# AI-powered search extensions challenge Google’s dominance in web browsing



In the evolving landscape of artificial intelligence (AI) and web search, several companies are emerging to challenge Google's dominance by integrating AI-powered search capabilities directly into web browsers. This development follows the introduction of OpenAI’s AI technologies, prompting various competitors to offer similar features that enhance web searching with AI assistance.

One significant trend is the incorporation of AI search tools as browser extensions or configurations, effectively replacing traditional search engines like Yahoo! or Bing within browsers such as Google Chrome. These AI-driven options aim to streamline user searches by providing rapid, precise responses and synthesised information that can be accessed without launching separate applications.

Among the most popular AI search extensions available for Chrome is ChatGPT Search. Often preferred over Google for its speed and the breadth of sources it draws from, ChatGPT Search offers users direct and conversational responses. Its interface is intuitive, allowing users to receive summarised information supported by multiple links for further exploration. Installation is straightforward; users simply add the extension via the Chrome Web Store and activate it by clicking the ChatGPT Search button.

Another notable tool is DeepSeek, which has garnered respect for its quality and adaptability to diverse and complex queries. Like ChatGPT Search, DeepSeek integrates with Chrome but requires users to obtain an API and follow additional configuration steps. Its precision and efficiency position it as a strong option for users who frequently undertake repetitive or in-depth tasks.

Perplexity is also gaining recognition as a competitive AI-powered search engine. It features a user-friendly interface and excels at deep research and high-quality analysis, making it useful for both academic and professional purposes. Perplexity’s compatibility and function as a virtual communication assistant enhance its appeal. Although not fully integrated into the search engine, it is easily accessible with a single click, offering organised information and reliable sources.

Microsoft’s Copilot is another key player, integrated natively into Bing and optimised for the Microsoft Edge browser, though accessible via Chrome as well. Copilot delivers concise and precise responses to search prompts, typically in short paragraphs unless more detailed replies are requested. While it lacks a dedicated browser extension, it remains a widely used tool due to its direct approach and integration with Microsoft’s ecosystem.

These AI-powered alternatives provide users with stable, free options that continue to improve over time. While Google Gemini is mentioned as another emerging AI search technology, the current offerings from ChatGPT Search, DeepSeek, Perplexity, and Microsoft Copilot represent some of the most reliable and versatile tools for enhancing everyday online search experiences.

The publication Ruetir reports that employing these AI search engines as browser integrations not only saves time but also enhances the user experience by delivering more contextual and tailored results without depending solely on traditional search platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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