# How AI is transforming online search habits and SEO strategies



The landscape of online search habits is undergoing significant transformation, largely driven by advances in generative artificial intelligence (AI). According to recent insights shared by Social Media Today, approximately 20% of internet users have changed their primary search platform within the past year. Moreover, 78% of web users have at least experimented with generative AI-assisted search tools, signalling a notable shift in how people find and interact with information online.

This shift is further accentuated by the rise of AI chatbots and AI-generated search summaries, which have become increasingly common across major search engines, including Google. These AI-driven features are now frequently integrated into search results, offering concise, summarised information to users, thereby influencing the discovery and decision-making process.

The evolving search environment poses new challenges and opportunities for businesses and content creators aiming to maintain visibility. As user behaviours adapt to these innovative technologies, so too must the strategies underpinning search engine optimisation (SEO).

SEO professionals are now considering how to refine their approaches to align with AI-driven discovery methods. To assist with this, SEMRush has compiled a checklist designed to help marketers and website owners optimise their pages to remain prominent and relevant in search outcomes. While the field remains in flux with ongoing developments, this guidance offers practical steps to support continued engagement and ensure websites effectively drive traffic amid changing user habits.

The recommendations underscore the necessity of staying agile within SEO practices, recognising that the inclusion of AI-based tools in search processes will play an increasingly central role in online content discovery going forward.

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

## Bibliography

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