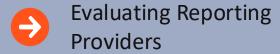
## **C-Suite Facing Generative Search Reporting Template**



## **Summary Metrics**

| КРІ                                 | Numbers                           | Notes  |
|-------------------------------------|-----------------------------------|--|
| Pipeline Sourced from All<br>Search | Q1 2025: 35%<br>2024: 32%         | Metric include all pipeline sourced from Organic Search and Google/Bing Ads                              |
| Traffic from Generative<br>Search   | March '25: 0.6%<br>QoQgrowth: 77% | Includes all traffic from Gemini, ChatGPT,     Copilot, Perplexity, etc. as a share of total     traffic |
| Al Overview Coverage Rate           | March '25: 31%  QoQ Growth: 13%   | Covers top 1000 search queries   |
| Mention Rate                        | March '25: 28%                    | Covers top 1000 queries in ChatGPT and Google  |
| Citation Rate                       | March '25: 3%                     | Covers top 1000 queries in ChatGPT and Google  |

## **Next steps and Initiatives**



- Existing SEO data providers don't inform on Generative Search trends or outcomes.
- Evaluating other providers to better track KPIs and underlying drivers
- Implementing content quality improvements
  - Identified top 10 content pages for LLM based optimization.
  - Comparing content to top performers and bulking up pages with additional data and authority