

WORKSHOP:

Fighting Back Against AI Overview in Search

**smart
CAUSE
digital**

WEB DEVELOPMENT
& DIGITAL SKILLS
FOR NONPROFITS

About me

- » Yesenia Sotelo
- » Website Analytics Consultant
& Web Developer
- » yesenia@smartcausedigital.com
- » <https://nten.link/4cIR3XJ>



Resources:

smartcausedigital.com/ai-overview

Questions?

Plan for Today's Workshop

- » Learn about AI overview and why it's here to stay
- » Understand how nonprofits are affected
- » Craft a plan to navigate this new version of SEO
- » Craft a plan to overcome the negative impact of AI overview

What is AI overview?

in what era is bridgerton set



AI Mode **All** Images Forums Shopping Videos Short videos More ▾ Tools ▾

◆ AI Overview

Bridgerton is set in a stylized, alternative version of the British Regency era, specifically **between 1813 and 1815** for the early seasons. While the real Regency ran from 1795 to 1837 (with the official Prince Regent period 1811–1820), the show focuses on the extravagant 1810s London "ton," highlighting high-stakes romance, social gossip, and balls, while intentionally favoring modern, colorful fashion over strict historical accuracy. YouTube +3

This video explains some of the key differences between the show's, historical accuracy and the actual Regency era:



Show more ▾

Bridgerton - Wikipedia

Bridgerton is an American alternative history regency romance television series created by...

Wikipedia



Bridgerton Season 3 Wraps: Exactly How Historically Accurate Is ...

The final few episodes of season three of Netflix's *Bridgerton* come out Thursday. The...

Boston University



how can i donate to my local food bank

✕ | 🎤 | 📷 | 🔍

◆ AI Overview

To donate to a local food bank in Cook County, you can **make monetary donations online via the [Greater Chicago Food Depository](#), [Nourishing Hope](#), or the [Irving Park Community Food Pantry](#)**. You can also drop off non-perishable items, donate via virtual food drives, or volunteer your time. 🌾 Feeding America +4

Here are the best ways to support local food banks:

- **Donate Money:** Cash donations are the most efficient way to help, as organizations can leverage wholesale purchasing power to buy more food.
- **Donate Non-Perishable Food:** Items needed include canned proteins (tuna, chicken), peanut butter, canned fruits/vegetables, pasta, rice, and cereal.

Show more ▾

Donate Food to a Local Food Bank | Feeding America
Here are some ways to donate food: * Work with companies of all sizes looking to donate food ...
🌾 Feeding America ⋮

Donate to a Food Bank | Greater Chicago Food Depository
Oct 1, 2024 — You can donate to a food bank in the following ways: * Donate money at a food...

how i expunge my record in illinois



AI Overview

To expunge your record in Illinois, **file a petition with the Circuit Court Clerk in the county where you were arrested, pay required fees (or file a fee waiver), and serve copies to law enforcement.** Eligible cases include non-convictions (dismissals, acquittals) or certain low-level offenses. Utilize **approved state forms** and consider using the **Illinois Legal Aid Online Easy Form** to assist with paperwork. ILAO Illinois Legal Aid +4

Key Steps to Expunge a Record

- **Determine Eligibility:** You can typically expunge arrests that did not lead to convictions, cases resulting in supervision or qualified probation for certain misdemeanors/felonies, and some cannabis convictions.
- **Obtain Your Records:** Gather your rap sheet from the Illinois State Police and court dispositions for all cases.
- **Complete Forms:** Fill out the Petition to Expunge and/or Seal (standardized forms are required).
- **File the Petition:** File the forms with the Circuit Court Clerk in the county of arrest. A fee is required for each county.
- **Serve the Agencies:** The clerk will send copies of your petition to the Illinois State Police, the arresting agency, and the State's Attorney.

Criminal record expungement or sealing request Easy Form | Illinois ...

Nov 8, 2024 — What do I need first? To complete this program, you will need: Court...

ILAO Illinois Legal Aid Online



Expungement | Students' Legal Assistance - Northern Illinois University

You must file the petition to expunge or the petition to seal records in the county where th...

NIU Northern Illinois University



Starting a case to expunge or seal a criminal record

Oct 9, 2025 — File your forms with the circuit court clerk in the county where you were arrested or charged with the...

ILAO Illinois Legal Aid

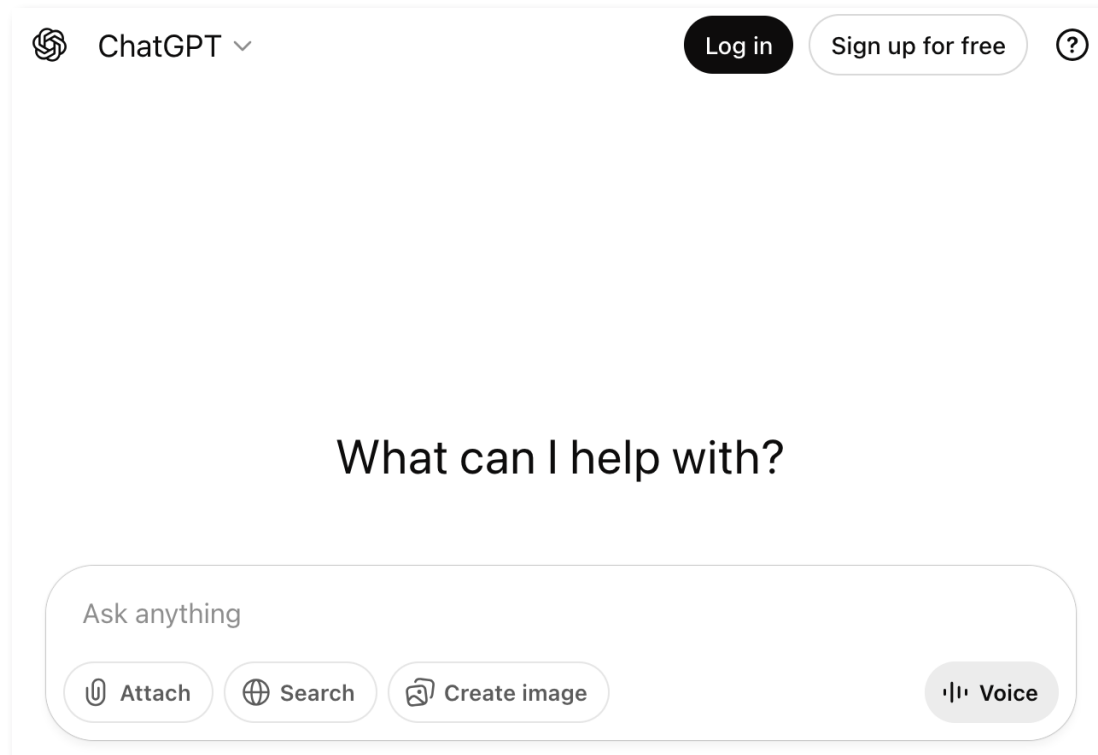
Show all

**AI Overview is a
fundamental shift.**

Updated Terms

- » SEO
 - » Search Engine Optimization
- » GEO
 - » Generative Engine Optimization
- » AEO
 - » Answer Engine Optimization

Why is Google doing this? (and why it is not going away)



Questions?

Plan for Today's Workshop

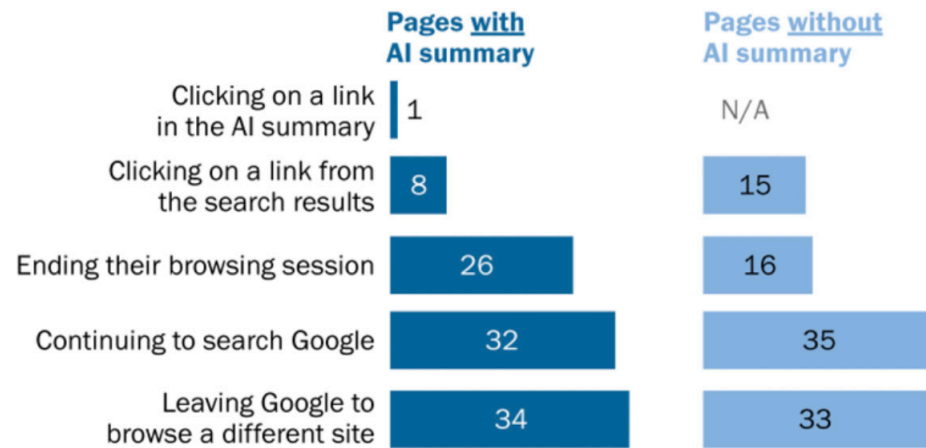
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How are nonprofits affected by AI overview?

Google users are less likely to click on a link when they encounter search pages with AI summaries

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% of Google searches in March 2025 that resulted in the user ...



Note: Figures may not add to 100% due to rounding.

Source: Pew Research Center analysis of 68,879 Google searches conducted by 900 U.S. adults from March 1-31, 2025, using a web browser on a desktop, laptop or mobile device. AI Overview text and search result page content were collected April 7-17, 2025.

PEW RESEARCH CENTER

Session primary...Channel Group) +

↓ Sessions

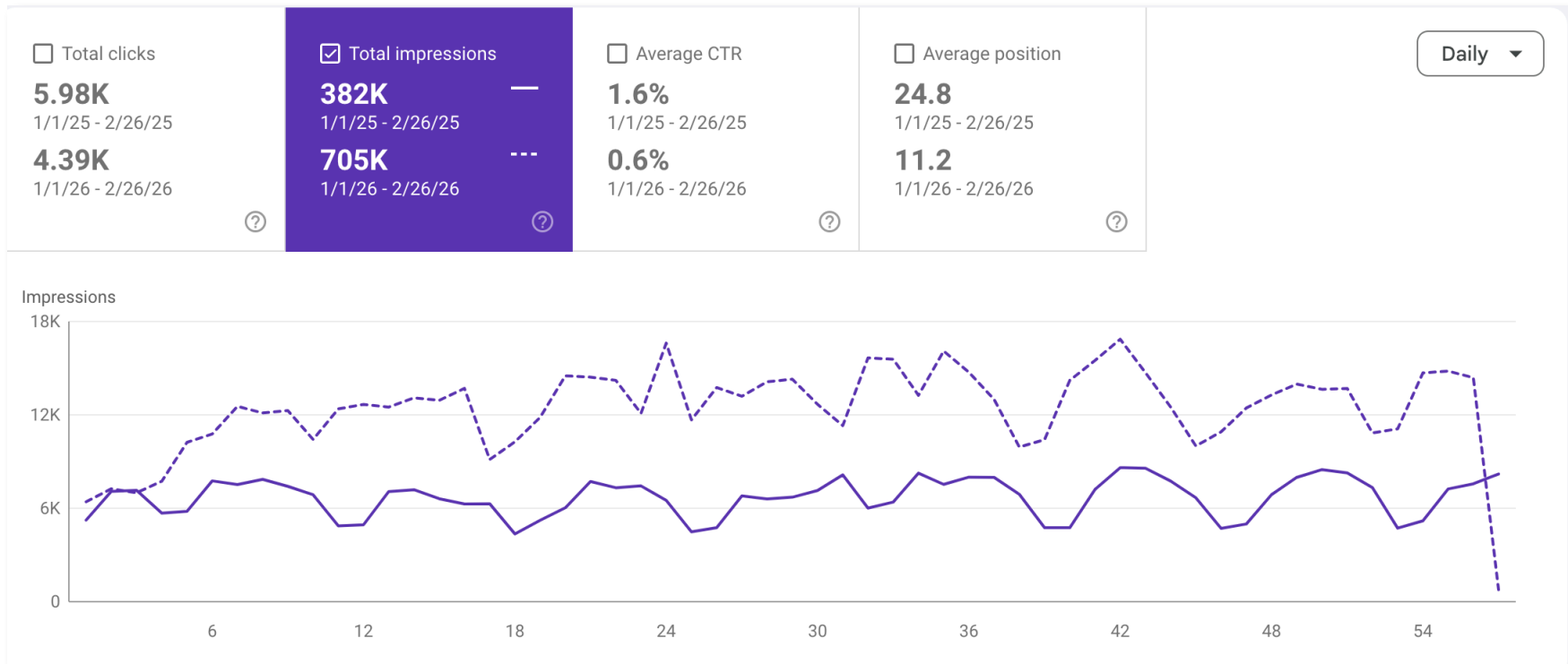
SHOW ALL ROWS

Total	15,398 vs. 23,448 ↓ -34.33%
Organic Search	
Jan 1 - Feb 26, 2025	6,690 (43.45%)
Jan 1 - Feb 26, 2026	5,319 (22.68%)
% change	25.78%

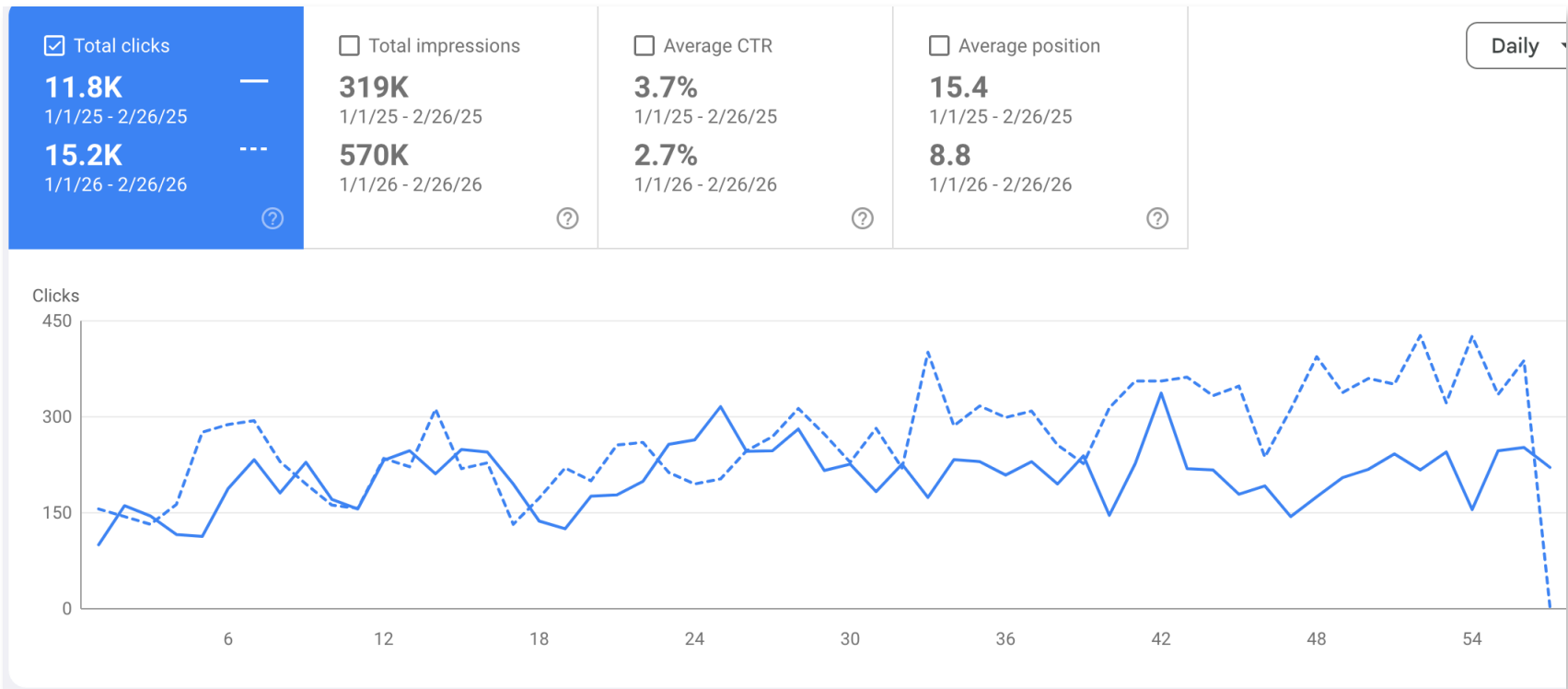
Total	55,861 vs. 73,623 ↓ -24.13%
Organic Search	
Jan 1 - Feb 26, 2025	17,623 (31.55%)
Jan 1 - Feb 26, 2026	11,156 (15.15%)
% change	57.97%

Total	90,855 vs. 72,645 ↑ 25.07%
Organic Search	
Jan 1 - Feb 26, 2025	35,191 (38.73%)
Jan 1 - Feb 26, 2026	26,164 (36.02%)
% change	34.5%

Total	737,738 vs. 841,617 ↓ -12.34%
Organic Search	
Jan 1 - Feb 26, 2025	531,601 (72.06%)
Jan 1 - Feb 26, 2026	499,733 (59.38%)
% change	6.38%



**Fewer potential
target audience members**




Event name	+	↓ Event count
◇ SHOW ALL ROWS		
Total		79 vs. 62 ↑ 27.42%
donation		
Nov 1 - Dec 31, 2025		79 (100%)
Nov 1 - Dec 31, 2024		62 (100%)
% change		27.42%

Event name	+	↓ Event count
◇ SHOW ALL ROWS		
Total		758 vs. 842 ↓ -9.98%
purchase		
Nov 1 - Dec 31, 2025		758 (100%)
Nov 1 - Dec 31, 2024		842 (100%)
% change		-9.98%

which is the best electric car





AI Overview



Top-rated electric cars for 2026 include the **Chevrolet Blazer EV, Ford Mustang Mach-E, and Hyundai Ioniq 6**, which are recognized for their performance, range, and value. Other top contenders include the Tesla Model 3 and Model Y for efficiency, the Hyundai Ioniq 5 for versatility, and premium options like the Lucid Air and Porsche Taycan.  Consumer Reports +4



This video provides a detailed look at some of the best electric SUVs on the market:



Edmunds Cars
YouTube • Dec 26, 2025




Best Hybrids & EVs Reviews
2026 Kia Niro Electric. Base MSRP...
 Consumer Reports · 

Top 10 BEST Electric Cars For 2026
The Tesla Model Y and Model 3 are...
 YouTube · Car Help Corner · 

Edmunds Top Rated Electric Car
2026 Tesla Model 3 ... The Model 3 might be the best value electric car you can buy, combining...
 Edmunds · 

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Pay attention to...



PPC » Article

What industry data reveals about the impact of Google's AI Overviews on paid search

Published: Feb 26, 2026, 7:00 am · 5 min read

What AI Overviews mean for paid search revenue

Generative summaries fundamentally change the math of a successful campaign. When an AI Overview pushes paid ads below the fold, it triggers a chain reaction that impacts your profitability:

- **Lower CTR = fewer clicks:** Reduced visibility leads to fewer visits to your landing pages, shrinking your traffic pipeline.
- **Fewer clicks = fewer conversions:** A smaller traffic pool inevitably leads to a drop in total lead or sale volume.
- **Higher CPC = reduced profitability:** In sectors where AI summaries trigger on high-competition terms, the cost to stay relevant rises, squeezing margins and lowering your return on ad spend (ROAS).

which brand of electric car is the best

Sponsored results



Edmunds.com
https://www.edmunds.com

Best Electric Cars of 2026 and 2027 - Expert Reviews and Rankings

Edmunds expert & unbiased reviews can help you find the perfect vehicle for your lifestyle

Hide sponsored results ^

◆ AI Overview

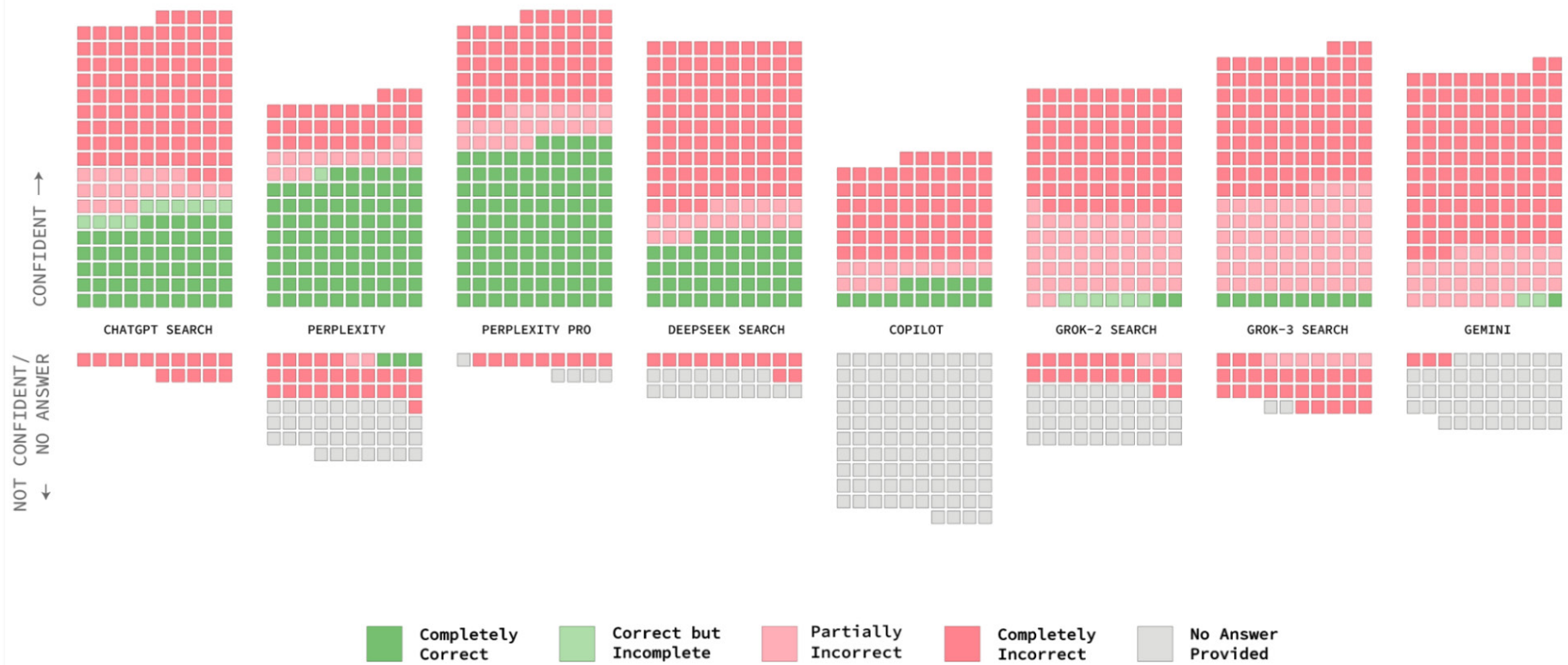
Based on 2025-2026 industry reviews, there is no single "best" electric car manufacturer, as top spots depend on priorities. **Tesla (Model 3/S) is widely considered the leader in charging, software, and range efficiency**, while **Hyundai/Kia** (Ioniq 5/6, EV6) offer superior charging speeds and comfort. Other top contenders include **Renault** (for affordability) and **Porsche** (for performance). Reddit +4

- **Best Overall / Value:** The **Hyundai Ioniq 6** and **Kia EV6** are frequently ranked top for their fast 800V charging, sleek design, and range. The **Renault 5** is highlighted for excellent range at a lower price point.
- **Best for Performance & Tech:** Tesla remains a top pick for its charging network,

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Generative search tools were often confidently **wrong** in our study

The Tow Center asked eight generative search tools to identify the source article, the publication and URL for 200 excerpts extracted from news articles by 20 publishers. Each square represents the citation behavior of a response.



Questions?

Let's check in with each other

- » Have you noticed a change / shift in your website traffic from organic search?
- » Have you noticed a change / shift in email list acquisition, new donor acquisition?

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Craft a plan to navigate the new version of SEO

**Technical requirements
are currently tied
to traditional SEO**

How to appear in AI features

You can apply the same [foundational SEO best practices](#) for AI features as you do for Google Search overall: making sure the page meets the [technical requirements for Google Search](#), following [Search policies](#), and focusing on the [key best practices](#), such as [creating helpful, reliable, people-first content](#).

Maintain and update technical infrastructure

Maintain content strategy

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Craft a plan to overcome negative impact

What are your website goals?

**Convert more of the
visitors that do
make it on the website**

Test other methods to grow website traffic

Let's check in with each other

- » Which ideas to **convert more visitors** seems like the easiest win for your organization?
- » Which ideas to **grow your website traffic** seems like the easiest win for your organization?

Questions?

Download:

smartcausedigital.com/ai-overview

Thank you!

» yesenia@smartcausedigital.com

