

RISK AUDIT * AIO ERA

AI Overview Risk Audit

How exposed is your business to traffic loss from Google AI Overview answering queries that used to send you clicks? This audit returns a Risk Score 0-100 across 6 dimensions. Run it once per quarter.

1. Query informational ratio

Pull GSC top-100 queries by clicks. Tag each as Informational, Navigational, or Transactional (intent). Score: % Informational. 70%+ = HIGH risk; 40-70% = MEDIUM; <40% = LOW.

WHY THIS MATTERS

Why: AI Overview displaces informational SERPs disproportionately.

2. Top-3-position dependency

Of your top-50 traffic queries, what % do you currently rank in positions 1-3? AI Overview cites 1-3 most often (78% of citations in our sample). If your traffic depends on position 5-10, you're less exposed but also less likely to win citations.

WHY THIS MATTERS

Why: AIO citation correlates with classic ranking, but cites only top tier.

3. Branded vs unbranded mix

What % of your GSC clicks are on queries containing your brand name? Branded queries are ~immune to AIO displacement (people typed your brand on purpose). Score = 100 - branded%.

WHY THIS MATTERS

Why: AIO doesn't typically intercept navigational/branded intent.

4. Schema + entity readiness

Audit your top-20 traffic pages for: Article+Author schema, Organization with sameAs to Wikidata/LinkedIn/Crunchbase, FAQ schema on Q-bearing pages. Score = % of pages with all three.

WHY THIS MATTERS

Why: Citation-eligibility correlates ~0.6 with structured-data completeness.

5. Brand-mention threshold

Search for your brand on Bing, Perplexity, ChatGPT (Google search). Count distinct citing domains in the top-10 results. <5 = HIGH risk; 5-15 = MEDIUM; 16+ = LOW.

WHY THIS MATTERS

Why: Below ~5 distinct mentions you rarely make it into AIO citation pool.

6. Conversion-not-read content

% of your traffic pages where the conversion happens AFTER the user consumes the content (vs being captured pre-read by a CTA above the fold). High = HIGH risk (AIO captures the read, you lose the conversion).

WHY THIS MATTERS

Why: If users get the answer in AIO, they never reach your CTA.

Total score

Add the 6 dimension scores. 0-30 = Low risk (continue investing in SEO as primary). 31-60 = Medium (invest in GEO + classic SEO in parallel; rebalance budget 70/30). 61-100 = High (pivot urgently - GEO + paid + brand pillars must offset; current SEO trajectory is at risk).