

AI Has Not Replaced SEO for Business Growth, Expert Says

Despite claims that artificial intelligence (AI) is making search engine optimization (SEO) obsolete, it remains essential, digital marketing expert finds.

TORONTO, ONTARIO, CANADA, August 31, 2026 /EINPresswire.com/ -- Husam Jandal, an internationally acclaimed [business and digital marketing consultant](#),

says search engine optimization (SEO) for business growth remains an essential practice despite recent shifts in user behavior tied to the use of artificial intelligence (AI). Additional insights can be found in "[SEO for Business Growth: What Every Executive Needs to Know](#)," which is now live on [HusamJandal.com](#).



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WEBSITE TRAFFIC FALLS AS MORE SEARCHES END WITHOUT A CLICK

Businesses are losing organic website traffic as Google and other search engines, as well as AI platforms such as ChatGPT and Gemini, provide answers without requiring

users to visit the original source.

> Zero-Click Searches: 68 percent of Google searches now end without a click.

> Reduced Traffic Share: Google's share of traffic to more than 75,000 websites fell approximately 22 percent over the past year.

> Minimal AI Referrals: AI tools send less than one percent of their traffic to external websites, leaving businesses with little referral traffic to offset organic search losses.

"AI-generated answers and zero-click experiences are satisfying more searches before users reach a company's website, while AI platforms return very little referral traffic, which can give the false impression that the value of SEO is dropping," Jandal explains.

VALUE IN USING SEO FOR BUSINESS GROWTH REMAINS

Despite declining organic traffic, current buyer behavior shows that search engines and



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company websites remain central to how businesses are researched and evaluated.

> Continued Search Use: 75 percent of B2B buyers still use Google or another search engine during vendor research.

> Website Validation: After receiving an AI recommendation, 71 percent visit the company's website and 63 percent search for the company online.

> Connected Research Channels: 41 percent begin with AI and validate through search, 35 percent begin with search and use AI for comparison or synthesis, and 20 percent move between both throughout the process.

> Support for AI Visibility: Many of the same tactics that support SEO, such as creating accessible content, strengthening a website's technical aspects, and building authority, also help search-based AI systems find, evaluate, and cite company information.



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"SEO and AI visibility influence buyers beyond the website visits recorded in analytics," Jandal adds. "Tracking citations, brand mentions, branded searches, and assisted conversions gives businesses a fuller view of that influence."

Those interested in leveraging SEO for growth or developing a comprehensive digital marketing strategy are encouraged to [learn more at HusamJandal.com](https://husamjandal.com).

ABOUT HUSAM JANDAL

Husam Jandal is an internationally renowned business and marketing consultant, public speaker, and author. His background includes teaching Google Partners and educating at a collegiate level, receiving multiple Web Marketing Association Awards, and earning rave reviews from businesses of all sizes. For more information on his speaking or consultancy services, visit HusamJandal.com.

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