

RESEARCH REPORT · OCTOBER 2026

The State of AI vs. Organic Traffic 2026

What 16,000+ websites reveal about Google's shrinking clicks, the rise of AI referrals, and who really sends the traffic.

16,661

websites, Google Search Console

3,949

websites with GA4 AI traffic

15

industries compared

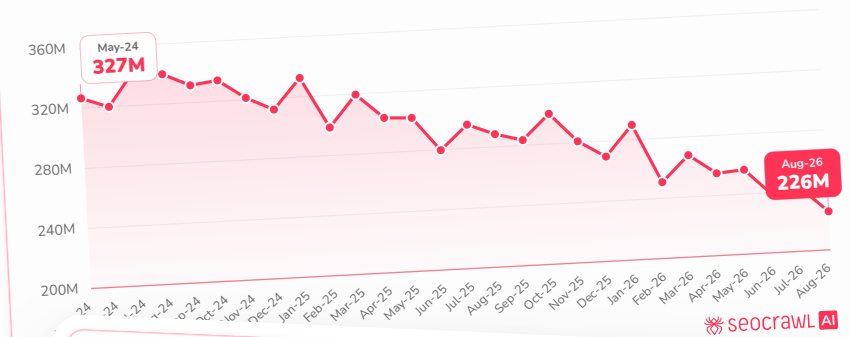
28

months of data
May 2024 – Aug 2026

David Kaufmann · CEO & co-founder, SEOcrawl AI

Google clicks **keep falling**

Monthly Google organic clicks (millions), same 16,661 websites



ChatGPT dominates **AI traffic**

Share of the traffic AI assistants send to websites, Mar–Aug 2026 (3,099 websites)

ChatGPT
83%

was 78% a year earlier



Source: SEOcrawl AI · more than 16,000 websites

Gemini
6%

↑ from 3%

Perplexity
5%

↓ from 13%

Claude
4%

↑ from 1%

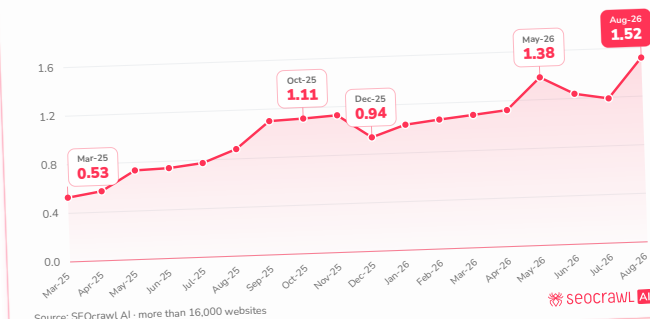
Copilot
2%

↓ from 4%

Source: SEOcrawl AI

AI gains ground over organic

AI sessions for every 100 Google organic search visits, by month (3,099 websites)



Source: SEOcrawl AI · more than 16,000 websites



A NOTE FROM THE AUTHOR

Is AI taking our traffic? We answered with data, not opinions.

For years, every SEO conversation started with Google. In 2026 most of them start with a different question: is AI taking our traffic? At SEOcrawl AI we had the data to answer it with facts — Google Search Console and Google Analytics 4 from more than 16,000 websites — so we did.

The answer is more nuanced than the headlines. AI is not eating traffic yet: it sends about one visit for every hundred that Google sends. But Google is sending fewer clicks every month, and the AI channel is growing faster than any other. Part of it is not even recorded as AI.

This report is for SEO and marketing teams who want to decide with real numbers. Use it, share it, and if you want to see these numbers for your own website, write to me.

David Kaufmann

CEO & co-founder, SEOcrawl AI

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About this report. Every figure comes from real, aggregated and anonymised Google Search Console and Google Analytics 4 data of websites connected to SEOcrawl AI whose owners authorised its anonymous analysis. No single website can be identified, and no figure is based on fewer than ten sites. Charts may be reused with attribution and a link to seocrawl.ai/blog/ai-traffic-vs-organic-search-study.

EXECUTIVE SUMMARY

AI traffic is growing fast. It is not replacing Google — yet.

- 1 Google organic clicks fell 15% year over year** across 16,661 sites. The median site lost 20%, and 69% of sites declined.
- 2 The decline is accelerating:** from -7.5% year over year in May 2025 to -21.8% in August 2026.
- 3 AI-referred sessions grew about 45%** (41% in the strict cohort of 3,099 sites).
- 4 AI is still small:** 1.25 AI visits per 100 Google organic visits, up from 0.70 a year earlier (1.52 in August 2026).
- 5 ChatGPT sends 83% of AI referral traffic.** Claude (×6.6) and Gemini (×2.8) grew fastest; Perplexity halved.
- 6 Jobs, SaaS and education lose the most Google clicks;** travel (+120%) and e-commerce (+54%) grow AI referrals fastest.

AI traffic vs. Google: 4 numbers

What 16,000+ websites tell us about search in 2026

-15%

Google organic clicks
year over year



+45%

AI-referred sessions
year over year



1.25

AI visits for every
100 Google visits



83%

of AI referral traffic
comes from ChatGPT



Source: SEOcrawl AI · more than 16,000 websites

seo crawl AI

“The easy headline would be that AI is already eating traffic, and that is not true yet. What matters is the speed — and at this rate, preparing for AI search stops being optional.”

David Kaufmann, CEO & co-founder, SEOcrawl AI

HOW WE MEASURED IT

Real data from real websites, not surveys

Google organic: Search Console clicks and impressions at property level, all countries and devices, May 2024 – August 2026 (28 months).

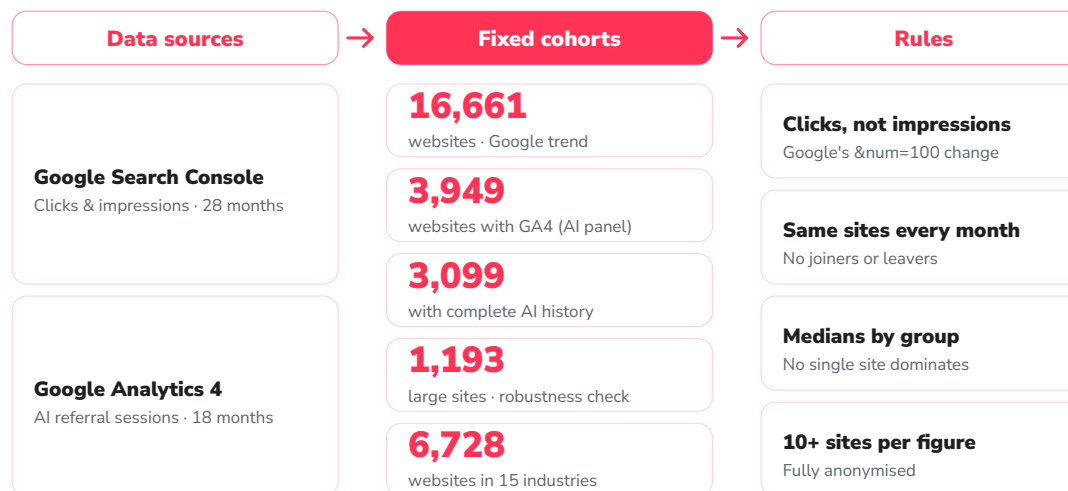
AI referral traffic: GA4 sessions whose source is an AI assistant domain (chatgpt.com, gemini.google.com, perplexity.ai, claude.ai, copilot.microsoft.com and others), March 2025 – August 2026. Paid media excluded.

Comparison windows: Google, Sep 2025 – Aug 2026 vs the previous 12 months; AI, Mar – Aug 2026 vs Mar – Aug 2025.

Why medians: the top 1% of sites produce about 70% of all clicks, so industry and size figures use the median site, published only for groups of 25+ sites.

How we measured it: **real data, not surveys**

Aggregated, anonymised Search Console and GA4 data from websites connected to SEOcrawl AI



Source: SEOcrawl AI · more than 16,000 websites





Google organic search

Across the same 16,661 websites, Google is sending fewer clicks every month — and the gap with last year keeps widening.

-15.0%

total Google clicks, year over year

-20.1%

change for the median site

69%

of sites lost Google clicks

1 · GOOGLE ORGANIC SEARCH

Google is sending 15% fewer clicks than a year ago

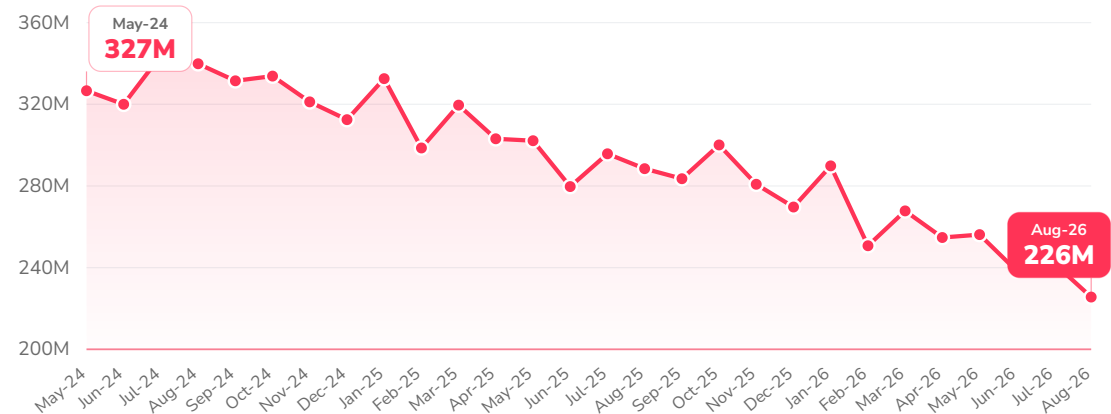
Google organic clicks fell from **3.72 billion** (Sep 2024 – Aug 2025) to **3.16 billion** (Sep 2025 – Aug 2026): 559 million fewer clicks.

The median is worse than the total. The aggregate is held up by the largest sites, so the typical website lost one in five of its Google clicks. From May 2024 to August 2026 the cohort's monthly clicks fell 31%.

Key takeaway: seasonality does not explain it — comparing August with August, clicks were down 21.8%.

Google clicks **keep falling**

Monthly Google organic clicks (millions), same 16,661 websites



Source: SEOcrawl AI · more than 16,000 websites

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1 • GOOGLE ORGANIC SEARCH

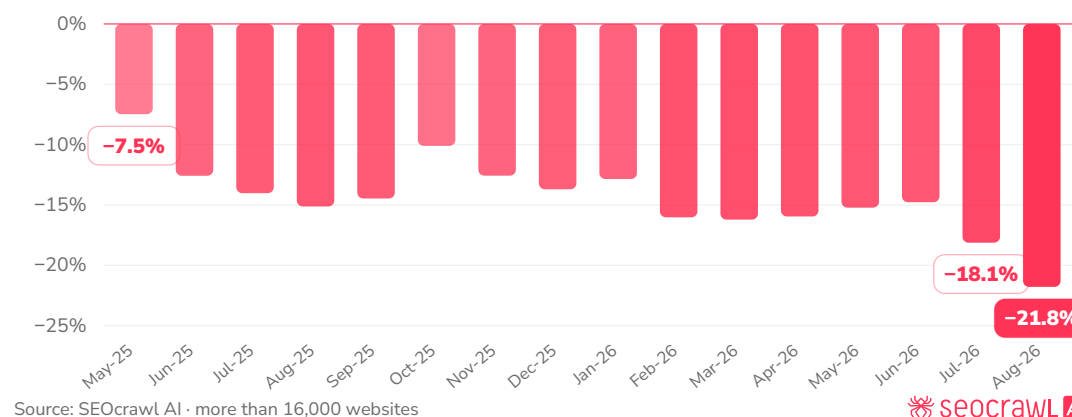
The decline is accelerating, not levelling off

Every month since May 2025 has been below the same month a year earlier. The gap was single digits in spring 2025 (−7.5% in May), settled between −10% and −16% through the winter, then widened again: **−18.1% in July** and **−21.8% in August 2026**, the steepest drop in the series.

The pattern fits a world where more searches are answered on the results page itself — in AI Overviews, AI Mode and other rich results.

The organic decline is **accelerating**

Year-over-year change in Google clicks, by month, same 16,661 websites



1 • GOOGLE ORGANIC SEARCH

Visibility held up. Clicks did not.

Total impressions were flat year over year (+0.4%) while clicks fell 15%. Sites are still being shown; they are being clicked less.

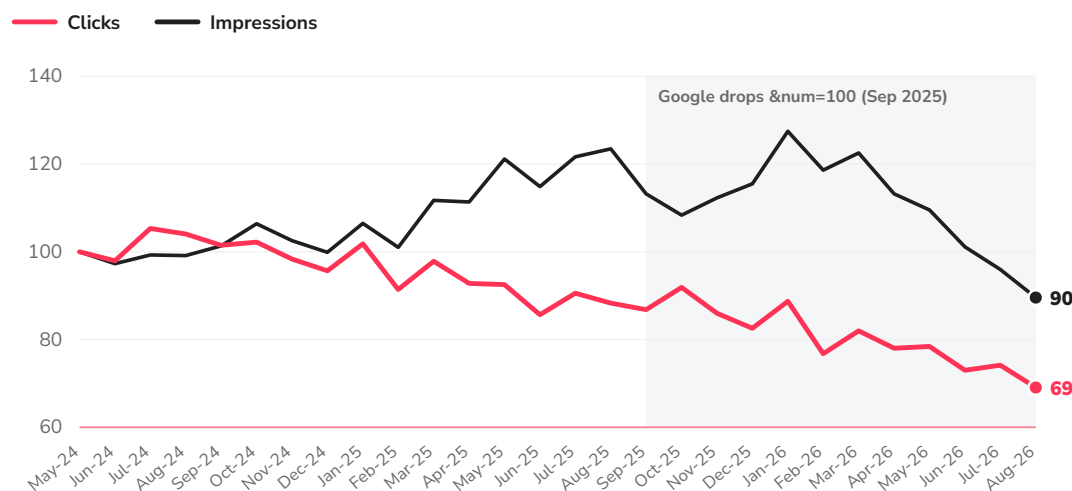
Impressions rose through most of 2025 while clicks drifted down — the classic sign of a click-through squeeze. From September 2025, Google's removal of the 100-results parameter cut reported impressions industry-wide, so the shaded part of the chart is mostly a measurement change.

✓ WHAT TO DO

- ☐ Track clicks, not impressions, as your organic health metric.
- ☐ Compare each month with the same month last year.
- ☐ Check which queries lost clicks while keeping impressions: those are being answered on the results page.

Visibility held up. Clicks did not.

Index, May 2024 = 100, same 16,661 websites



Source: SEOcrawl AI · more than 16,000 websites

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AI referral traffic

AI assistants are the fastest-growing source of website visits. Measured on real sites, they still send about one visit for every hundred from Google.

+44.6%

AI-referred sessions, year over year

1.25

AI visits per 100 Google organic visits

0.36%

of all website sessions

2 · AI REFERRAL TRAFFIC

Organic traffic drops, AI traffic rises

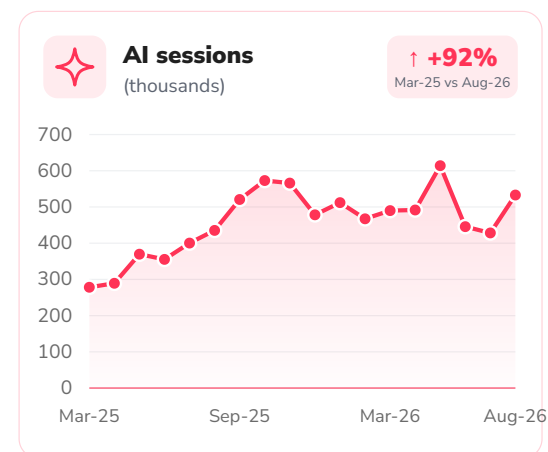
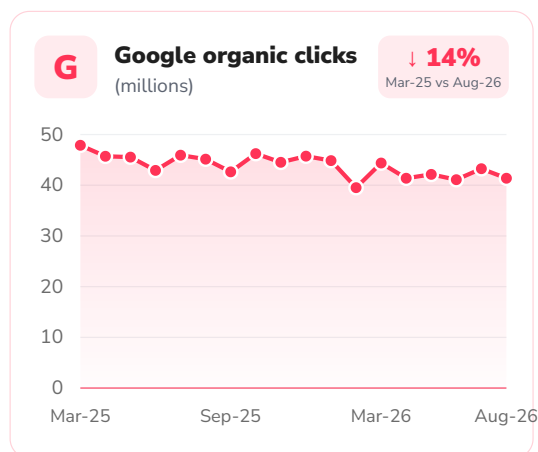
In the same 3,099 websites with complete GA4 history, Google organic clicks fell 14% between March 2025 and August 2026, while AI-referred sessions grew 92%.

Year over year (Mar – Aug 2026 vs 2025), AI sessions grew **44.6%** across the 3,949-site panel and **41.1%** in the strict cohort: from 2.13 million to 3.00 million sessions.

Not everyone wins: AI sessions grew at 57.6% of sites. Four in ten saw flat or falling AI referrals.

Organic traffic drops, AI traffic rises

Google organic clicks and AI sessions, by month (same 3,099 websites)



Source: SEOcrawl AI · more than 16,000 websites

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2 • AI REFERRAL TRAFFIC

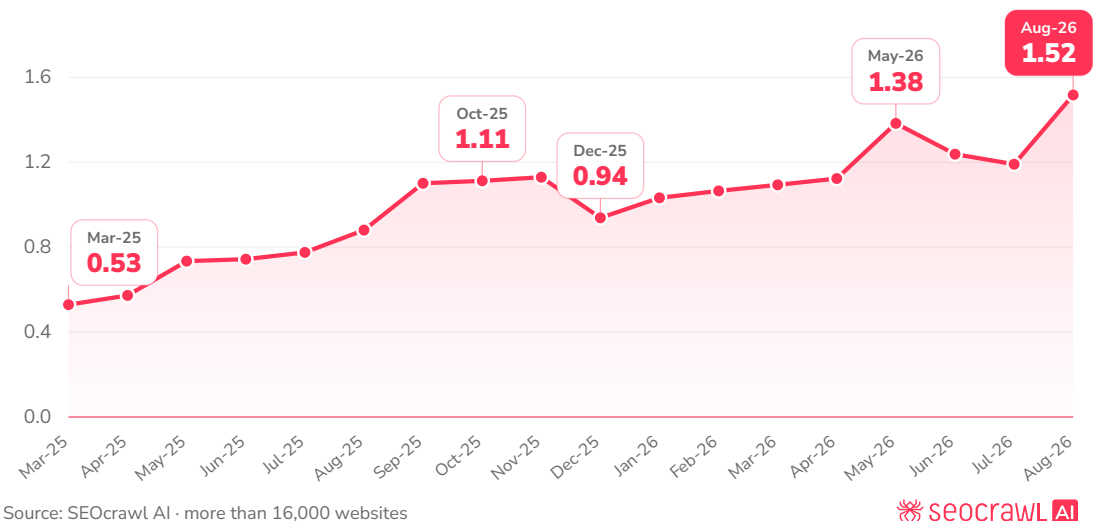
About 1 AI visit for every 100 from Google

For every 100 sessions that arrive from Google organic search, AI assistants now send **1.25** (Mar – Aug 2026), up from 0.70 a year earlier. In August 2026 the ratio reached **1.52**.

Growth has not been a straight line: AI referrals rose quickly through autumn 2025, flattened between November and April, and climbed again from May 2026.

AI gains ground over organic

AI sessions for every 100 Google organic search visits, by month (3,099 websites)



2 · AI REFERRAL TRAFFIC

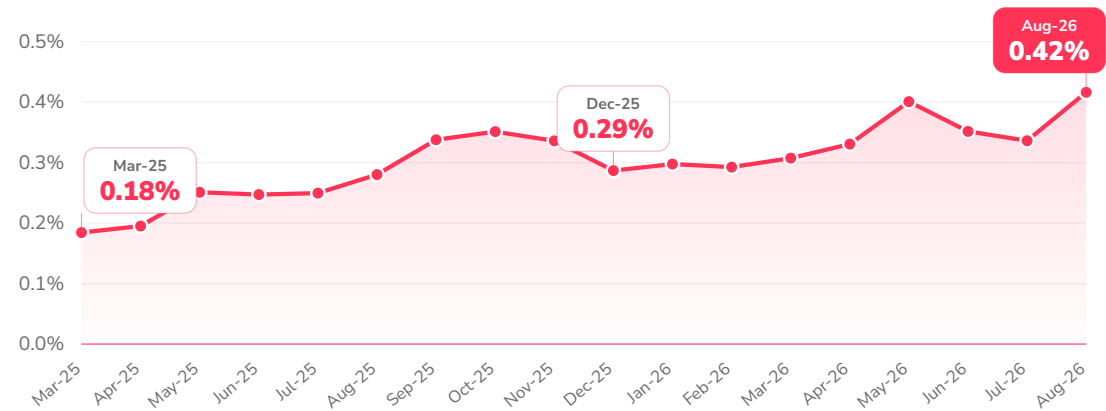
A fast-growing channel, from a tiny base

As a share of **all** website sessions, AI went from 0.23% (Mar – Aug 2025) to 0.36% (Mar – Aug 2026), reaching 0.42% in August 2026 — still under half of one percent of all visits.

In context: Google organic still sends around 80 times more visits than all AI assistants combined.

AI is still under **half of 1%** of all visits

AI-referred sessions as a share of all website sessions, by month (3,099 websites)



Source: SEOcrawl AI · more than 16,000 websites

seocrawl AI

2 · AI REFERRAL TRAFFIC

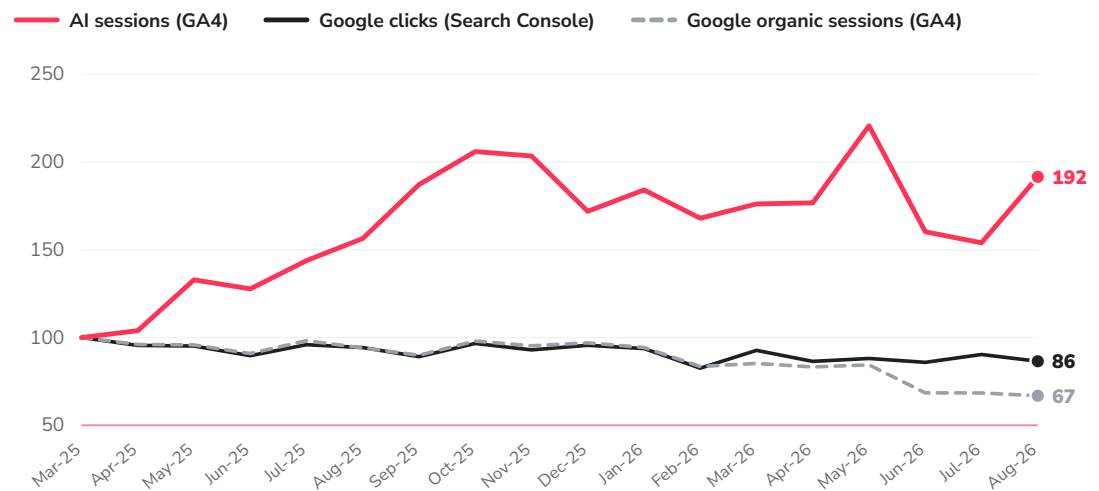
AI rises while Google contracts

Indexed to March 2025, AI-referred sessions nearly doubled (index 192 in August 2026). Over the same months, GA4 sessions from Google organic fell to 67 and Search Console clicks to 86.

The lines are on very different scales: about 0.5 million AI sessions a month in this cohort against 35–50 million from Google. Doubling a small number does not yet offset a drop in a very large one.

AI rises while Google contracts

Index, March 2025 = 100, same 3,099 websites



Source: SEOcrawl AI · more than 16,000 websites

seocrawl AI

2 · AI REFERRAL TRAFFIC

Same trend, however you measure it

Because GA4 numbers move when sites change their tracking, we checked the ratio three ways.

MEASURE	2025	2026
AI per 100 GA4 Google organic (3,099)	0.70	1.25
Same, large sites only (1,193)	0.68	1.21
AI per 100 Search Console clicks	0.78	1.18

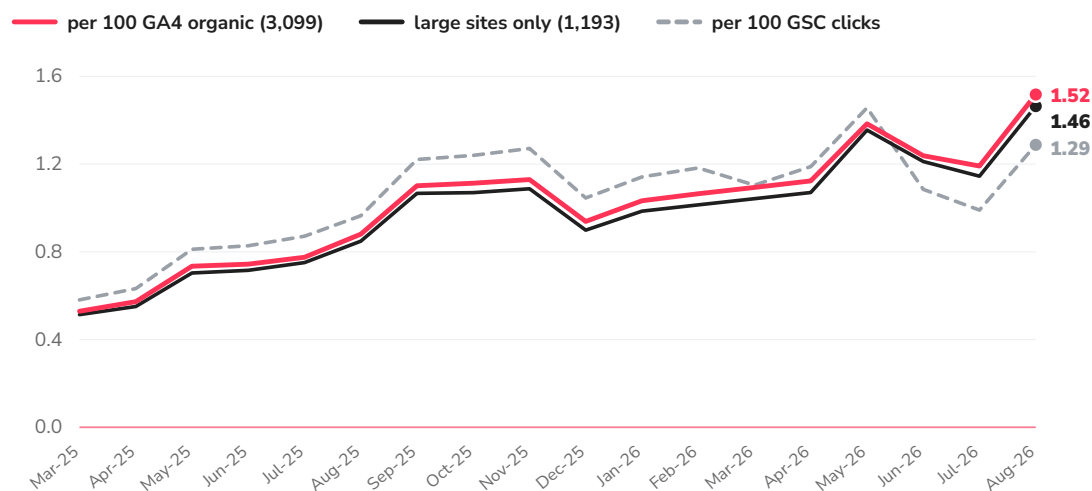
Mar – Aug of each year. Either way, AI roughly doubled relative to Google within 18 months and remains close to 1 visit per 100.

✓ WHAT TO DO

- ☐ Segment GA4 sessions from AI assistant domains, by assistant.
- ☐ Set them against Google organic every month — that ratio is your baseline.
- ☐ Note app traffic arriving as direct: real AI influence is higher.

Same trend, however you measure it

AI sessions per 100 Google visits, measured three ways



Source: SEOcrawl AI · more than 16,000 websites

seocrawl AI



Which assistants send the traffic

AI traffic is far more concentrated than search ever was — and the ranking of the challengers keeps changing.

83.3%

of AI referrals come from ChatGPT

×6.6

growth in Claude referrals

−50%

Perplexity referrals, year over year

3 · WHICH ASSISTANTS SEND THE TRAFFIC

ChatGPT sends 83% of AI referral traffic

In Mar – Aug 2026, ChatGPT accounted for **83.3%** of AI-referred sessions, followed by Gemini (6.0%), Perplexity (4.7%), Claude (3.7%) and Copilot (2.1%). In August 2026 alone, ChatGPT's share reached 91%.

For a brand, visibility in the AI channel is decided today largely inside a single product.

ChatGPT dominates AI traffic

Share of the traffic AI assistants send to websites, Mar–Aug 2026 (3,099 websites)



ChatGPT

83%

was 78% a year earlier

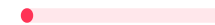


G

Gemini

6%

↑ from 3%

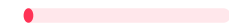


P

Perplexity

5%

↓ from 13%



C

Claude

4%

↑ from 1%



C

Copilot

2%

↓ from 4%



Source: SEOcrawl AI · more than 16,000 websites

seocrawl AI

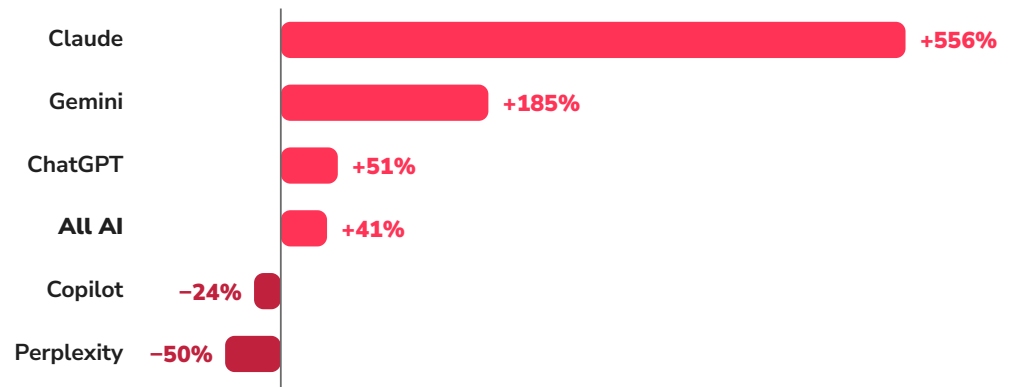
3 · WHICH ASSISTANTS SEND THE TRAFFIC

Claude and Gemini grow fastest; Perplexity halves

Claude referrals grew 6.6-fold (from 0.8% to 3.7% of AI traffic) and Gemini almost tripled (from 3.0% to 6.0%). ChatGPT grew 51%, faster than the channel as a whole. Perplexity's referrals fell by half and its share dropped from 13.1% to 4.7%; Copilot fell 24%.

Claude and Gemini grow fastest

Change in AI-referred sessions by assistant, Mar–Aug 2026 vs Mar–Aug 2025



Source: SEOcrawl AI · more than 16,000 websites

SEOcrawl AI

3 · WHICH ASSISTANTS SEND THE TRAFFIC

The AI mix, month by month

Month by month, ChatGPT's share of AI referrals climbed from 78% in March 2025 to 91% in August 2026. Perplexity went the other way, from 18% to 2%.

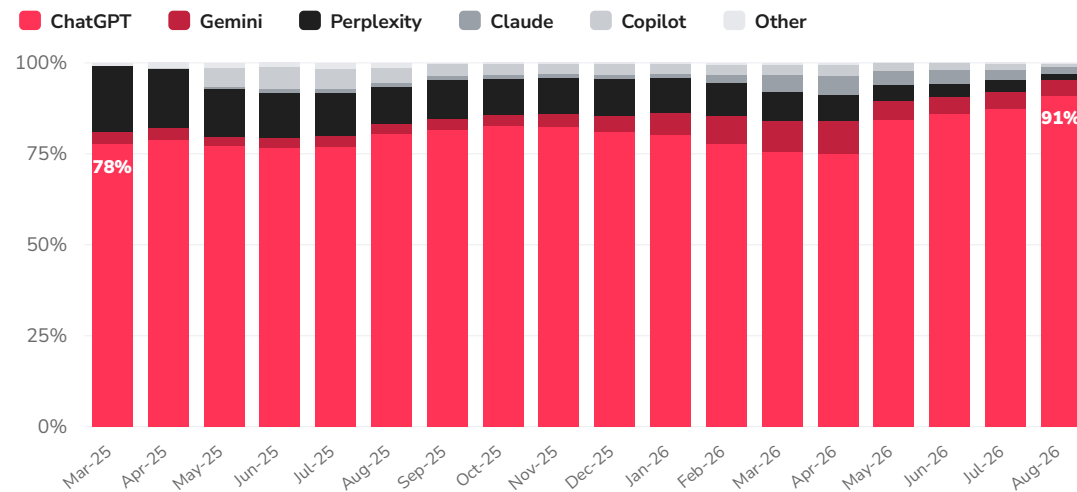
Claude and Gemini are small but rising, and the order of the challengers has changed several times in 18 months.

✓ WHAT TO DO

- ☐ Optimise for ChatGPT first: it is where 83% of AI visits start.
- ☐ Track Gemini and Claude too — they are the fastest-growing.
- ☐ Re-check the mix every quarter; it has changed several times in 18 months.

The AI mix, month by month

Share of AI-referred sessions by assistant (3,099 websites)



Source: SEOcrawl AI · more than 16,000 websites

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4.

Industry by industry

We classified the 6,700 largest websites — 99% of all clicks — into 15 industries and compared the median site in each, so no single large site can skew the result.

-38%

Google clicks, median jobs site

+120%

AI referrals, median travel site

2.68

AI visits per 100 Google, education

4 • INDUSTRY BY INDUSTRY

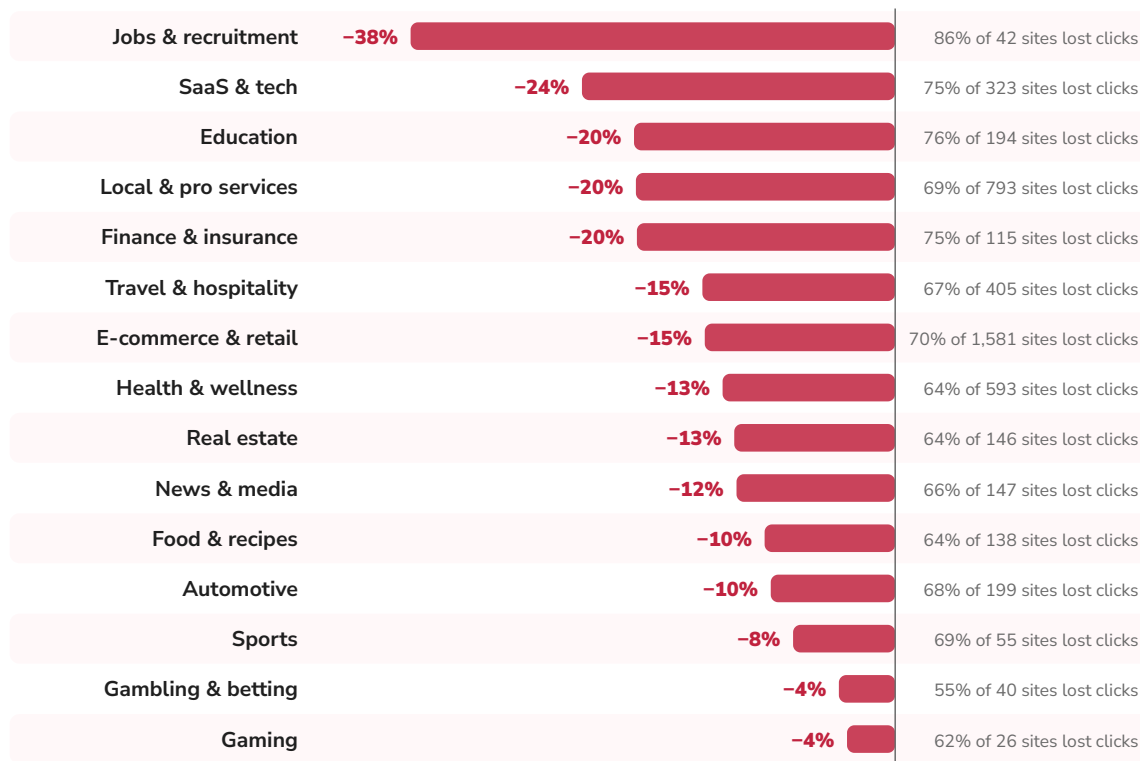
Jobs, SaaS and education are hit hardest on Google

Every industry lost Google clicks, but not equally. The median **jobs and recruitment** site lost **38%**, and 86% of those sites declined. **SaaS & tech** lost 24%; **education, local services and finance** about 20%. **Gaming, gambling and sports** lost only 4–8%.

Industries built on informational queries — “how to”, definitions, comparisons, career questions — are the ones where Google and AI now answer directly. Where people want to play, bet, follow a match or buy, the click survives.

Google clicks by industry

Median change in Google organic clicks per site, Sep 2025–Aug 2026 vs prior year



Source: SEOcrawl AI · more than 16,000 websites



4 • INDUSTRY BY INDUSTRY

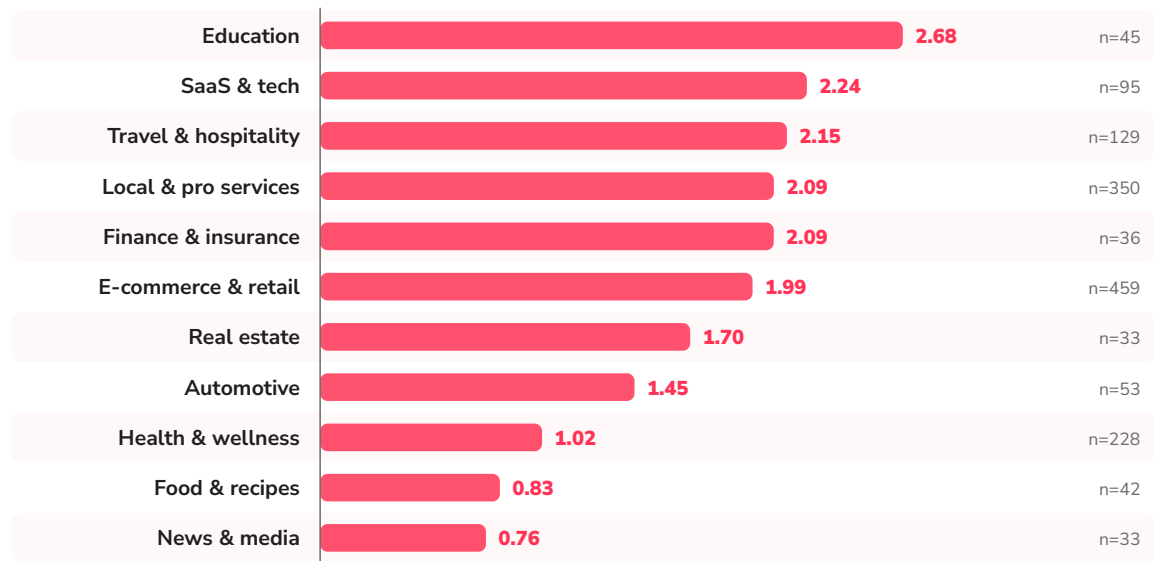
Education, SaaS and travel get the most AI traffic

Relative to their Google traffic, **education** sites get the most AI visits: **2.68 per 100 Google organic visits** at the median site, against 1.71 across all classified sites.

SaaS & tech (2.24), **travel (2.15)**, **local services and finance (2.09)** and **e-commerce (1.99)** follow. **News (0.76)**, **food (0.83)** and **health (1.02)** get the least.

Who gets the most AI traffic

Median AI sessions per 100 Google organic sessions per site, Mar–Aug 2026



Source: SEOcrawl AI · more than 16,000 websites

 **seocrawl AI**

4 • INDUSTRY BY INDUSTRY

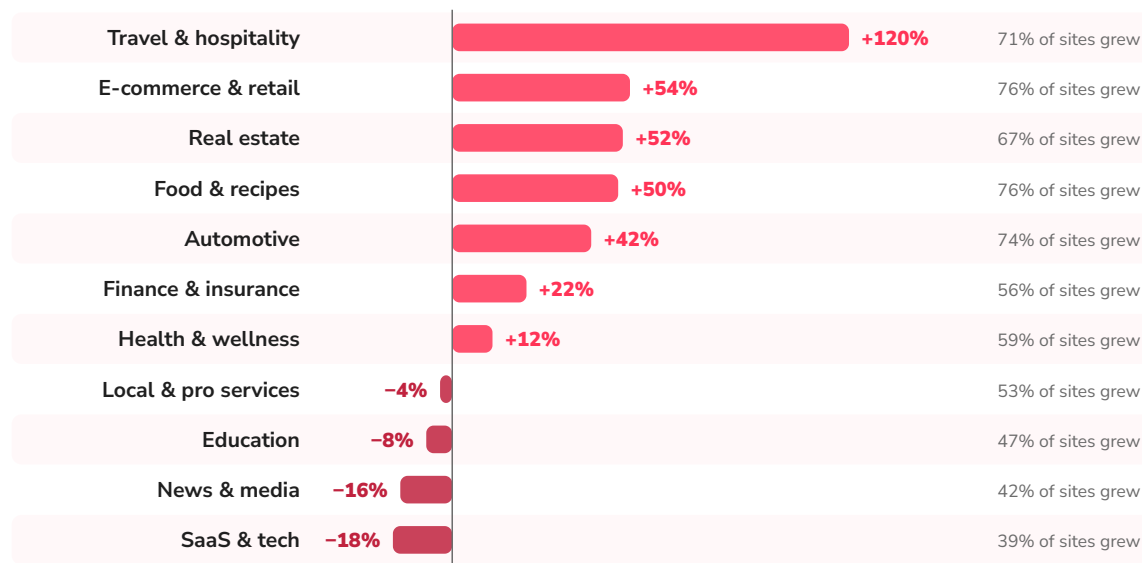
AI growth: travel and shopping lead

Where AI traffic is **growing** is a different list. The median **travel** site more than doubled its AI referrals (**+120%**); **e-commerce (+54%)**, **real estate (+52%)**, **food (+50%)** and **automotive (+42%)** follow. In those industries two-thirds to three-quarters of sites grew their AI traffic.

SaaS & tech, education and news move the other way: AI referrals fell at the median site.

Travel and shopping lead AI growth

Median change in AI-referred sessions per site, Mar–Aug 2026 vs Mar–Aug 2025



Source: SEOCrawl AI · more than 16,000 websites

 seocrawl AI

4 • INDUSTRY BY INDUSTRY

Losing Google, gaining AI?

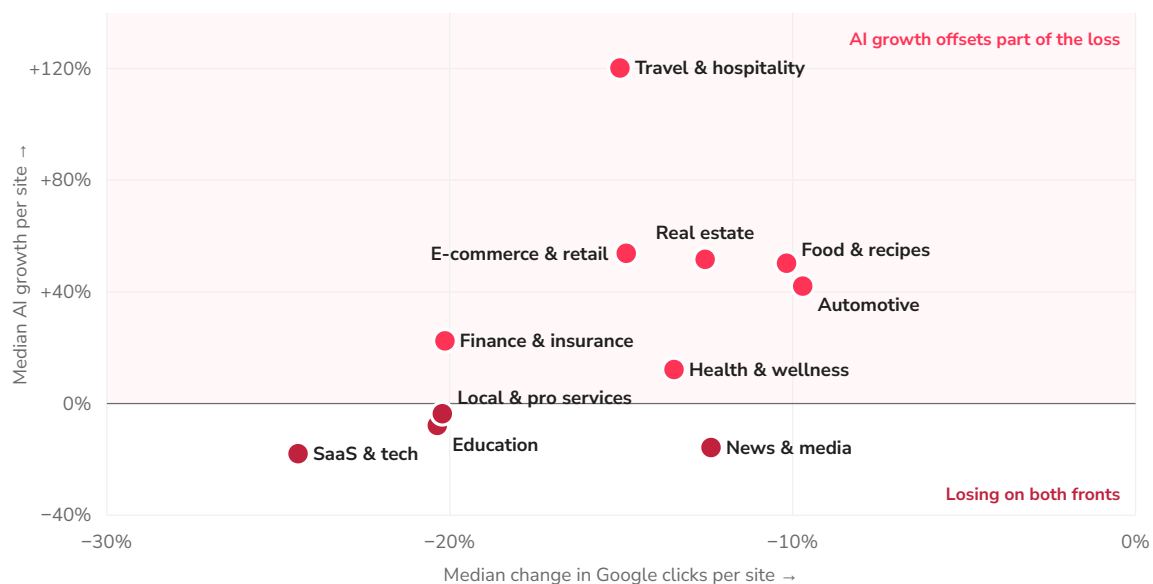
Plotting each industry's Google change against its AI growth shows two groups.

Transactional industries — travel, e-commerce, real estate, food, automotive — lose 10–15% of Google clicks but grow AI referrals 40–120%. Booking a trip or buying a product still needs the click.

Informational industries — SaaS & tech, education, news — lose on both fronts: assistants increasingly answer their questions without sending the visit.

Losing Google, **gaining AI?**

Each dot is an industry: median Google change (x) vs median AI growth (y)



Source: SEOcrawl AI · more than 16,000 websites

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4 · INDUSTRY BY INDUSTRY

Each industry has its own AI mix

ChatGPT leads everywhere, but how much varies. In **travel** it sends **96%** of AI referrals.

In **news & media**, **Perplexity** sends **21%**, far above its 5% average — it favours cited, up-to-date sources.

SaaS & tech is the most diverse industry: Gemini sends 8% and **Claude 5.7%**, more than five times its share in e-commerce.

Each industry has its own AI mix

Share of AI-referred sessions by assistant, Mar–Aug 2026

	ChatGPT	Gemini	Perplexity	Claude
Travel & hospitality	96.2%	1.4%	1.3%	0.4%
E-commerce & retail	90.4%	4.0%	3.3%	1.0%
Automotive	89.8%	4.1%	3.3%	1.1%
Health & wellness	85.1%	4.9%	5.1%	1.8%
Education	84.8%	5.1%	4.8%	2.1%
SaaS & tech	78.2%	8.0%	5.9%	5.7%
News & media	62.8%	5.2%	21.4%	4.4%

Source: SEOcrawl AI · more than 16,000 websites

 seocrawl AI

4 • INDUSTRY BY INDUSTRY

Mid-size websites are hit hardest

Grouping sites by their Google traffic **before** the drop, **mid-size sites with 1,000–10,000 clicks a month lost the most: –28% at the median**, with 78% of them declining. The smallest (–14%) and the largest (–16%) held up better.

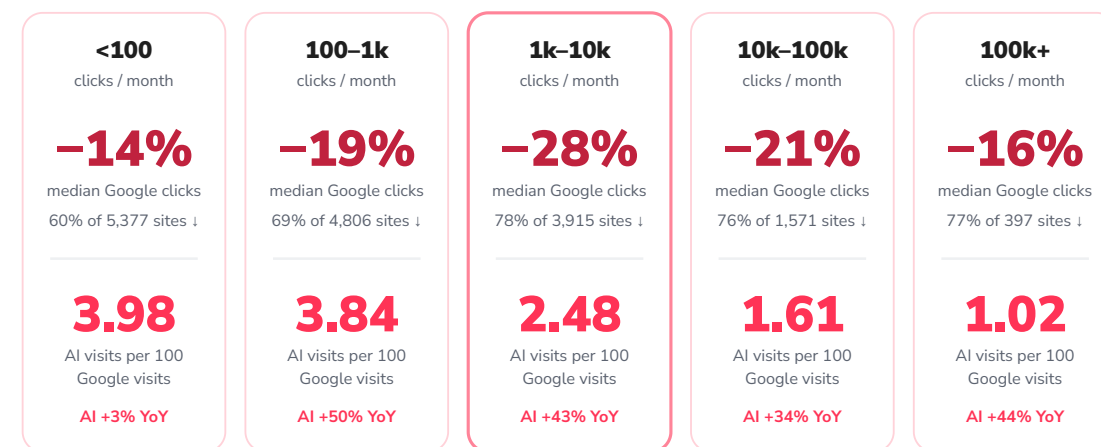
Smaller sites are also more exposed to AI: under 1,000 clicks a month they get **about 4 AI visits per 100 Google visits**, four times the ratio of the largest sites (1.02).

✓ WHAT TO DO

- ☐ Benchmark against your industry's median, not the market headline.
- ☐ If you rely on how-to content, plan for fewer clicks from both Google and AI.
- ☐ Transactional sites: make sure AI assistants can recommend and link to you.

Mid-size sites lose the most

By average monthly Google clicks before the drop (Sep 2024–Aug 2025)



Source: SEOcrawl AI · more than 16,000 websites

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5 · THE TRAFFIC NOBODY COUNTS

Why the real AI numbers are higher

Everything in this report is a floor, not a ceiling.

1. App traffic without a referrer. Visits from the ChatGPT mobile and desktop apps often arrive without referral information. GA4 records them as direct traffic, not as AI.

2. Google's AI answers look like organic. Clicks from AI Overviews and AI Mode are reported in Search Console as ordinary organic clicks.

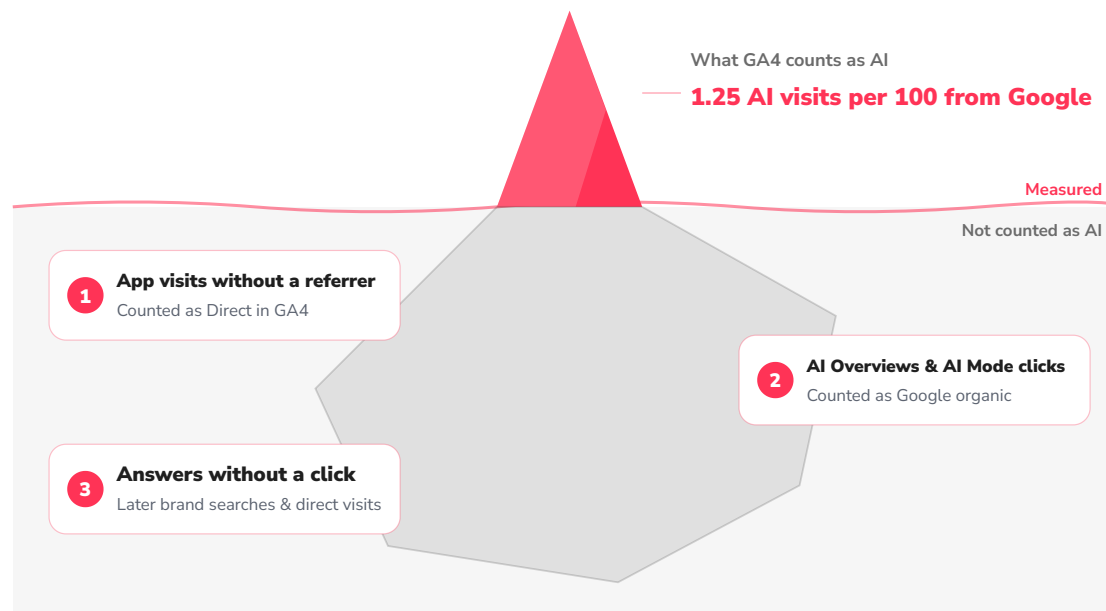
3. Answers without clicks. People read a recommendation, then search for the brand or type the URL later.

“Keep in mind we are only seeing the tip of the iceberg: part of AI traffic is not even logged as such.”

David Kaufmann, CEO & co-founder, SEOcrawl AI

Analytics only sees the tip of the iceberg

Why measured AI traffic is a floor, not a ceiling



Source: SEOcrawl AI · more than 16,000 websites

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6 · WHAT TO DO NEXT

Six moves for SEO and marketing teams

What sites lose in traditional search is not being recovered through AI — not at today's volumes. But the AI channel is growing fast, and positions inside assistants are being taken now.

The mistake would be to wait until AI is big before working on it.

Measure it in one place: SEOcrawl AI shows Google Search Console, GA4 AI referrals by assistant and what AI says about your brand, side by side.

What to do next: 6 moves

A practical plan for SEO and marketing teams, based on 16,000+ websites

This week

This month

This quarter



01

Measure AI referrals

Split GA4 sessions by assistant and set them against Google organic every month.



03

Track what AI says

Monitor the prompts your customers ask: are you mentioned and cited?



05

Plan B for how-to content

Invest in what AI can't replace: tools, data, community, brand demand.



02

Benchmark your industry

Compare your Google and AI change with your industry's median, not the headlines.



04

Win the click that remains

Titles, snippets, structured data and AI Overview citations decide the visit.



06

Lead in ChatGPT, watch the rest

83% of AI traffic is ChatGPT; Claude and Gemini grow fastest.

Always: keep investing in organic search. Google still sends ~80x more visits than all AI assistants.

Source: SEOcrawl AI · more than 16,000 websites

 seocrawl AI

APPENDIX A

Google organic, monthly — 16,661 websites

MONTH	CLICKS (MILLIONS)	IMPRESSIONS (BILLIONS)	CLICKS YOY	MONTH	CLICKS (MILLIONS)	IMPRESSIONS (BILLIONS)	CLICKS YOY
May-24	326.6	8.96	–	Jul-25	295.8	10.90	–14.0%
Jun-24	320.0	8.72	–	Aug-25	288.5	11.07	–15.1%
Jul-24	344.0	8.90	–	Sep-25	283.6	10.15	–14.5%
Aug-24	339.8	8.89	–	Oct-25	300.1	9.71	–10.1%
Sep-24	331.5	9.09	–	Nov-25	280.8	10.07	–12.6%
Oct-24	333.8	9.54	–	Dec-25	269.7	10.35	–13.7%
Nov-24	321.2	9.19	–	Jan-26	289.8	11.43	–12.8%
Dec-24	312.5	8.95	–	Feb-26	250.8	10.63	–16.0%
Jan-25	332.5	9.55	–	Mar-26	267.8	10.98	–16.2%
Feb-25	298.6	9.06	–	Apr-26	254.8	10.15	–16.0%
Mar-25	319.6	10.01	–	May-26	256.2	9.82	–15.2%
Apr-25	303.1	9.98	–	Jun-26	238.4	9.06	–14.8%
May-25	302.2	10.86	–7.5%	Jul-26	242.2	8.60	–18.1%
Jun-25	279.7	10.30	–12.6%	Aug-26	225.6	8.03	–21.8%

Impressions from September 2025 are affected by Google's removal of the &num=100 parameter.

APPENDIX B

AI referral traffic, monthly — 3,099 websites

MONTH	AI SESSIONS	PER 100 GOOGLE ORGANIC	SHARE OF ALL SESSIONS	CHATGPT	GEMINI	PERPLEXITY	CLAUDE	COPILOT
Mar-25	278,167	0.53	0.18%	77.8%	3.5%	17.9%	0.1%	0.0%
Apr-25	289,169	0.57	0.20%	78.9%	3.2%	16.2%	0.2%	0.1%
May-25	369,672	0.73	0.25%	77.2%	2.6%	12.9%	0.5%	5.5%
Jun-25	355,239	0.74	0.25%	76.6%	2.8%	12.3%	1.2%	5.9%
Jul-25	400,249	0.78	0.25%	76.9%	3.1%	11.7%	1.3%	5.5%
Aug-25	435,379	0.88	0.28%	80.5%	2.7%	10.3%	1.1%	4.2%
Sep-25	520,705	1.10	0.34%	81.6%	3.0%	10.8%	1.1%	3.2%
Oct-25	573,115	1.11	0.35%	82.7%	3.2%	9.7%	1.1%	2.9%
Nov-25	565,987	1.13	0.34%	82.5%	3.4%	10.1%	1.2%	2.5%
Dec-25	478,309	0.94	0.29%	80.9%	4.6%	10.1%	1.1%	2.9%
Jan-26	512,128	1.03	0.30%	80.2%	6.1%	9.5%	1.1%	2.7%
Feb-26	467,276	1.06	0.29%	77.8%	7.7%	9.0%	2.2%	2.9%
Mar-26	489,974	1.09	0.31%	75.5%	8.6%	8.0%	4.5%	3.0%
Apr-26	491,708	1.12	0.33%	75.2%	8.8%	7.1%	5.2%	3.3%
May-26	613,916	1.38	0.40%	84.5%	5.0%	4.6%	3.8%	2.1%
Jun-26	445,820	1.24	0.35%	86.1%	4.6%	3.6%	4.0%	1.7%
Jul-26	428,419	1.19	0.34%	87.3%	4.8%	3.1%	3.0%	1.5%
Aug-26	532,941	1.52	0.42%	91.1%	4.1%	1.8%	1.8%	1.0%

Engine shares are of all AI-referred sessions; DeepSeek and other assistants make up the remainder.

Industries — median website

INDUSTRY	SITES (GOOGLE)	GOOGLE CLICKS, MEDIAN CHANGE	SITES THAT LOST CLICKS	AI VISITS PER 100 GOOGLE	AI REFERRALS, MEDIAN CHANGE	SITES THAT GREW AI
Jobs & recruitment	42	-38%	86%	—	—	—
SaaS & tech	323	-24%	75%	2.24	-18%	39%
Education	194	-20%	76%	2.68	-8%	47%
Local & professional services	793	-20%	69%	2.09	-4%	53%
Finance & insurance	115	-20%	75%	2.09	+22%	56%
Travel & hospitality	405	-15%	67%	2.15	+120%	71%
E-commerce & retail	1,581	-15%	70%	1.99	+54%	76%
Health & wellness	593	-13%	64%	1.02	+12%	59%
Real estate	146	-13%	64%	1.70	+52%	67%
News & media	147	-12%	66%	0.76	-16%	42%
Food & recipes	138	-10%	64%	0.83	+50%	76%
Automotive	199	-10%	68%	1.45	+42%	74%
Sports	55	-8%	69%	—	—	—
Gambling & betting	40	-4%	55%	—	—	—
Gaming	26	-4%	62%	—	—	—

Google: Sep 2025 – Aug 2026 vs prior year, sites with 1,000+ Google clicks a month. AI: Mar – Aug 2026 vs 2025, sites with GA4. “—” where fewer than 25–30 sites have AI data.



Measure your own AI vs. organic traffic

This study was produced with SEOcrawl AI, the SEO and GEO platform that measures your visibility and traffic across Google and AI assistants in one dashboard.

AI traffic from GA4

How many visits ChatGPT, Gemini, Perplexity, Claude and Copilot send you, next to Google organic, month by month.

Prompt Tracking

Whether AI assistants mention and cite your brand for the prompts your customers ask, against your competitors.

Search Console at scale

Clicks, positions, pages and queries behind every change — also inside ChatGPT and Claude through the SEOcrawl AI MCP.

Start free at **seocrawl.ai**



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