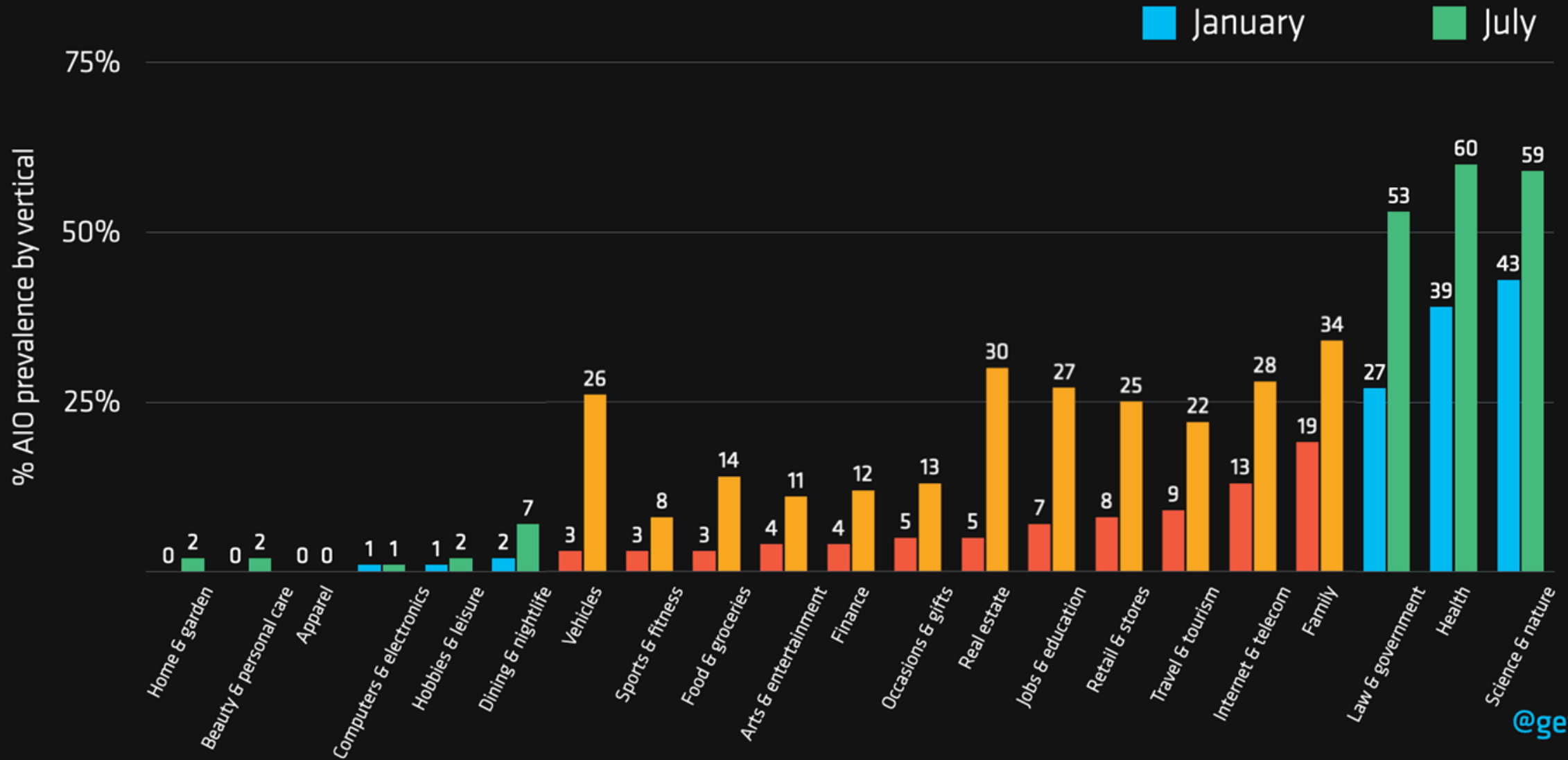
IN JANUARY, LAW, HEALTH, & SCIENCE WERE PEAK AIO (!)



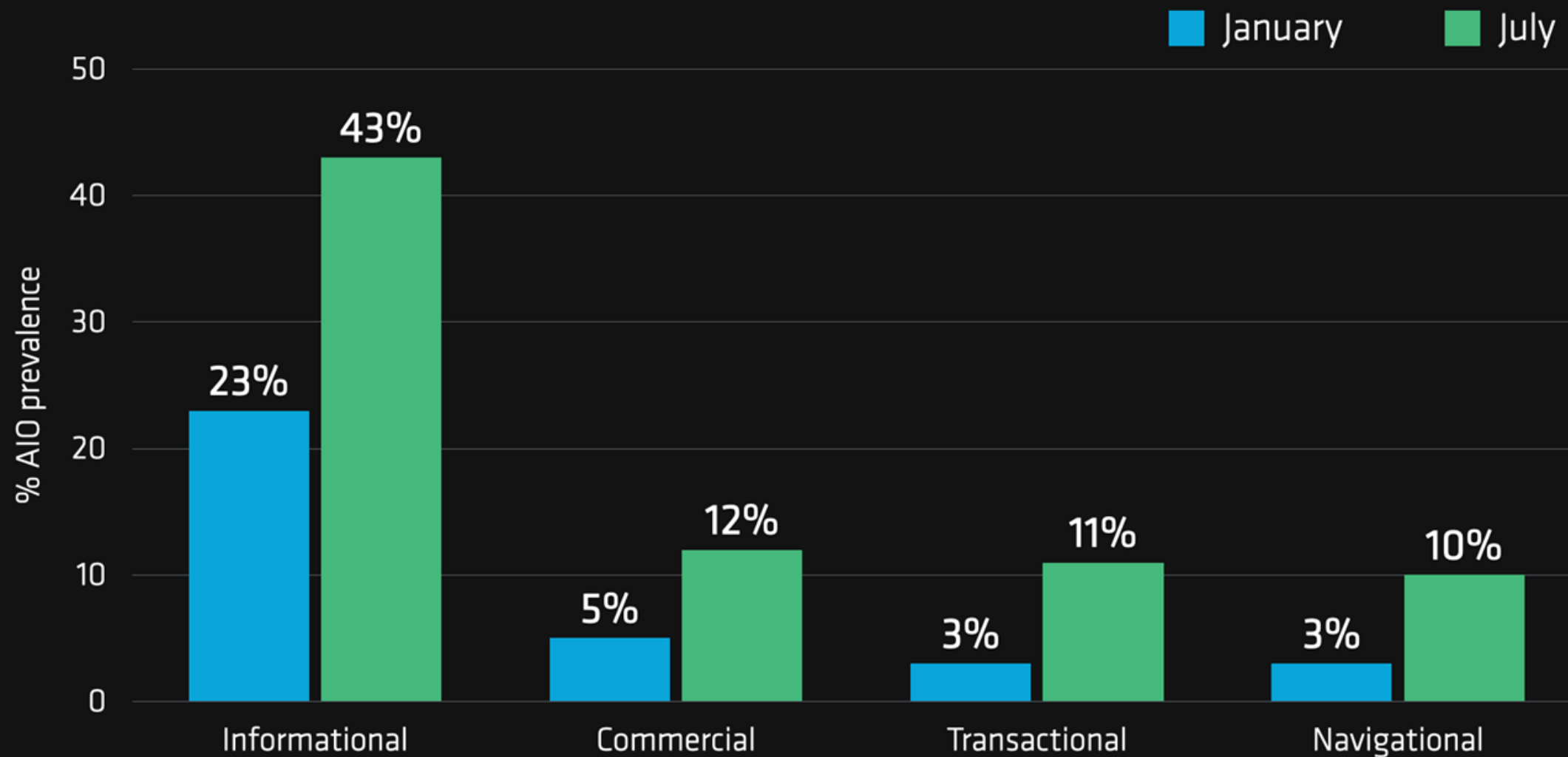
THEY STILL ARE (!)



AND PREVIOUSLY “SAFE” VERTICALS HAVE ALSO CAUGHT UP.



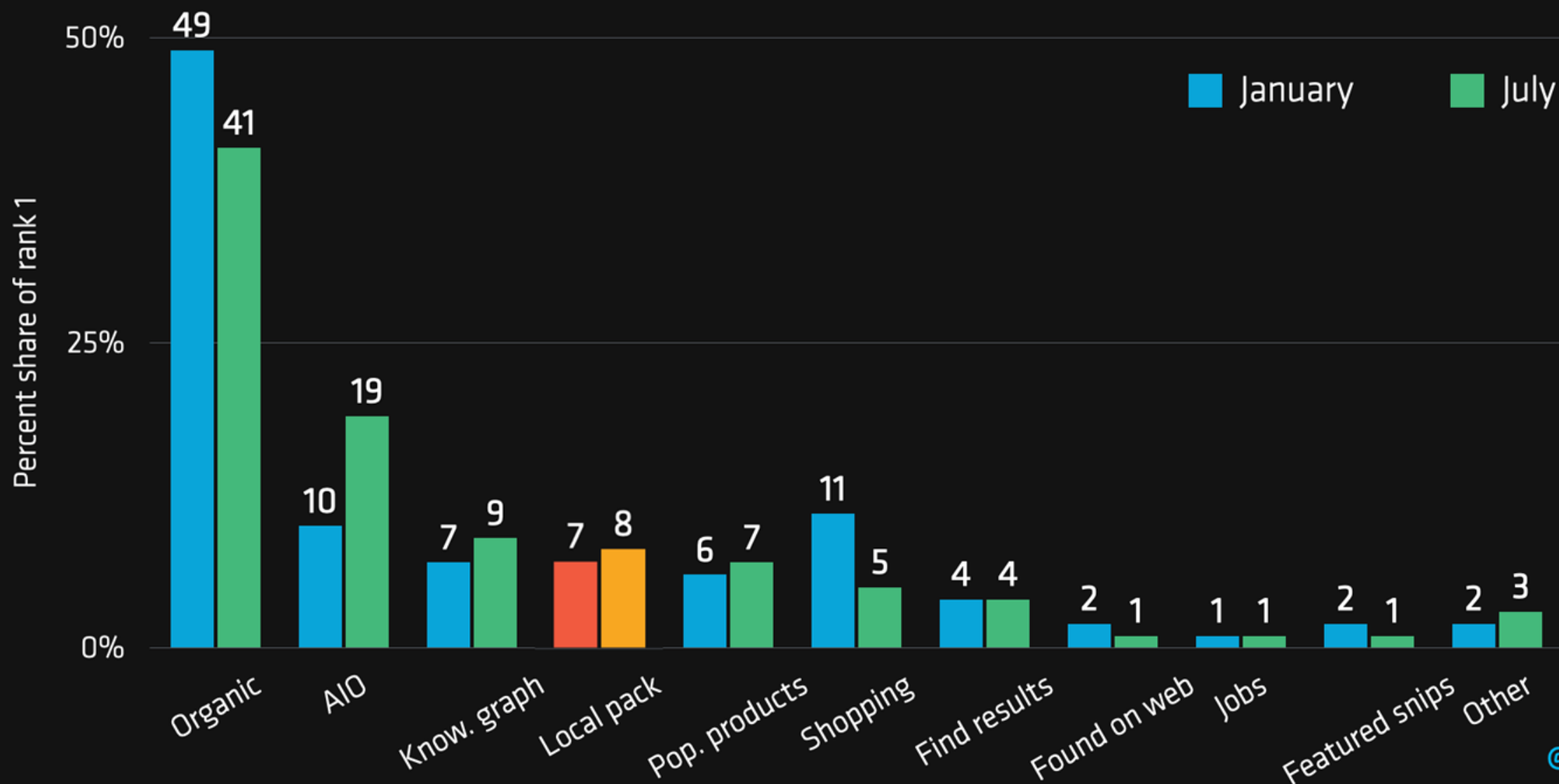
INTENTS SHOW A SIMILAR STORY.



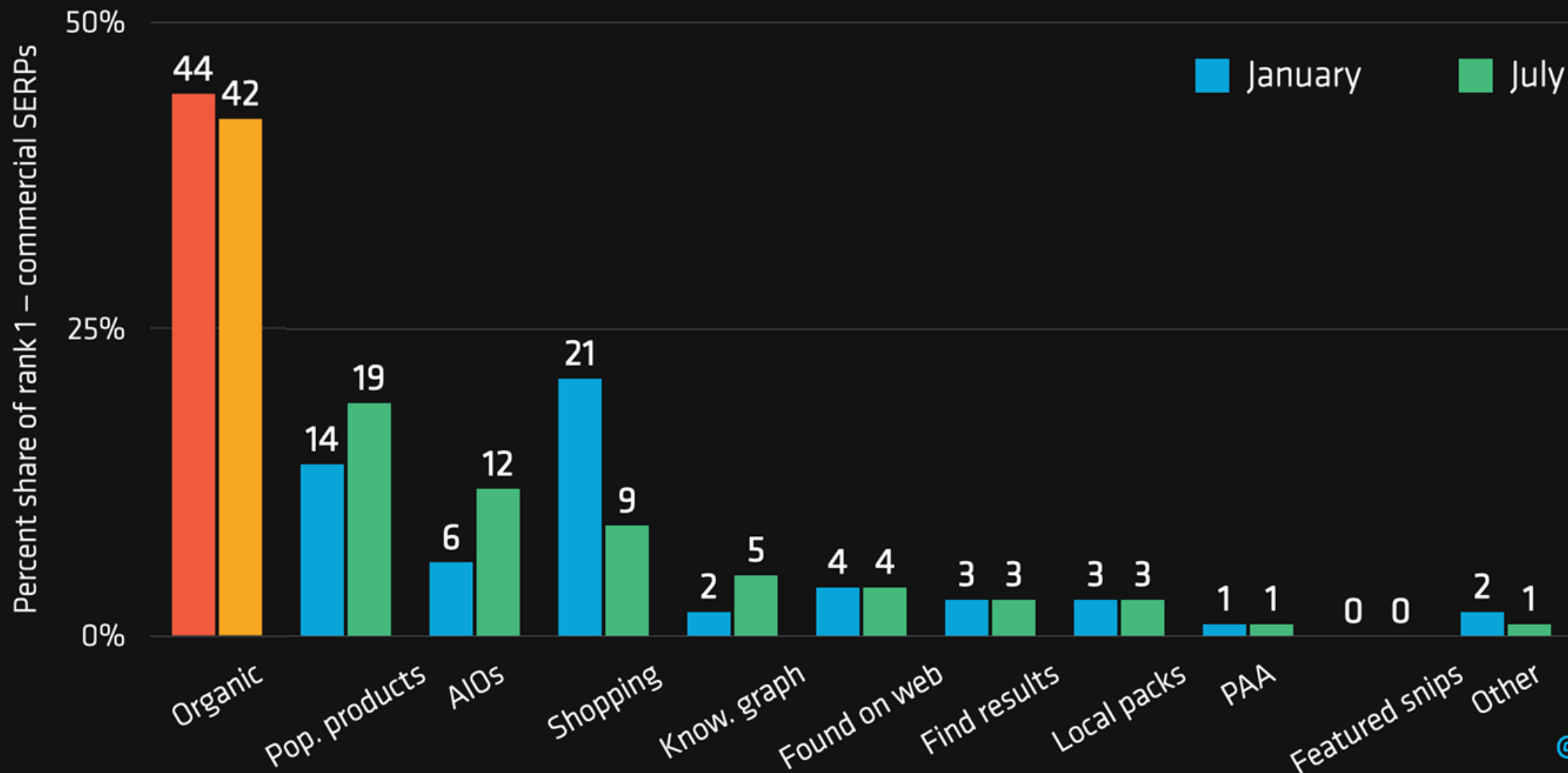
SOME THINGS ARE STABLE.

@tcapper.co.uk 


LOCAL PACKS ARE HOLDING STEADY.



SAME WITH ORGANIC P1 RANKINGS ON COMMERCIAL SERPS.



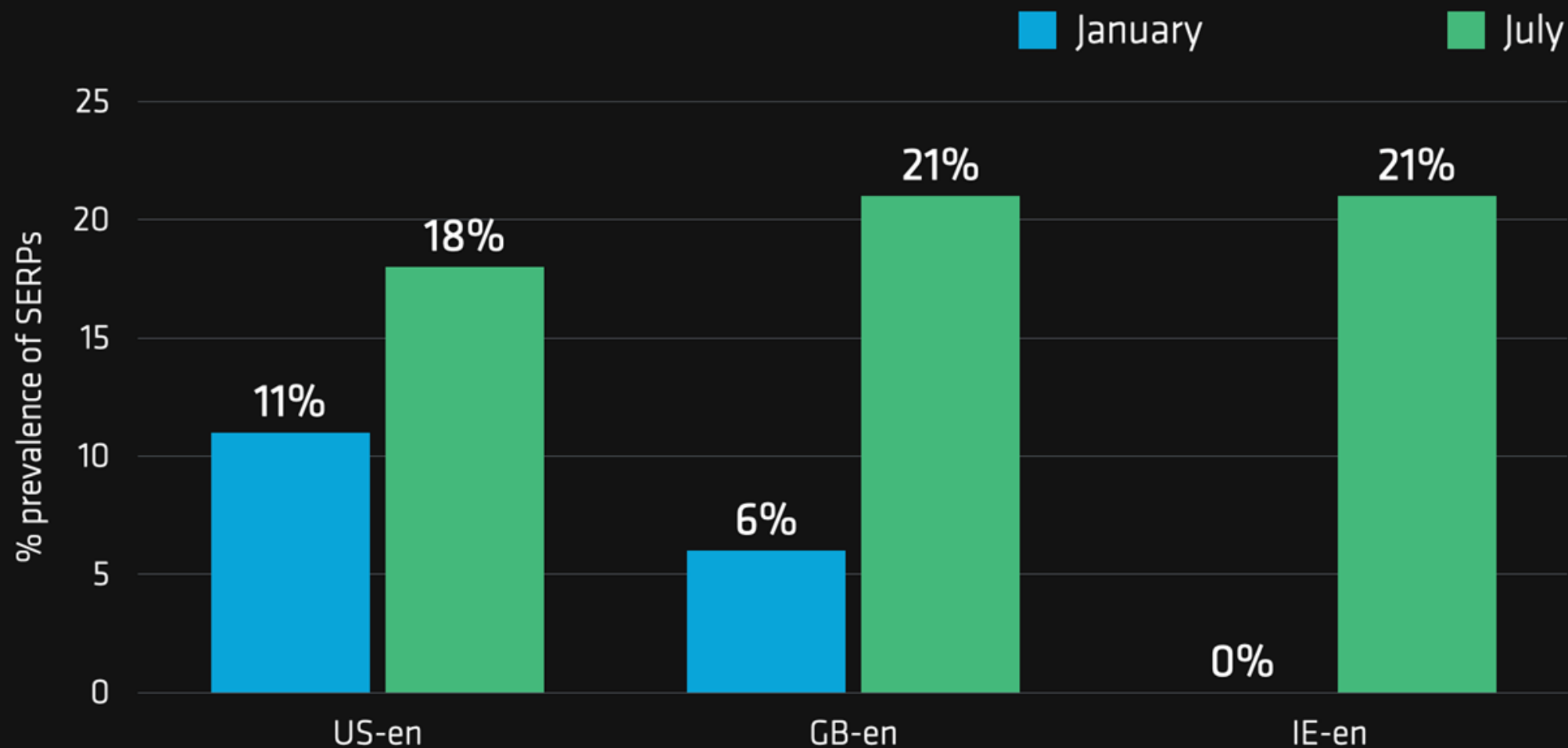
**TOP OF FUNNEL SEO IS GOING
FROM BAD TO WORSE.**

@tcapper.co.uk 

**AND WE HAVEN'T EVEN TALKED
ABOUT EU MARKETS YET.**

@tcapper.co.uk 

IRISH SERPS HAVE CAUGHT UP AT BREAKNECK SPEED.



The background of the slide is a solid blue color. On the left side, there is a complex, abstract geometric pattern consisting of numerous thin white lines that intersect to form a series of triangles and other polygons of varying sizes. This pattern is denser on the left and tapers off towards the right, where the text is located.

ON THE AGENDA:

- SERP changes in 2025
- Is anywhere safe?
- **How to appear in new features**
- What happens next
- What to do next

IN 2017, BRAND WAS BECOMING MORE IMPORTANT THAN LINKS.

SearchLove San Diego 2017 | Tom Capper | Does Google Still Need Links?

Feb 23, 2017 • Download as PPTX, PDF • 2 likes • 4,964 views • AI-enhanced description

Distilled Follow

This document summarizes a presentation on whether links are still important ranking factors for Google search. It discusses both sides of the argument. On one hand, Google says links are still important, but correlation studies on the relationship between links and rankings have been inconclusive. The document also presents data showing branded search volume may explain rankings more than domain authority from links. It concludes that while links may still help sites reach the top competitive tier, other factors like content, user experience, and brand awareness are increasingly important for determining search rankings. The key things SEOs should focus on next are optimizing for users through testing and improving content marketing to build their brand.

Marketing

Save for later



31



32



33



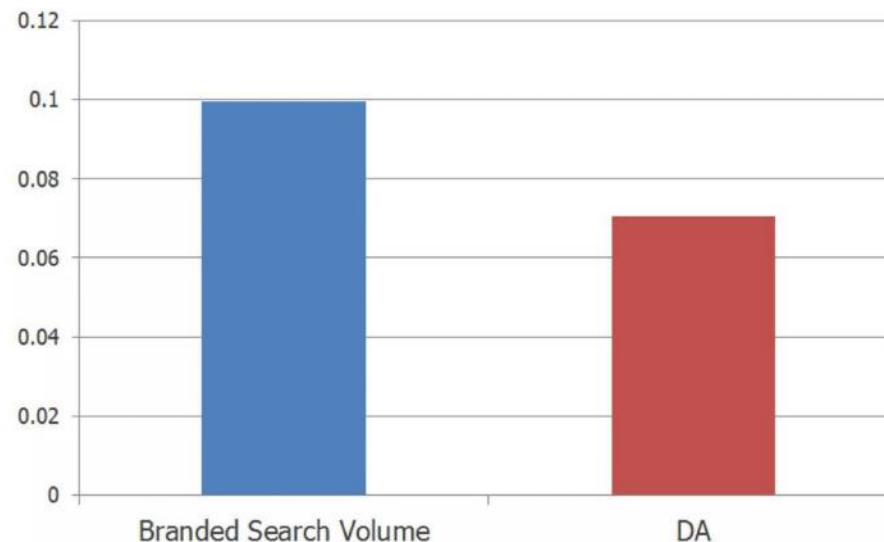
34



35



Correlation with Rankings



Recommended



SearchLove San Diego 2017 | Rob Bucci | ...



Distilled

142 slides • 1.3K views



Does Google still need links? - SearchLove Sa...



Tom Capper

139 slides • 4.3K views



Links & rankings, the story in the data - ...



Tom Capper

105 slides • 8.5K views



SearchLove San Diego 2017 | Michael King | ...



Distilled

132 slides • 3.7K views



SearchLove London 2018 - Tom Capper - T...



Distilled

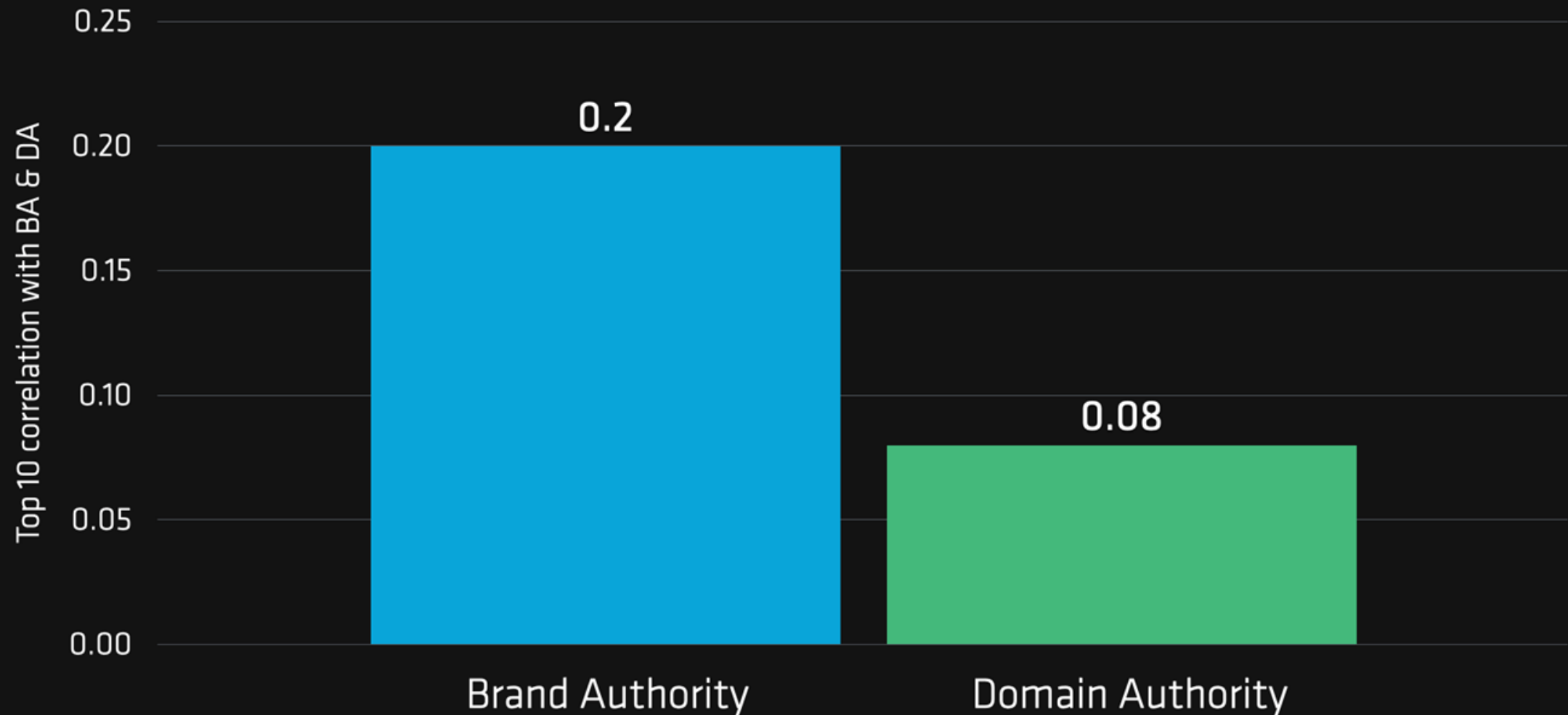
150 slides • 20.1K views



SearchLove San Diego 2017 | Will Critchlow | ...



IN 2025, BRAND IS A SLAM DUNK.



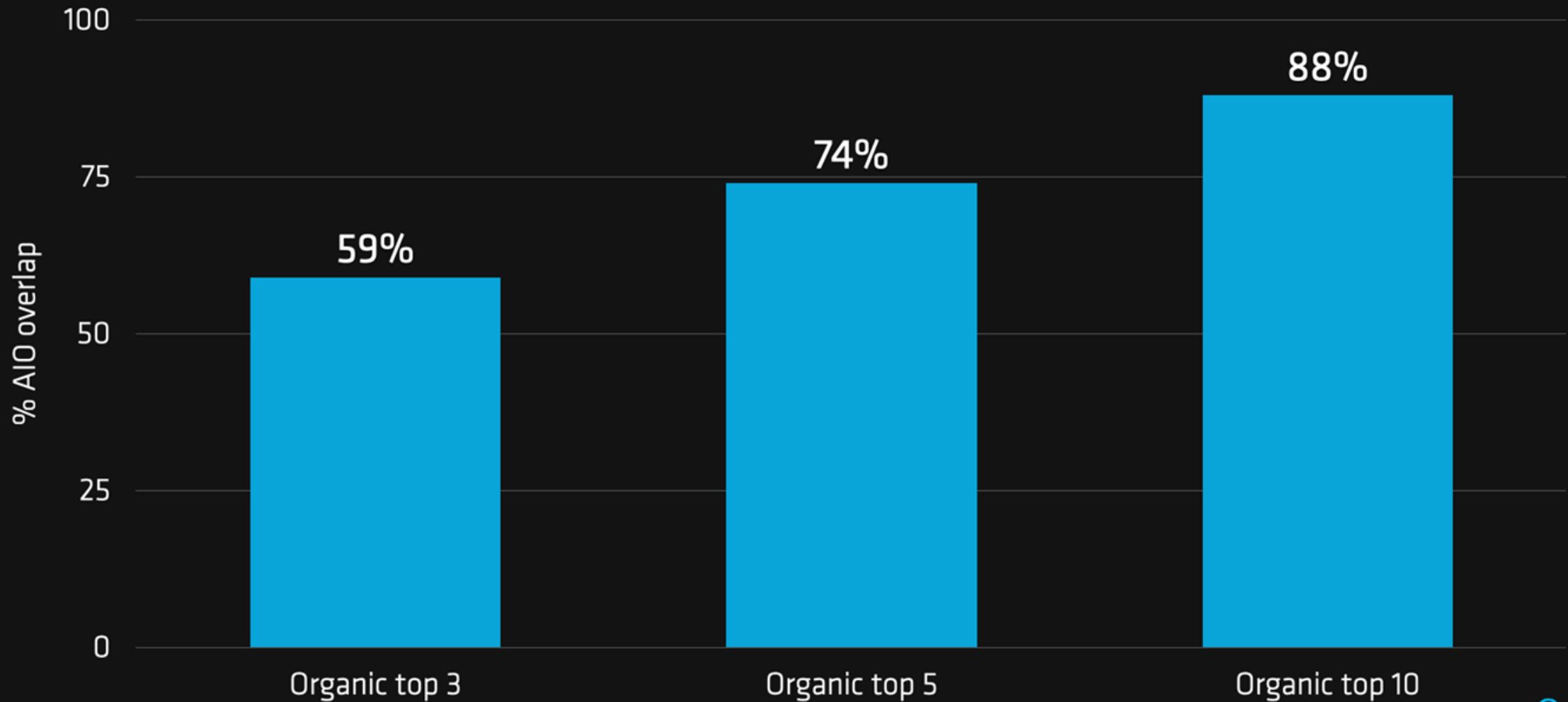
(YOU STILL NEED BOTH, BY THE WAY.)

@tcapper.co.uk 

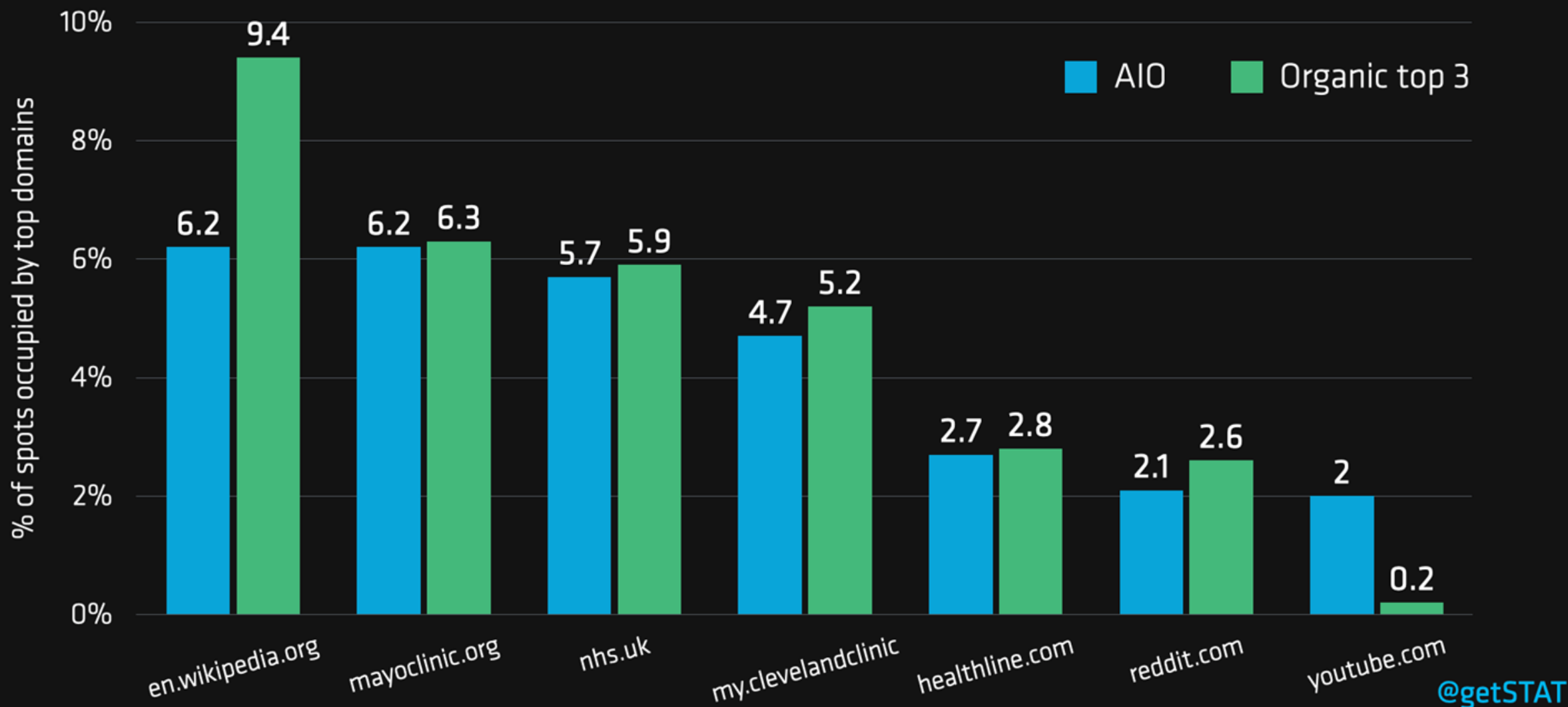
AIOS MIRROR TOP ORGANIC POSITIONS CLOSELY.













AIOS OVERLAP HEAVILY WITH THE ORGANIC TOP 10.



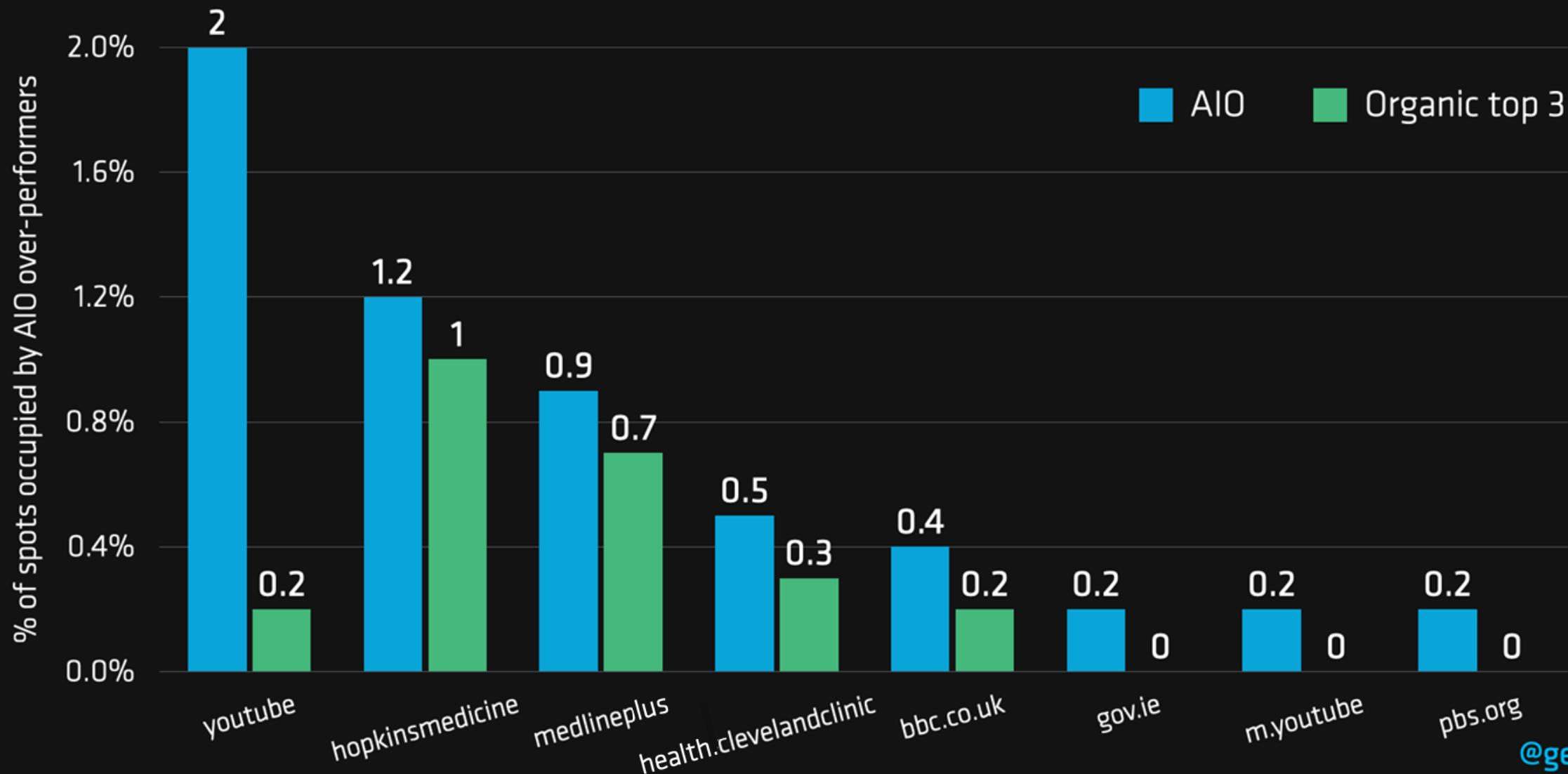
HEALTH IS DOMINATED BY THE SAME FEW DOMAINS.



OF COURSE, THESE ARE ALSO EXTREMELY AUTHORITATIVE SITES.

<p>Domain Search Theme ✦✦</p> <p>Is this helpful?  </p> <h2>Health Information</h2> <p><i>The dominant search theme derived from the most frequently searched keywords associated with this site.</i></p> <p>View Keyword Overview →</p>	<p>Domain Authority™</p> <p> 88</p>	<p>Brand Authority™</p> <p> 91</p>	<p>Page Authority</p> <p> 72</p>
<p>Domain Search Theme ✦✦</p> <p>Is this helpful?  </p> <h2>Health Conditions</h2> <p><i>The dominant search theme derived from the most frequently searched keywords associated with this site.</i></p> <p>View Keyword Overview →</p>	<p>Domain Authority™</p> <p> 92</p>	<p>Brand Authority™</p> <p> 93</p>	<p>Page Authority</p> <p> 71</p>

FEW SITES OUTDO THEIR REGULAR ORGANIC PERFORMANCE.



The background of the slide features a complex, abstract geometric pattern of thin white lines on a solid blue background. These lines form a series of interconnected triangles and polygons, creating a mesh-like structure that is denser on the left side and tapers towards the right.

ON THE AGENDA:

- SERP changes in 2025
- Is anywhere safe?
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- What to do next

THE ELEPHANT IN THE ROOM: AI MODE.

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AI MODE IS THE RIGHT GOOGLE ANSWER TO CHATGPT.

AI Mode All Images Shopping News More ▾

write me an SQL snippet that doesn't invade france

Understood. Here is an SQL snippet that performs a common database operation, specifically selecting data from a table, without involving any actions related to invading any country:

sql

SELECT

column1,
column2,
column3

FROM

your table name

Ask anything



4 sites

SQL SELECT Statement - W3Schools

< Previous Next > The SQL SELECT Statement. The SELECT statement is...



W3Schools

SQL SELECT and SELECT WHERE (With Examples)

* Let's look at another example. -- select age and country columns fro...



Programiz

SQL Select Statement Tutorial | SQL Select Query Explained ...

sql select condition. select statement is used with various clauses as well...



BUT CAN IT REALLY REPLACE SEARCH?

SEARCH ENGINE **ROUNDTABLE**

 Google |  Bing |  Algorithm Updates

[Home](#) / [Google News](#) / [Pichai: Google AI Mode Will Be Incorporated Into The Main Search](#)

Pichai: Google AI Mode Will Be Incorporated Into The Main Search

Jun 9, 2025 - 7:51 am  75 — by Barry Schwartz

Filed Under [Google](#)



CHATGPT HAS NOT REPLACED GOOGLE; IT'S A DIFFERENT USE CASE.

[Product](#)[Plans](#)[About](#)[Resources](#)[Blog](#)[Try It Free](#)[Log In](#)

New Research: Google Search Grew 20%+ in 2024; receives ~373X more searches than ChatGPT



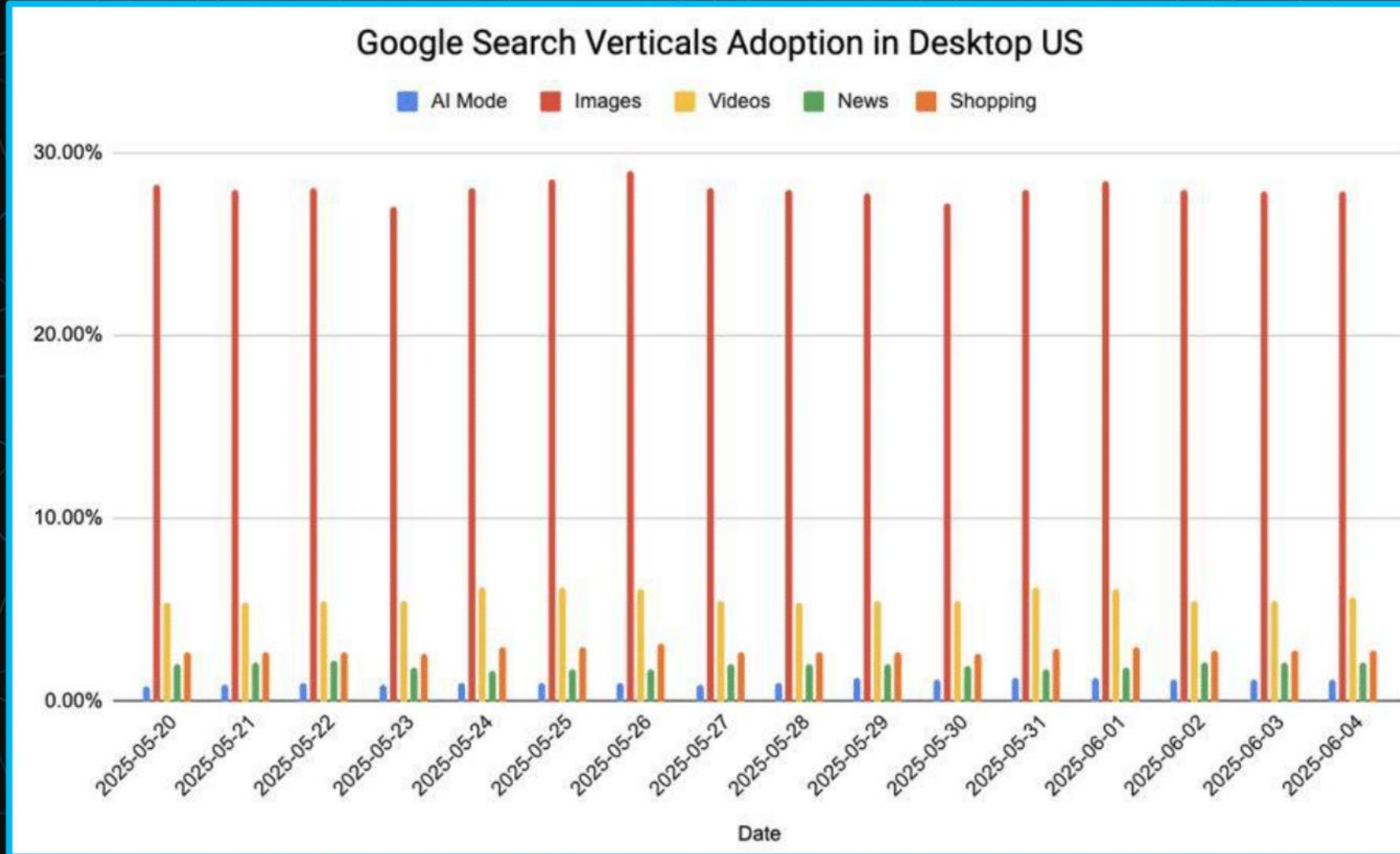
By Rand Fishkin March 10, 2025

For years, two questions have dominated both marketers' interest and the media's coverage of Google Search:

1. **Are AI Tools taking market share away from Google?**
2. **Is Google search growing, flatlining, or declining?**

I've seen wild speculation that Google's market share is down 5-10% since ChatGPT's launch, and heard anecdotes across my feeds from people claiming that they never

AI MODE IS SURELY AN EXPERIMENT.



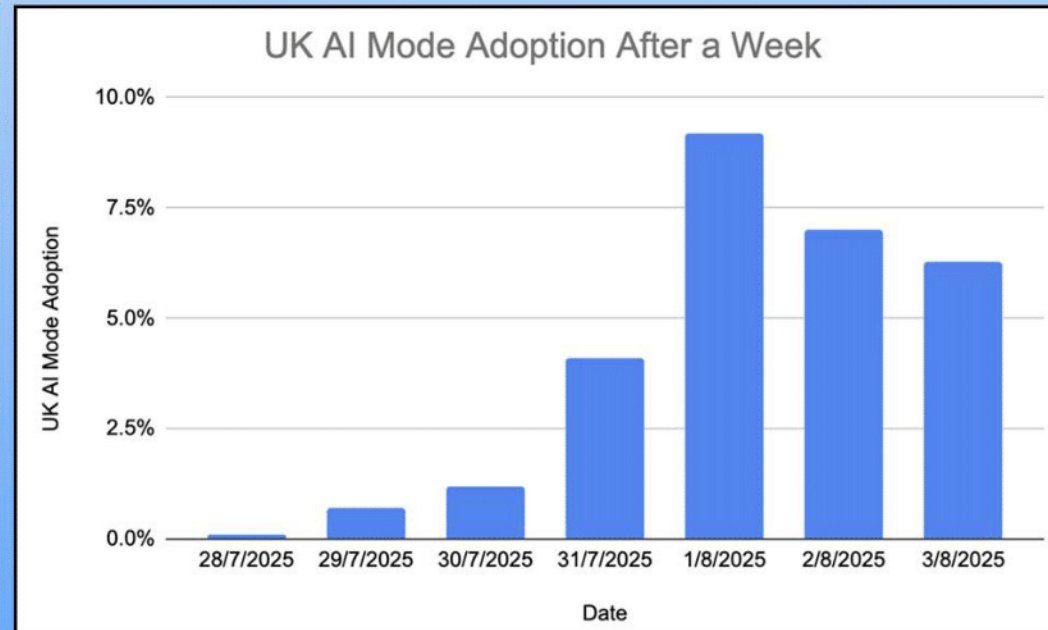
Data via Aleyda Solis / Similarweb

THE UK ROLLOUT.

The UK Google AI Mode Adoption After a Week

Date	UK AI Mode Adoption
28/7/2025	0.1%
29/7/2025	0.7%
30/7/2025	1.2%
31/7/2025	4.1%
1/8/2025	9.2%
2/8/2025	7.0%
3/8/2025	6.3%

Percentage of Desktop users in The UK



Data by  similarweb

**IT DOES NOT LOOK LIKE AI MODE
IS A SUITABLE REPLACEMENT
FOR SEARCH.**

**IT DOES NOT LOOK LIKE AI MODE
IS A SUITABLE REPLACEMENT
FOR SEARCH.***

IT DOES NOT LOOK LIKE AI MODE IS A SUITABLE REPLACEMENT FOR SEARCH.*


*But Google is a lot less sane than it used to be.

IMPORTANTLY, AI MODE IS POWERED BY WEB SEARCH.




**FINAL RAY OF HOPE: AIOS MAY NOT
ALWAYS BE IN POSITION 1.**

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Amtrak
https://www.amtrak.com


Amtrak: Train Tickets, Schedules & Routes


Book your Amtrak train and bus tickets today by choosing from over 30 U.S. train routes and 500 destinations in North America.

Amtrak
https://www.amtrak.com PDF

Amtrak National Route Map

Amtrak Train Routes. Thruway Connecting Services. Depending on route, connecting services may be provided by train, bus, van, taxi or ferry. Separate...

 AI Overview




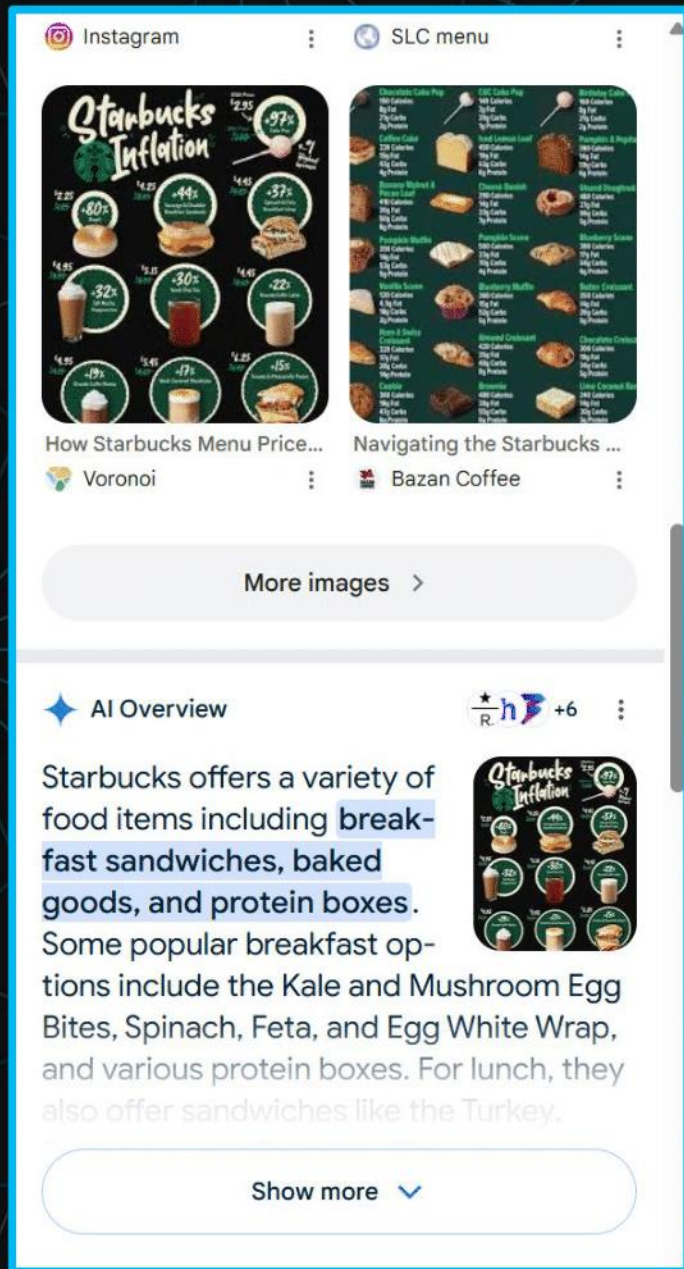
Amtrak ofrece diversas rutas de tren que conectan ciudades y regiones de Estados Unidos. Entre las más populares se encuentran el Coast Starlight, que va de Los Ángeles a Seattle, y el California Zephyr, que conecta Chicago con California. También existen rutas en el noreste, como

Show more ▾

[AMTRAK ROUTES]: AIO IN P6 BENEATH ORGANIC.

And for some reason in Spanish?

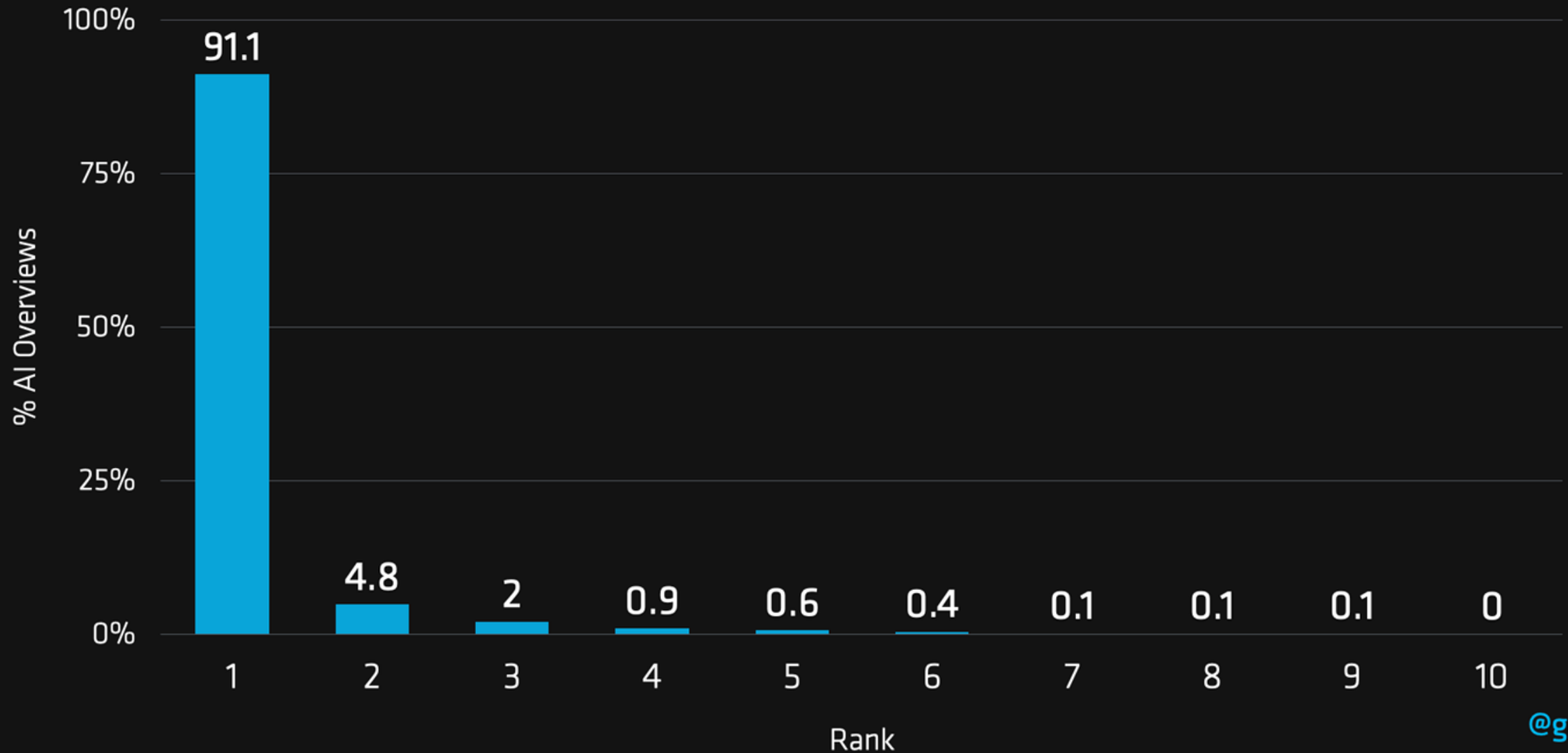
@tcapper.co.uk 



[STARBUCKS FOOD MENU]: AIO IN P3 BENEATH IMAGES.

@tcapper.co.uk 

AIOS ARE RARELY DISPLACED BY MORE THAN 1-2 POSITIONS.



**ANECDOTALLY, LOWER POSITION
AIOS ARE FAR MORE COMMON ON
SEARCH LABS.**

Microsoft Bing

solo travel destinations in spain

ALL SEARCH SHOPPING IMAGES VIDEOS MAPS COPILOT MORE TOOLS

About 3,950,000 results

Riviera Travel
https://www.rivieratravel.co.uk › solo › spain

Solo Holidays to Spain - Award-Winning Solo Holidays
Sponsored Happiness guaranteed with our Price Promise – always get the best price when booking early. Rated Excellent on multiple UK review platforms based on over 60,000 guest reviews. Destinations: Spain, Italy, Germany, Belgium, France, Greece, Norway, Iceland
4.5/5 ★★★★★ (6,783 reviews) Site visitors: Over 10K in the past month

G Adventures
https://www.gadventures.com › solo-travel › tours

Best Solo Travel Tour Options - Single & Solo Multi-Stop Tours
Sponsored You'll Never Be Alone. We Have 800+ Small Group Tours for You to Choose From. Travelling Solo? Join Any of Our Small Group Tours - 800+ Options. Book Now!

Last Minute Deals Top 20 Tour Ideas Solo Travel Tours Escorted Small Group Tours

Exoticca
https://www.exoticca.com › travel › packages

All-inclusive Travel Packages - Holiday Packages to Spain
Sponsored Book your dream Trip to Europe with Exoticca.com at an unbelievable price. Check out our Best All-inclusive Tours from the UK.
Albania in 8 Days - From £999.00 Philippines in 11 Days - From £1,949.00

loveholidays
https://www.loveholidays.com › spain › costa-blanca

Alone Spain - Cheap Flight + Hotel Packages
Sponsored Choose Flexible Flight + Hotel Packages In Spain. ATOL Protected. Book Alone Hotel Today With Deposits From £25pp. ATOL Protected.

All Inclusive Holidays Last Minute Deals Greek Islands Holidays 24/7 Customer Supp.

Here are some solo travel destinations in Spain: [Jessie on a Journey](#) +1

- Barcelona: The capital of Catalonia.
- Madrid: The capital of Spain.
- Seville: A city in southern Spain.
- Malaga: A city on the southern coast of Spain.
- Granada: A city in Andalucia, southern Spain.


The big cities of Madrid, Barcelona, and Valencia are also popular backpacker destinations. 1

1 Source

[Jessie on a Journey](#)
Solo Travel In Spain | How To Plan A Fun Solo Trip To Spain

[The Mediterranean Traveller](#)
10 Best Places In Spain for Solo Travel - The Mediterranean Traveller

Spain Tours & Packages
https://www.exoticca.com › travel › packages
Extraordinary travel experiences within reach. Travel through your bucket list in 2024. [Book Now](#)



THIS MIRRORS THE HISTORY OF AI RESULTS IN BING.

Which now rarely shows AI results at all...

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PERHAPS “WEB GUIDES” ARE THE FUTURE.

The screenshot shows a Google search interface for the query "how to solo travel in Japan". The search bar includes icons for voice search, image search, and a magnifying glass. Below the search bar, navigation tabs for "AI Mode", "All", "Web", "Videos", "Images", "News", "Shopping", and "More" are visible. The "Web" tab is selected.

At the top of the results area, there are links for "Search Labs | Web Guide", "Standard Web", and a prompt to "Help improve Web Guide by providing feedback" with thumbs up/down icons.

The search results are as follows:

- Reddit** · www.reddit.com · r/JapanTravelTips · [How to enjoy Japan as a solo traveller](#)
Nov 1, 2023 — My biggest tip is to **be spontaneous**. You're not beholden to anybody's schedule or taste so go do what you want, go back to somewhere you liked, or take a ...
90 comments
- Japan Guide** · www.japan-guide.com · e · e2305 · [Solo Travel in Japan - Traveling alone in Japan](#)
Sep 14, 2024 — **Business hotels and hostels are the best options for single travelers** looking for economical and no-frills accommodation, short of staying in a capsule hotel.

A "More" button with a downward arrow is located below the search results.

Below the search results, a summary paragraph states: "Solo travel in Japan is widely regarded as a safe and convenient option due to the country's low crime rates, efficient public transportation, and numerous solo-friendly accommodations and dining options. To plan your trip, consider using comprehensive guides and personal experiences from other solo travelers, and don't hesitate to utilize online resources and social media to meet people along the way."

Below the summary, a section titled "Comprehensive Guides for Solo Travel in Japan" contains the text: "Planning your solo journey involves navigating practical aspects like transportation with JR Rail Passes, budgeting tips including using konbinis and vending machines, and choosing from diverse accommodation options, from capsule hotels to business hotels."

The bottom of the screenshot shows the start of another search result from **Finding Alexx** · findingalexx.com · solo-travel-in-japan · [Solo travel in Japan: Everything you need to know \(2025\)](#).



ON THE AGENDA:

- SERP changes in 2025
- Is anywhere safe?
- How to appear in new features
- What happens next
- **What to do next**

RESIST CHANGE:
**OPTIMISE FOR
CLICKS**


EMBRACE CHANGE:
**OPTIMISE FOR
IMPRESSIONS**



The background is a solid orange color. On the left side, there is a complex, white geometric pattern consisting of numerous thin lines that intersect to form a series of triangles and polygons of various sizes. This pattern is denser on the left and tapers off towards the right, where the text is located.

**RESIST CHANGE:
OPTIMISE FOR CLICKS**

STEP 1:
DIVERSIFY YOUR CHANNELS.

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EMAIL & YOUTUBE REMAIN STRONG TOP OF FUNNEL CHANNELS.

(Which can be monetised, unlike AIOs.)

@tcapper.co.uk 



seoweeek.org

THE NEXT CHAPTER OF SEARCH

YouTube Keyword Research 2.0

feat. Phil Nottingham

Founder & Producer at Organic Video

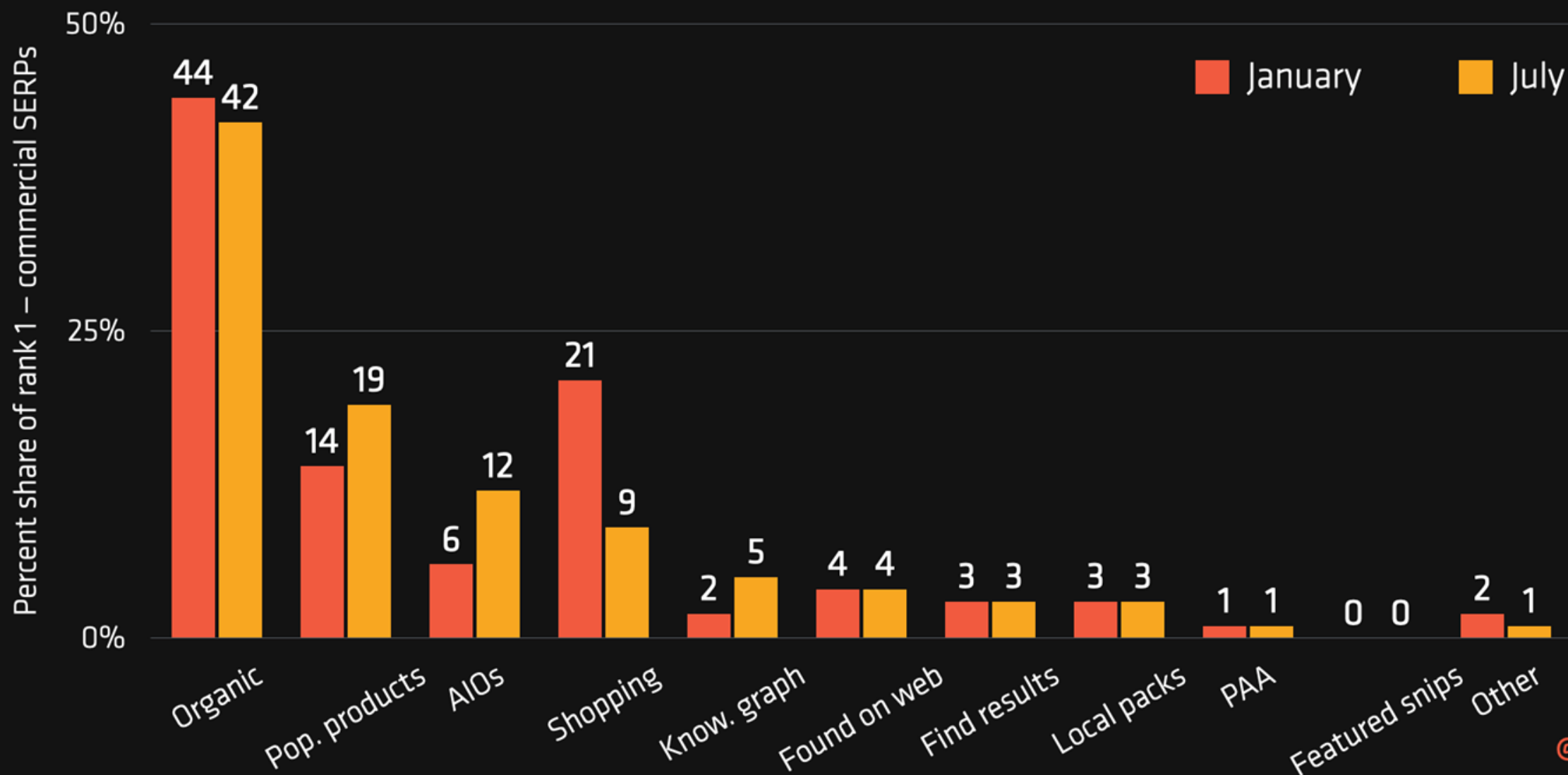


0:00 / 9:40



STEP 2:
WORK THE BOTTOM OF FUNNEL.

ORGANIC P1 RANKINGS ON COMMERCIAL SERPS.



ECOM IS THE NEW AFFILIATE.

@tcapper.co.uk 

**BUT AI IS COMING FOR
COMMERCIAL SEARCH, TOO.**

@tcapper.co.uk 

STEP 3:
**DO KEYWORD RESEARCH FOR
FEATURE-LESS QUERIES.**

YOU CAN FIND TOFU KEYWORDS WITHOUT DOMINANT FEATURES.

All Keywords (68892)

Untagged Keywords (0)

ie-en smartphone... (2518)

ie-en smartphone n... (55)

ie-en smartphone... (2919)

informational (19526)

internet & telecom (3000)

internet & telecom ... (482)

internet & teleco... (1035)

internet & teleco... (1095)

internet & telecom no... (7)

internet & telecom ... (380)

jobs & education (3000)

Keywords 1 Filter Applied Jul 28, 2025

Keyword	Market	Location	Device	Rank	Base Rank	URL
pound to dollar	GB-en	brighton		32	30	www.goo
pound to euro	GB-en	brighton		45	43	www.goo
soccer games today	US-en	45.503131, -122.629...		9	non-ranking	www.goo
wifi speed test	US-en	45.503131, -122.629...		1	3	www.goo
yankees game today	US-en	45.503131, -122.629...		1	non-ranking	www.goo
acai bowl	US-en	45.503131, -122.629...		1	non-ranking	www.goo
botanical gardens	US-en	45.503131, -122.629...		1	non-ranking	www.goo
boxing	US-en	45.503131, -122.629...		13	non-ranking	www.goo
chicken near me	US-en	45.503131, -122.629...		1	non-ranking	www.goo
chocolate chip cookie recipe	US-en	45.503131, -122.629...		10	non-ranking	www.goo
colorado avalanche	US-en	45.503131, -122.629...		86	non-ranking	www.goo
crohn's disease	US-en	45.503131, -122.629...		4	non-ranking	www.goo
currency converter	GB-en	brighton		41	40	play.goo
factor meals	US-en	45.503131, -122.629...		2	4	www.goo
global entry	US-en	45.503131, -122.629...		3	3	www.goo

☒ Tracked (9819)

☒ Untracked (0)

1 selected

Rows: 25 51-75 of 9819

Tag Keywords

More Keywords Actions

Filters

BUT HOW LONG WILL THESE LAST?

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The background of the image is a solid blue color. On the left side, there is a complex, abstract geometric pattern composed of thin white lines. These lines intersect to form a series of overlapping triangles and polygons of various sizes, creating a mesh-like structure that extends from the left edge towards the center of the image. The text is positioned to the right of this pattern.

**EMBRACE CHANGE:
OPTIMISE FOR
IMPRESSIONS**


STEP 1:
**STILL DIVERSIFY, BUT NOW YOU'RE
DOING IT TO BUILD BRAND
AUTHORITY, NOT CLICKS.**

STEP 2: **EXPAND OFF-SITE & PR EFFORTS.**

If SEO is about impressions, these tactics go up in priority.

STEP 3:
**DO SOME GEO. (TACTICALLY, THIS IS
STILL MOSTLY SEO.)**

**SO FAR, YOU WERE PROBABLY
ALREADY DOING ALL THIS.**

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THERE IS ONE BIG CHANGE:

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STEP 4:
YOU NOW CARE ABOUT TRACKING
BRAND VISIBILITY.

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'OLDSCHOOL' SEO VS. GEO ANALOGUES

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'OLDSCHOOL' SEO VS. GEO ANALOGUES

- Clicks

- Impressions

'OLDSCHOOL' SEO VS. GEO ANALOGUES

- Clicks
- Domain Authority

- Impressions
- Brand Authority

'OLDSCHOOL' SEO VS. GEO ANALOGUES

- Clicks
- Domain Authority
- Rankings

- Impressions
- Brand Authority
- Visibility

AI VISIBILITY TRACKING IN STAT.



**IT'S IMPORTANT TO APPROACH AI
TRACKING DIFFERENTLY.**

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KEY CHALLENGES FOR AI TRACKING:

- Primarily interested in mentions not domain names
- Keywords cannot be the same as in SEO
- What is a ranking?

Settings

Brand

Enter your brand name and the terms you want to analyze. You can save up to ten terms.

Terms should be unique, and can only be in one Brand/Competitor.

Brand Name :

Salomon

Brand Terms (optional) :

Outpulse X Predict Trail X S/Lab Sense X Sense Ride X
Speedcross X Supercross X Thundercross X Ultra Glide X
X Ultra X XA Pro 3D X

10/10 terms

Competitor (optional)

Enter your competitor names and the terms you want to analyze. You can add up to three competitors, each with up to ten terms.

Terms should be unique, and can only be in one Brand/Competitor.

Competitor 1 Name :

Hoka

Competitor 1 Terms :

Arahi 8 X Clifton X

2/10 terms

Competitor 2 Name :

New Balance

Competitor 2 Terms :

Fresh Foam X 1080 X 990 Series X

2/10 terms

Competitor 3 Name :

ASICS

Competitor 3 Terms :

Gel-Kayano 30 X

TRACK YOUR BRAND & BRAND TERMS, NOT DOMAINS.

And compare against
competitor brands and their
brand terms.

**MOST SEOS ARE FAMILIAR WITH
KEYWORD RESEARCH.**

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MOST SEOS ARE FAMILIAR WITH KEYWORD RESEARCH.

Less so, prompt research.

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Prompts

Prompts are generated based on the Topics you've set. Each topic will generate 25 prompts. You can set up to four topics and generate new prompts. Select up to 100 prompts to save and create your dashboard.

 Manual prompt entry will be available in a future release.

Topics

Trail running shoes X


Running shoes X

 Generate New Prompts

2/4 terms

Prompt List

 Filters 

 Prompt	Status	Generated
<input checked="" type="checkbox"/> Show me the best trail running shoes for beginners.	New	Aug 12, 2025
<input checked="" type="checkbox"/> What are the top-rated running shoes for marathon training?	New	Aug 12, 2025
<input checked="" type="checkbox"/> Find affordable trail running shoes for rocky terrain.	New	Aug 12, 2025
<input checked="" type="checkbox"/> Which running shoes have the best cushioning for long distances?	New	Aug 12, 2025
<input checked="" type="checkbox"/> What's the difference between trail running shoes and regular running shoes?	New	Aug 12, 2025
<input checked="" type="checkbox"/> Are trail running shoes good for road running?	New	Aug 12, 2025
<input checked="" type="checkbox"/> Compare trail running shoes vs road running shoes for durability and grip."	New	Aug 12, 2025
<input checked="" type="checkbox"/> How do trail running shoes differ from regular running shoes?	New	Aug 12, 2025
<input checked="" type="checkbox"/> Top running shoes for marathon training in 2025?	New	Aug 12, 2025
<input checked="" type="checkbox"/> Are trail running shoes suitable for everyday use?	New	Aug 12, 2025
<input type="checkbox"/> Which running shoes offer the best cushioning for long-distance runners?	New	Aug 12, 2025
<input type="checkbox"/> Best waterproof trail running shoes for wet conditions	New	Aug 12, 2025

10 selected

1-50 of 50

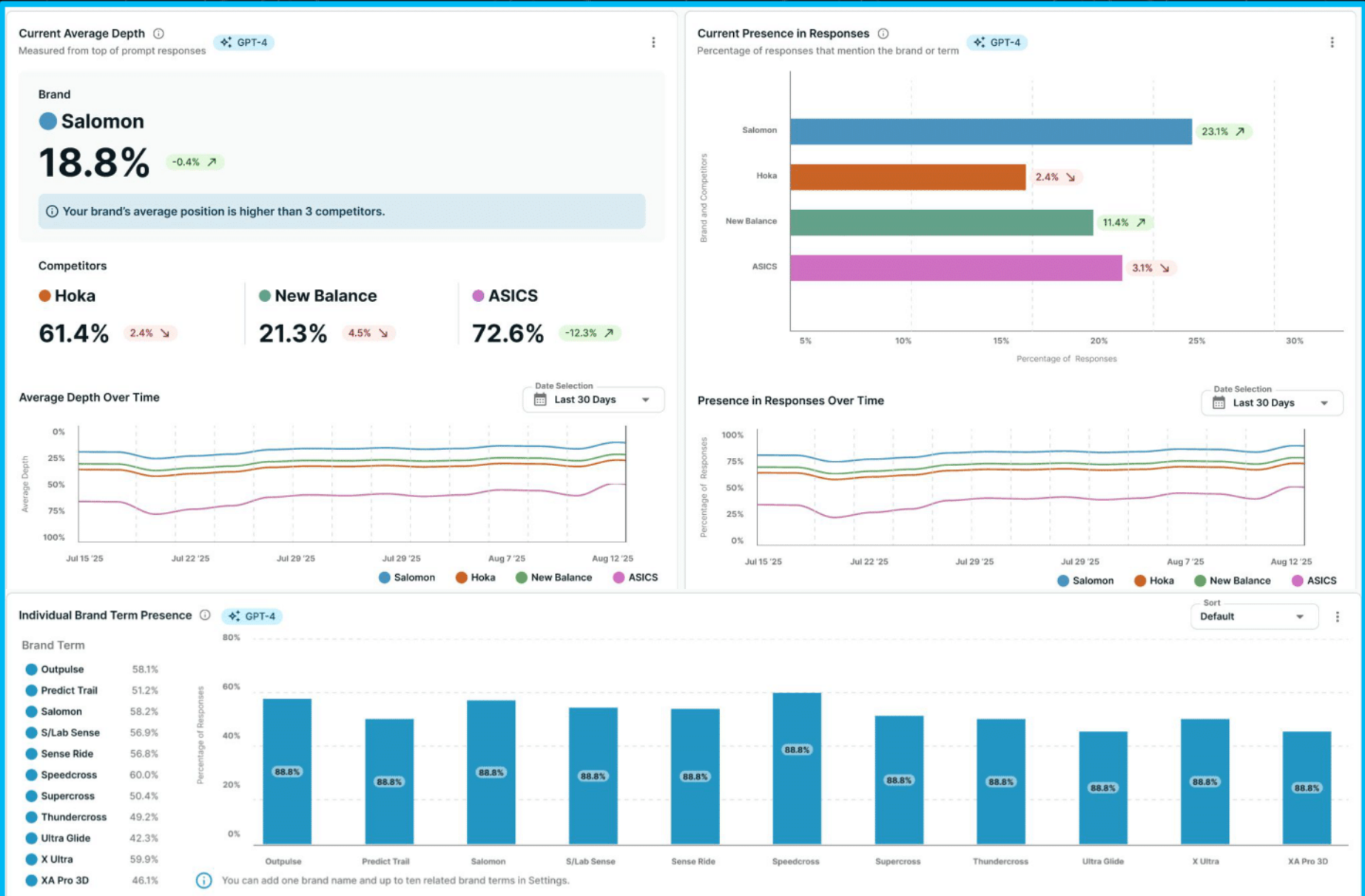
BUILT-IN PROMPT SUGGESTIONS.

Powered by our own query fan-out method (like what drives Google's AI Mode).

SUCCESS IS SUBJECTIVE IN AI SEARCH.


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PRESENCE, DEPTH, & BRAND TERM DETAILS.



FREE BETA FOR GPT-4 & GEMINI.

For existing and new STAT clients.

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Get the deck at:
getstat.com/mozldn25

See STAT's AI tracking at:
getstat.com/ai-visibility

Thank you



Tom Capper

Senior Search Scientist, Moz

MOZCON ON THE ROAD

