

C-Suite Facing Generative Search Reporting Template

Summary Metrics

KPI	Numbers	Notes
Pipeline Sourced from All Search	Q1 2025: 35% 2024: 32%	<ul style="list-style-type: none"> Metric include all pipeline sourced from Organic Search and Google/Bing Ads
Traffic from Generative Search	March '25: 0.6% QoQ growth: 77%	<ul style="list-style-type: none"> Includes all traffic from Gemini, ChatGPT, Copilot, Perplexity, etc. as a share of total traffic
AI Overview Coverage Rate	March '25: 31% QoQ Growth: 13%	<ul style="list-style-type: none"> Covers top 1000 search queries
Mention Rate	March '25: 28%	<ul style="list-style-type: none"> Covers top 1000 queries in ChatGPT and Google
Citation Rate	March '25: 3%	<ul style="list-style-type: none"> Covers top 1000 queries in ChatGPT and Google

Next steps and Initiatives



Evaluating Reporting Providers

- 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