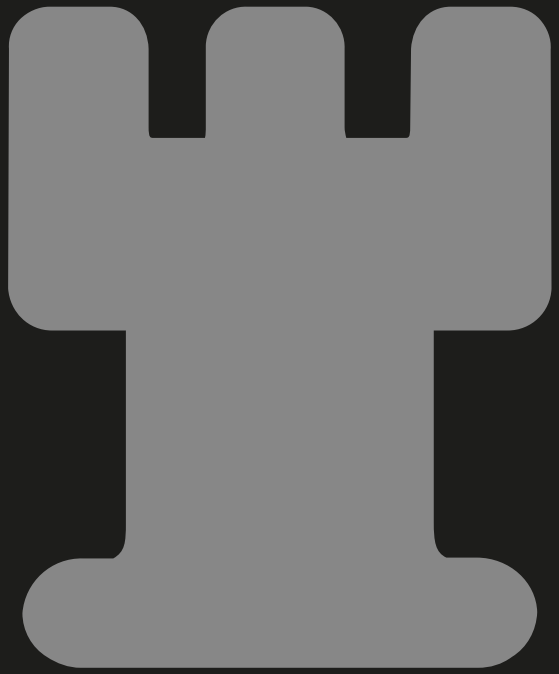
STAUNTON ROOK MARKETING

AI AND SEARCH

# Answered before anyone clicks

Why most UK Google searches now end without a click, and what that means for whether your business gets found.

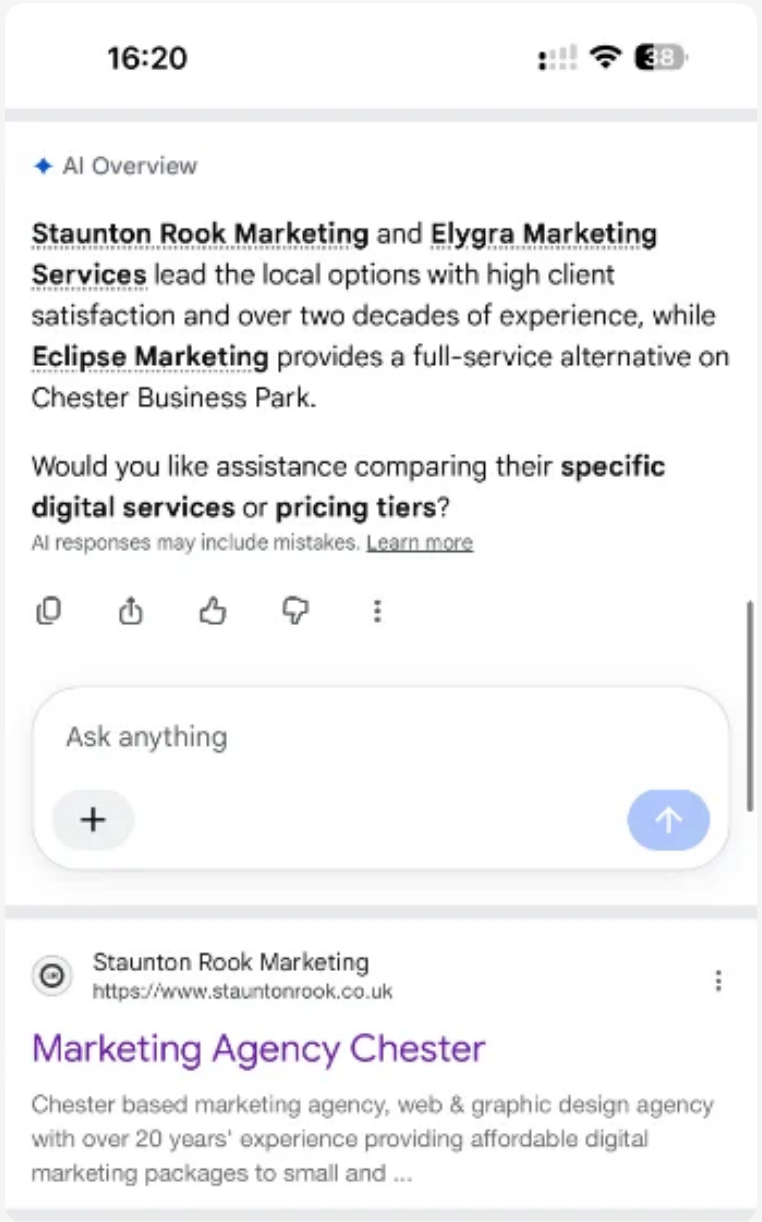


**Archie Thompson, Staunton Rook**

Chester Business Collective | Storyhouse, Chester | 23 October 2026

# 65%

of UK mobile Google searches end without a click. 46% on desktop.




Source: iPullRank analysis of Datos clickstream data, UK, October 2024 to December 2025. Published July 2026

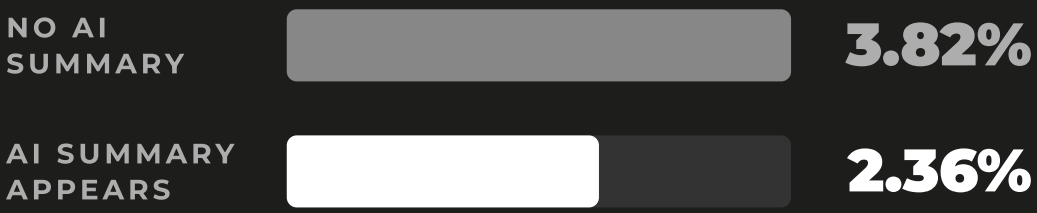
AI SUMMARIES IN GOOGLE

# AI summaries take clicks. Unless they name you.

**−38%**

fall in click-through when an AI summary appears

CLICK-THROUGH RATE




**2x** Brands cited in the summary get twice the clicks of brands that aren't named.

Source: Seer Interactive, 5.47m queries across 53 brands, January 2025 to February 2026. Published April 2026

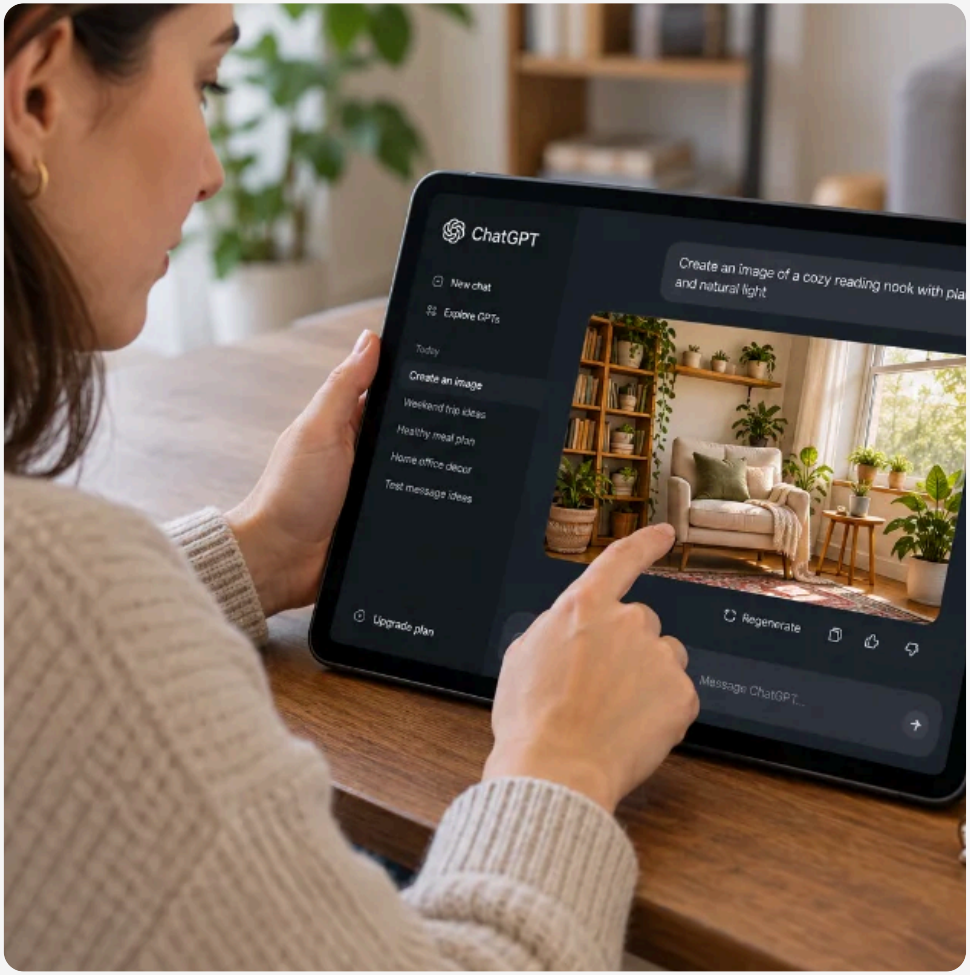
AND IT ISN'T JUST GOOGLE

# More than half of UK adults now use AI tools

UK ADULTS USING AI TOOLS

**31% → 54%**

in a single year




Source: Ofcom Adults' Media Use and Attitudes, April 2026

WHAT'S CHANGED

# From ten links to one answer

## Then

Search, scan ten links, visit three websites, decide. Your website did the selling.

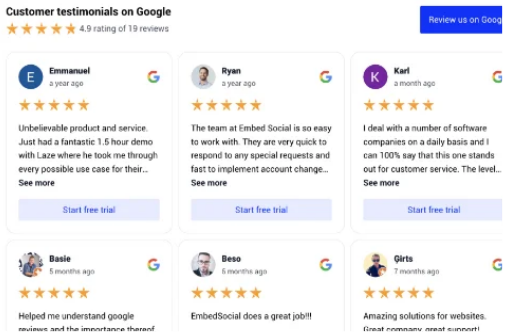
## Now

Ask, read one answer, get two or three names, decide. The AI does the shortlisting.

**If you're not in the answer, you're not on the shortlist.**

# Three things it looks for

## 01




### What others say about you

Reviews, directories, press, forums and social.

## 02



### Whether your details add up

The same name, address, services and story everywhere it looks.

## 03




### Whether you answer real questions

Clear pages on what you do, where, for whom and what it costs.

CASE STUDY

# We asked three AIs about one hotel

A small Lake District guesthouse against three better-known rivals. 50 real search prompts. ChatGPT, Gemini and Google AI Mode.

All hotel names have been changed



NAMES ANONYMISED

SAME HOTEL, SAME 50 QUESTIONS

# Three AIs, three different answers

| SHARE OF ANSWERS MENTIONING EACH HOTEL | CHATGPT | GOOGLE AI | GEMINI |
|---|---|---|---|
| **The Larchwood**, our small guesthouse | 32%, 1st | 28%, 1st | 30%, 1st |
| **Highcross House**, famous country house | 28% | 20% | 22% |
| **Mereside Hall**, grand lakeshore hotel | 8% | 6% | 18% |
| **The Esplanade**, big Victorian hotel | 2% | 2% | 8% |

**Our small guesthouse comes out on top on every platform.**

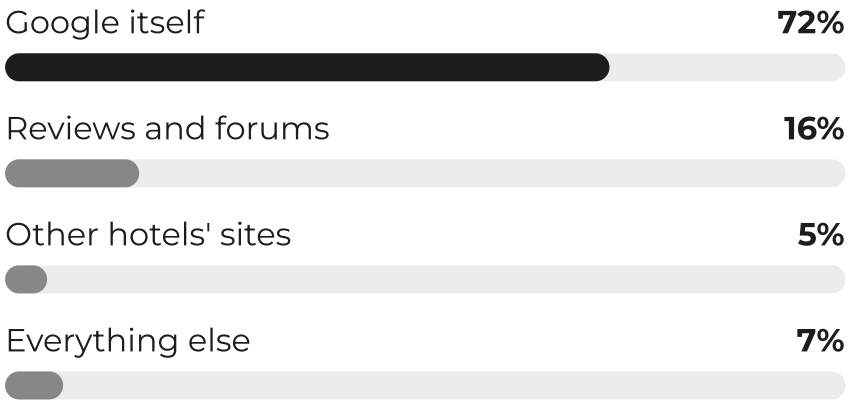
Illustrative example. Names changed.

FOLLOW THE CITATIONS

# Each AI gets its answers from different places

## Google AI Mode

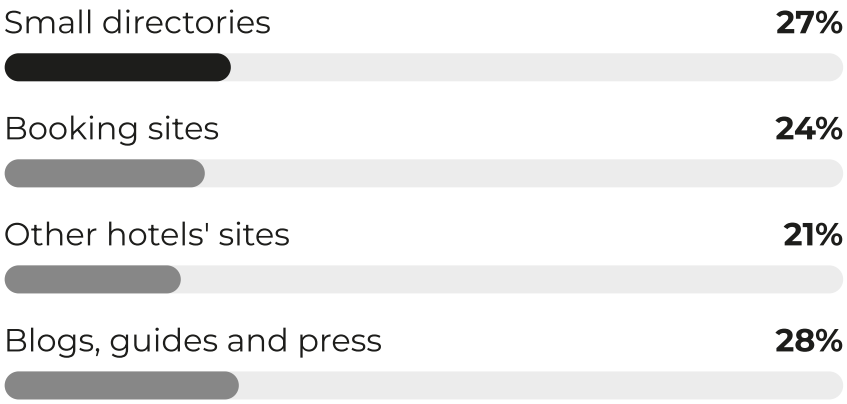
166 citations




**Your Google Business Profile and reviews do most of the talking.**

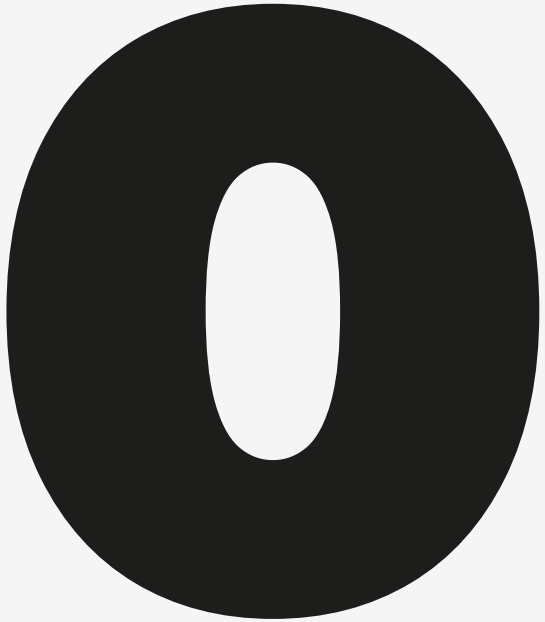
## Gemini

352 citations




**Its top source was a tiny local directory, cited twice as often as Booking.com.**

Source: Share of citations by source type, grouped by Staunton Rook. Data: Moz AI Visibility, 18 October 2026




# The hotel's own website was cited 0 times

Out of 518 citations across Google AI Mode and Gemini. And only 9 of the 85 websites they used appeared on both.

Source: Data: Moz AI Visibility, cited domains, 18 October 2026

WHAT THIS MEANS

# Three platforms need three kinds of work

## GOOGLE AI MODE

### WHAT IT READS

Google's own data first. Maps, Business Profiles, reviews, then pages that already rank well.

### WHAT TO DO

- Complete every field of your Google Business Profile: categories, services, products, opening hours, photos
- Post updates and answer common questions on the profile
- Build a steady flow of fresh reviews, and reply to every one
- Keep your organic SEO strong. AI summaries mostly pull from pages already ranking

## GEMINI

### WHAT IT READS

A wide web of third-party sources. Directories, "best of" lists, blogs, comparison and booking sites.

### WHAT TO DO

- Get listed on the trusted directories and platforms for your sector
- Earn a place in local "best of" round-ups and guides
- Make sure every listing describes you the same way, with the same facts
- Quality over quantity. Spammy directories do more harm than good

## CHATGPT

### WHAT IT READS

What it has already learned about you, plus live web searches, which lean heavily on Bing.

### WHAT TO DO

- Claim Bing Places and set up Bing Webmaster Tools. Most businesses never have
- Get talked about: local press, industry sites, podcasts, partner websites
- Show up where people discuss your sector, including forums and Reddit
- Check your website isn't blocking AI crawlers

UNDERNEATH ALL THREE

# The foundations every AI relies on

## 01

### Be clear about who you are

Name, what you do, where, for whom and roughly what it costs. Stated plainly on your website, not buried in marketing copy.

## 02

### Be consistent everywhere

The same name, address, phone number and description on your site, Google, Bing, directories and social. Conflicting facts make AI hesitate.

## 03

### Answer real questions

Pages that answer what customers actually ask, with the answer in the first line. FAQs, pricing guides, comparisons, "how it works".

## 04

### Make it easy to read

A fast, crawlable website with structured data (schema) so machines can pick out your services, location, reviews and prices.

## 05

### Be talked about

Reviews, press, partners and mentions on credible sites. AI trusts what others say about you more than what you say about yourself.

## 06

### Track it

AI answers change week to week. Check monthly which AIs mention you, for which questions, and who they recommend instead.

# Five things for Monday morning

**01** **Ask the AIs.** Who would ChatGPT, Gemini and Google recommend in your field?

**02** **Fix your Google Business Profile.** Complete every field, add photos, keep it current.

**03** **Keep reviews coming.** Ask every happy customer, and reply to every review.

**04** **Answer real questions.** Write the pages your customers keep asking you about.

**05** **Get mentioned elsewhere.** Trusted directories, local press, partners and trade bodies.

**Then re-ask the AIs in a month and see if you've moved.**

STAUNTON ROOK MARKETING

FOR EVERYONE IN THE ROOM

# Let's talk about your marketing goals in the modern day of AI

We'll run your business through ChatGPT, Gemini and Google AI Mode and show you who gets recommended instead of you.

**archie@stauntonrook.co.uk**
**stauntonrook.co.uk**

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**Thank you**

