
Fighting Back Against AI Overview: Resource Guide



Hi, I'm Yesenia.

I am a website analytics consultant and web developer.

I elevate ambitious nonprofit professionals by teaching you how to use the technology tools of modern marketing.

I can teach you how to use website analytics, redesign your website, or improve your online marketing results.

My SmartCause Method for building websites is especially designed for the way nonprofits collaborate, make decisions, and grow.

I won the Lifetime Achievement Award from the Nonprofit Technology Network (NTEN) for my work teaching digital skills to nonprofit professionals.

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Questions for Reflection

- Have you noticed a change / shift in your website traffic from organic search?

- Have you noticed a change / shift in email address acquisition, or new donor acquisition?

Craft a plan to navigate the new version of SEO

- Maintain and update technical infrastructure
 - Current and well-maintained theme / template
 - Updated content management system, and plugins
 - Updated server software
 - Speedy site, as defined by Google

- Maintain content strategy
 - Guided by overall communications, fundraising, and marketing goals

Craft a plan to overcome negative impact

- Convert more of the visitors that do make it to the site
 - Optimize landing pages that are currently performing well
 - Include aggressive, targeted, integrated calls-to-action
 - Cross-link to other, related, popular content

- Test other methods to grow website traffic
 - QR codes on flyers, snail mail, printed materials
 - Google Ads
 - Social media: advertising, LinkedIn, Reddit, YouTube
 - Create a landing page for social media visitors
 - Text campaigns
 - Trade email marketing ads with partner organizations
 - Webinars and online events as list building tools

Questions for Reflection

- Which ideas to convert more visitors seem like the easiest win for your organization?

- Which ideas to grow your website traffic seems like the easiest win for your organization?

References

- [Google users are less likely to click on links when the AI summary appears in the results](#)
- [What industry data reveals about the impact of Google's AI Overviews on paid search](#)
- [AI search has a citation problem](#)
- [AI features and your website](#)