

Zero-Click Google Searches Hit 68%, Mike Koenigs Warns Founders to Adapt

Zero-Click Searches Up 7.5% Points in Two Years, SparkToro Finds - Ai Advisor Flags Brand-Search Edge

SAN DIEGO, CA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- Mike Koenigs, founder of [The Superpower Accelerator™](#) and author of [The Ai Accelerator™](#), is advising founders and business owners to rebuild how their companies get discovered, following research showing that 68.01% of U.S. Google searches ended without a click during the first four months of 2026.

The finding comes from SparkToro, which analyzed Similar web desktop and mobile panel data and published the results June 9. The same analysis put the 2024 zero-click rate at 60.45%, up 7.5 percentage points over two years. Searches producing at least one click fell 9.51 percentage points across the same period, which SparkToro characterized as a 22.9% decline.

Search results pages increasingly resolve a query through Ai-generated summaries and answer panels, satisfying the user without a visit to an outside website. Companies that built inquiry flow on ranking for category terms now work with a narrower pathway.

Koenigs, who has taught generative Ai applications to executive audiences at Abundance360, Genius Network, Strategic Coach®, Tony Robbins Platinum Partners, EO, YPO, and MIT, works with founders through a three-day in-person intensive held in San Diego and Baja California, Mexico, followed by four to six weeks of production work by his team. Participants leave with a defined brand identity, a core offer and pitch, and the authority assets, website and campaign materials that support them. Ai systems produce that material at a volume a small team could not otherwise sustain.

His guidance to clients centers on building enough direct recognition that buyers search for a company by name rather than by category.



Mike Koenigs, Founder, The Superpower Accelerator



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"When the search engine answers the question itself, ranking for a category term stops working as a business model," said Mike Koenigs, founder of The Superpower Accelerator™. "The companies still getting found are the ones people already know by name, and that kind of recognition gets built on purpose."

"A lot of the founders I work with have been the best-kept secret in their industry for 20 years, and search traffic

covered for that. It doesn't anymore," Koenigs said. "Ai is the fastest way I know to take what somebody spent a career learning and put it in front of the market at a scale one person could never reach by hand."

More information is available at <https://SuperPowerAccelerator.com>.

About The Superpower Accelerator

The Superpower Accelerator™ is a three-day, in-person business and brand intensive founded by Mike Koenigs and headquartered in San Diego. Sessions run in San Diego and Baja California, Mexico, followed by four to six weeks of production work by the company's team. The program serves founders planning a next act after an exit, service providers repositioning around a premium offer, and subject-matter experts building a public platform. Participants leave with a Category of One™ brand position and the offer, authority assets and campaign materials that support it.

About Mike Koenigs

Mike Koenigs is the founder of The Superpower Accelerator™. He is a serial founder with five business exits and a 19-time bestselling author whose titles include "The Ai Accelerator™" and "Your Next Act." He has contributed to Entrepreneur, Fast Company and Forbes, and has consulted with companies including Sony and BMW. He co-hosts the podcasts "Capability Amplifier" and "The Big Leap," and has presented on generative AI at Abundance360, MIT, Strategic Coach® and Genius Network.

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