

69% of Searches Result in Zero Clicks as Hawaii's First AI-Native Consultancy Launches North American Services

Hawaii-based Plate Lunch Collective launches AI-native marketing services to help North American businesses compete in zero-click era

HONOLULU, HI, UNITED STATES, September 2, 2025 /EINPresswire.com/ -- As 69% of news

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The rush to 'optimize for ChatGPT' misses the bigger picture. These systems change constantly. The smarter approach is becoming the authoritative source AI systems can't help but cite.”

Hayden Bond, founder of Plate Lunch Collective

searches now result in zero clicks to websites, with users getting answers directly from AI systems instead, Plate Lunch Collective, Hawaii's leading AI-native digital marketing consultancy launched in March 2025, is helping businesses across the US and Canada navigate this fundamental shift in search behavior. With ChatGPT processing over 5.7 billion visits monthly and Google's AI Overviews appearing in 20% of search results, businesses require specialized guidance where traditional marketing approaches are rapidly becoming obsolete.

Hawaii's Strategic Advantage in AI-First Marketing

"Geographic isolation creates an advantage in AI-first marketing," said founder Hayden Bond. "There's less digital noise, fewer agencies chasing every trend, and more opportunity to focus on fundamentals that work across all interfaces rather than getting caught up in headline grabbing marketing fads. This makes Plate Lunch Collective the natural choice for businesses seeking AI-forward marketing expertise."

While mainland agencies chase the latest AI optimization trends, businesses can build sustainable authority that works regardless of which interface dominates next year. "We're seeing clients achieve consistent performance across ChatGPT, Google AI Overviews, and voice search, because they're optimizing for the underlying retrieval systems rather than individual platforms," Mr. Bond noted. "If your brand isn't showing up in AI responses, it's because you weren't clear enough to cite."

Studies show up to 34.5% fewer clicks to websites when AI overviews appear. For businesses

competing in digital markets, understanding how to appear in these AI-generated responses becomes critical for maintaining visibility in an increasingly zero-click search environment.

Three Core Services for Modern Marketing Challenges

Plate Lunch Collective offers specialized services designed to help businesses compete effectively across North America:

[Fractional Marketing Leadership](#)

addresses the growing need for high-level AI marketing expertise without full-time overhead. Studies show fractional marketing consultants deliver up to 580% ROI compared to traditional hiring models.

[Generative Engine Optimization](#) (GEO) ensures businesses become authoritative sources that AI systems like ChatGPT, Perplexity, and Google Gemini cite directly, crucial as AI search is projected to capture 14% of total search market share by 2028.

[Modern SEO](#) adapts traditional search optimization for Google's AI-powered systems, focusing on how people actually search rather than outdated keyword-centric approaches.

Practical Results Through Cross-Platform Optimization

Analysis by the Hawaii-based AI-native digital marketing consultancy shows businesses implementing systematic optimization techniques capture AI summaries and overviews for 40-60% of target keywords within six months.. For local businesses competing against larger companies, this strategic optimization levels the playing field.

Plate Lunch Collective's Retrieval Layer Strategy creates "optimization efficiency," where one strategic effort improves performance across all current and future AI interfaces. Recent client implementations show 200-300% increases in AI summary capture, with the same work improving visibility in voice search, social media algorithms, and traditional search simultaneously.

"The rush to 'optimize for ChatGPT' or 'rank in AI Overviews' misses the bigger picture," noted Mr. Bond. "These systems are black boxes that change constantly. The smarter approach is



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becoming the authoritative source that AI systems can't help but cite, regardless of which interface is trending.”

About Plate Lunch Collective

Plate Lunch Collective is Hawaii's first AI-native digital marketing consultancy launched in March 2025. Based in Honolulu, the consultancy specializes in helping businesses navigate AI-mediated search optimization while providing access to senior-level marketing expertise. The agency serves businesses nationwide from its Hawaii headquarters.

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