



***Hey, this is your SEO Queen! 👑***

Everyone's predicting Google's death at the hands of AI.  
But here's what nobody's talking about:  
**95% of ChatGPT's power users *still* go to Google.**

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**👉 Let me show you what the data really says and why it matters for your business.**

- **95% overlap:** Almost every ChatGPT user also visits Google monthly, but only 14% of Google users try ChatGPT.
  - **14x traffic gap:** Google's has 83.8B visits, whereas ChatGPT is still at 5.8B
  - **37x referral power:** In spite of the consistent ChatGPT growth report, Google still drives 37x more traffic.
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**✅ So, here's what smart marketers should do:**

- **Don't abandon SEO** – Google remains your primary discovery engine
  - **Experiment with AI visibility** – Test how your content appears in ChatGPT/Perplexity responses
  - **Cross-optimize content** – Create material that works for both traditional search AND AI consumption
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**👊 The real story isn't 'AI vs Google'. It's 'AI and Google.'**

The search landscape is expanding, not replacing!

**Question for you:**

Have you started optimizing for AI tools yet, or are you focused solely on Google? Reply back to share your strategy. I'm genuinely curious to know what's working for you.

Talk soon,  
Varuna Mehta

# CEO, Light Digital

\*Source: <https://searchengineland.com/nearly-all-chatgpt-users-visit-google-461830>



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