

▶ LIVE WEBINAR

AIO Hurting Traffic? How To Identify True Loss With GA4, GSC & Rank Tracking

SEJ WEBINAR

SUPPORTED BY



Tom Capper

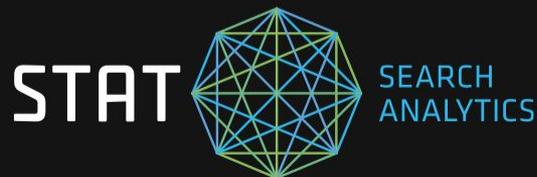
Search Science Team,
STAT and Moz



A WEBINAR BY **Search Engine Journal**[®]

ARE AIOS HURTING TRAFFIC?

How to identify true loss with GA4, GSC,
& rank tracking



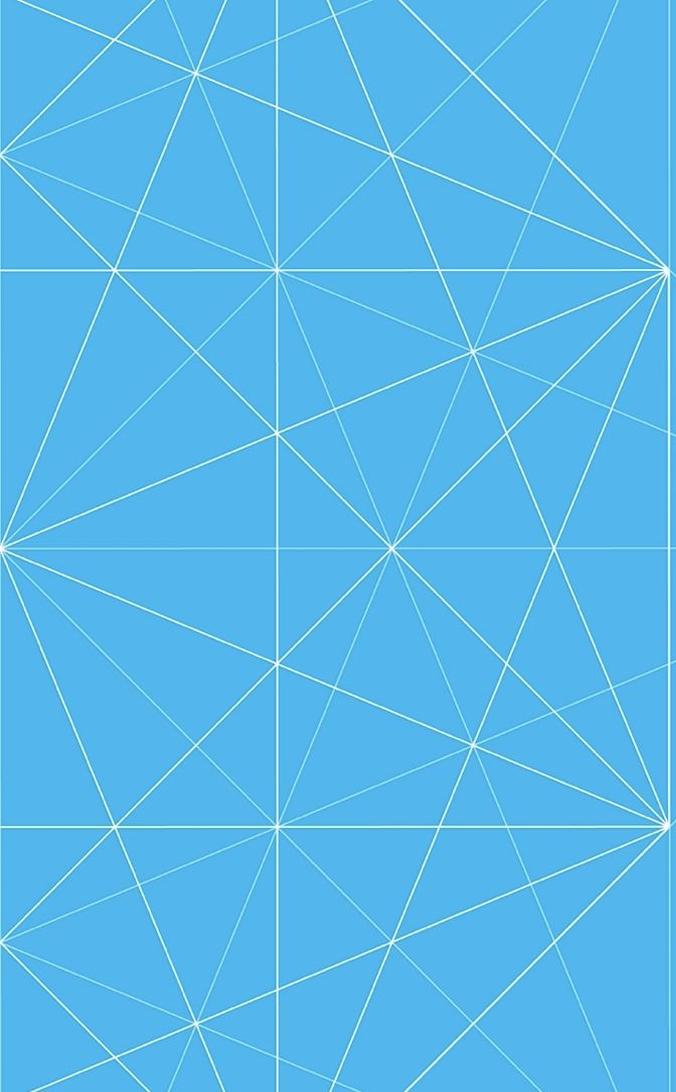


TOM CAPPER

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ON THE AGENDA:

- AIO Situation Update
- How AIOs appear in GA & GSC
- Layering in rank tracking
- Worked examples
- Should we be worried?

BREAKOUT SESSION



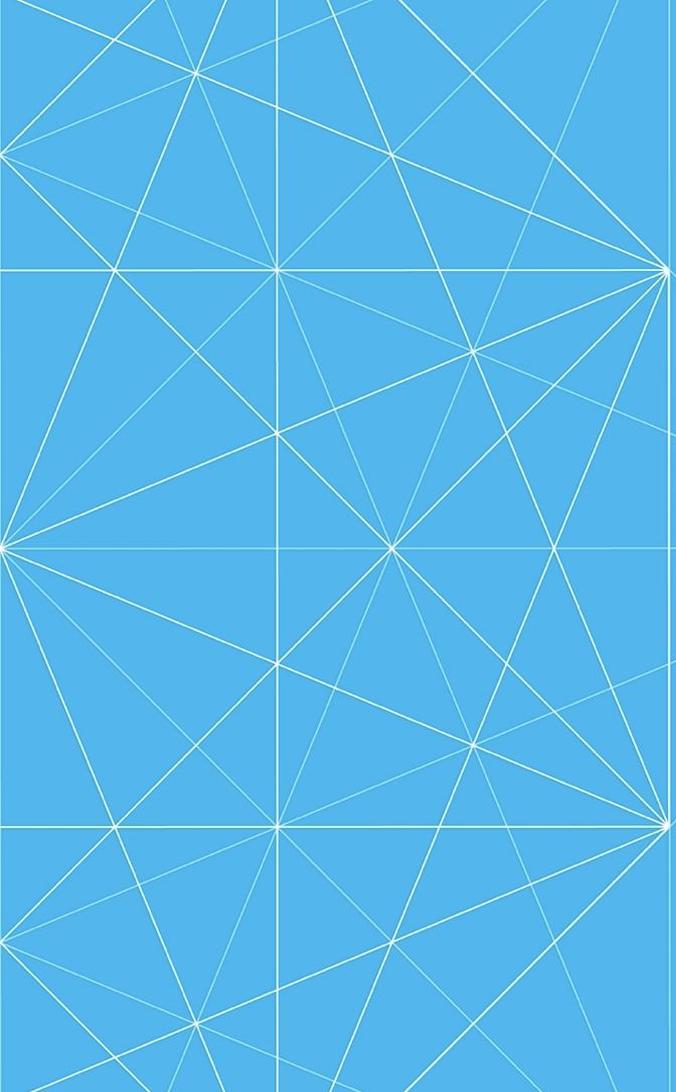
CHRIS ANG

Enterprise Account Executive



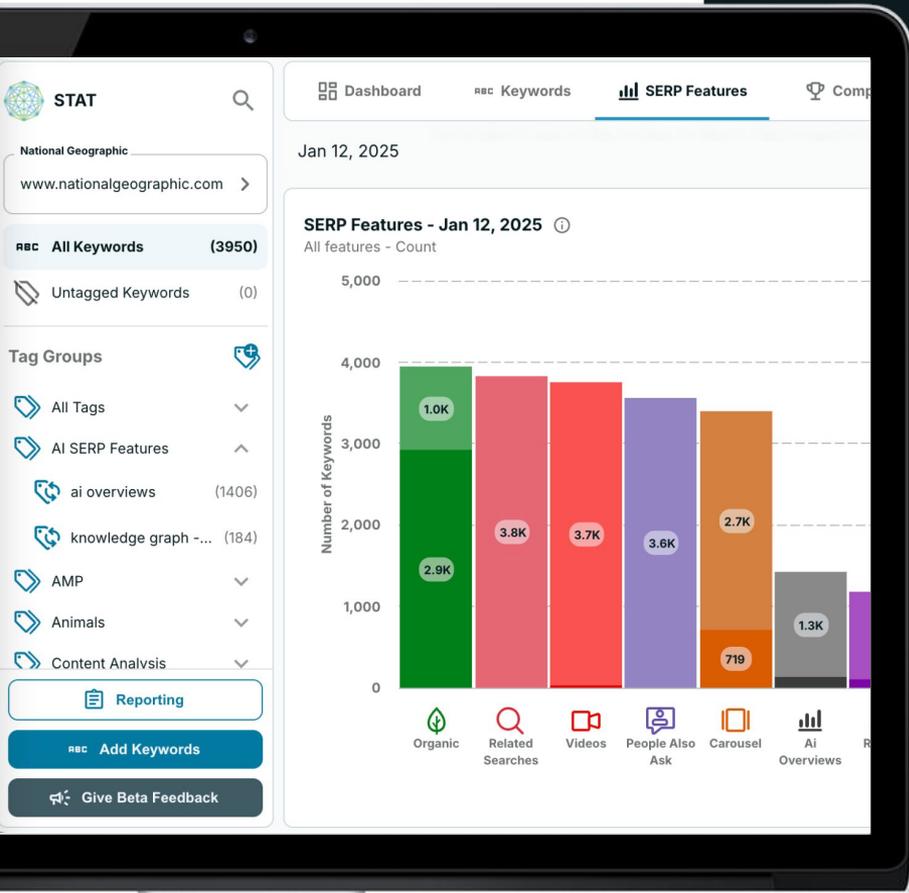
STEPHANIE CHEUNG

Enterprise Account Executive



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THE DATA:

- 11.5k keywords
- 2 devices
- 3 locations:
 - Brighton, England
 - Portland, Oregon
 - Cork, Ireland
- $11.5k \times 2 \times 3 = 69k$ keywords

AIO FULL RELEASE, MAY 2024

Generative AI in Search: Let Google do the searching for you

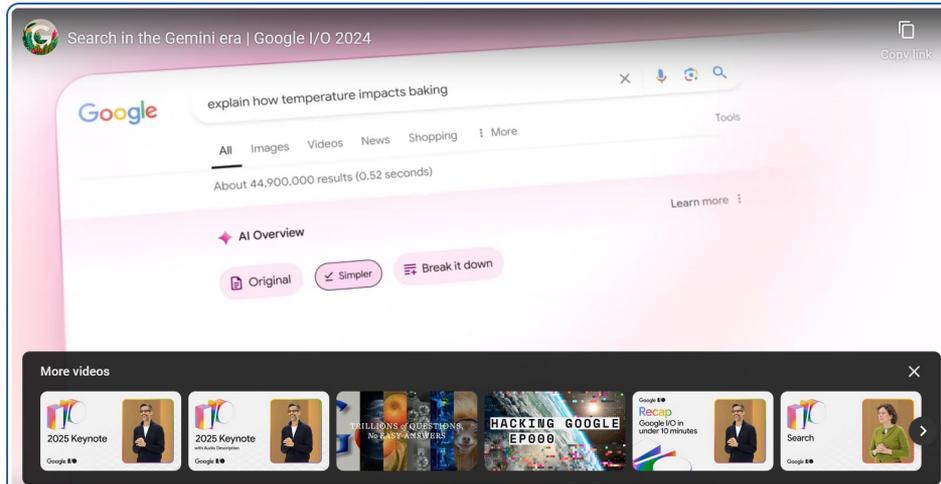
May 14, 2024
5 min read

With expanded AI Overviews, more planning and research capabilities, and AI-organized search results, our custom Gemini model can take the legwork out of searching.



Elizabeth Reid
VP, Search

Share



EU ROLLOUT, SPRING 2025

By Hema Budaraju | Senior Director, Product Management, Search

Mar 25, 2025 

We're bringing the helpfulness of AI Overviews to more countries in Europe.

[AI Overviews](#) in Google Search make it easier to ask new kinds of questions, find information, and explore relevant sites across the web.

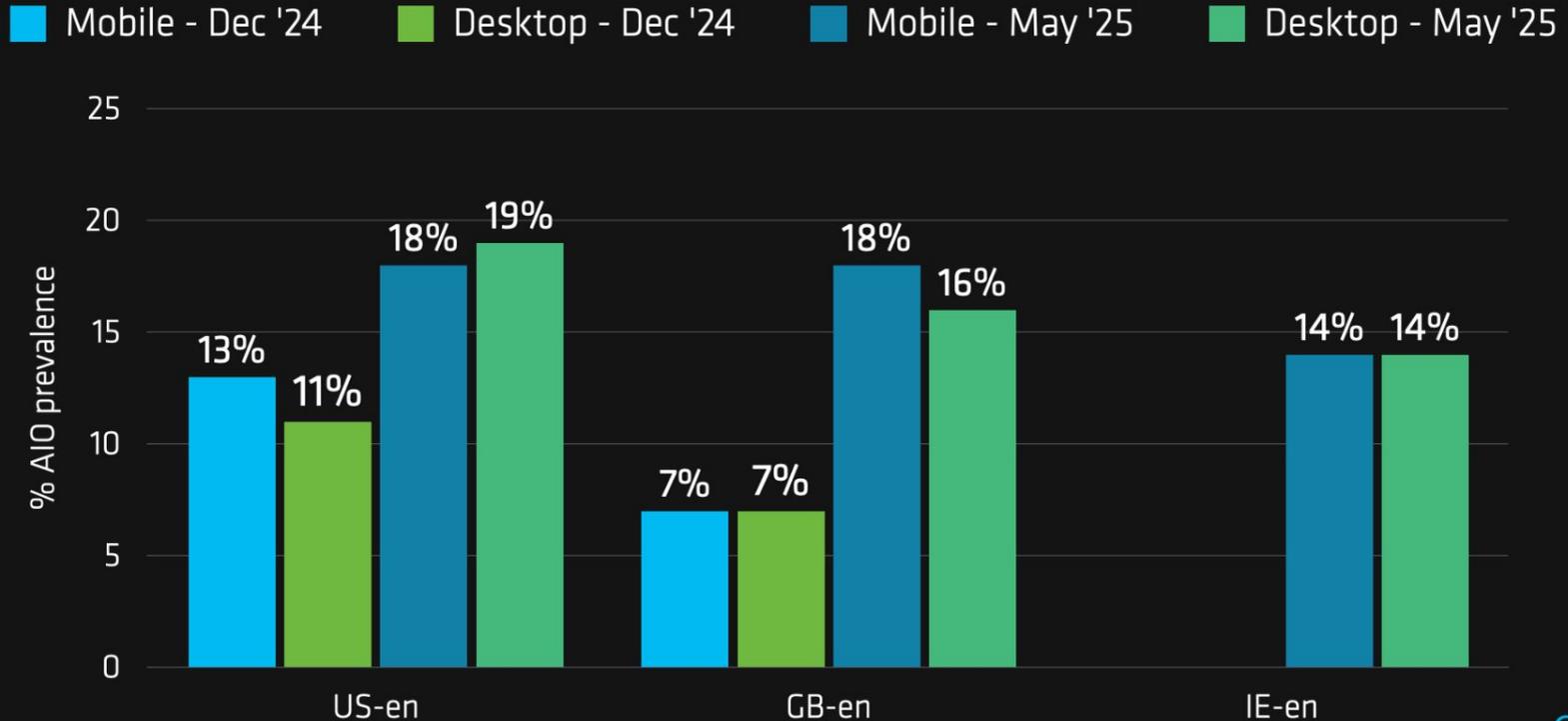
With AI Overviews, people are using Search more than ever, and are more satisfied with their results, creating new opportunities to discover new websites.

Today, we're bringing the helpfulness of AI Overviews to more places in Europe, starting with the following countries and languages:

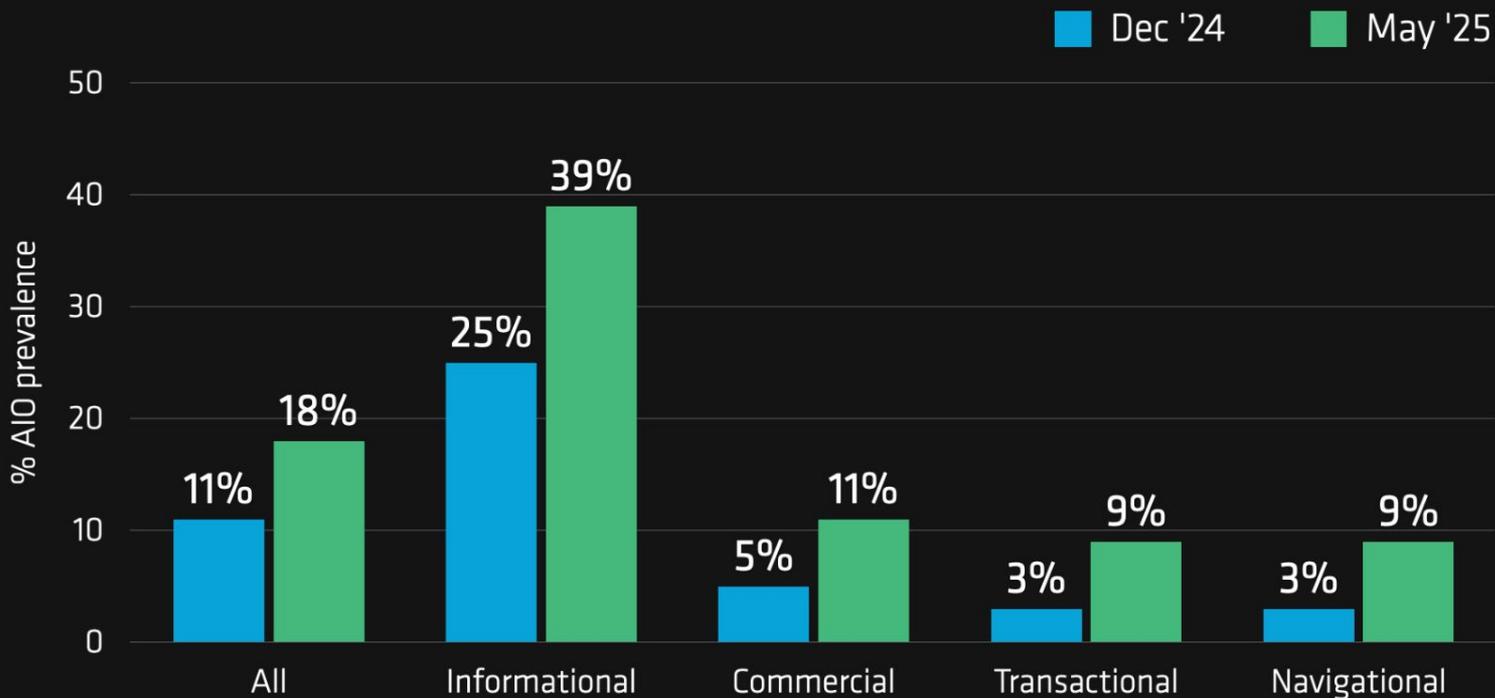
- **Austria** (German & English)
- **Belgium** (English)
- **Germany** (German & English)
- **Ireland** (English)
- **Italy** (Italian & English)
- **Poland** (Polish & English)
- **Portugal** (Portuguese & English)
- **Spain** (Spanish & English)
- **Switzerland** (French, German & Italian, plus English)

Following extensive testing and positive user feedback, signed-in users aged 18+ in these countries will now see AI Overviews appear when our systems determine they will be most helpful, featuring prominent links to the web so people can easily learn more. We're excited that more people around the world can use [AI Overviews](#) in Search.

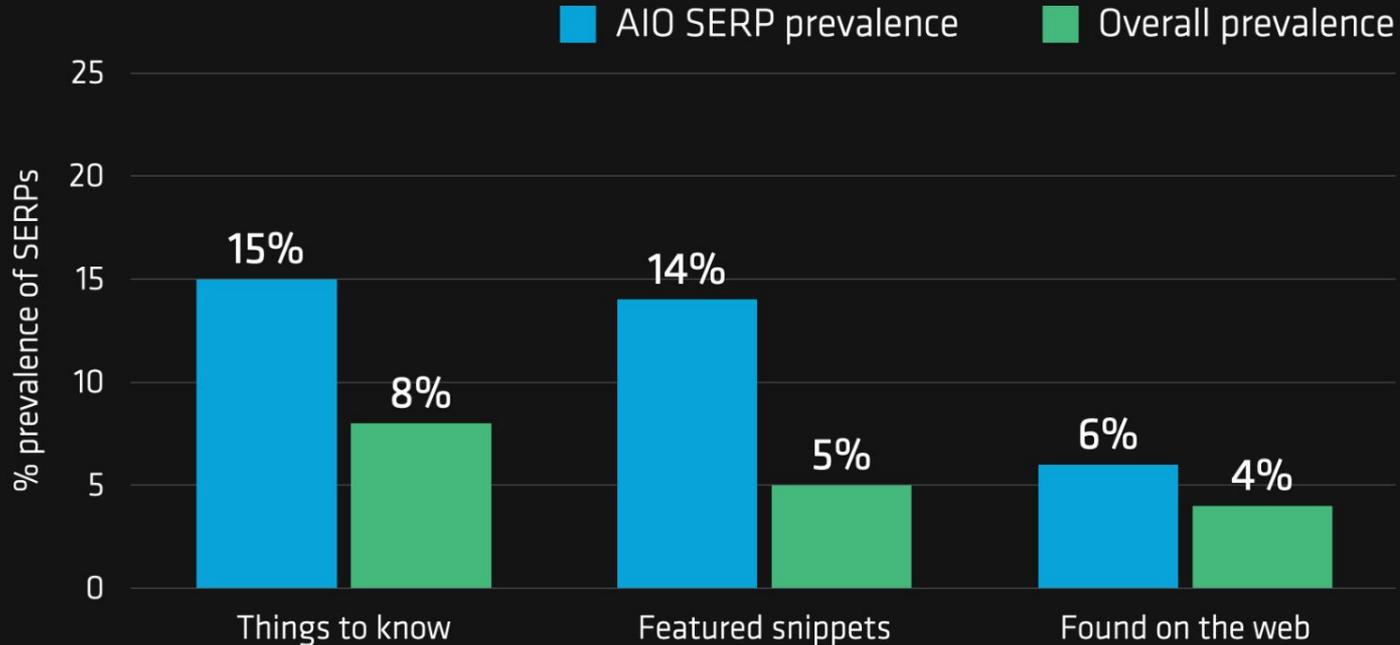
THERE'S BEEN A LARGE INCREASE IN AIOS SINCE DECEMBER



SERPS WITH AIOS ARE STILL OVERWHELMINGLY INFORMATIONAL



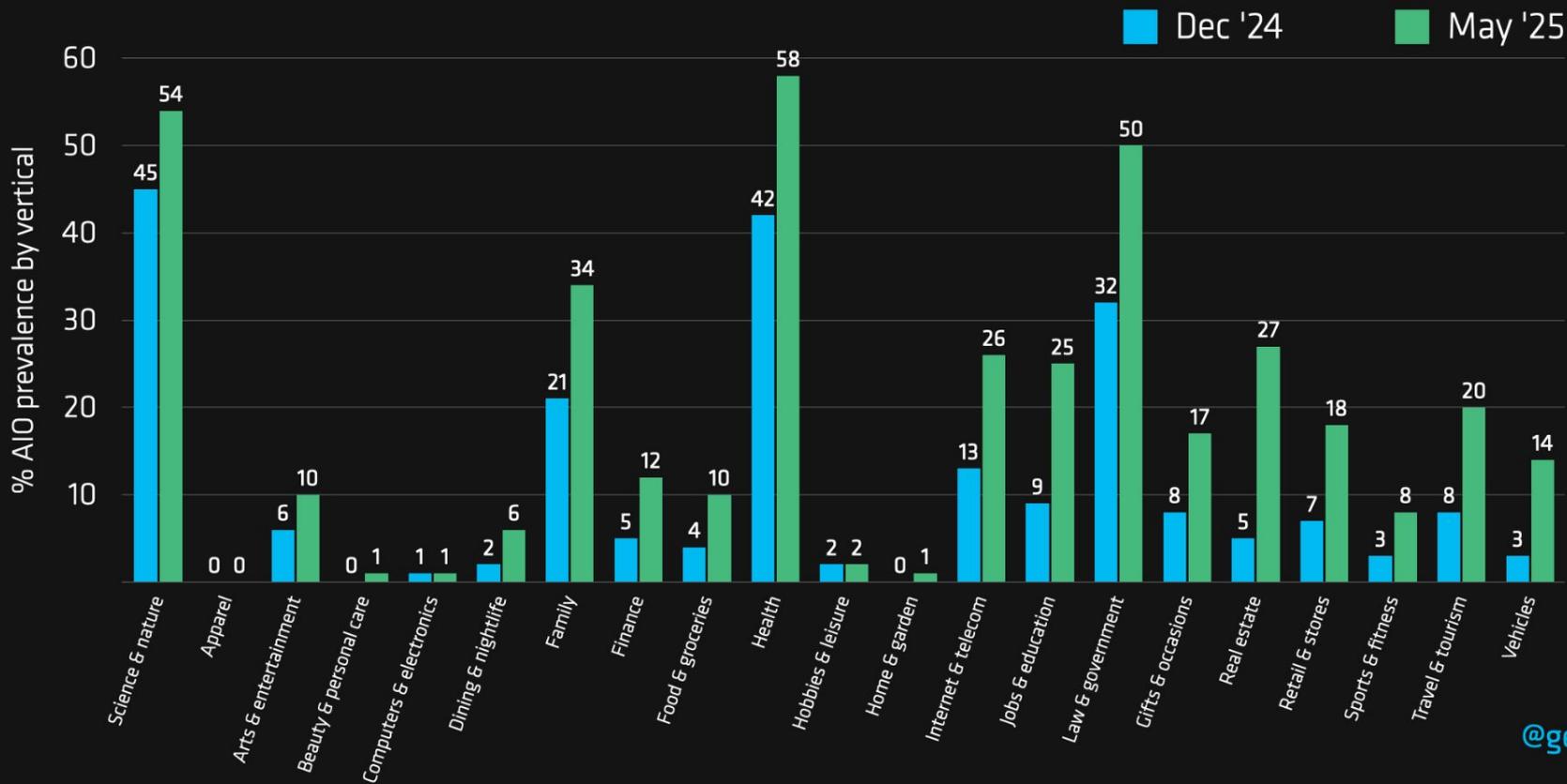
AIOS OVERLAP WITH OTHER INFORMATIONAL SERP FEATURES



YMYL IS VERY MUCH NOT SAFE.

@tcapper.co.uk 

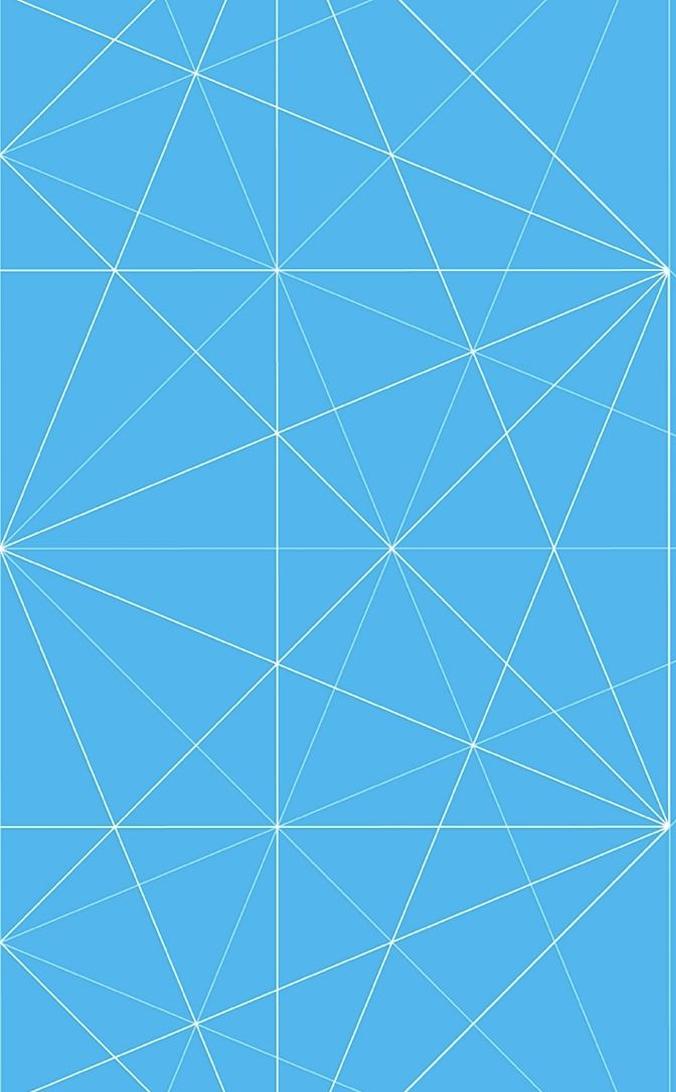
YMYL IS VERY MUCH NOT SAFE



POLL:

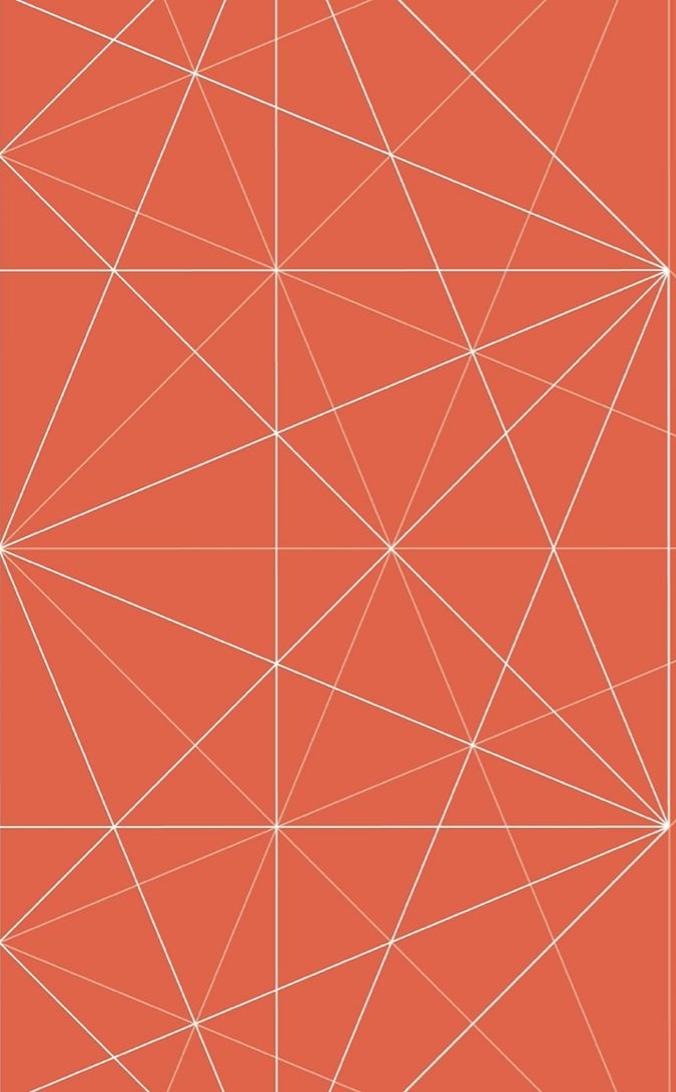
HOW HAVE AIOS AFFECTED YOUR SITES?

@tcapper.co.uk 



ON THE AGENDA:

- AIO Situation Update
- **How AIOs appear in GA & GSC**
- Layering in rank tracking
- Worked examples
- Should we be worried?



AIOS IN GOOGLE ANALYTICS

YOU MIGHT HAVE NOTICED THESE PARAMETERS IN SERPS & REPORTS

Growth Most Frequent My Sites History **Archived SERPs** HTML HTML SERP

Rank	Base Rank	Result Types	URL
1		ai overviews	backlinko.com/hub/seo/seo-keywords#:~:text=SEO%20keywords%20(also%20known%20as,volume%2C%20competition%20...
2		ai overviews	en.wikipedia.org/wiki/Keyword_research
3		ai overviews	mailchimp.com/marketing-glossary/keyword/#:~:text=Keywords%20are%20words%20or%20phrases,way%20that's%20meani...
4	1	answers paragraph	moz.com/learn/seo/what-are-keywords#:~:text=Keywords%20are%20ideas%20and%20topics%20that%20define%20what%2...
5	2	image organic	www.wordstream.com/keywords
6	3	organic	keywordtool.io/
7	4	organic	www.keywordsstudios.com/

THESE CAN BE ISOLATED IN GOOGLE TAG MANAGER

BRODIE CLARK
CONSULTING

Home About Resources **Contact**

How To Track Featured Snippet Clicks via Chrome Using Google Tag Manager

by [Brodie Clark](#)

[Updated: 06:04am AEST, September 19th 2024]

[Home](#) > [Blog](#) > How To Track Featured Snippet Clicks via Chrome Using Google Tag Manager

Google

how to track featured snippets

[All](#) [Videos](#) [News](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 2,600,000 results (0.43 seconds)

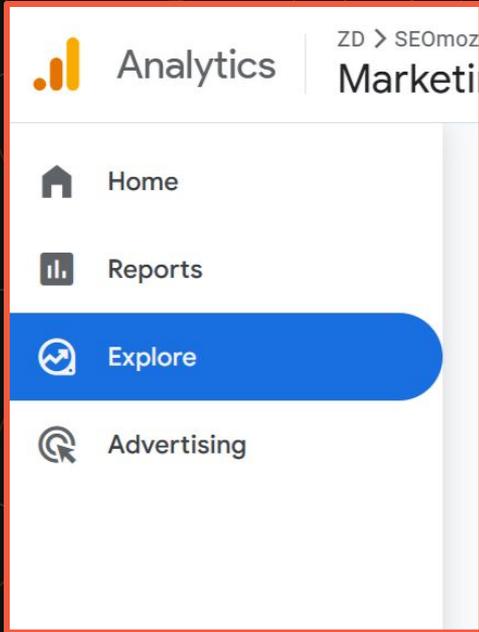
Variable Type

Custom JavaScript

Custom JavaScript

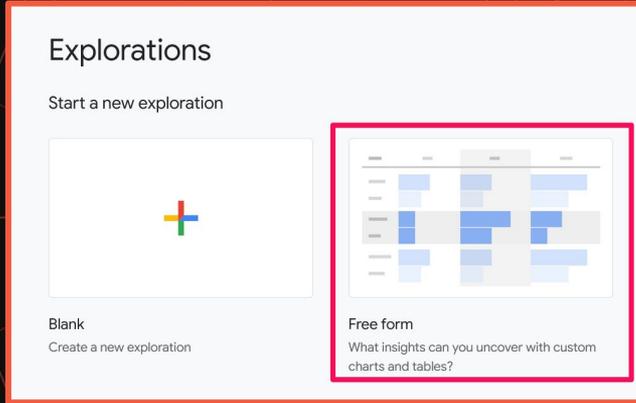
```
1 function() {  
2   var entries = decodeURIComponent(performance.getEntries()[0].name.match("#:-:text=(.*)")[1]);  
3   var frag = entries.replace(/,/g,"*").replace(/,/g,"...").replace(/\\*/g," ");  
4   return frag;  
5 }  
6  
7  
8  
9
```

REPORT SETUP



Analytics | ZD > SEOmoz Marketi

- Home
- Reports
- Explore**
- Advertising

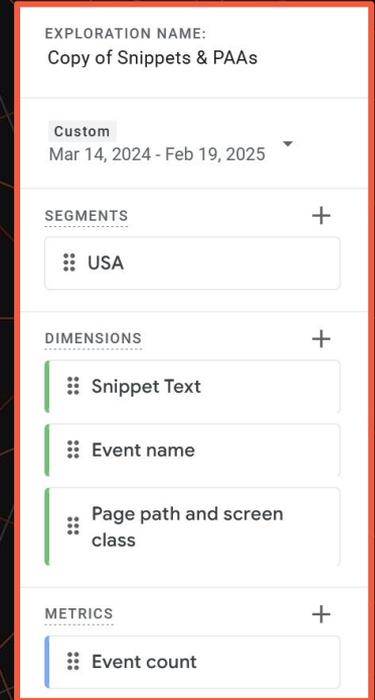


Explorations

Start a new exploration

Blank
Create a new exploration

Free form
What insights can you uncover with custom charts and tables?



EXPLORATION NAME:
Copy of Snippets & PAAs

Custom
Mar 14, 2024 - Feb 19, 2025

SEGMENTS +

- USA

DIMENSIONS +

- Snippet Text
- Event name
- Page path and screen class

METRICS +

- Event count

HOW IT LOOKS IN GOOGLE ANALYTICS

	Page path and screen class	Snippet Text	Event count	↓ Event count
	Totals		228 100% of total	228 100% of total
1	/learn/seo/what-are-keywords	<u>Keywords are ideas and topics that define what your content is about.</u>	34	34
2	/learn/seo/what-are-keywords	SEO keywords are essential for...people find you through search.	32	32
3	/learn/seo/what-are-keywords	What are Keywords?...What are keywords?..., video, copy, etc.	19	19
4	/learn/seo/what-are-keywords	What makes a good keyword...keyword research is all about.	18	18
5	/learn/seo/what-are-keywords	A good keyword depends on a combination of	14	14
6	/learn/seo/what-are-keywords	A keyword strategy is a plan you create upon	12	12
7	/learn/seo/what-are-keywords	Why are keywords important?...ready to make a purchase.	12	12
8	/learn/seo/what-are-keywords	A good keyword depends on a combination of	11	11
		Keywords help you understand what...where the		

SO THE SAME SNIPPET FROM THE HTML SERP IN STAT...

The screenshot shows a search engine interface with the following elements:

- Navigation Bar:** Includes links for Rankings, Search Volume and CPC, Growth, Most Frequent, My Sites, History, and Archived SERPs. The current page is titled "HTML HTML SERP".
- Search Bar:** Contains the keyword "keywords" and icons for search, voice search, and image search.
- Filter Tabs:** "All", "Images", "Videos", "Shopping", "News", "Forums", "Web", and "More".
- AI Overview Section:**
 - Section title: "AI Overview" with a "Learn more" link.
 - Text: "Keywords are words or phrases that people use to search for information, and are also used in content to help with search engine optimization (SEO)." (The phrase "words or phrases that people use to search for information" is highlighted in blue).
 - Section title: "How keywords are used".
 - List of uses:
 - Search engines:** Users enter keywords into search engines to find information.
 - SEO:** Keywords are used in web content to help search engines rank web pages for specific search terms.
 - Advertising:** Keywords are used in ads to target specific audiences.
 - Button: "Show more" with a dropdown arrow.
- Related Content Snippets:**
 - What Are SEO Keywords? Find Them & Rank Better in 2025** (Backlinko): "Jan 15, 2025 – SEO keywords (also known as "keywords" or "keyphrases") are terms added to online content in order to..."
 - Keyword research** (Google Trends): "Google Trends is a free research tool provided by Google to see the trends of any particular keyword. It..."
 - Keyword research** (Moz): "Keyword research isn't just a one-off task. Search language shifts constantly, new keywords are being targeted all the time, and your audience's needs, interests and goals are well as their own. Keyword research should be done regularly, that way you can continue to create content your audience will want and share."
 - Keyword Gap** (mykb.com): "A tool that helps you compare your keyword profile with your competitors."

...AND IN THE RANKING URL HASH PARAMETER...

Growth Most Frequent My Sites History **Archived SERPs** HTML HTML SERP

Rank	Base Rank	Result Types	URL
1		ai overviews	backlinko.com/hub/seo/seo-keywords#:~:text=SEO%20keywords%20(also%20known%20as,volume%2C%20competition%20...
2		ai overviews	en.wikipedia.org/wiki/Keyword_research
3		ai overviews	mailchimp.com/marketing-glossary/keyword/#:~:text=Keywords%20are%20words%20or%20phrases,way%20that's%20meani...
4	1	answers paragraph	moz.com/learn/seo/what-are-keywords#:~:text=Keywords%20are%20ideas%20and%20topics%20that%20define%20what%2...
5	2	image organic	www.wordstream.com/keywords
6	3	organic	keywordtool.io/
7	4	organic	www.keywordsstudios.com/

...ALSO APPEARS IN GOOGLE ANALYTICS, WITH A CLICK COUNT

	Page path and screen class	Snippet Text	Event count	↓ Event count
	Totals		228 100% of total	228 100% of total
1	/learn/seo/what-are-keywords	<u>Keywords are ideas and topics that define what your content is about.</u>	34	34
2	/learn/seo/what-are-keywords	SEO keywords are essential for...people find you through search.	32	32
3	/learn/seo/what-are-keywords	What are Keywords?-...What are keywords?..., video, copy, etc.	19	19
4	/learn/seo/what-are-keywords	What makes a good keyword...keyword research is all about.	18	18
5	/learn/seo/what-are-keywords	A good keyword depends on a combination of	14	14
6	/learn/seo/what-are-keywords	A keyword strategy is a plan you create upon	12	12
7	/learn/seo/what-are-keywords	Why are keywords important?...ready to make a purchase.	12	12
8	/learn/seo/what-are-keywords	A good keyword depends on a combination of	11	11

BUT WAIT. THERE'S A PROBLEM.

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THE HIGHLIGHTED TEXT ISN'T IN THE AI OVERVIEW

Rankings Search Volume and CPC Growth Most Frequent My Sites History Archived SERPs HTML HTML SERP

keywords

All Images Videos Shopping News Forums Web More

AI Overview Learn more

Keywords are words or phrases that people use to search for information, and are also used in content to help with search engine optimization (SEO).

How keywords are used

- **Search engines:** Users enter keywords into search engines to find information.
- **SEO:** Keywords are used in web content to help search engines rank web pages for specific search terms.
- **Advertising:** Keywords are used in ads to target specific audiences.

Show more

Keywords are ideas and topics that define what your content is about.

Keyword research isn't just a one-off task! Search for your niche keywords, see keywords are being ranked all the time, and your audience's trends change and grow as well as their needs.

Keyword research should be done regularly, that way you can continue to create content your audience will want and share.

MOZ

Keyword research

Google Trends. Google Trends is a free research tool provided by Google to see the trends of any particular keyword. It...

Keyword Gap

A tool that helps you compare your keyword profile with your competitors.

myka.com Root domain Organic keywords

ONE OF THE AIO URLs DIDN'T EVEN HAVE FRAGMENT TEXT

Growth Most Frequent My Sites History **Archived SERPs** HTML HTML SERP

Rank	Base Rank	Result Types	URL
1		ai overviews	backlinko.com/hub/seo/seo-keywords#:~:text=SEO%20keywords%20(also%20known%20as,volume%2C%20competition%20...
2		ai overviews	en.wikipedia.org/wiki/Keyword_research
3		ai overviews	mailchimp.com/marketing-glossary/keyword/#:~:text=Keywords%20are%20words%20or%20phrases,way%20that's%20meani...
4	1	answers paragraph	moz.com/learn/seo/what-are-keywords#:~:text=Keywords%20are%20ideas%20and%20topics%20that%20define%20what%2...
5	2	image organic	www.wordstream.com/keywords
6	3	organic	keywordtool.io/
7	4	organic	www.keywordsstudios.com/

PROS & CONS

GA4 FOR AIO TRACKING:

- + We can map traffic to specific features (with a rank tracker)

PROS & CONS

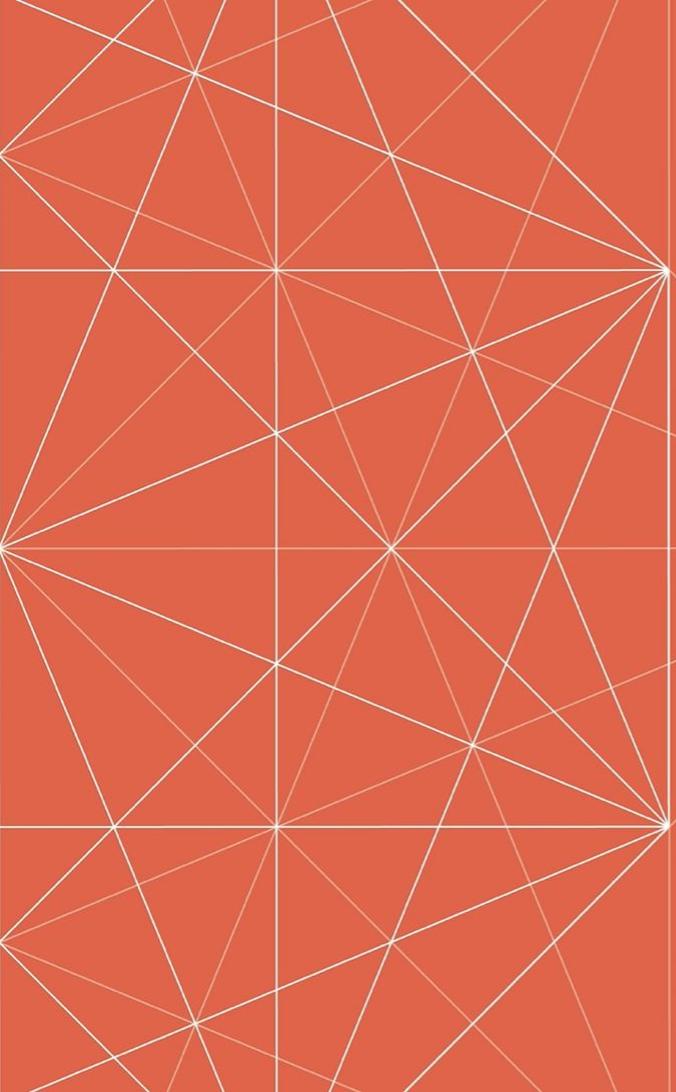
GA4 FOR AIO TRACKING:

- + We can map traffic to specific features (with a rank tracker)
- It's inconsistent — not every AIO has fragment text

PROS & CONS

GA4 FOR AIO TRACKING:

- + We can map traffic to specific features (with a rank tracker)
- It's inconsistent — not every AIO has fragment text
- No keyword-level filtering — what if this text is duplicated?



AIOS IN GOOGLE SEARCH CONSOLE

THIS IS MOZ'S GSC DATA FOR THE KEYWORD [URLS]

Total clicks

7

Total impressions

14.2K

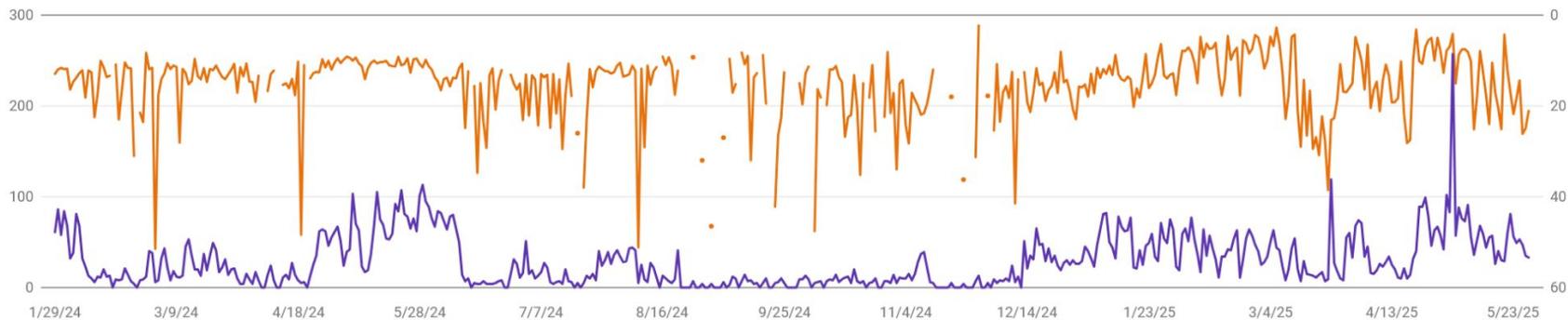
Average CTR

0%

Average position

12.6

 Chart totals and table results might be partial when filters are applied. [Learn more](#)



THIS IS WHEN WE STARTED APPEARING IN AIOS

Total clicks

7

Total impressions

14.2K

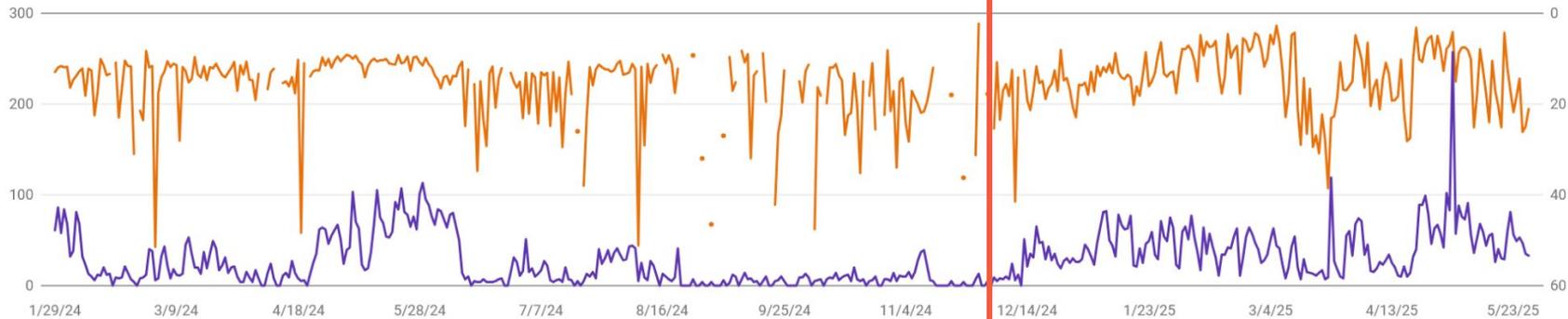
Average CTR

0%

Average position

12.6

 Chart totals and table results might be partial when filters are applied. [Learn more](#)



PROBLEM 1:
WE ONLY KNOW ABOUT THE AIOS
BECAUSE OF OTHER TOOLS.

IMPRESSIONS CLEARLY INCREASED. AVG. POSITION... MAYBE?

Total clicks

7

Total impressions

14.2K

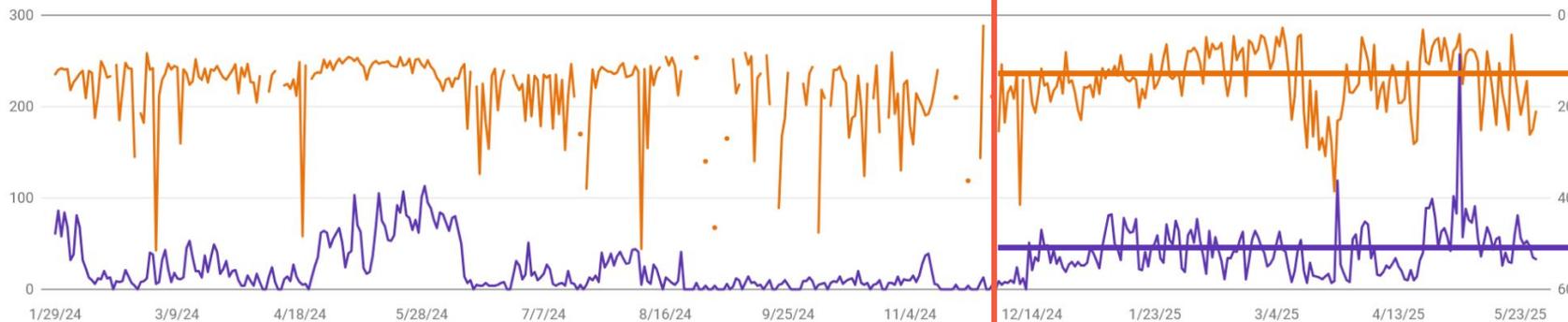
Average CTR

0%

Average position

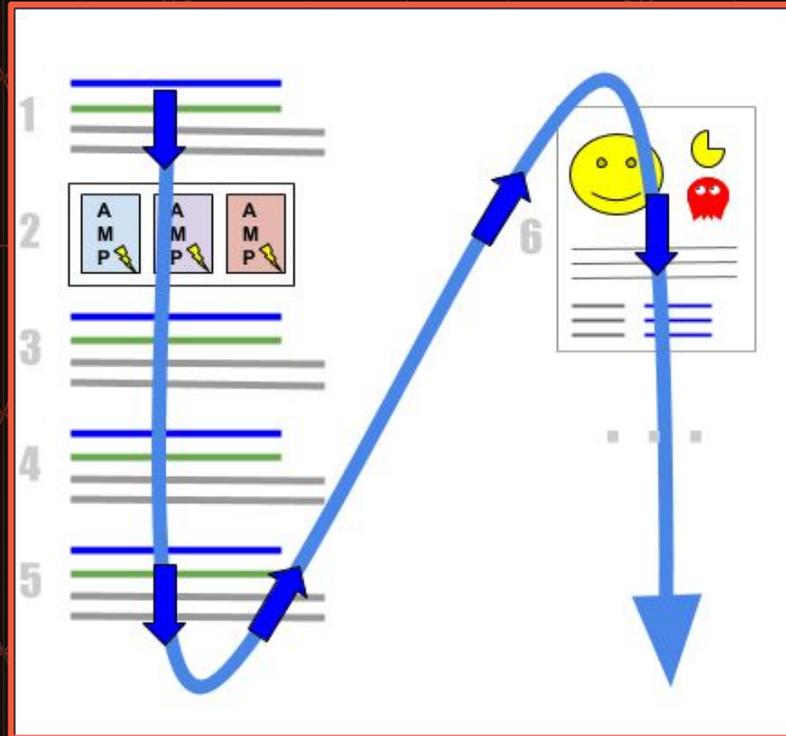
12.6

 Chart totals and table results might be partial when filters are applied. [Learn more](#)



PROBLEM 2:
**THESE METRICS ARE... NOT
PARTICULARLY USEFUL.**

THIS IS THE OFFICIAL GOOGLE GUIDE TO 'AVERAGE POSITION'



SOME CLARIFICATION LAST MONTH

Google Clarifies: AI Overview Links Share Single Position In Search Console

Google clarifies that links in AI Overviews all share a single position in Search Console reports.

Highlights

- All links in Google's AI Overviews share a single position in Search Console.
- Links in AIOs often show as "position 1" in Search Console.
- The lack of precise data makes it difficult to verify Google's claims.

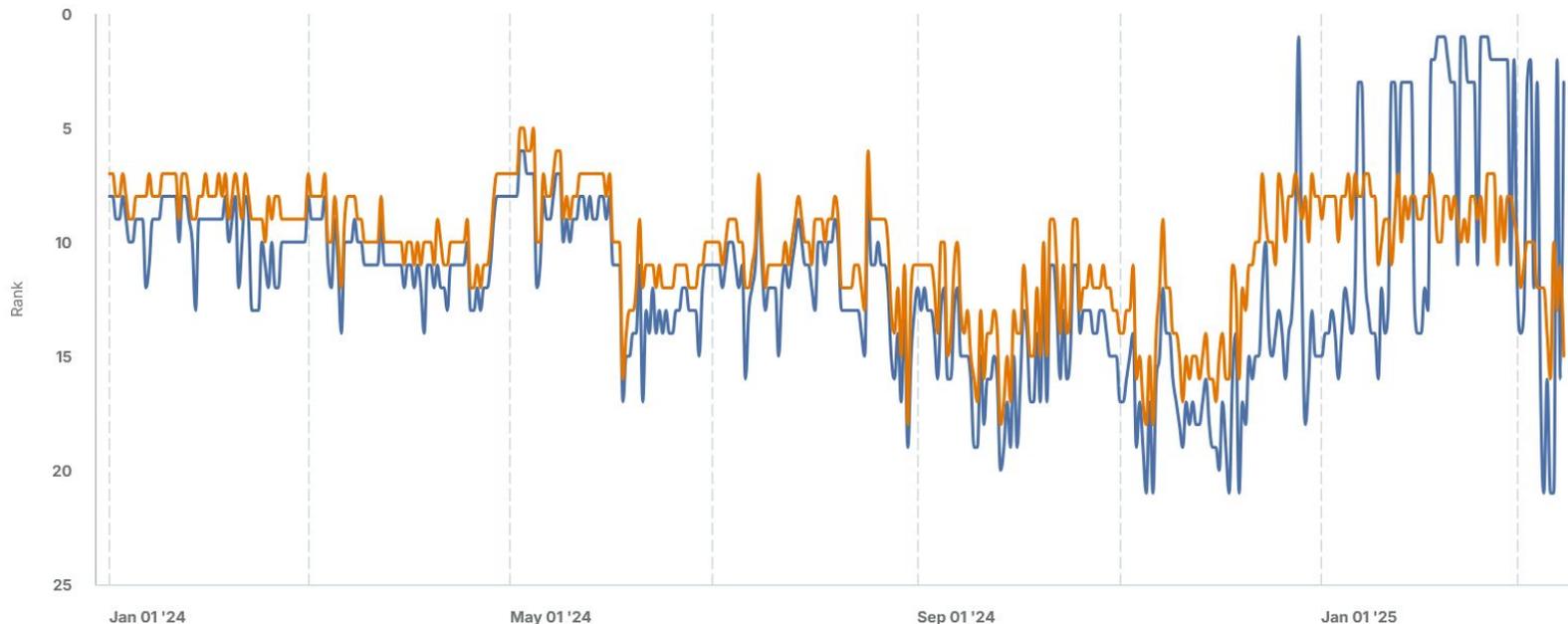
MOZ.COM RANKING FOR [URLS]

< **Rankings** Search Volume and CPC Growth Most Frequent My Sites History Archived SERPs HTML HTML SERP >

Rankings

Date Selection

Jan 01, 2024 - Mar 15, 2025



 Select multiple keywords for a combined view

 Google Rank  Google Base Rank

SO PRE-EXISTING LOWER POSITIONS ARE TANKING THE AVERAGE?

Total clicks

7

Total impressions

14.2K

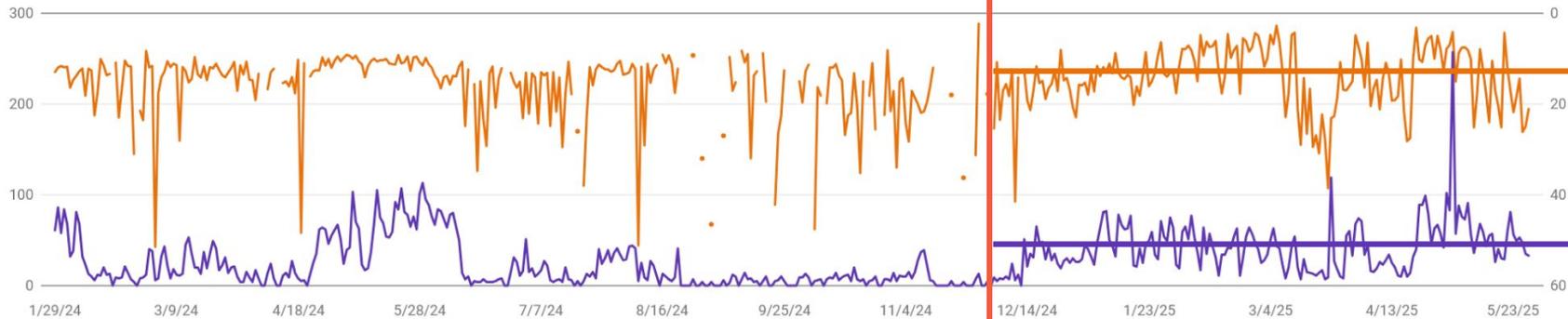
Average CTR

0%

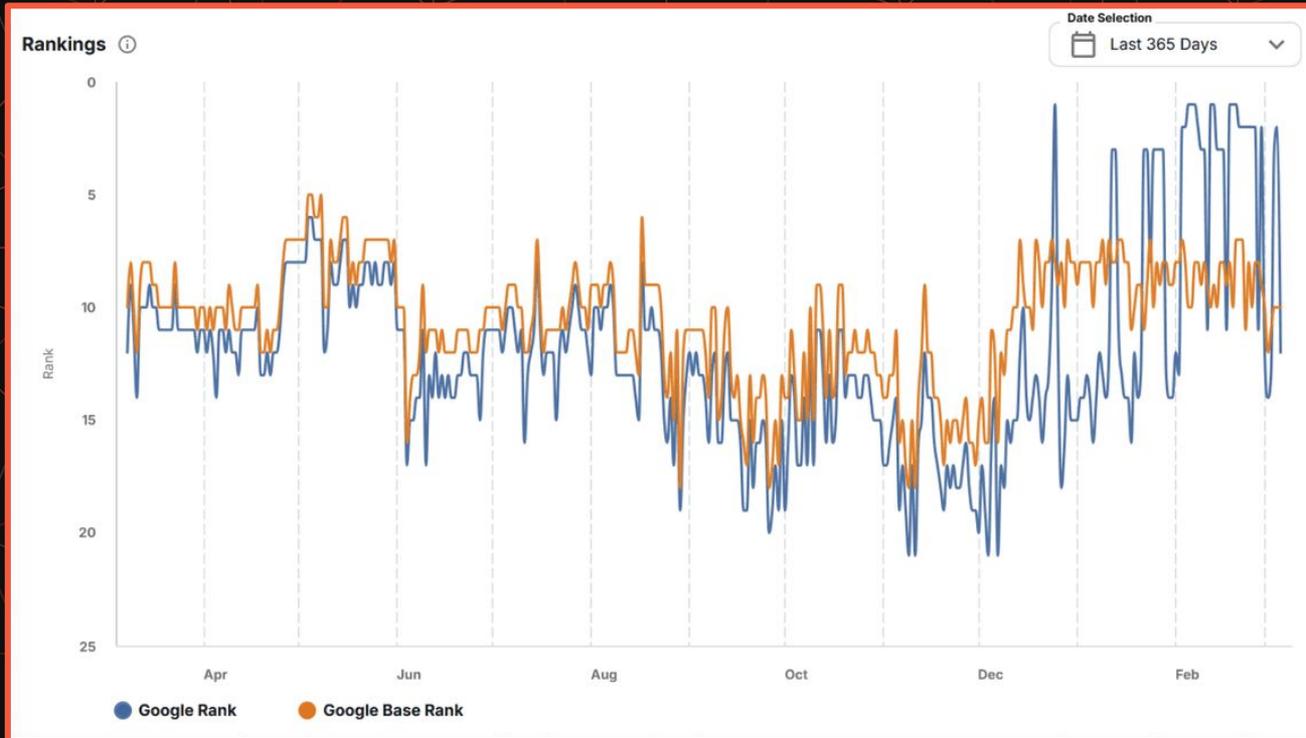
Average position

12.6

 Chart totals and table results might be partial when filters are applied. [Learn more](#)



HERE'S HOW THAT AIO APPEARANCE SHOWS UP IN STAT



PROS & CONS

GSC FOR AIO TRACKING:

- + We *can* filter to keyword/URL combinations
- + Powerful when AIO & organic are different URLs
- AIO is otherwise not separated from regular organic
- Metrics are poorly & ambiguously defined

WE HAD TO BRING IN ANOTHER SOURCE TO GET THE FULL PICTURE.

Just like with GA4.

THE ELEPHANT IN THE ROOM (BUT IT'S AI MODE, *NOT* AIO)

Google AI Mode Reporting Coming To Search Console

May 23, 2025 - 6:50 pm  89 — by Barry Schwartz

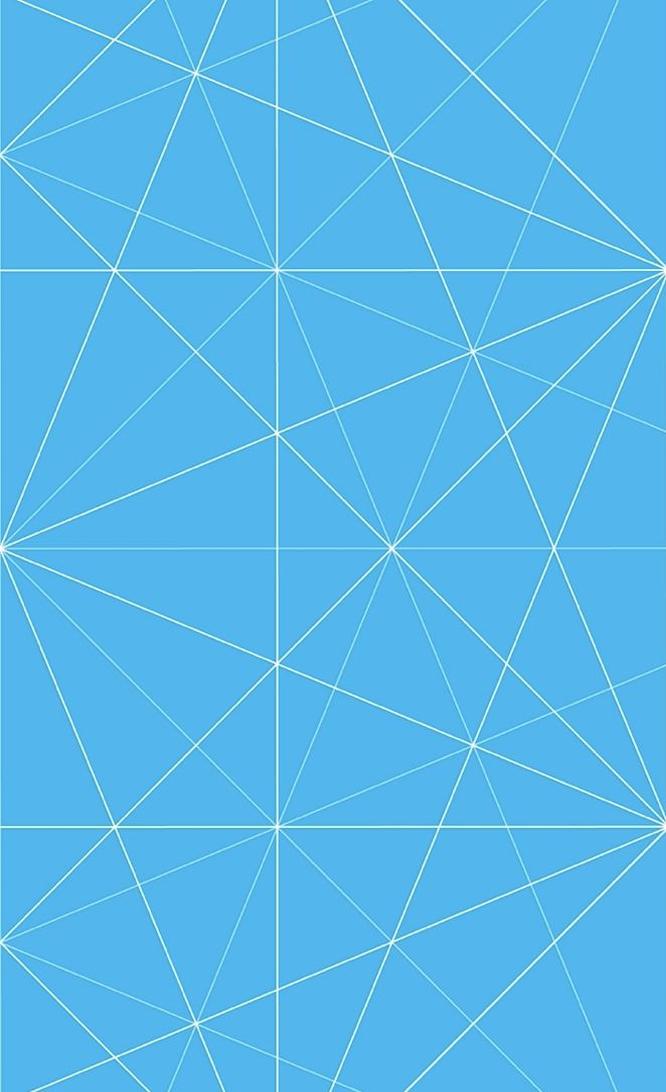
Filed Under [Google Search Engine Optimization](#)



Google has confirmed that **AI Mode** reporting will be coming to Google Search Console. It is currently not yet in Search Console, but it will be coming as part of the AI Mode rollout.

John Mueller from Google posted a comment on one of my [LinkedIn posts](#) saying:

“ AI Mode reporting is not yet live in Search Console. We're updating our documentation to reflect this will be showing soon as part of the AI Mode rollout.



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YOUR RANK TRACKER* INTRODUCES THREE DATA POINTS.

* any good rank tracker

@tcapper.co.uk 

1. WHETHER THE AIO IS PRESENT

Keywords 1 Filter Applied Tag Keywords More Keywords Actions Columns Filters 1

May 29, 2025

Keyword	Market	Location	Device	Rank ↑	URL	SERP Features
301 redirect seo	US-en			1	moz.com/learn/seo/redirection...	ai overviews carousel people also
anchor text	US-en			1	moz.com/learn/seo/anchor-te...	ai overviews answers (paragraph)
anchor text means	US-en			1	moz.com/learn/seo/anchor-te...	ai overviews answers (paragraph)
badge backlinks	US-en			1	moz.com/community/q/topic/...	ai overviews carousel images p
business citations	US-en			1	moz.com/learn/seo/where-to...	ai overviews carousel carousel (vic
competitor analysis seo	US-en			1	moz.com/seo-competitor-ana...	ai overviews carousel carousel (vic

Tracked (1965) Untracked (0) Rows: 25 1-25 of 1965

2. WHETHER YOU APPEAR IN IT, AND IF SO, IN WHAT POSITION

Archived SERPs

May 2025

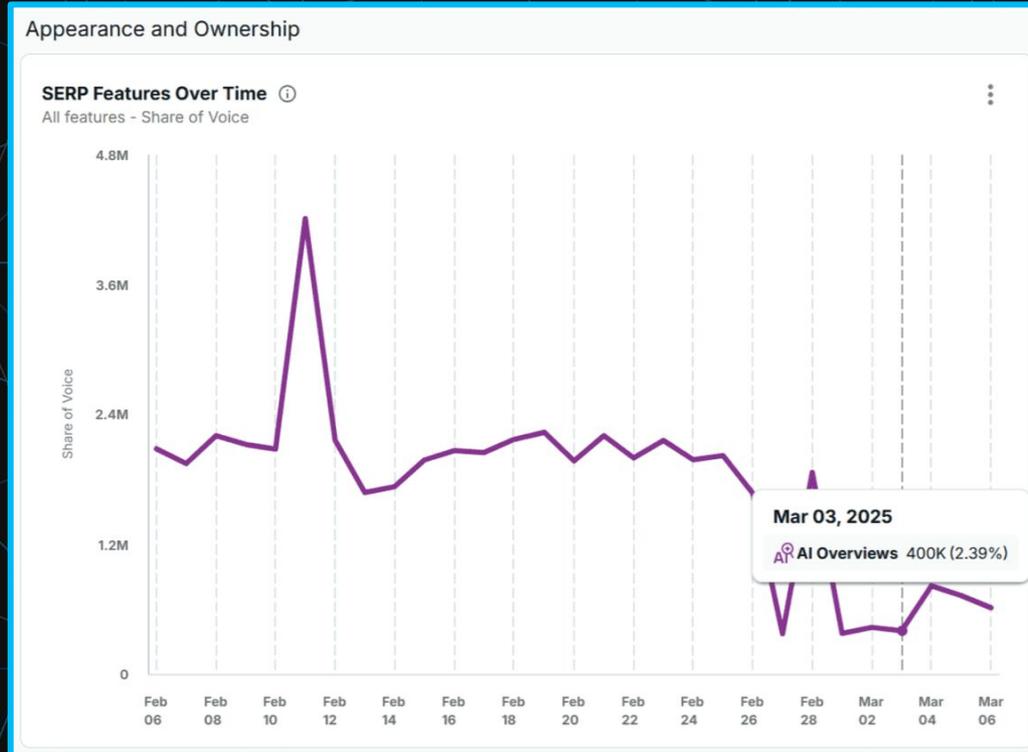
Rank	Base Rank	Result Types	URL	Page Authority
1		ai overviews	moz.com/learn/seo/redirection#:~:text=JavaS...	65
2		ai overviews	www.conductor.com/academy/redirects/faq/3...	37
3		ai overviews	developers.google.com/search/docs/crawling...	67
4	1	organic	www.semrush.com/blog/301-redirects/	59
5		people also ask ai	www.google.com/	100
6	2	organic sitelinks	ahrefs.com/blog/301-redirects/	61

3. TRADITIONAL ORGANIC RANK, AKA 'BASE RANK'

The screenshot shows the SEMrush 'Archived SERPs' interface. At the top, there are navigation tabs: Rankings, Search Volume and CPC, Growth, Most Frequent, My Sites, History, and Archived SERPs (selected). Below the tabs is a calendar for May 2025, with the 29th selected. The main content is a table with the following columns: Rank, Base Rank, Result Types, URL, and Page Authority. A red box highlights the 'Base Rank' column, which contains the value '1' for the 4th ranked result.

Rank	Base Rank	Result Types	URL	Page Authority
1		ai overviews	moz.com/learn/seo/redirection#:~:text=JavaS...	65
2		ai overviews	www.conductor.com/academy/redirects/faq/3...	37
3		ai overviews	developers.google.com/search/docs/crawling...	67
4	1	organic	www.semrush.com/blog/301-redirects/	59
5		people also ask ai	www.google.com/	100
6		people also ask organic sitelinks	ahrefs.com/blog/301-redirects/	61

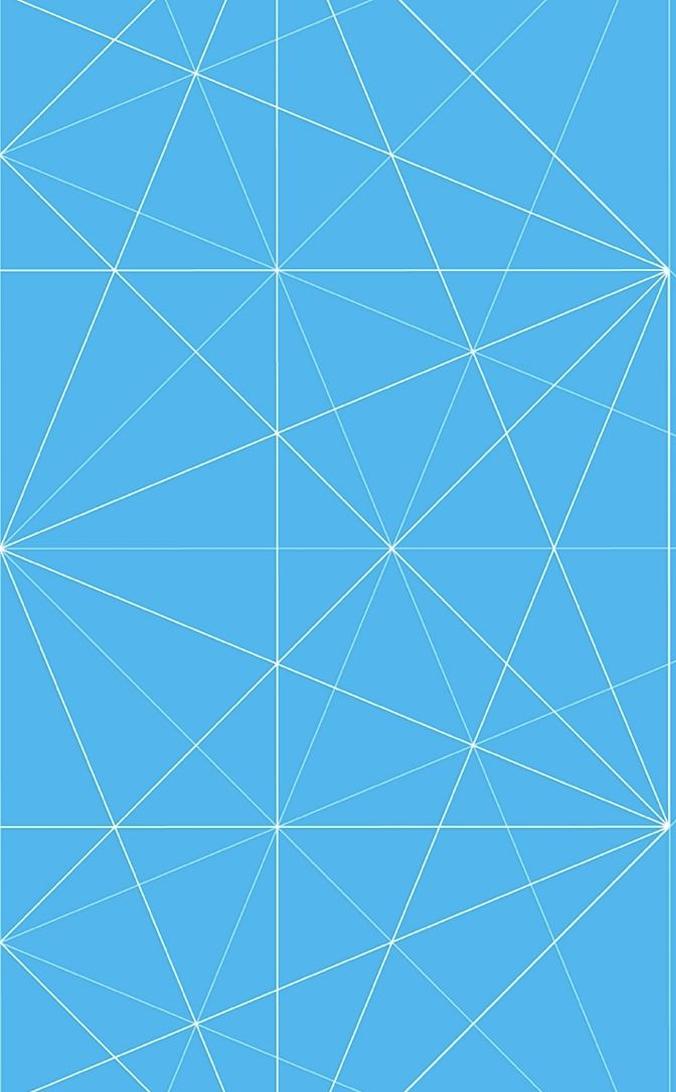
WE MIGHT ALSO CHOOSE TO LOOK AT PAGE-LEVEL DATA OVER TIME



BRINGING IT ALL TOGETHER:

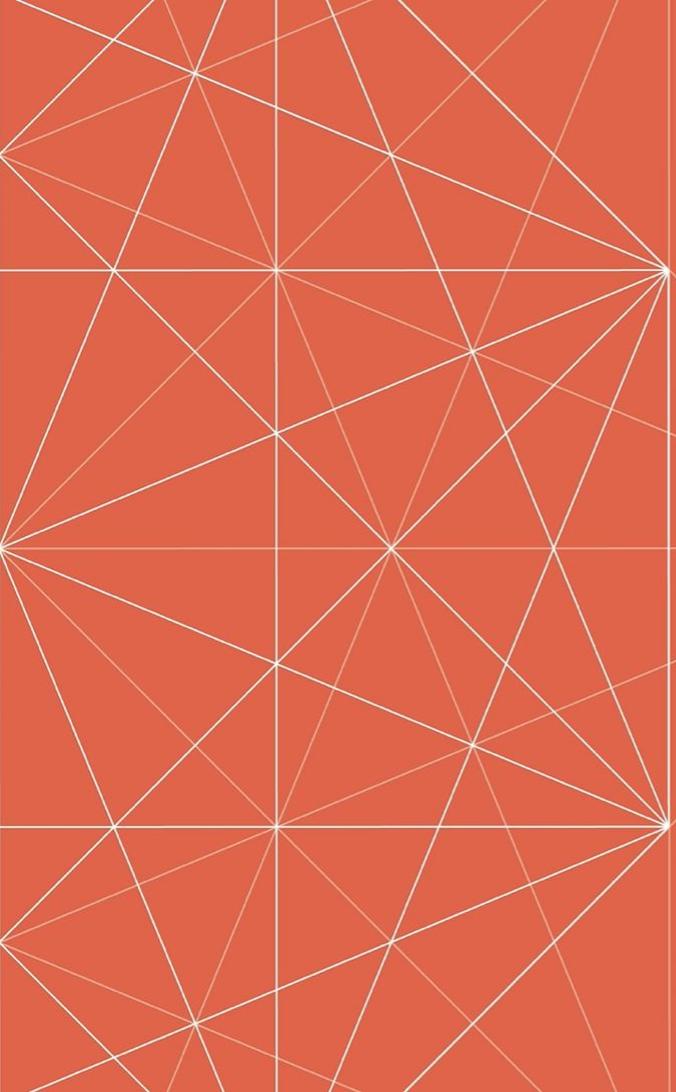
GA4 + GSC + Rank tracker = AIO impact

@tcapper.co.uk 



ON THE AGENDA:

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- **Worked examples**
- Should we be worried?



**KEYWORD EXAMPLE 1:
[URLS]**

MOZ HISTORICALLY PERFORMS MIDDLINGLY HERE

Growth Most Frequent My Sites History **Archived SERPs** HTML HTML SERP

Rank	Base Rank	Result Types	URL
1		ai overviews	moz.com/learn/seo/url#:~:text=URLs%20come%20in%20various%20forms,..com/page.html
2		ai overviews	www.paubox.com/blog/what-is-a-url#:~:text=FTP%20URLs,server%20and%20the%20file%20path
3		ai overviews	www.hostinger.com/tutorials/what-is-a-url#:~:text=A%20uniform%20resource%20locator%20{URL,indicates%20a%20paramet...
4	1	answers paragraph	www.techtarget.com/searchnetworking/definition/URL#:~:text=A%20URL%20{Uniform%20Resource%20Locator%2C%20also...
5		people also ask	www.google.com/
6	2	organic	en.wikipedia.org/wiki/URL
7	3	organic	developer.mozilla.org/en-US/docs/Learn_web_development/Howto/Web_mechanics/What_is_a_URL
8		things to know	www.google.com/
9	4	organic	www.concretectms.com/about/blog/devops/breaking-down-the-parts-of-a-url
10	5	organic	www.hostinger.com/tutorials/what-is-a-url

WE KNOW FROM STAT WHEN MOZ STARTED APPEARING IN THE AIO



BUT THE SNIPPET ISN'T HERE — “URLS COME IN VARIOUS FORMS”

Page path and screen class	Snippet Text	Event count	↓ Event count
Totals		96 100% of total	96 100% of total
1 /learn/seo/url	While using a URL that...include a keyword in them.	16	16
2 /learn/seo/url	Although URLs can include ID...should be definitive but concise.	6	6
3 /learn/seo/url	SEO best practices for human...e.g.), use them sparingly.	6	6
4 /learn/seo/url	Updated by Chima Mmeje – November...to provide more specific directions.	6	6
5 /learn/seo/url	A URL (Uniform Resource Locator..., HTTPS, FTP, etc.	4	4
6 /learn/seo/url	Callback URLs: These URLs are...and improve its SEO performance.	4	4
7 /learn/seo/url	In the DPRReview example above...our link building research tool.	4	4
8 /learn/seo/url	Rankings in search engines&text=While using a URL that...a page's ability to rank.	4	4
9 /learn/seo/url	Types of URLs...applications that require user interaction.	4	4
10 /learn/seo/url	URLs are crucial for web...to provide more specific directions.	4	4

THE PICTURE WE CAN FORM:

- GSC: Low clicks from organic + AIO combined

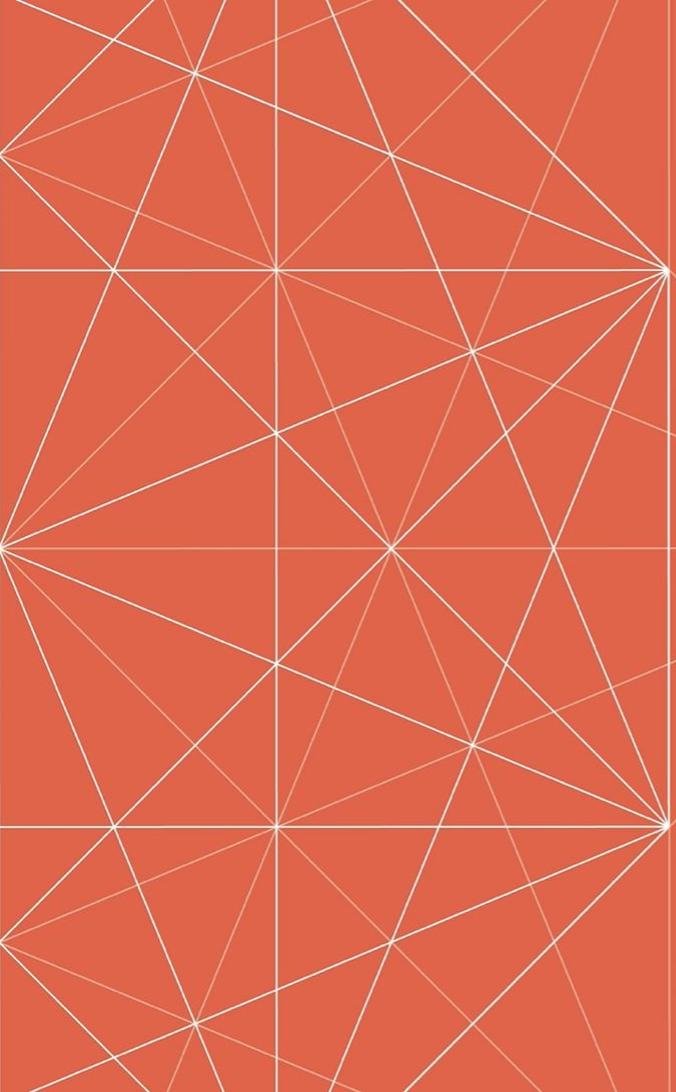
THE PICTURE WE CAN FORM:

- GSC: Low clicks from organic + AIO combined
- STAT: There is an AIO, we know the snippet text

THE PICTURE WE CAN FORM:

- GSC: Low clicks from organic + AIO combined
- STAT: There is an AIO, we know the snippet text
- GA: This snippet text generates no sessions

**THIS KEYWORD ALWAYS DROVE
VERY FEW CLICKS & THE AIO
DRIVES NONE.**

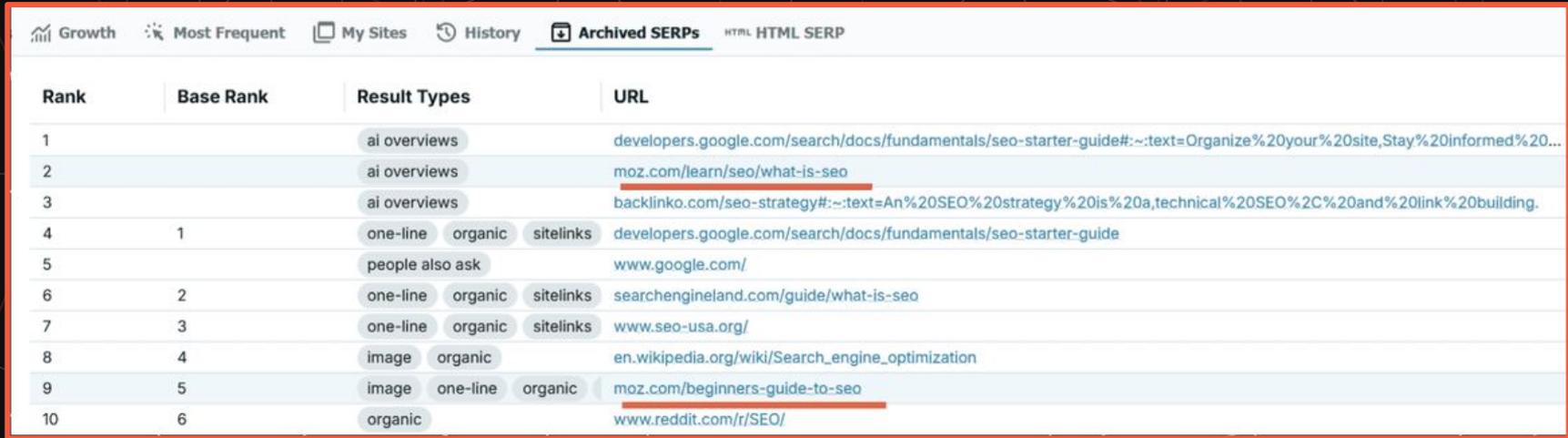


**KEYWORD EXAMPLE 2:
[SEO]**

**MOZ HAS HISTORICALLY RANKED
WELL FOR THIS TERM.**

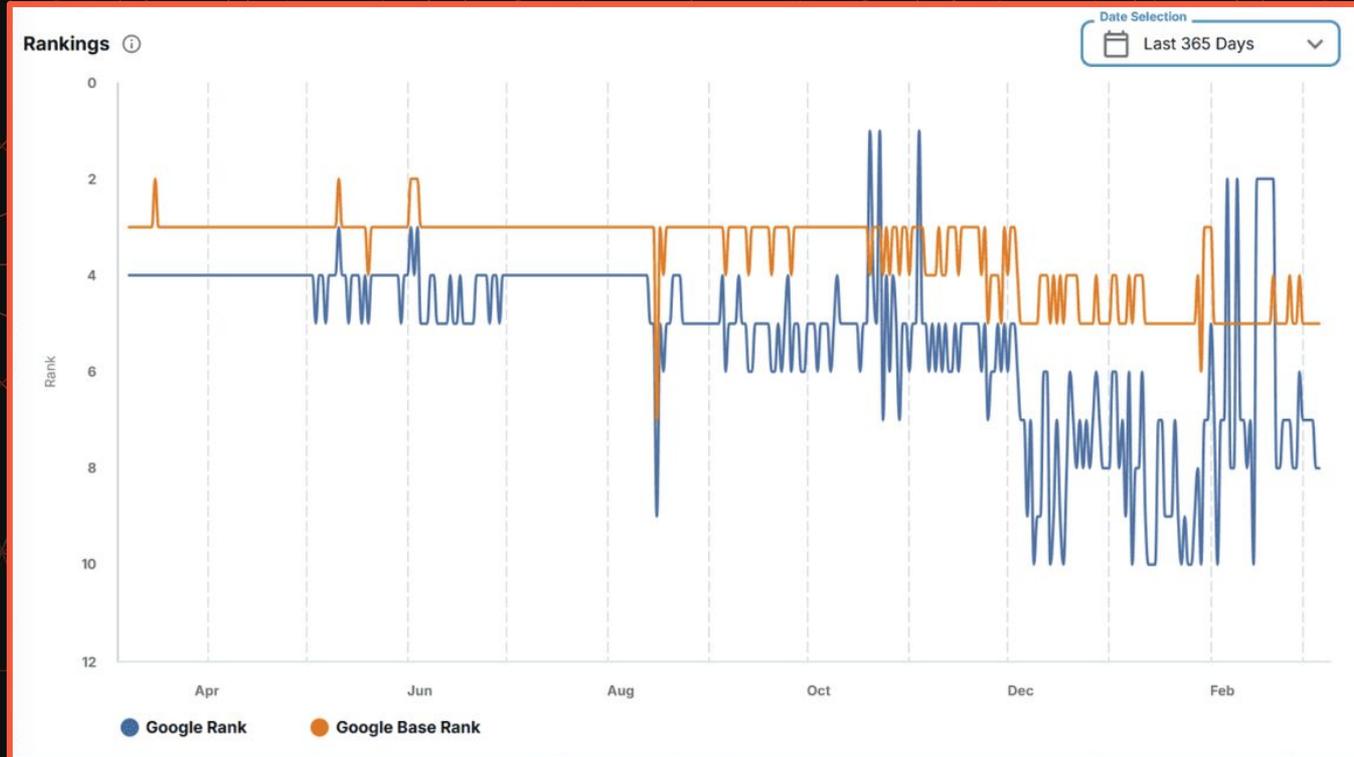
@tcapper.co.uk 

NOW THERE'S ALSO AN AIO RANK, WITH A DIFFERENT URL

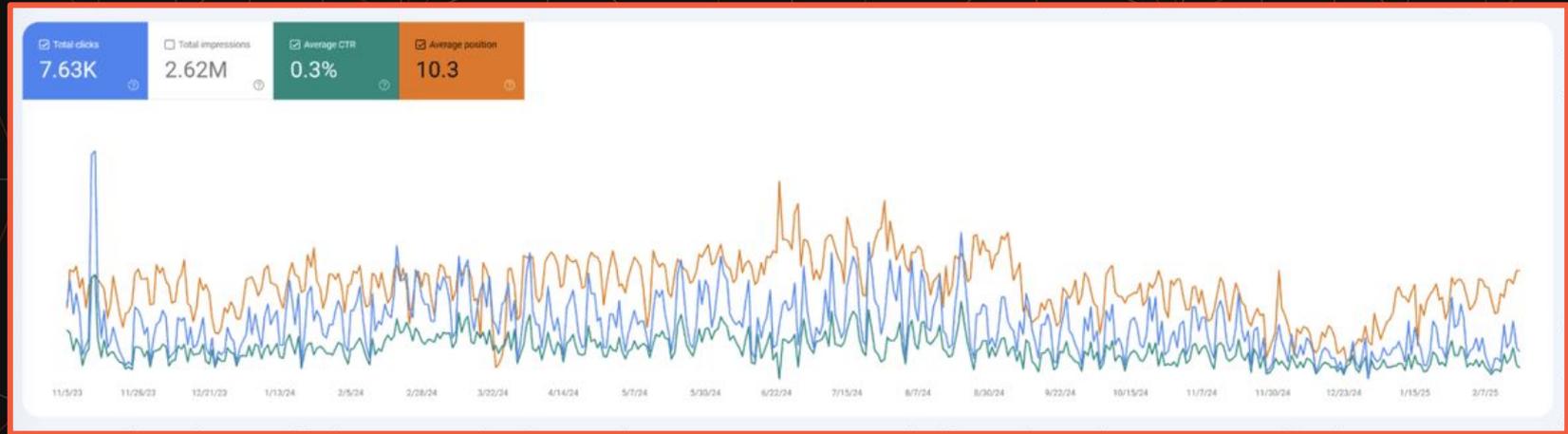


Rank	Base Rank	Result Types	URL
1		ai overviews	developers.google.com/search/docs/fundamentals/seo-starter-guide#:~:text=Organize%20your%20site,Stay%20informed%20...
2		ai overviews	<u>moz.com/learn/seo/what-is-seo</u>
3		ai overviews	backlinko.com/seo-strategy#:~:text=An%20SEO%20strategy%20is%20a,technical%20SEO%2C%20and%20link%20building.
4	1	one-line organic sitelinks	developers.google.com/search/docs/fundamentals/seo-starter-guide
5		people also ask	www.google.com/
6	2	one-line organic sitelinks	searchengineand.com/guide/what-is-seo
7	3	one-line organic sitelinks	www.seo-usa.org/
8	4	image organic	en.wikipedia.org/wiki/Search_engine_optimization
9	5	image one-line organic	<u>moz.com/beginners-guide-to-seo</u>
10	6	organic	www.reddit.com/r/SEO/

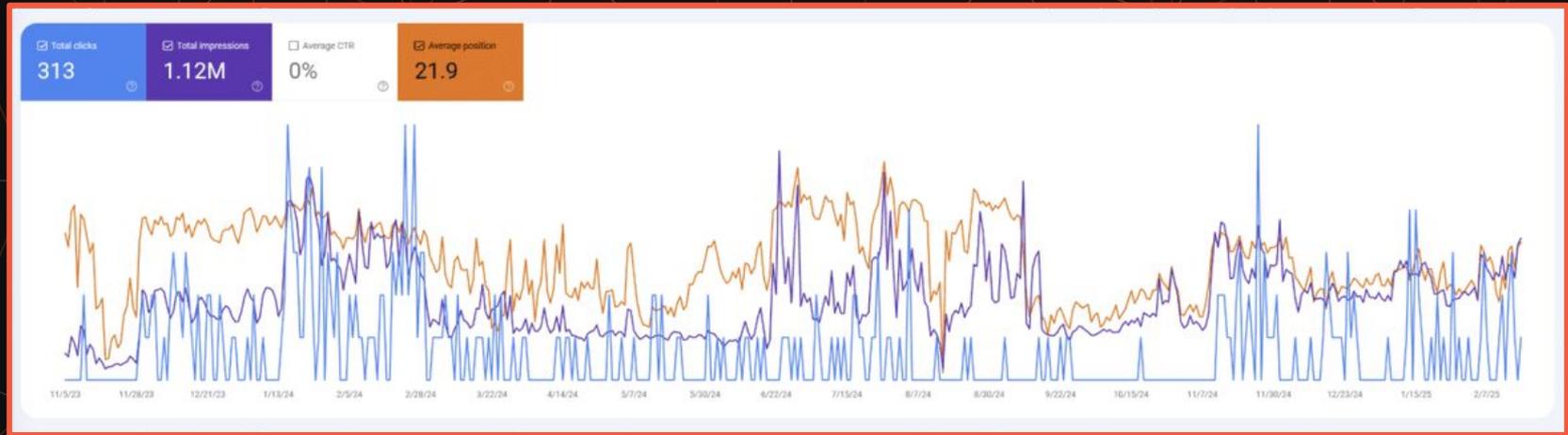
THE BLUE SPIKES SHOW MOZ'S APPEARANCE IN THE AIO



TOTAL CLICKS HAVE DECLINED WITH ORGANIC RANK

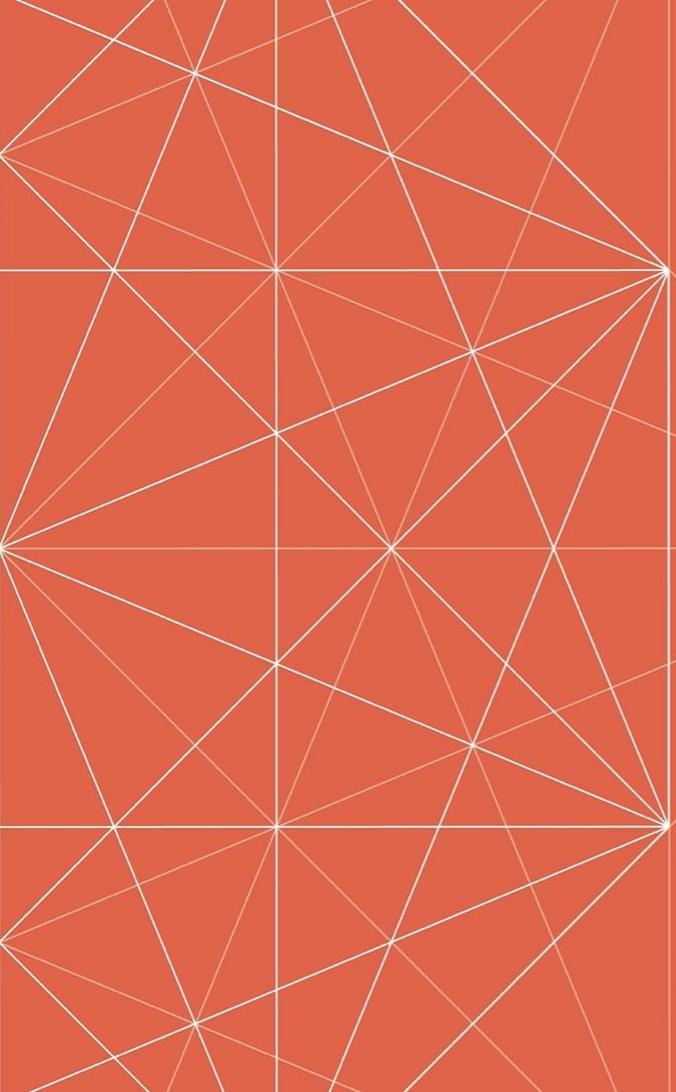


THE AIO URL HASN'T SEEN AN IMPROVEMENT IN CLICKS



**AGAIN, THE AIO DOESN'T SEEM TO
BE DRIVING TRAFFIC.**

@tcapper.co.uk 



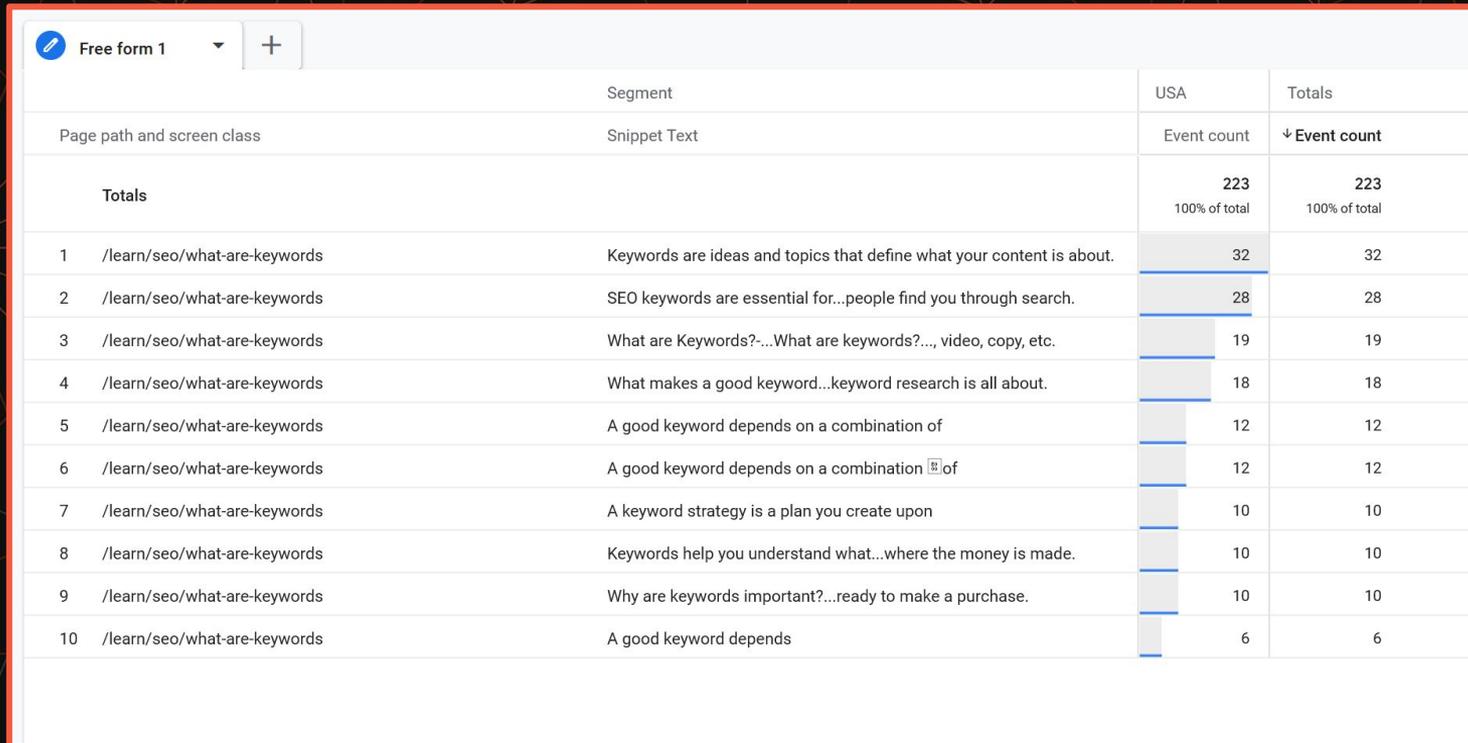
**KEYWORD EXAMPLE 3:
[KEYWORDS]**

MOZ *DOESN'T* APPEAR IN THE AIO FOR THIS KEYWORD

Growth Most Frequent My Sites History Archived SERPs HTML HTML SERP

Rank	Base Rank	Result Types	URL
1		ai overviews	backlinko.com/hub/seo/seo-keywords#:~:text=SEO%20keywords%20(also%20known%20as,volume%2C%20competition%20...
2		ai overviews	en.wikipedia.org/wiki/Keyword_research
3		ai overviews	mailchimp.com/marketing-glossary/keyword/#:~:text=Keywords%20are%20or%20phrases,way%20that's%20meani...
4	1	answers paragraph	<u>moz.com/learn/seo/what-are-keywords#:~:text=Keywords%20are%20ideas%20and%20topics%20that%20define%20what%2...</u>
5	2	image organic	www.wordstream.com/keywords
6	3	organic	keywordtool.io/
7	4	organic	www.keywordsstudios.com/

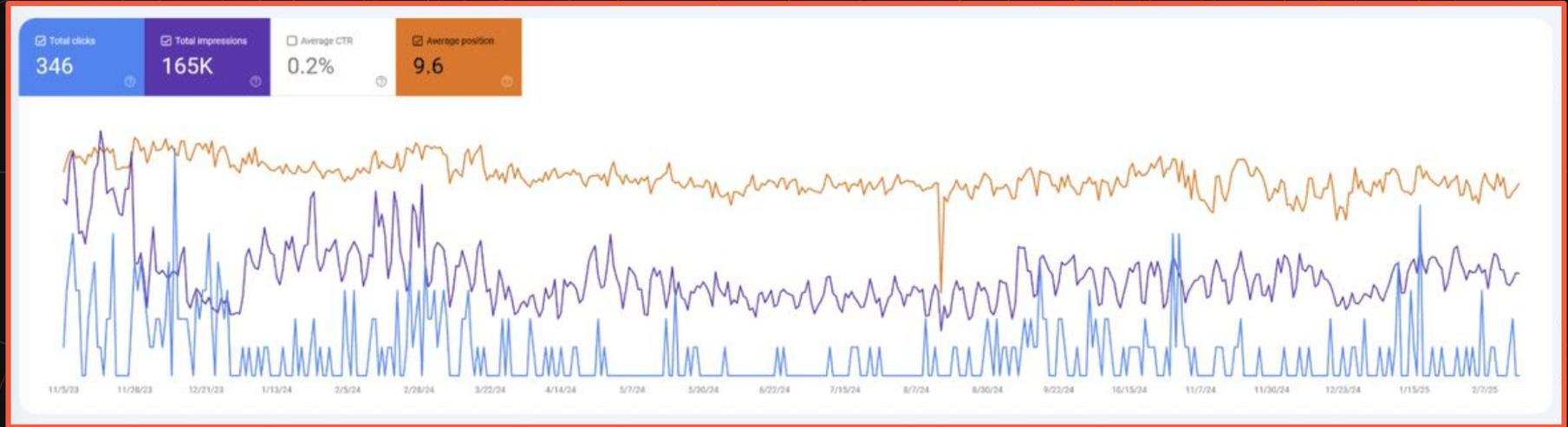
WE CAN BREAK OUT THIS KEYWORD IN GA — FROM THE SNIPPET

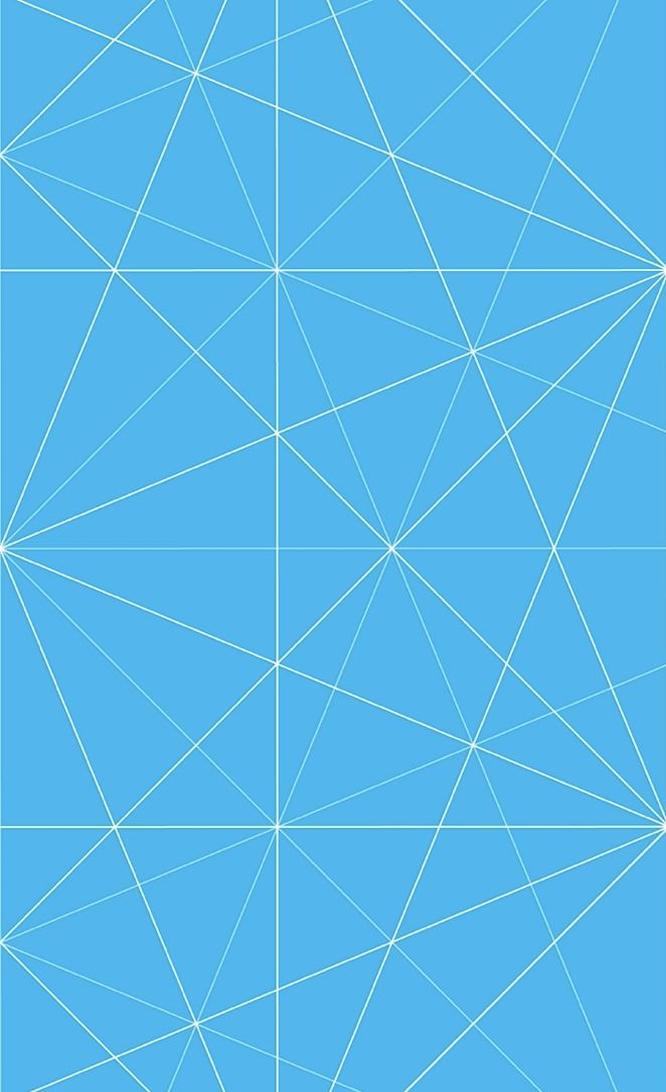


The screenshot shows a Google Analytics report for a 'Free form 1' segment. The table displays the top 10 snippets for the keyword 'what-are-keywords'. Each row includes a rank, the page path, the snippet text, and event counts for the USA and Totals. A horizontal bar chart is visible in the USA column for each row, with the top row having the longest bar.

		Segment	USA	Totals
Page path and screen class		Snippet Text	Event count	↓ Event count
Totals			223 100% of total	223 100% of total
1	/learn/seo/what-are-keywords	Keywords are ideas and topics that define what your content is about.	32	32
2	/learn/seo/what-are-keywords	SEO keywords are essential for...people find you through search.	28	28
3	/learn/seo/what-are-keywords	What are Keywords?...What are keywords?... video, copy, etc.	19	19
4	/learn/seo/what-are-keywords	What makes a good keyword...keyword research is all about.	18	18
5	/learn/seo/what-are-keywords	A good keyword depends on a combination of	12	12
6	/learn/seo/what-are-keywords	A good keyword depends on a combination of of	12	12
7	/learn/seo/what-are-keywords	A keyword strategy is a plan you create upon	10	10
8	/learn/seo/what-are-keywords	Keywords help you understand what...where the money is made.	10	10
9	/learn/seo/what-are-keywords	Why are keywords important?...ready to make a purchase.	10	10
10	/learn/seo/what-are-keywords	A good keyword depends	6	6

EVEN BEFORE AIOS, THIS P1 RANK WAS DRIVING VERY LITTLE TRAFFIC





ON THE AGENDA:

- AIO Situation Update
- How AIOs appear in GA & GSC
- Layering in rank tracking
- Worked examples
- **Should we be worried?**

**FOR MOZ, THE MAIN TAKEAWAY IS
THAT AIOS PRIMARILY HIT ALREADY
LOW CTR KEYWORDS.**

**FOR MOZ, THE MAIN TAKEAWAY IS
THAT AIOS PRIMARILY HIT ALREADY
LOW CTR KEYWORDS.**

For your site, it may be different!

AIO IMPACT ASSESSMENTS:

- GA → Map traffic to features
- GSC → Map traffic to keywords
- Rank tracker → Map keywords to features

BREAKOUT SESSION



CHRIS ANG

Enterprise Account Executive



STEPHANIE CHEUNG

Enterprise Account Executive

Q&A

with



Tom Capper



MODERATED BY

Loren Baker

Founder, Search Engine Journal

NEXT **SEJ** WEBINAR



Lead Local SEO: How To AI-Proof Your Rankings With Reviews

- ✓ Get current local SEO ranking signals.
- ✓ Learn the latest Google AI changes.
- ✓ Increase your local SERP visibility.

Wednesday, June 18, 2PM ET