

Business Solutions Marketing Group Addresses Small Business Concerns Over Google's New AI Mode Metrics in Search Console

Google's AI Mode messing with your metrics? Don't panic! Linda Donnelly explains why & what to do for your small biz SEO. Get answers now!

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Small business owners across the nation are observing unusual shifts in their Google Search Console reports, sparking confusion and concern regarding their online visibility and performance metrics. Linda Donnelly, owner of [Business Solutions Marketing Group](#), a leading local marketing firm with over a decade of experience, is issuing a statement to clarify these changes and provide immediate guidance.



“

If your reports look unusual, please know: It's not just you, and it's not a sign your SEO strategy has failed overnight. It's a reporting anomaly as Google integrates this new technology.”

Linda Donnelly

Google's recently expanded AI Mode, now widely known as AI Overviews in search results, has significantly altered how users interact with search queries and how performance data is reported. While AI Mode aims to provide quick, summarized answers directly within Google Search, its integration into Search Console reports has created what many are calling a "hot mess" for traditional metrics.

"We understand that seeing your call, direction, and website click numbers suddenly appear to 'tank' in Google

Search Console can be incredibly alarming," states Linda Donnelly. "But it's crucial for small business owners not to panic. This isn't necessarily a reflection of decreased customer interest in your business; it's largely about how Google is now presenting information and, more importantly, how it's currently reporting it."

Key observations and data points highlight the situation:

Widespread Adoption: Google now displays a Search Generative Element (AI Overview) for an astounding 86.8% of all search queries. (Source: SEO.AI, 2024). This indicates a significant shift in user experience.

Metric Misinterpretation: Over 50% of users are now interacting with AI Mode, yet when businesses appear in these AI Overviews, the familiar "Call," "Directions," or "Website" buttons from their [Google Business](#) Profile often do not appear or are not tracked in the same traditional way within Search Console reports. This can lead to a perceived sharp decline in these critical performance indicators.

Zero-Click Trend: The rise of AI Overviews contributes to a growing "zero-click" search phenomenon, where users find answers directly on Google without visiting a website. Nearly 60% of Google searches in 2024 didn't result in a click to an external site, a figure projected to exceed 70% by 2025.

Visibility Shift: AI Overviews push organic search results further down the page. Studies show the number one organic listing can be displaced by an average of 1,562 pixels due to AI-generated content.

Donnelly emphasizes, "If your reports look unusual, please know: It's not just you, and it's not a sign your SEO strategy has failed overnight. It's a reporting anomaly as Google integrates this new technology. We anticipate Google will refine its reporting methods in time."

Business Solutions Marketing Group advises small businesses to maintain calm and focus on key unaffected indicators and adaptive strategies:

Utilize Heat Map Audits: These visual tools provide unaffected, accurate insights into local search rankings across specific geographic areas.



Intensify Google Business Profile Optimization: AI Overviews heavily draw information from GBP. A complete and regularly updated profile is paramount.

Prioritize E-E-A-T (Expertise, Experience, Authoritativeness, Trustworthiness): Google's AI models rely on strong E-E-A-T signals to determine reliable sources for summaries.

Create Comprehensive, Question-Answering Content: Websites that clearly and concisely answer common user questions are more likely to be cited by AI Overviews.

Leverage [Video Marketing](#): Video content remains highly engaging and helps AI better understand and feature your business.

"The landscape of online search is always evolving," adds Donnelly. "Our goal is to ensure small businesses not only survive but thrive amidst these changes. By understanding how AI Mode works and adapting our strategies, we can continue to connect businesses with their customers effectively."

About Business Solutions Marketing Group: Business Solutions Marketing Group has been a trusted partner for small businesses for over a decade, specializing in comprehensive marketing solutions. Based in Camp Hill, PA, the firm offers expert services including Video Marketing, Reputation Management, Review Removal, and Google Business Listing Optimization, empowering local businesses to achieve maximum online visibility and



Video Marketing for Small Business



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sustained growth.

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