



WEBINAR



WIXSTUDIO

Starting in a few minutes

State of AI Search for a Data
Driven 2026



Crystal Carter



Tiago Bianchi



WEBINAR

State of AI Search for a Data Driven 2026





WEBINAR



WIXSTUDIO

Speakers



Crystal Carter

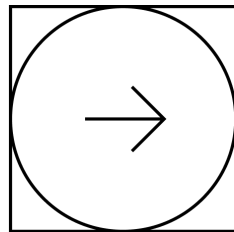


Tiago Bianchi

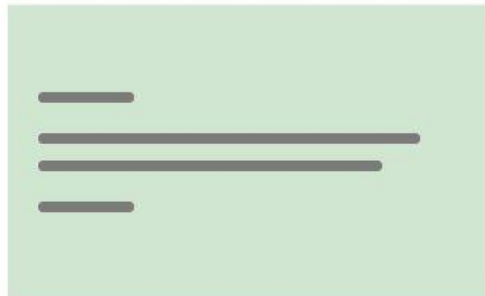
What we'll cover today

- How search changed in 2025
- How users respond to AI today
- How GEO & SEO have evolved in 2025
- What it means this means for businesses in 2025
- Data on Wix Websites

2025 Search Highlights



AI Search Lab



WIX

AI Visibility Overview

Explore your site's visibility and perception across AI platforms.



ChatGPT



Gemini



Perplexity



Claude

Site mentions



AI Visibility Score 

85%

2025 AI Search Highlights

→ AI overviews were introduced globally

→ ChatGPT, Perplexity, and Claude released AI browsers

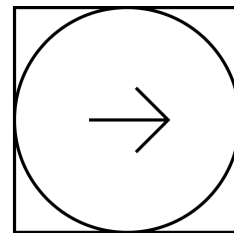
→ Gemini added AI to Google Fit watches and Pixel phones

→ OpenAI Sora and Gemini Veo video are introduced

→ ChatGPT & Gemini announce agentic shopping rollouts

→ Deep Research and query fan out introduced

Search Evolution in 2025





The state of AI search

By Tiago Bianchi

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

Offer intelligence on:

- AI industry trends
- Business Impact of AI
- Growth of AI Adoption
- Adoption of generative technology

DIGITAL & TRENDS

Artificial intelligence
(AI)

2025

statista

DIGITAL & TRENDS

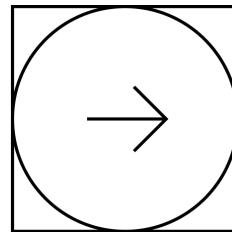
AI-powered online
search

2025

statista

Data has been sourced from:

Where users search today



Google



Claude

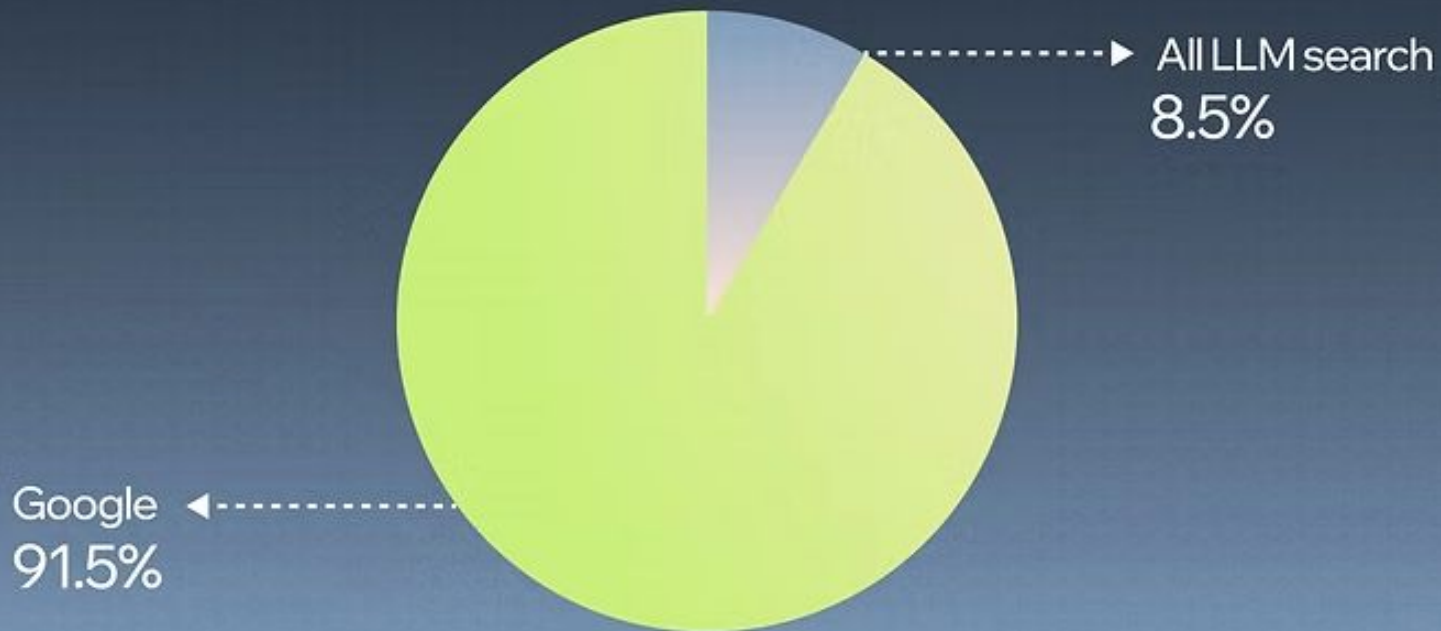


Gemini



Grok

Google vs AI search



Google vs AI Citations

Overlap of AI citations vs
top 10 ranking Google Search results

Domain overlap
44.65%

URL overlap
27.73%

Top 2025 AI platform by users



Source: SimilarWeb

Platform	Avg Monthly Uniques
----------	---------------------

ChatGPT	415M
---------	------

Gemini	117M
--------	------

Deepseek	65M
----------	-----

Grok	23M
------	-----

Perplexity	22M
------------	-----

AI Platforms by 2025 Global Visits



Source: SimilarWeb

Platform	2025 Visits
Chat GPT	51,969,912,8712
Gemini	6,143,497,621
Deepseek	4,063,361,381
Grok	1,561,852,688
Perplexity	1,380,408,501

Top 2025 AI Platforms for Engagement



Source: SimilarWeb

Platform	Pages per visit
Gemini	4.03
Perplexity	3.97
ChatGPT	3.97
Grok	3.80
Deepseek	3.49

Top 2025 AI Outgoing Traffic



Source: SimilarWeb

Platform	Pages referrals
Chat GPT	4.1B
Gemini	533M
Perplexity	409M
Deepseek	131M
Grok	71M

Top takeaways from search shifts

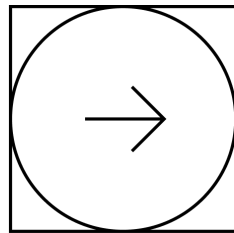
Information discovery is becoming more diverse

AI is growing but hasn't overtaken Google search yet

2026 marketing strategy should account
for SEO & GEO

Pay attention to a range of platforms

Where is AI traffic going?



Top referred domains were: authoritative, educational & transactional content

Most referred domains/categories from SearchGPT 2024-2025

amazon.com	9.13%	eCommerce
wikipedia.org	6.9%	Encyclopedia
youtube.com	6.59%	Video Sharing
github.com	4.5%	Technology
springer.com	3.09%	Academic
arxiv.org	2.89%	Academic
reuters.com	2.75%	News
nih.gov	2.58%	Government
nypost.com	2.51%	News
google.com	2.21%	Search Engine

(Source: Datos, [Statista](#))

Top ChatGPT domain category in 2025 was Academic content

Most referred domain categories from SearchGPT 2024-2025

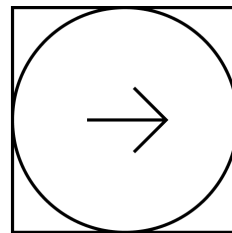
News	21.42%
Academic	17.81%
eCommerce	12.65%
Technology	10.97%
Encyclopedia	7.19%

(Source: Datos, [Statista](#))

Actionables from AI referrers

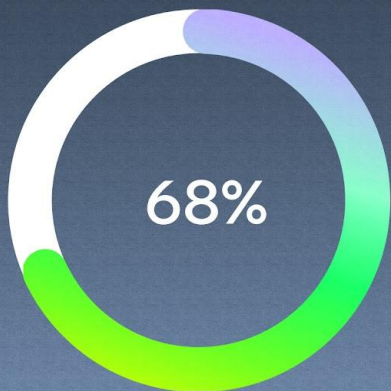
- It's not enough to build only on your domain
- Diversify the kinds of websites that mention your brand
- Consider investing in a PR

How people use AI today?

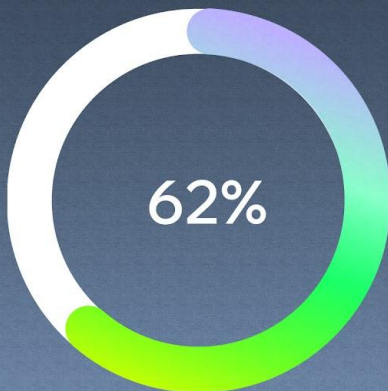


How Americans Use AI to Search Today

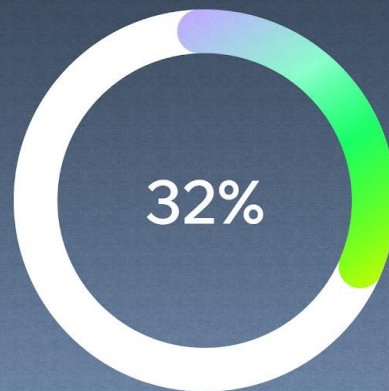
Learn about a topic



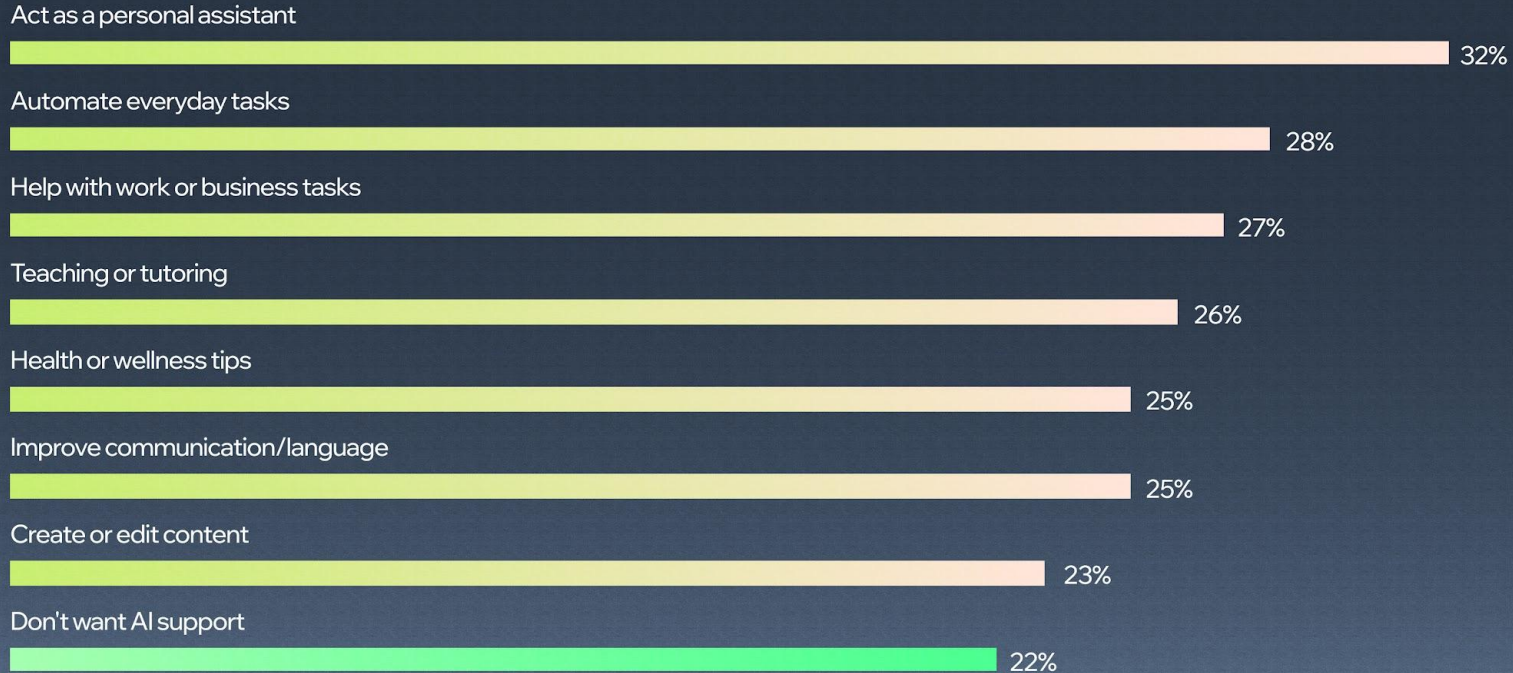
Retrieve a fact



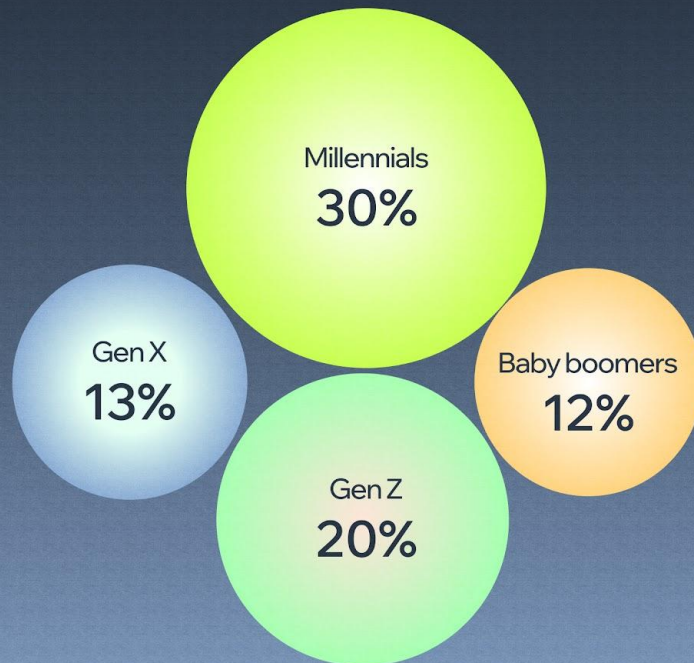
Find a website



How Americans Want to Use AI in the Future



AI Shoppers By Age



Notable gender differences

59%

of AI users in
2025 were men

34%

of Grok's users
are female

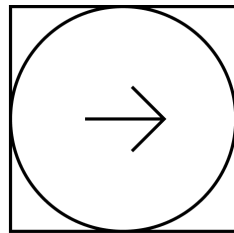
ChatGPT is the most popular platform for female users, with an audience that is 46% female

Do users click AI Overviews?

Action	On pages with AI summary	On pages without AI summary
Clicking on a link in the AI summary	1%	—
Clicking on a link from the search results	8%	15%
Ending their browsing session	26%	16%
Continuing to search Google	32%	35%
Leaving Google to browse a different site	34%	33%

(Source: Pew Research Center, Statista)

How do users *feel*
about AI?



Who trusts AI search results?

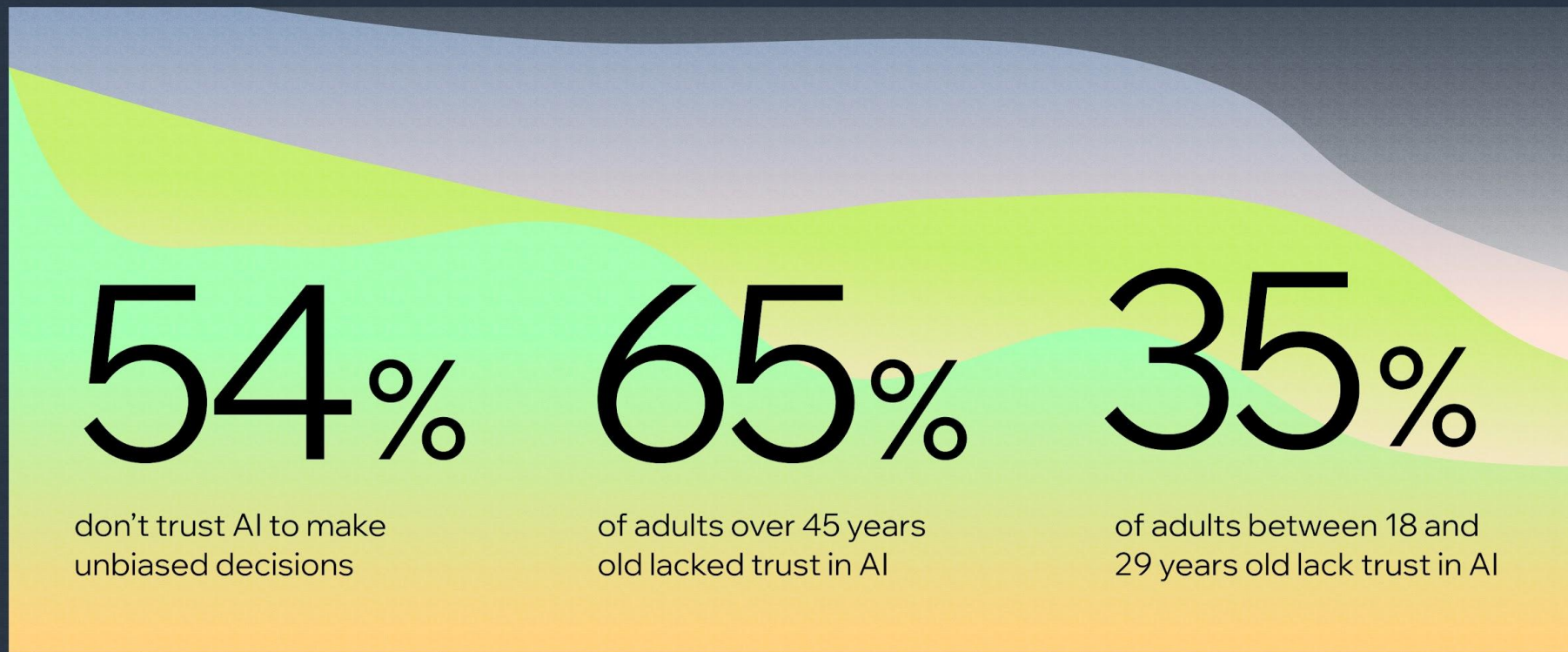
24%

of US users
compare AI
results to Google

17%

Of users check
sources cited in
AI summaries

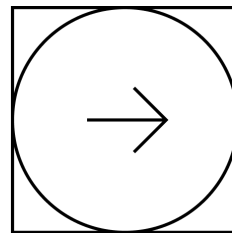
American Trust in AI



Top takeaways from audience preference

- Think generationally when prioritizing AI search optimization.
- Younger users are much more prone to interact with—and trust—AI search.
- Marketers need to accept that one AI-powered strategy will not fit every consumer, and a truly comprehensive strategy includes multiple search platforms.

How is AI search changing business landscape?



US Search Volume for Industry Terms

2025

search engine optimization

AI search

generative engine
optimization

answer engine optimization

2024

search engine optimization

AI search

generative engine
optimization

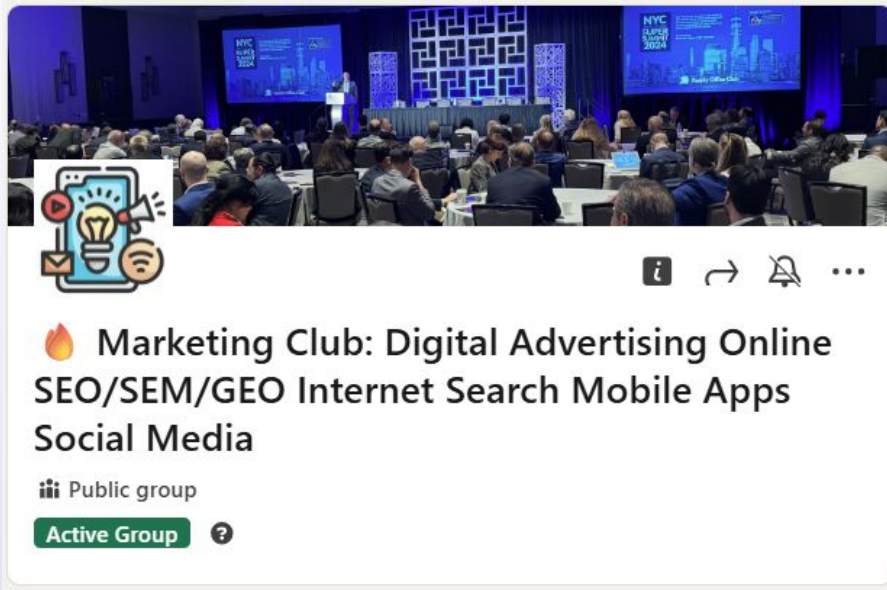
answer engine
optimization

Interest in “GEO” is growing

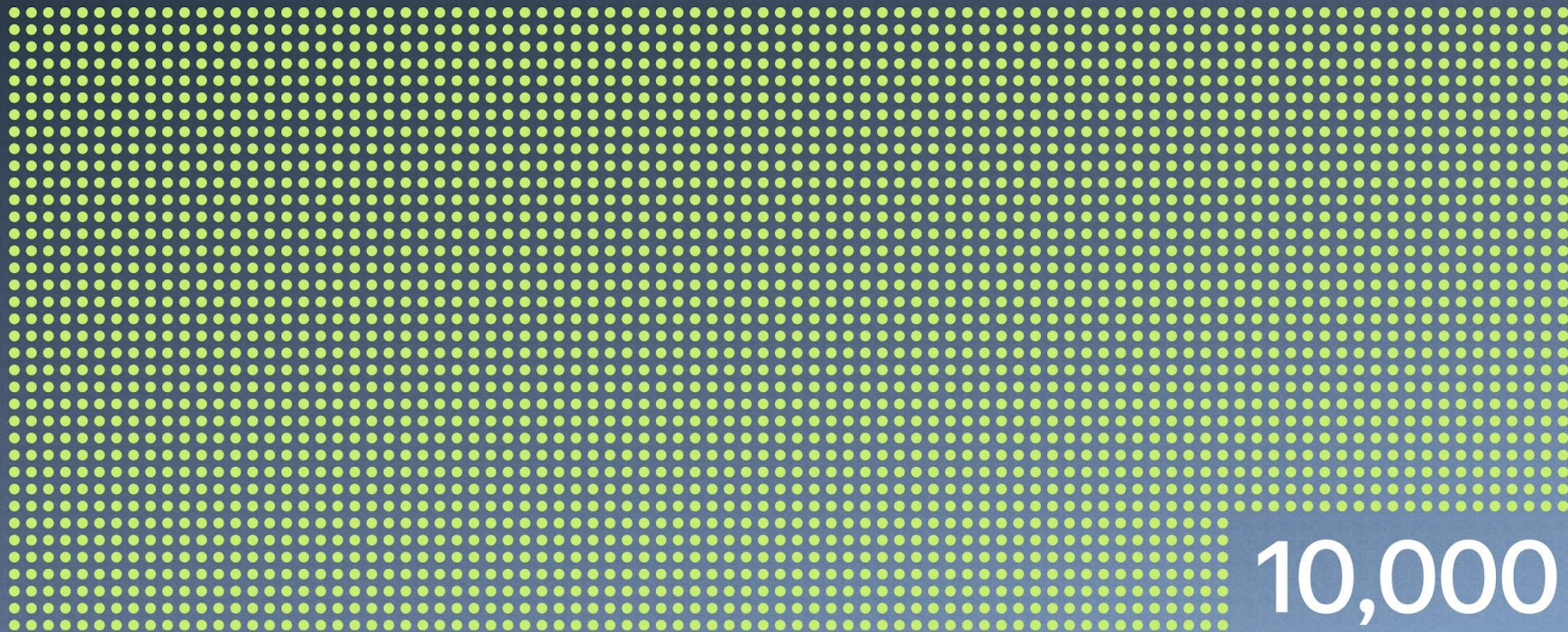
US searches	November 2024	November 2025	YoY Growth
generative engine optimization	1000	8000	700%
search engine optimization	40000	42500	6%
answer engine optimization	600	3600	500%
AI search	8600	12000	40%
LLMO	170	600	253%

(Source: Ahrefs)

“GEO” has emerged as a specialization



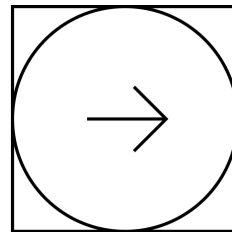
10,000 people have “GEO & SEO” in their LinkedIn job title



Recommendation from growth of “GEO” specialism

- Speak in the terminology that your clients recognize
- Manage client expectations
- Embrace the renewed interest in earned visibility

What drives AI visibility on Wix sites?



On-site factors for LLM Visibility

Wix analyzed 253,000 Wix sites between January 2024 and September 2025 to determine the top on-site factors for visibility in AI search. We found a correlation between good SEO hygiene (longer titles, meta descriptions, and completed SEO tasks) and greater AI visibility.

On-site factors for LLM Visibility

Compared to other Wix websites, high AI performers had...

- 60% longer meta descriptions
- 57% longer meta titles, and
- 7% higher Wix SEO Setup Checklist completion rates

88

Percentage of LLM traffic that comes from ChatGPT, compared to other LLMs

0.083

LLMs account for this percentage of total site traffic as of Sept 2025

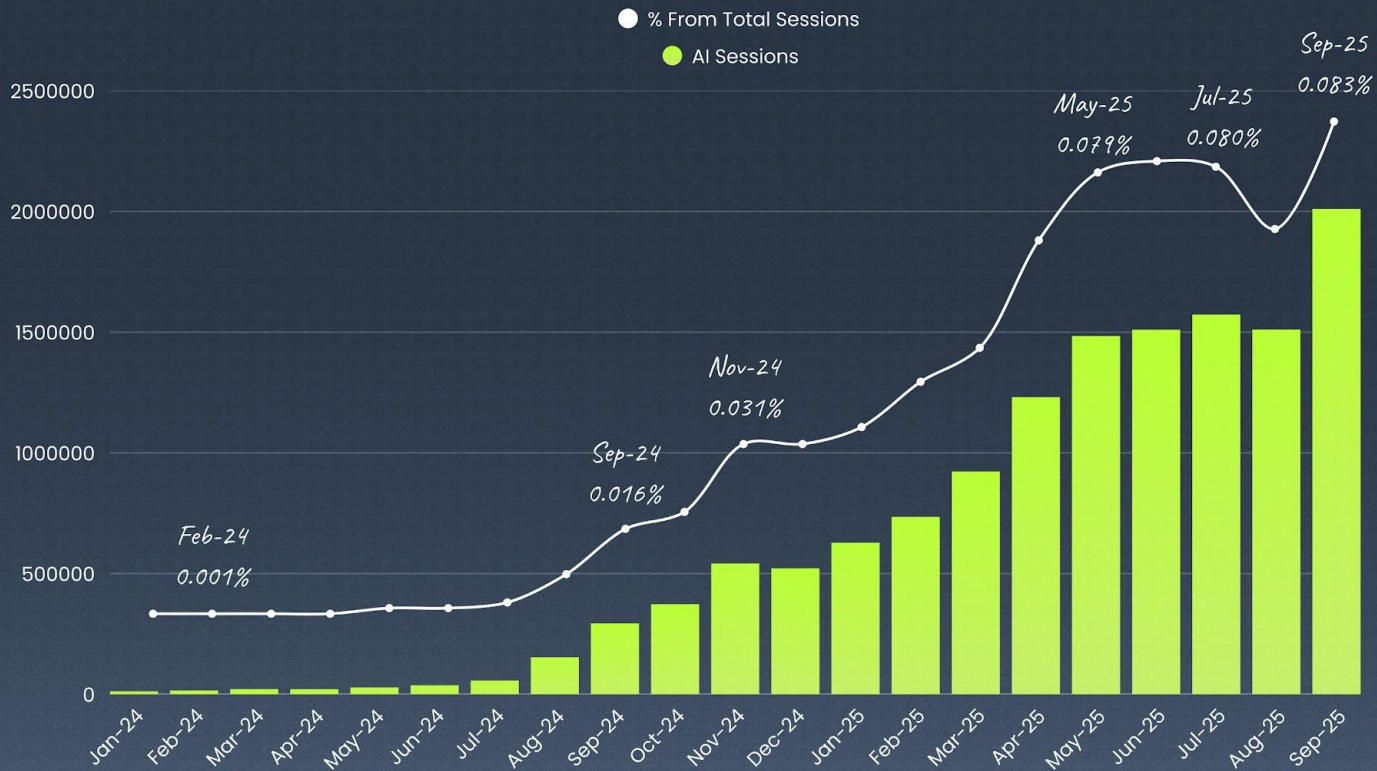
139x

Increase in LLM visits to a site in response to a user question between Jan 2024 and Sept 2025

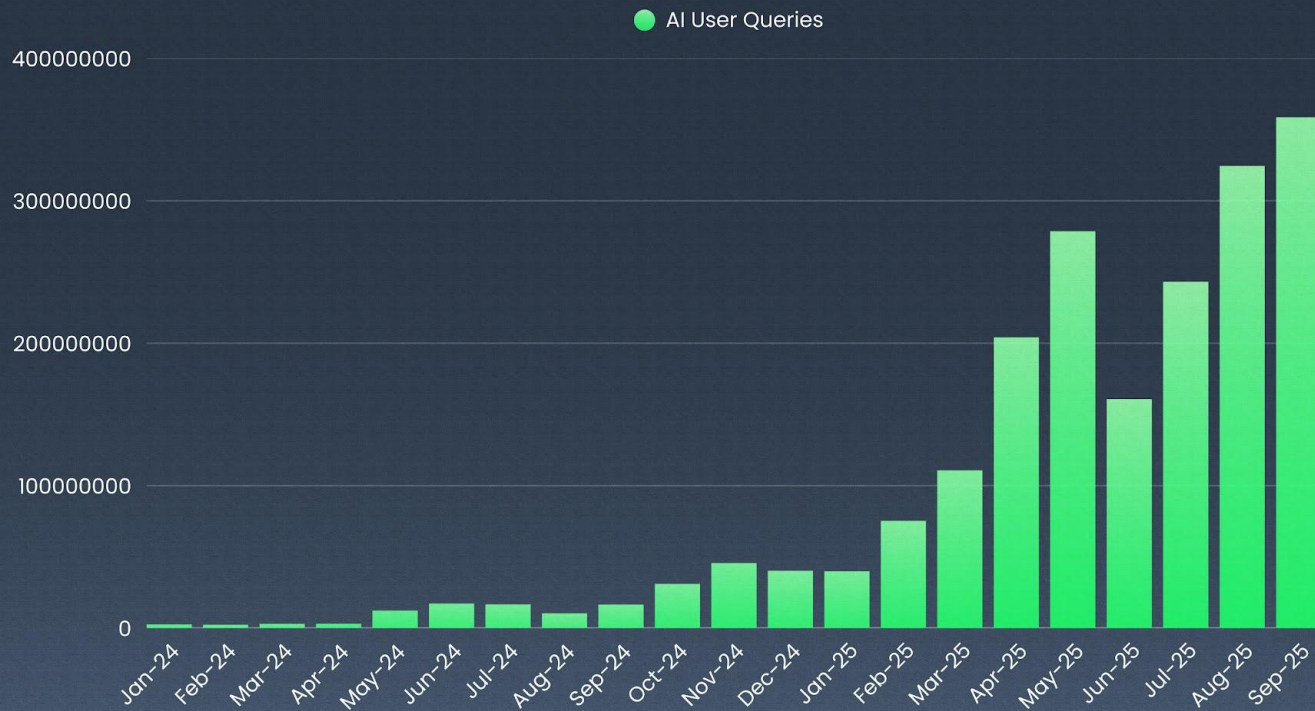
168x

Increase in AI-driven site traffic between Jan 2024 and Sept 2025

AI traffic to Wix websites
grew by **168x** between
January 2024 and Sept 2024



LLM bot traffic to Wix sites
increased by **139x** between
January 2024 and Sept 2024



Your on-site optimization checklist for AI search

- ☐ Meta titles are between 60 and 70 characters
- ☐ Meta descriptions are between 140 and 160 characters
- ☐ All images have alt text
- ☐ Content contains sections and lists with clear subheadings
- ☐ Blog posts are published consistently (weekly or more)
- ☐ Pages are current, frequently updated, and accurate
- ☐ Content reflects a niche topic in your area of expertise

Thank you!

ALL WIX STUDIO WEBSITES INCLUDE:

World-class infrastructure

- Server side rendering (SSR)
- Server side caching
- Global CDN infrastructure

Automated & editable

- Structured data markup
- Canonicalisation
- XML sitemaps

Bulk optimisation

- 301 redirects
- SEO setup checklist
- Bulk meta tags & syntax

Tech SEO stack

- Bot log reports
- Robots.txt editor
- SEO APIs for developers
- Robots & custom meta tags
- SSL certification validation
- IndexNow
- AI Code Assistant
- Log File Analysis

Analytics

- Automated tracking events
- Wix analytics
- Site inspection tool
- Easy GA4 Integration

Content optimisation

- Image library & editing tools
- Mobile friendly
- URL customisation
- Social sharing optimisation
- SEO of multilingual sites

Integrations

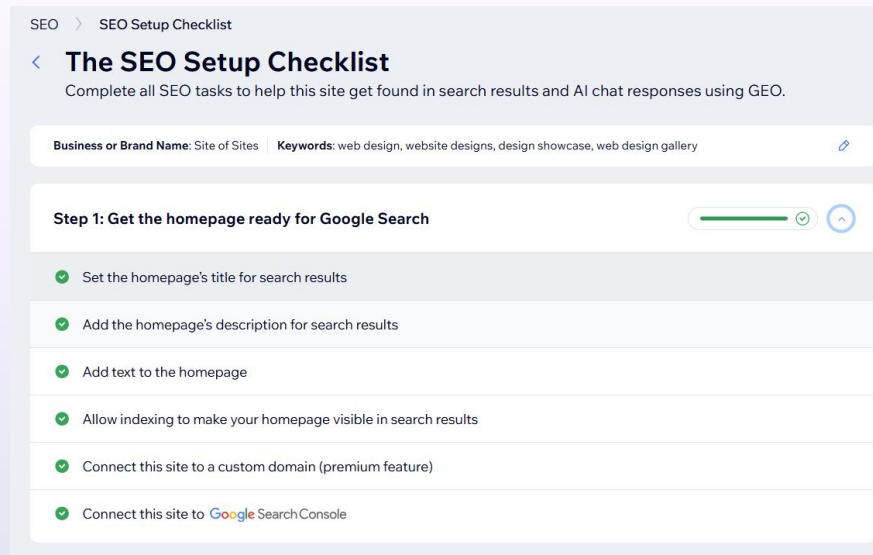
- ChatGPT
- Google Business Profile
- Google Search Console
- Site Verification
- Semrush keyword research
- Google Merchant Center

Complete the SEO Setup Checklist

Often overlooked, the SEO Setup Checklist helps users optimize sites in order to be found in search results and with LLMs.

Step 1 is incredibly important:

- Set up your homepage for success
- Connect site to Google Search Console for instant homepage indexing
- Your checklist information informs all your AI generated content
- Keywords, meta descriptions, LLMs.txt, AI Visibility Overview all depend on data from this.

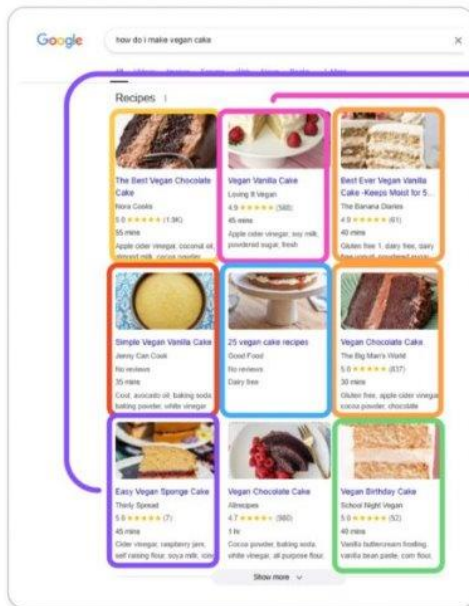


The screenshot shows the 'SEO Setup Checklist' interface in Wix Studio. At the top, it says 'SEO > SEO Setup Checklist'. Below that is the title 'The SEO Setup Checklist' with a subtitle: 'Complete all SEO tasks to help this site get found in search results and AI chat responses using GEO.' There is a search bar with 'Business or Brand Name: Site of Sites' and 'Keywords: web design, website designs, design showcase, web design gallery'. A progress bar for 'Step 1: Get the homepage ready for Google Search' is shown with a green bar and a checkmark. Below the progress bar is a list of tasks, each with a green checkmark icon:

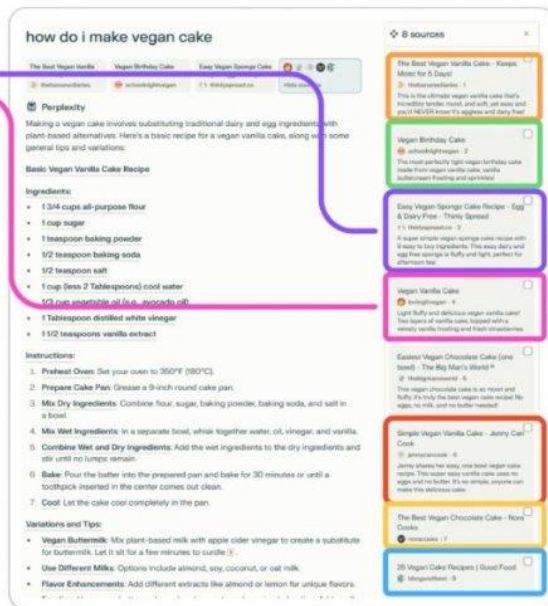
- Set the homepage's title for search results
- Add the homepage's description for search results
- Add text to the homepage
- Allow indexing to make your homepage visible in search results
- Connect this site to a custom domain (premium feature)
- Connect this site to Google Search Console

Structured Data Markup

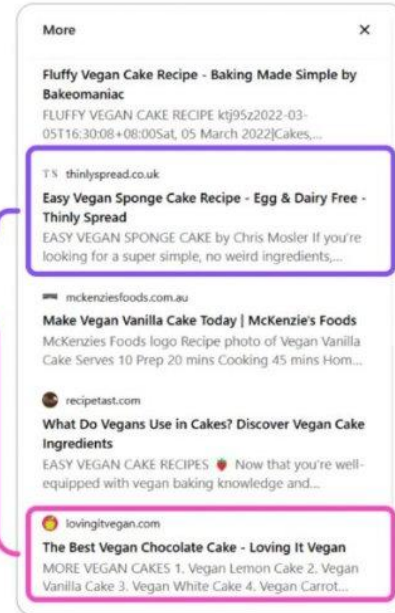
Google Rich Results



Perplexity Sources



Search GPT Sources



ALL WIX STUDIO WEBSITES INCLUDE

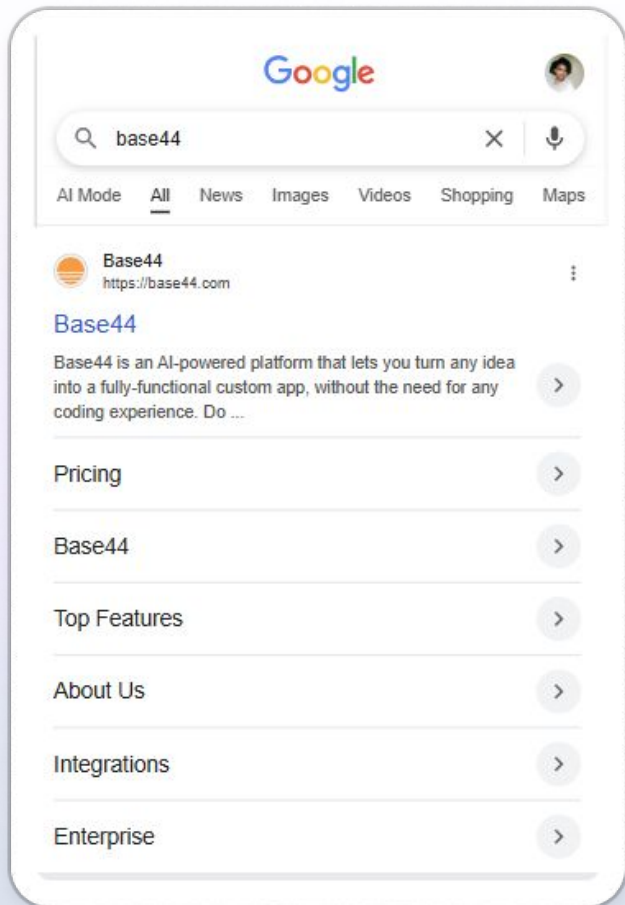
	Element	Built-in SEO optimisation	How it works
Wix Blog	Page type	<ul style="list-style-type: none">• Ready for rich results• Added crawlability• SEO guidance tools	The SEO Assistant guides you through optimisations, automatically updates structured data markup, and includes full HTML RSS.
Wix Events	Page type	<ul style="list-style-type: none">• Ready for rich results	Event optimisations for rich results are automatically created.
Wix Video	App	<ul style="list-style-type: none">• Ready for rich results• SEO guidance tools	Video optimisations for rich results are created automatically. Wix Video also uses YouTube API to extract video metadata in real time.
Wix Stores	Page type	<ul style="list-style-type: none">• Easy integration• Added crawlability• Ready for rich results• SEO guidance tools	Connect product feed with Google Merchant Center in a click. Product rich results optimisations created automatically.
Business info	Feature	<ul style="list-style-type: none">• Ready for rich results	Local business markup is created for you. Easy integration for Google Business Profile.

Resources for SEO Beginners



AI Search Optimizations on Wix & Wix Studio

→ Optimize for
Favicons & Site
Title



Favicons & Site Title


- On all platforms
- Sometimes the only visibility
- Shown on all sources
- Shown on all citations

Easy to manage in Wix & Wix Studio

Favicons & Site Title


AI Mode All Videos Short videos Forums More ▾

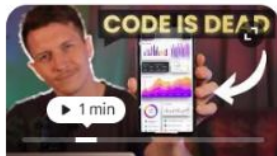
How can Base44 help me make an app?

Base44 can help you make an app **by using artificial intelligence (AI) to build it for you based on natural language commands**. You describe your app idea in plain English, and the platform handles the technical development, including the backend, frontend, and database, without you needing to write any code. This "vibe coding" approach makes app creation accessible for non-technical users and speeds up development for those with coding experience. 




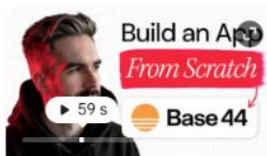
Let's build a complex app with Base44 in 11 minutes

 No Code MBA
YouTube




Build Apps With AI!
(Base44 Vibe Coding Full-...

 AI Samson
YouTube



How to Build an App From
Scratch in 42 Minutes wit...

 Build Great Products
YouTube

See more ▾

  16 sites

Base44: Build Apps with AI in Minutes

Let's make your dream a reality. Right now. Base44 lets you build fully-...

 Base44

Base44 Review 2025: AI No-Code Builder Explained

Aug 31, 2025 — Introduction. If you've ever dreamed of building an app...

 Work-Management.org

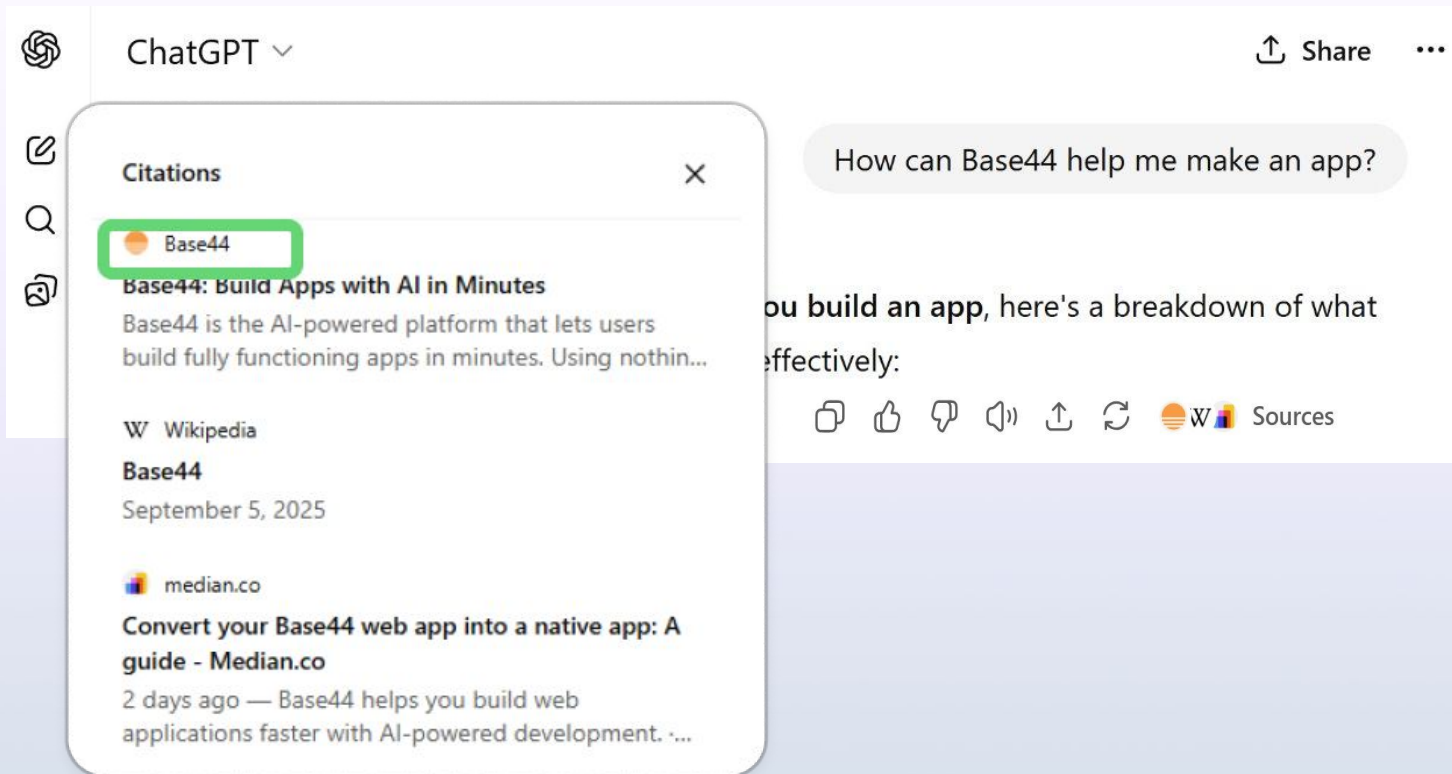
Base44: No-Code App Development with AI (No ... - Medium

Jul 8, 2025 — Base44: No-Code App Development with AI (No Coding...

 Medium

Show all

Favicons & Site Title




The screenshot shows a ChatGPT interface. At the top, the ChatGPT logo and name are on the left, and a 'Share' button is on the right. A sidebar on the left contains icons for chat, search, and a gallery. The main chat area shows a user prompt: 'How can Base44 help me make an app?'. Below the prompt, the AI response begins with 'you build an app, here's a breakdown of what effectively:'. A 'Citations' panel is open, displaying two sources. The first source, 'Base44', is highlighted with a green box. It includes the title 'Base44: Build Apps with AI in Minutes', a description, the source 'Wikipedia', the title 'Base44', and the date 'September 5, 2025'. The second source is from 'median.co' with the title 'Convert your Base44 web app into a native app: A guide - Median.co' and a description. At the bottom of the chat area, there are icons for copy, like, dislike, voice, share, and a 'Sources' link.

ChatGPT ▾ ↑ Share ...

How can Base44 help me make an app?

you build an app, here's a breakdown of what effectively:

Citations ✕

 **Base44**


Base44: Build Apps with AI in Minutes

Base44 is the AI-powered platform that lets users build fully functioning apps in minutes. Using nothin...

W Wikipedia








Base44

September 5, 2025

 median.co

Convert your Base44 web app into a native app: A guide - Median.co

2 days ago — Base44 helps you build web applications faster with AI-powered development. ...

       Sources

Favicons & Site Title

Gemini
2.5 Pro

How can Base44 help me make an app?

Show thinking

Base44 can help you make an app by providing a full range of services to take your idea from concept to a fully functional product. They are a software development agency that specializes in building custom digital solutions.

Base44

Services Offered

- Discovery & Strategy:** Before any code is written, Base44 helps you refine your app idea. They'll work with you to understand your target audience, define key features, and map out a strategic plan for development and launch. This ensures the final product meets market needs and your business goals.
- UI/UX Design:** They design the user interface (UI) and user experience (UX) of your

Upgrade

C

Sources

Base44
base44.com

Base44: Build Apps with AI in Minutes

Tell Base44 your idea, and watch it transform into a working app—complete with all the necessary components, pages, flows and features. Start building.

Nasdaq
www.nasdaq.com

Wix.com Ltd. Acquires Base44 to Enhance Code-Free Digital Creation Capabilities |...

Base44 is an AI-powered platform that enables code-free digital creation, enhancing Wix's tools for creating custom software solutions easily.

Banani
www.banani.co

BASE44 AI-Powered Features Define App

Favicons & Site Title

Open Tabs



base64 — Base16, Base32, Base64...
docs.python.org • 5 secs ago



More



base44.com

Base44 Enterprise | Build Apps at Scale

Base44 is the AI-powered platform that lets users build fully functioning apps in minutes. Using nothing but...



python.org

base64 — Base16, Base32, Base64, Base85 Data Encodings ...

This module provides functions for encoding binary data to printable ASCII characters and decoding such...


Favicons & Site Title

Settings > Website SettingsDiscardSave

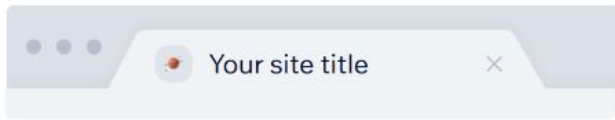
Favicon

A favicon is a small icon next to your site title. Get a custom favicon to help visitors recognize your brand and to stand out in their browser tabs.

Your favicon

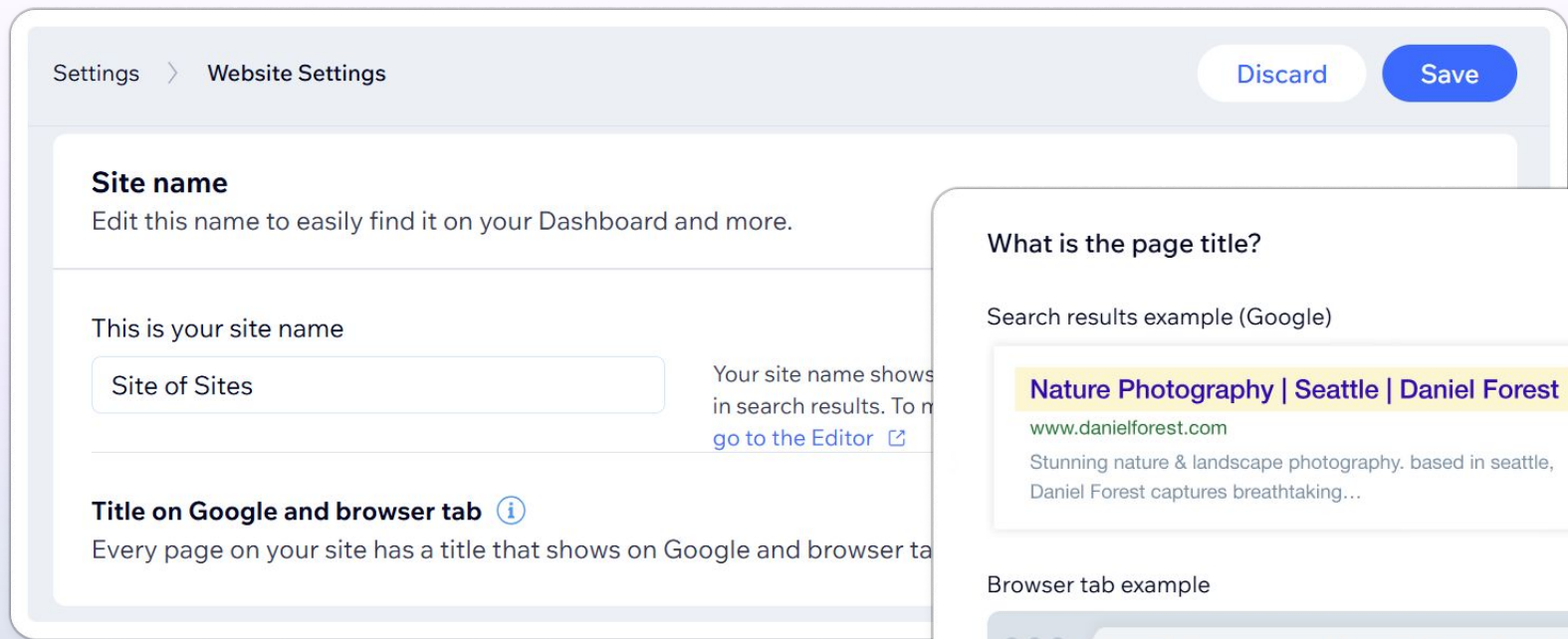
Update ImageRemove Image

Favicon preview on Browser Tab



Note: A favicon may take a few days to appear in Google Search results. If it doesn't appear, make sure you meet the [Google Guidelines](#).

Favicons & Site Title



What is the page title?

Search results example (Google)

Nature Photography | Seattle | Daniel Forest

www.danielforest.com

Stunning nature & landscape photography. based in seattle,
Daniel Forest captures breathtaking...

Browser tab example



Nature Photography | Seattle | Daniel Forest



Favicons & Site Title



Present



Consistent



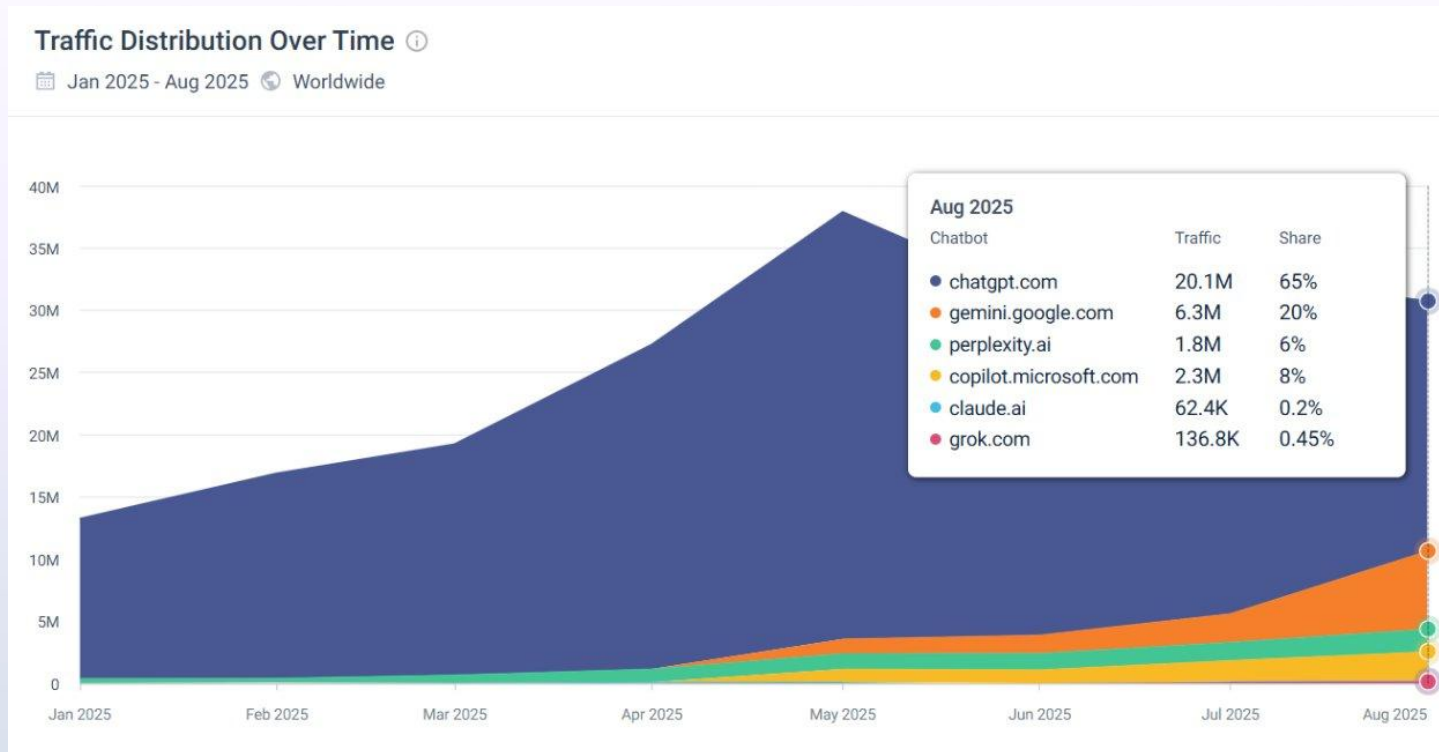
Loads properly, everywhere

Showcase your brand and drive CTR

AI Search Optimizations on Wix & Wix Studio

→ Use distribution tools in Wix

Global AI Traffic to YouTube



Global AI Traffic to YouTube

How do I use Wix Studio's Accessibility Wizard?

 Answer  Images  Videos  Sources - 8  Steps

Wix Wix Blog

Wix's Accessibility Wizard:
Pioneering the Pursuit of ...

Community Support F...

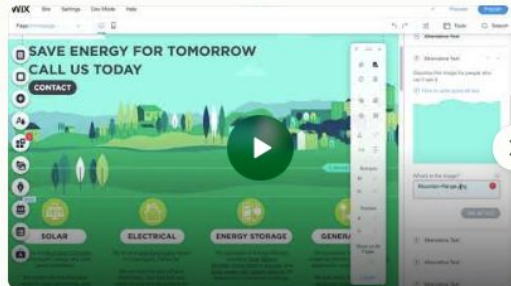
Beta Opened: Accessibility
Wizard! - Wix Studio Forum


New Form

How to Design for
Accessibility in Wix Studio

Wix Wix Blog

How To Make Your Website
Accessible: The Complete...



To use the **Wix Studio Accessibility Wizard**, open your site in the Wix Studio Editor, navigate to the top bar, then select **Settings > Accessibility Wizard**, and click "Scan My Site" to begin.  +2

AI Search Optimizations on Wix & Wix Studio

→ Manage hallucinations

Hallucinations

Newish Challenge

Invented URLs

Crisis/Opportunity

WIXSTUDIO

Site of Sites

Resources

Help

Upgrade

Search for tools, apps, help & more...

AI

AI Bot Visits by Page

Discover which site pages are crawled by AI bots in response to user queries and for training. [Show report definitions](#)

Table

Default

Manage View

Last 365 days (Sep 10, 2024 - Today)

Filter

Customize

Bot: Claude - training bot, Perplexity - user bot, Perplexity - user bot

Response status classes: 4XX

Clear

Page path	Hits
Summary	5
/websites/edens-website	3
/Landbookhttps://land-book.com/One	1
/categories/wix-studio	1

Filter your report

Bot (6)

Page path

Response status classes (1)

4XX

Response status codes

The screenshot shows the Wix Studio interface with a dark sidebar on the left containing navigation links like Home, Getting Paid, Sales, Gift Cards, Blog, Apps, Site & Mobile App, Website & SEO, Site Speed, Uptime & Security, Mobile App, Logo & Brand, Happ - Link in Bio, Inbox, Customers & Leads, Marketing, and Edit Site. The main content area is titled 'URL Redirect' and shows a list of 'Your redirects' with columns for 'Old URL' and 'New URL'. A modal dialog titled 'Add redirect' is open in the center. It has two tabs: 'Single redirect' (selected) and 'Group redirect'. The 'Single redirect' tab contains instructions to redirect traffic from an old URL to a new URL, followed by input fields for 'Old URL' (with example '/about-us') and 'New URL' (with example '/about'). At the bottom of the dialog are buttons for 'Cancel', 'Save & Add Another', and 'Save'. The background is dimmed, showing the 'More Actions' and 'New Redirect' buttons in the top right of the main panel.

Add redirect

Single redirect
Redirect traffic from an old URL to a new URL.

Group redirect
Redirect traffic for a group of URLs that share the same path.

Enter the old URL you're directing traffic from, then add the new URL that you want people to find.

Old URL ⓘ
e.g., /about-us

New URL ⓘ
e.g., /about

Cancel Save & Add Another Save

AI Search Optimizations on Wix & Wix Studio

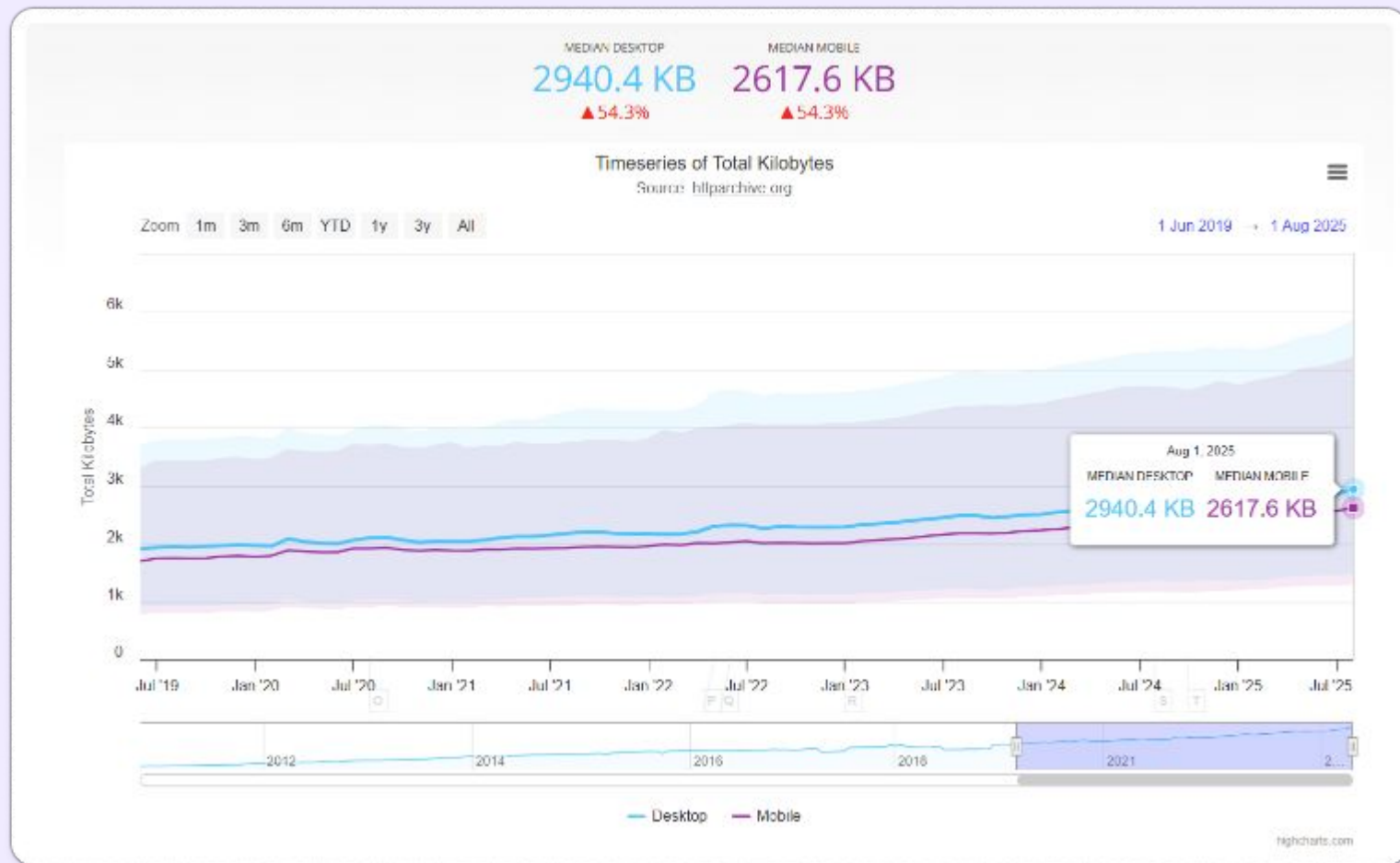
→ Try LLMs.txt

LLMS.TXT

Proposed protocol

Limited risk

Signs of uptake



Crawl costs may drive LLMS.TXT

**Average
page
weight is
2.7mb**

**Average
llms.txt
file is
23kb**

Thank you!