industry roundup

August 2025: **Some of our favorite posts from around the web.**

AI-organized search results pages. OpenAI to release new web browser. TikTok "engaged session" tracking tool. Keyword targeting for custom product pages. AI content doesn't hurt your rankings. Instagram adds new follower insights. Reddit your new search engine. Christian influencers and creator impact. Precise targeting with meta 'value rules'. Twitch a frontier for brand engagement. Press releases an AI discovery engine. Inside Perplexity's ranking logic. Topical coverage ranking superpower. ShopMy Circles searchable storefronts. Pinterest blueprint for audience building.

AI-organized search results pages.

Google launching **Web Guide** using AI to intelligently organize the search results page.

→ **TLDR.** Google is testing a new AI-powered search feature called Web Guide, which organizes search results by grouping links by related queries or subtopics. Like AI Mode, Web Guide uses a query fan-out technique, issuing multiple related searches to provide the most relevant results.

→ **Our POV.** While it promises better user discovery, it also raises visibility risks for brands not featured in its AI-generated guide. For clients, this could mean sudden drops or surges in traffic without a change in traditional rankings.

→ **Moving forward.** The key will be understanding how Google interprets and organizes topics and ensuring your website has both content depth and coverage for relevant topics to get pulled into Web Guide results that leverage the query fan-out technique.

Learn more. Google Blog
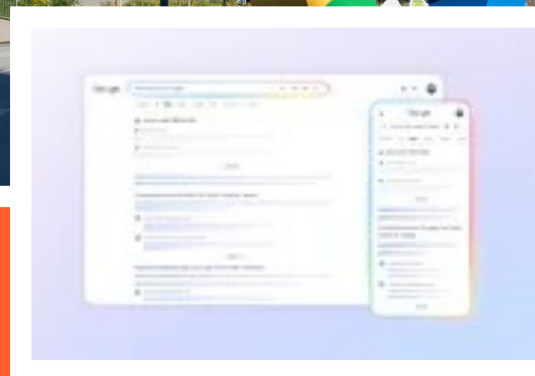
"**Improving topical authority is proving to be increasingly important as AI impacts search results.**"

Jane Javor
SEO Manager, NP Digital

NP digital

OpenAI to release new web browser.

Ensuring that your site is **visible in LLMs** only continues to gain importance.

→ **TLDR.** OpenAI is launching a new web browser in the coming weeks, designed to compete with Google Chrome. This new browser aims to collect user data for personalized solutions, generate ad revenue, and enhance ChatGPT's capabilities. Simultaneously, Perplexity is also releasing its AI-powered web browser, "Comet," exclusively for Perplexity Max subscribers.

→ **Our POV.** While many alternative browsers have failed to significantly impact the market dominated by Google Chrome, OpenAI's new browser has an advantage due to ChatGPT's existing user base. However, it's unlikely that all ChatGPT users will abandon Google Chrome for OpenAI's new offering.

→ **Moving Forward.** The main SEO implications of OpenAI's new web browser include the increased need to monitor LLM referral traffic to understand user adoption, granting access to Bing Webmaster Tools for insights into information fed to LLMs, updating content and SEO strategy for improved AI visibility through proper schema and formatting, and auditing FAQ and Help content for accurate brand query responses.

Learn more. CNBC

> **"While unlikely to immediately capture a substantial portion of Google's market share, the changes to web browsing are something to keep an eye on as AI evolves."**

Nikki Brandemarte
Sr. SEO Strategist, NP Digital

TikTok "engaged session" tracking tool.

**46% lower** cost per engaged session for users who stay 10+ seconds after an ad click.

→ **TLDR.** TikTok is rolling out Engaged Session, a new post-click tracking tool that works without a pixel. It lets advertisers see who stayed at least 10 seconds on a site after clicking an ad, offering metrics like Cost per Engaged Session and Total Engaged Sessions. Early results show a 46% drop in cost per engaged session and 62% longer average session time.

→ **Our POV.** Engaged Session shows TikTok is serious about closing the gap between clicks and real business outcomes. It gives advertisers a clearer view of intent and performance without relying on outdated pixel tracking. For brands focused on quality traffic and deeper engagement, this could be a game changer.

→ **Moving forward.** If you're running TikTok traffic campaigns, this is worth testing. Turn on Engaged Session and see how it compares to your usual landing page view or pixel-based setups. Look at time on site and bounce rate to see if you're attracting the right audience.

Learn more. Adweek
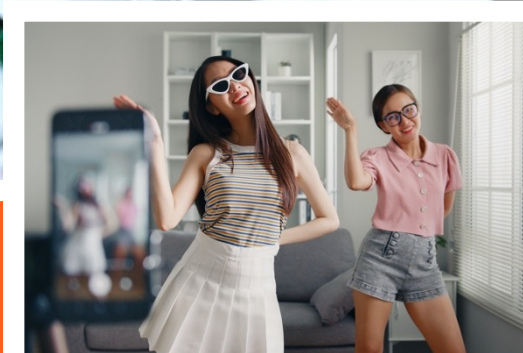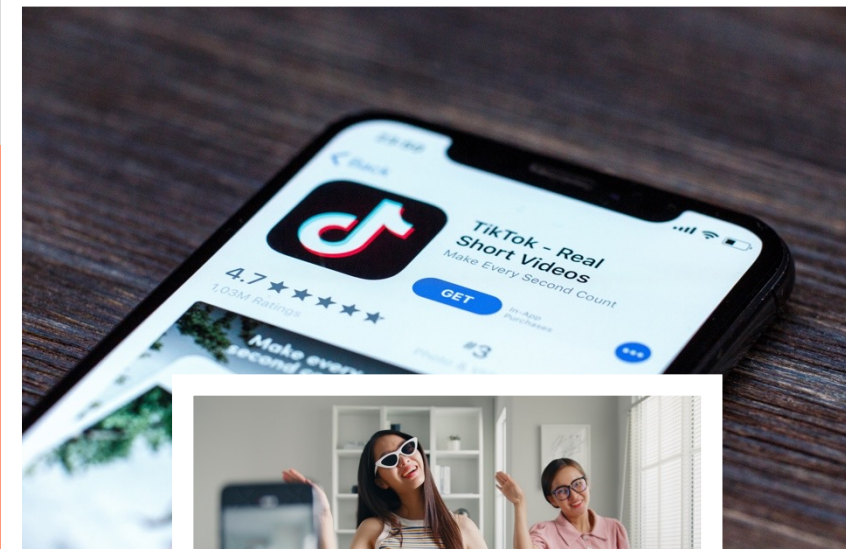
"Engaged Session turns TikTok from a top-funnel play into a performance channel. For the first time, we can measure depth of intent, not just traffic volume."

McKinsey Rosta
Paid Social Manager, NP Digital

NP digital

Keyword targeting for custom product pages.

Assign keywords to CPPs to improve **visibility** and **personalization** in App Store search.

→ **TLDR.** Apple now lets developers add keywords to Custom Product Pages (CPPs), allowing them to appear in organic App Store search results. Keywords must come from the current app version's metadata, and reviewed CPPs go live without extra approval. This update enables more targeted search visibility, improves conversion potential, and supports better testing ahead of Apple Search Ads campaigns.

→ **Our POV.** This update offers a major opportunity for app brands to boost discoverability by using keywords in screenshot captions. With captions now influencing search, creative assets can play a direct role in ASO, aligning visual content with keyword strategy to drive organic growth.

→ **Moving forward.** To make the most of this update, add relevant keywords to your screenshot captions to reinforce core terms and introduce new ones. While captions help, they're not as strong on their own, so they should support your overall metadata strategy. Avoid duplicating keywords across fields but repeat key terms in captions strategically. Tools like Keyword Performance can help track which terms are gaining traction.

Learn more. 36 Kr Europe

> **"Assigning keywords to Custom Product Pages is a game-changer for App Store optimization. It gives marketers the tools to align content more precisely with user intent, drive higher engagement, and test what truly converts, organically."**

Rishan Weerakoon
Strategy Growth Director, Yodel Mobile

NP digital

AI content doesn't hurt your rankings.

New Ahrefs study finds no SEO penalty for AI-generated content—**if it meets quality benchmarks.**

→ **TLDR.** A comprehensive Ahrefs study examined 600,000 top-ranking webpages across 100,000 random keywords and found a near-zero correlation between the amount of AI-generated content and Google ranking. Although 86% of high-ranking pages included some AI-generated content, those that ranked very highly generally blended AI and human editing—the most common mix was 11–40% AI content. Fully AI-generated content rarely claimed top spots. The report reinforces Google's stance that high-quality content ranks, regardless of whether it was written 100% by a human.

→ **Our POV.** This is a positive signal for performance marketers, especially those already integrating AI responsibly into their workflows. What stood out is that the top-performing AI content wasn't raw—it still included some mixture of human oversight and editing.

That reinforces our approach: AI can accelerate output, but quality still demands human intelligence, especially to meet brand standards, audience expectations, and evolving search intent.

→ **Moving forward.** We continue to use AI responsibly and strategically in content creation.. That means we ensure all AI-assisted content undergoes editorial review, brand alignment checks, fact verification, and audits for "AI tells." We encourage clients to layer in proprietary insights—data, case studies, SME commentary— to help content stand out in a saturated AI landscape.

Learn more. Ahrefs
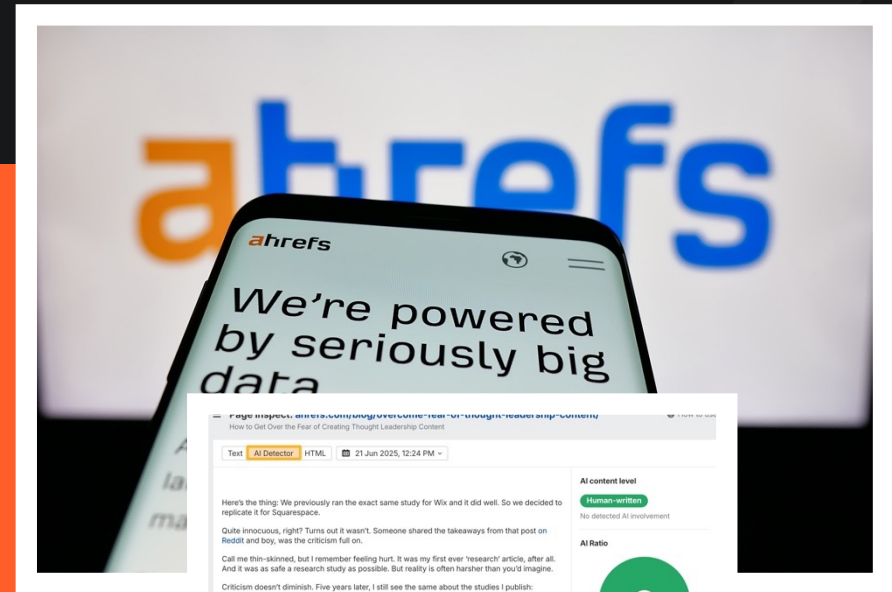
"AI can help produce a first draft, but only a human can make content unforgettable, strategic, and rank-worthy."

Tierney Brannigan
Associate Director of Content Strategy, NP Digital

NP digital

Instagram adds new follower insights.

Newly expanded analytics help brands better understand **follower growth** and **demographics**.

→ **TLDR.** Instagram now provides more detailed follower metrics, including the number of followers gained or lost each day, when a reel or carousel is liked, as well as deeper demographic breakdowns such as age, gender, and location. This transparency empowers brands and creators to monitor audience trends in real time and refine their content and targeting strategies accordingly.

→ **Our POV.** These new follower insights are a game changer for social strategy, allowing brands to pinpoint exactly which content and campaigns drive growth or loss. It means less guesswork and more precision when analyzing content performance . By leveraging these metrics, brands can quickly test content variations and tailor messaging by region or age group. This granular visibility makes Instagram an even more powerful platform for performance-focused social marketing.

→ **Moving forward.** Integrating Instagram's new follower metrics into monthly reporting can help dial in on audience changes and demographic trends. Analyzing follower gain/loss signals and demographic data can help maximize ROI. Instagram's evolving analytics suite is a must-use tool for brands serious about optimizing their social presence.

Learn more. Socia Media Today

"The new updates will help understand not only which content drives audience growth, but what causes it to drop-off, taking more of the guesswork out of social strategy."
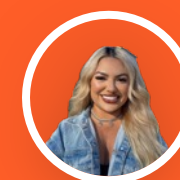
Kayla Bautista
Social Media Manager, NP Digital

NP digital

Reddit your new search engine.

Reddit unifies its **AI and legacy search** for human-driven answers.

→ **TLDR.** Reddit is pivoting from forum to search engine, planning to merge its legacy search with AI-driven Reddit Answers into a front-and-center user experience. With over 70 million users engaging weekly through its core search and six million through Answers, the platform is betting on its rich, peer-to-peer content as a competitive edge. Reddit is clearly positioning itself as a viable alternative to Google in the evolving search landscape.

→ **Our POV.** This move is a major validation of the "search everywhere" model, meaning Reddit is uniquely positioned to own the human side of search. It signals that ORM must extend beyond Google to platforms to where real conversations are driving influence.

→ **Moving forward.** Incorporate Reddit visibility into ORM strategies, Participate in relevant subreddits, build credibility through helpful responses, and monitor brand mentions closely. Reputation and content strategy must now account for Reddit's increasing role in the discovery journey. This update continues to prove that Reddit is will continue to play key role in building brand loyalty and SERP visibility.

Learn more. TechCrunch

"Reddit stands out in the search-everywhere era because it surfaces real, first-hand advice from everyday users."

Alex Horowitz
Digital PR Specialist, NP Digital

Christian influencers and creator impact.

Even deeply rooted institutions see **influencers** as **essential**. It's time for brands to think bigger.

→ **TLDR.** Christian influencers are becoming more prominent across social media by combining spiritual messaging with lifestyle, wellness, and community content. Their audiences are highly engaged, loyal, and driven by shared values rather than trends or aesthetics alone.

→ **Our POV.** We see this as proof that influencer marketing isn't limited to trendy niches. It thrives wherever there's trust, community, and clear messaging. These creators demonstrate how niche influence can outperform mass appeal.

→ **Moving forward.** This trend reinforces that influencers can be powerful tools in unexpected spaces. If a force as enduring and influential as religion is leaning into creator partnerships, it's a signal that influence is no longer just a marketing tactic, but a cultural lever. Brands should be thinking beyond surface-level content and considering how influencers can drive deeper connection and long-term shifts.

Learn more. NY Times

"Seeing institutions like the church embrace influencer marketing proves it's not just for trends—it's a strategic tool for driving meaningful connection at scale."

Kim Deese
Digital PR Director, NP Digital

Precise targeting with meta "value rules".

Boost conversions by **up to 5%** with smarter bidding.

→ **TLDR.** Meta's Value Rules let you adjust bids for different audience segments based on how valuable they are to your business. You can raise or lower bids by age, gender, location, or platform to focus spend on the people who drive more revenue. It's only available for certain campaign types and may lead to higher cost per result overall.

→ **Our POV.** Value Rules are useful when you have clear data on who your best customers are. But if you're guessing or overcomplicating things, Meta's own AI might outperform you. Most brands should use them selectively, not as a default.

→ **Moving forward.** Start with a few simple rules based on actual LTV differences, not assumptions. Run A/B tests against Advantage+ to see what drives better performance. Keep your setup clean and watch for rule overlap, since only the first rule in order will apply.

Learn more. Meta

"Value rules let you steer Meta's algorithm toward the outcomes that matter most. When you know which users are driving the most value, you're not just optimizing for performance—you're taking control of your growth strategy."

Erik Stebbins
Assoc. Director of Paid Social, NP Digital

NP digital

Twitch a frontier for brand engagement.

Beyond gaming, Twitch is a dynamic platform for building authentic connections.

→ **TLDR.** Twitch has evolved into a mainstream platform with over 140 million monthly active users, offering brands a unique opportunity to engage with a surprising wide range of digitally native audiences through live, interactive content. Successful strategies include partnering with authentic streamers, creating branded channels, leveraging Twitch ads, hosting giveaways, and utilizing interactive chat features.

→ **Our POV.** While Twitch has historically been for gamers, it's become a live content hub for everything from beauty tutorials and music performances to cooking shows, IRL (in-real-life) adventure streams, and even virtual fitness classes. Twitch's immersive, real-time environment offers brands a chance to connect with audiences on a deeper level than traditional platforms. By embracing Twitch's culture and community dynamics, brands can foster genuine

relationships and enhance brand loyalty.

→ **Moving forward.** Consider integrating Twitch into a marketing strategies by collaborating with streamers who align with a brand's values, and utilizing Twitch's interactive features can help to connect with the right audiences in real time.

Learn more. Everything PR News

"Twitch as a social platform is unique because it blends live video content, real-time chat, community interaction, and influencer culture into one immersive experience."

Mags Mathews
Sr. DPR Specialist, NP Digital

Press releases an AI discovery engine.

Press releases can **help anchor** credibility, SEO, and brand control.

→ **TLDR.** Press releases remain indispensable, offer long-term digital value, viral pickup or not, by bolstering your brand's online footprint and SEO presence. Journalists and stakeholders still rely on them as credible starting points for stories and data sourcing. With the rise of AIO and LLMs, the process strategically crafting press releases can directly expand your brand's visibility in AI-generated results.

→ **Our POV.** Press releases combine authority, clarity, and permanence in a world that demands speed and credibility. A well-crafted release is more than an announcement; it's brand maintenance and can create additional SERP and LLM visibility. They remain unmatched as reliable digital assets in any integrated marketing strategy.

→ **Moving forward.** Evolve press releases into dynamic, multimedia-rich assets, embedding visuals, infographics, and video to increase engagement and shareability. Every release must be SEO-optimized with strategic keywords and compelling headlines. Distribution should be highly targeted, balancing wire syndication with direct journalist outreach and repurposed across blogs, social, and email for full value.

Learn more. Everything PR News

"A press release's priority isn't just to supply the media with information to cover, it is now an asset that helps shape how your brand is represented in LLMs.

Kim Deese
Digital PR Director, NP Digital

NP | digital

Inside Perplexity's ranking logic.

New research gives marketers **rare insight** into its inner algorithmic logic.

→ **TLDR.** Independent researcher Metehan Yesilyurt reverse-engineered key aspects of how Perplexity AI ranks and serves content. His findings, though unverified, offer a first look at mechanisms like L3 reranking for entity searches, manual domain authority boosts, and YouTube query syncing. Notably, signals like early engagement, semantic depth, content clustering, and freshness play an outsized role in visibility.

→ **Our POV.** This gives us directional insights into how to optimize content for Perplexity by helping to decode the black box of AI answer engine rankings and reveals actionable levers beyond traditional SEO. Perplexity rewards quality, connected content that drives early engagement and aligns with trending interest.

→ **Moving forward.** Audit content ecosystems for depth, recency and interconnectivity while incorporating trending terms from YouTube and aligning with trusted domains to create second-order benefits in Perplexity's system. Most importantly, track early performance metrics closely; those first clicks now shape future visibility more than ever.

Learn more. Search Engine Land
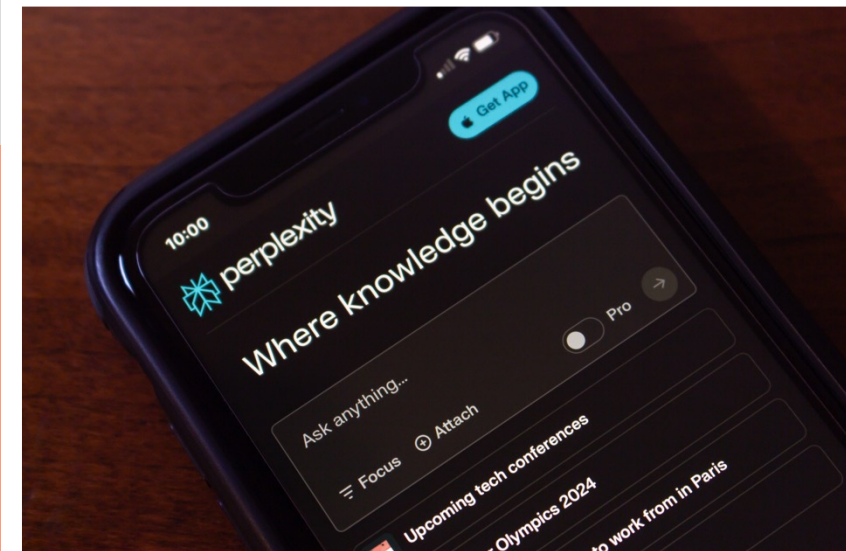
"Perplexity is reshaping SEO, not replacing it. The winners will be those who prioritize depth, relevance, and strong connectivity across their content, ensuring they remain visible and authoritative in an evolving search landscape."

Anna Holmquist
Sr. SEO Manager, NP Digital

Topical coverage ranking superpower.

Coverage and **semantic depth** are significant ranking factors for SEO and LLMs.

→ **TLDR.** A new Surfer SEO study of 1 million SERPs found that deep topical coverage is the strongest ranking signal. The study also confirms keyword density is irrelevant and using semantic keyword variations is key. AI-generated content showed no correlation with performance, indicating quality of execution is what matters, not the method.

→ **Our POV.** This study's data proves Google is an answer engine, making SEO and content strategy one and the same. This levels the playing field. Brands become the authority through superior, in-depth content that can outperform competitors with historically stronger backlink profiles. The focus must shift from chasing signals to being the authority

→ **Moving forward.** Prioritize a topical coverage model for all content. Audit existing pages for topical gaps—not keyword density—and instruct teams to use semantic keyword variations. Leverage AI for drafting efficiency but focus human expertise on adding the unique insights and data that will fully satisfy user intent and win the click or LLM source.

Learn more. SurferSEO

"**Exact-match keywords, arbitrary density, and word counts are obsolete. To rank in SERPs and LLMs, focus on semantic variation and true topical authority that fully answers the query.**"
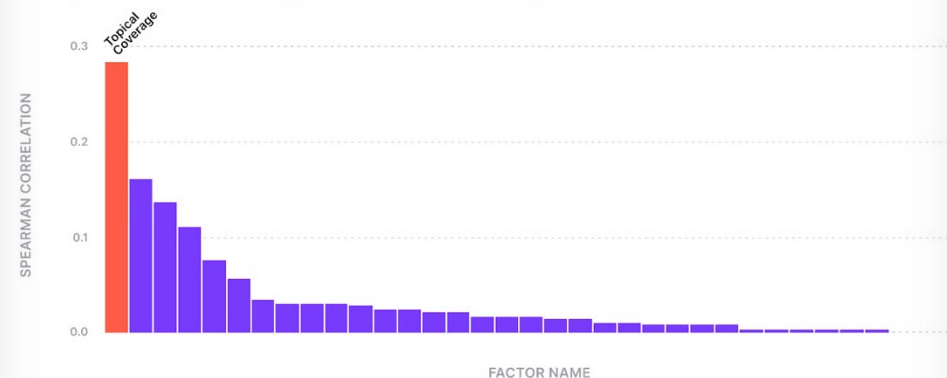
Austin Cosler
Managing Editor, NP Digital

1 MILLION SERPs STUDY

Correlation Between
Topical Coverage and Rankings

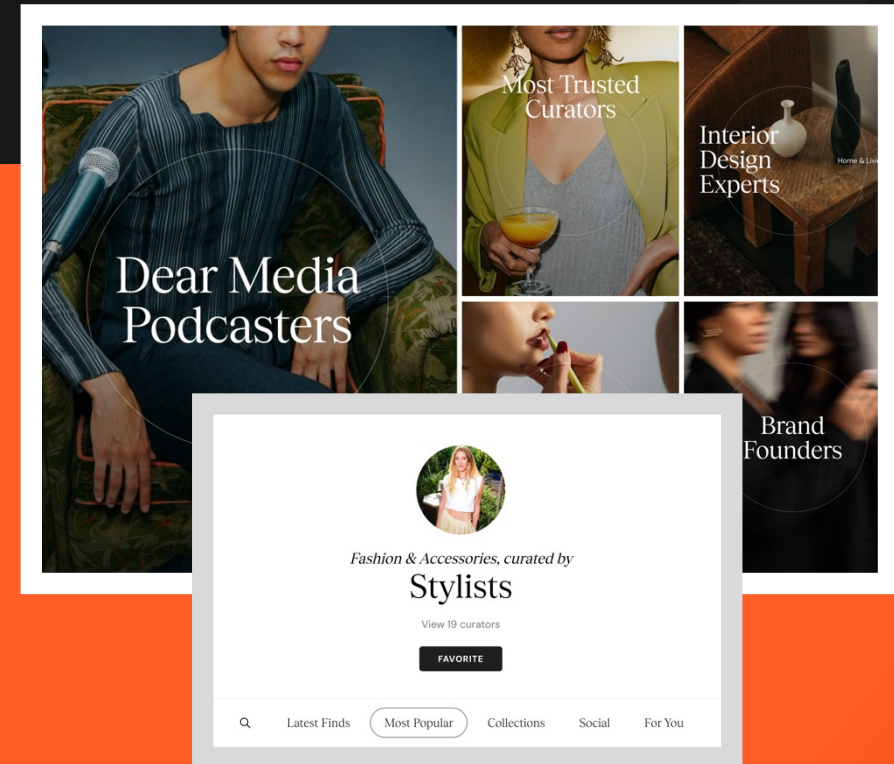NP digital

ShopMy Circles searchable storefronts.

Proof that **creator content** can drive ongoing product discovery, not just quick clicks.

→ **TLDR.** ShopMy's major revamp introduces "Circles," a feature that allows influencers to create curated, searchable product collections, blurring the line between affiliate linking and personalized storefronts. It's a shift from one-off links to always-on commerce hubs, helping creators own the full customer journey from inspiration to conversion.

→ **Our POV.** This evolution signals the next phase of influencer marketing—where creators don't just recommend products, they shape how people shop. We see this as a move toward sustained, searchable influence that aligns perfectly with longer content strategies and discoverability.

→ **Moving forward.** Audit existing Pinterest catalogs for accuracy. Recommend activating Performance+ for broader reach. Test lifestyle imagery to boost search discovery. Position Pinterest as a key piece of omnichannel search strategy in client planning.

Learn more. Adweek

"This shift proves that when creators are equipped with the right tools, they don't just drive clicks. They reshape how people discover and buy."

Mackenzie Moore
Influencer Marketing Manager, NP Digital

Pinterest blueprint for audience building.

The platform unveils **six strategies** to help brands build community and engagement.

→ **TLDR.** Meta is rebranding Advantage+ Shopping to Advantage+ Sales, allowing advertisers to run sales, app, and lead campaigns in one streamlined format. Manual setup is going away, but you'll still have some control over placements and audiences. While full Advantage+ features require broad settings, even limited setups may benefit. The update removes some restrictions and adds flexibility with multiple ad sets and more optimization options, though questions remain about targeting precision and s

→ **Our POV.** Meta's return to Advanced Mobile Measurement gives app marketers clearer insight into user journeys with device-level data. It's a chance to optimize campaigns more effectively and align paid strategies with broader growth.

→ **Moving forward.** App marketers should start aligning with Meta's Advantage+ Sales framework as manual campaigns are phased out. With increased automation, focus on optimizing creative, messaging, and audience signals. Broad targeting will be key to unlocking full benefits. Marketers should stay flexible, monitor performance closely, and adjust strategies based on data to maintain results and uncover new opportunities.

Learn more. Social Media Today
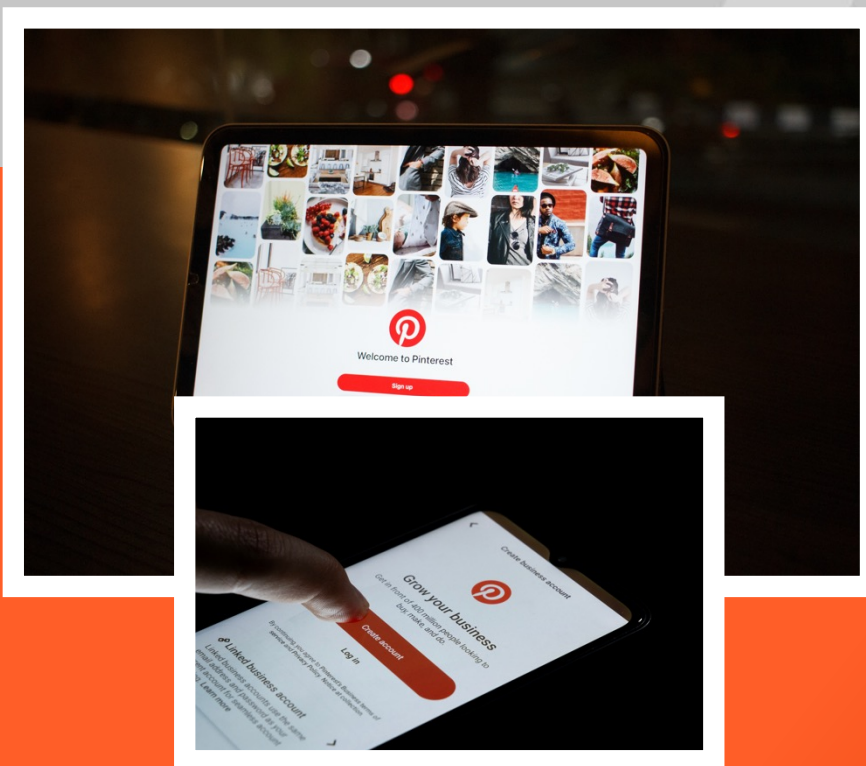
"Pinterest shows that consistently delivering fresh, relevant content not only keeps your current audience engaged, but also fuels organic growth by tapping into evolving trends and search behaviors."
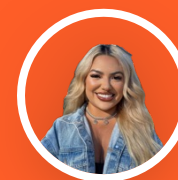
Kayla Bautista
Social Media Manager, NP digital

NP digital
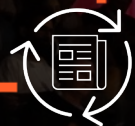
industry roundup

August 2025: Some of our favorite NPD updates and posts.

Where did my traffic go? Winning in the age of AI Overviews. E-E-A-T or die. How to build authority in an era of generative search. Surveys and research. Video shorts.

Where did my traffic go?

Winning in the age of AI Overviews.

AI Overviews are reshaping SERPs as we know them. Google now answers user queries directly in the SERP, and traditional blue links are getting pushed further down the page. You might still be ranking, but your visibility is shrinking.

Neil is joined by Matt Santos (Chief Product Officer, NPAccel) and William Krammer (VP of SEO, NP Accel).

Key takeaways.

→ AI Overviews are rerouting traffic, not killing it. Your rankings may hold, but clicks drop because Google satisfies user intent directly in the SERP.

→ Answer-first content wins. Structuring pages with concise answers, logical headings, and clear formatting increases your chances of being cited in AI Overviews.

→ Authority signals matter more than backlinks. Brand mentions, topical trust, and consistent visibility across multiple platforms influence AI citations.

→ Owning your audience is your safety net. Diversifying channels and building first-party data ensures long-term visibility, even as search behavior evolves.

Learn more. YouTube

"Google is trying to become the publisher, the source and the destination. With Google Maps, YouTube, Google Shopping— they are crowding out any sort of competition. They are pulling this content into the AI Overviews"

Matt Santos
Chief Product Officer, NPAccel

NP digital

Where Did My Traffic Go?
...n the Age of AI Overviews
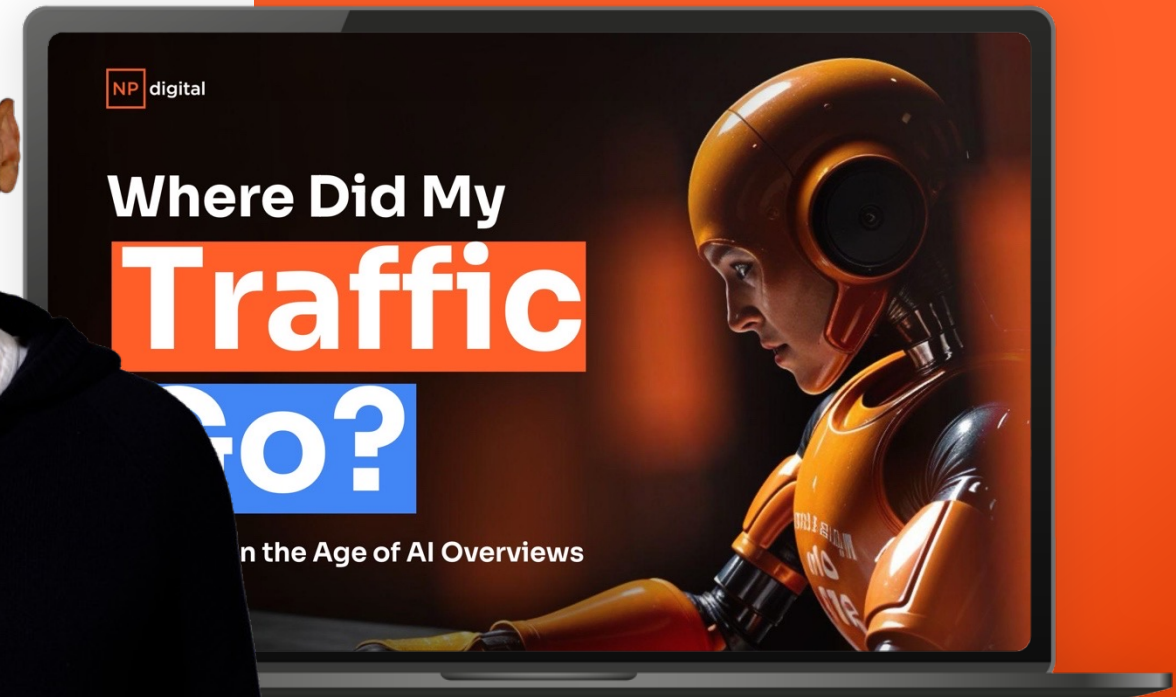
E-E-A-T or die.

How to **build authority** in an era of generative search.

In the age of generative search, Google and AI models aren't just ranking sites: they're deciding who gets seen, trusted, and cited. You can't fake EEAT anymore. If your brand, authors, and content don't signal real expertise, you'll be invisible.

Neil is joined by Chris Hill (Content Team Manager, NP Accel) and Elizabeth Weatherby (Sr. SEO Strategist, NPAccel).

Key takeaways.

→ Generative search rewards layered authority. Search engines now value information that's validated across multiple sources. Being cited, referenced, and cross-linked by reputable voices strengthens visibility in AI-driven summaries.

→ EEAT is full-spectrum credibility. It's not just about publishing quality content, but demonstrating real experience, subject matter expertise, authority signals, and trustworthiness. Signals like unique data, third-party validation, and consistent brand representation are crucial.

→ Future-proofing SEO requires going beyond the website. Authority must echo across platforms: social, video, PR, podcasts, offline reputation, and beyond.

Learn more. YouTube

"The truth is you can fake experience, expertise, authority or trustworthiness but what you can do is set yourself up for success from the inside out."
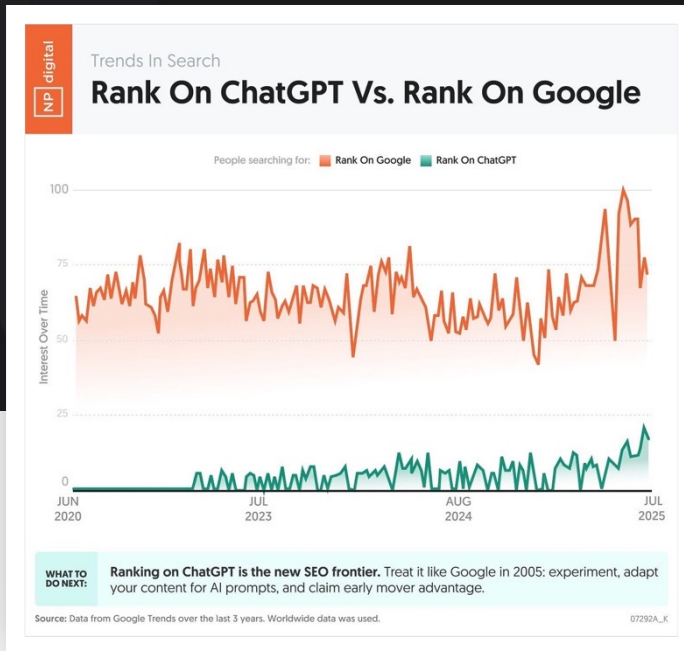
Chris Hill
Content Team Manager, NP Accel

NP digital

EEAT or Die:
How to Build Authority in an Era of **Generative Search**

NP digital

Surveys and research.

Trends In Search

Rank On ChatGPT Vs. Rank On Google

People searching for: ■ Rank On Google ■ Rank On ChatGPT

WHAT TO DO NEXT: Ranking on ChatGPT is the new SEO frontier. Treat it like Google in 2005: experiment, adapt your content for AI prompts, and claim early mover advantage.

Source: Data from Google Trends over the last 3 years. Worldwide data was used.

Search, AI & Consumer Behavior Insights

How People Use Different Search Engines

Top 3 Reasons You Use **ChatGPT**
■ Research ■ Help With A Task ■ Learning

Top 3 Reasons You Use **Google**
■ Research ■ News/Entertainment ■ Shopping

82%   21%   10%

64%   25%   18%

WHAT TO DO NEXT: **Don't focus on one platform, focus on multiple.** Based on their released numbers, Google isn't dying in search volume, and ChatGPT is growing fast.

Source: NP Digital — Ago/2025. Data from surveying 780 people. People were allowed to give multiple reasons for using each platform. We then aggregated the responses and placed them into groups.

AI Insights

How ChatGPT Evaluates Brand Mentions

| 2.6 | 9.1 | 8.7 | 7.6 | 9.4 | 6.6 | 9.0 |

Domain Authority | Context | Thoroughness | Age | Quantity | Relevance Of The Site | Sentiment

WHAT TO DO NEXT: Focus on **getting more thorough** and **detailed brand mentions.**

Source: NP Digital — Jul/2025. We looked at 100 sites from 14 different verticals to see why ChatGPT recommends them more than their competition. We used various AI visibility tools; they don't have data on every single prompt being run on ChatGPT, but directionally, they give you a good sense.
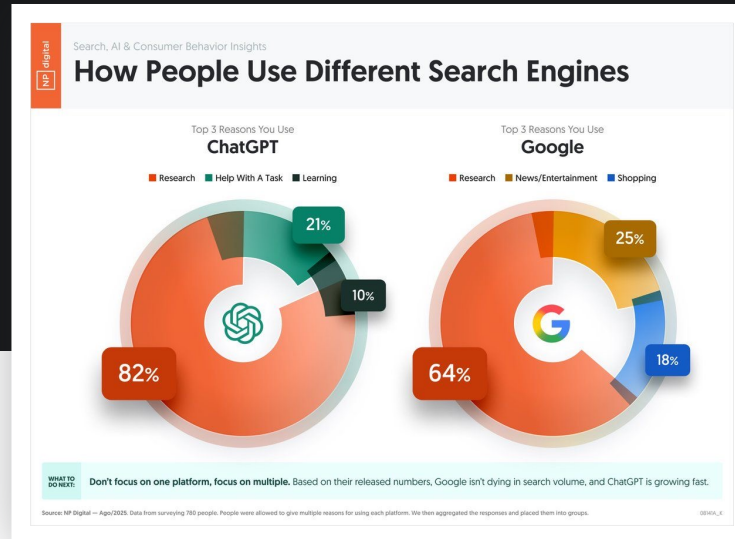

We all know traditional SEO has been popular for years and still is.

→ But check out how many people are interested in ranking on ChatGPT. I get it's different and not the same type of "ranking" system, but it shows a growing demand for generative engine optimization...
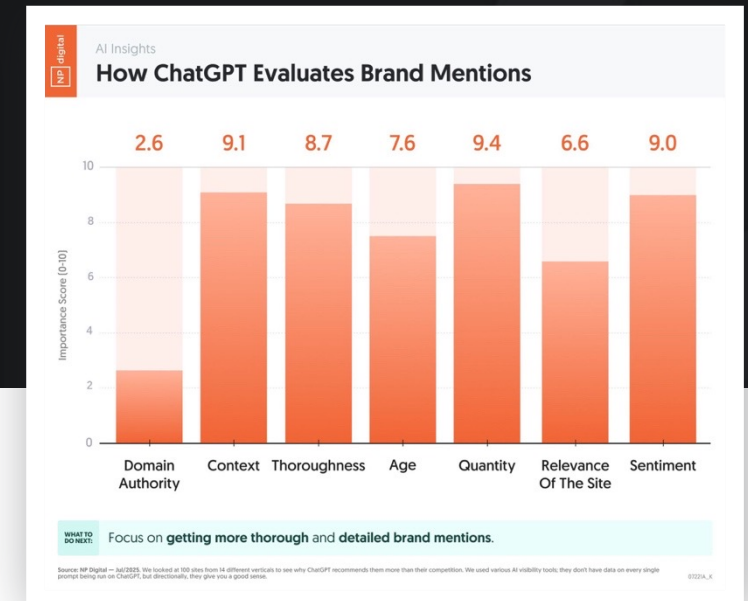
Learn more. LinkedIn

Here's how people use ChatGPT versus how they use Google.

→ We surveyed 780 people to find out all the ways they use each platform. We then compiled the top 3 reasons people gave for ChatGPT and Google so you could see the difference...
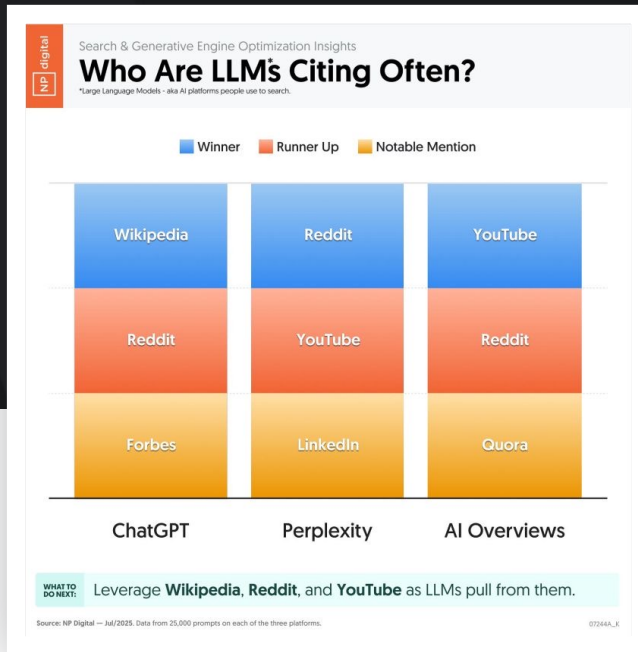
Learn more. LinkedIn

The more often sites recommend you, the more likely ChatGPT will to.

→ But how is ChatGPT evaluating the mentions? Check out what we found by analyzing 100 sites in 14 different verticals...
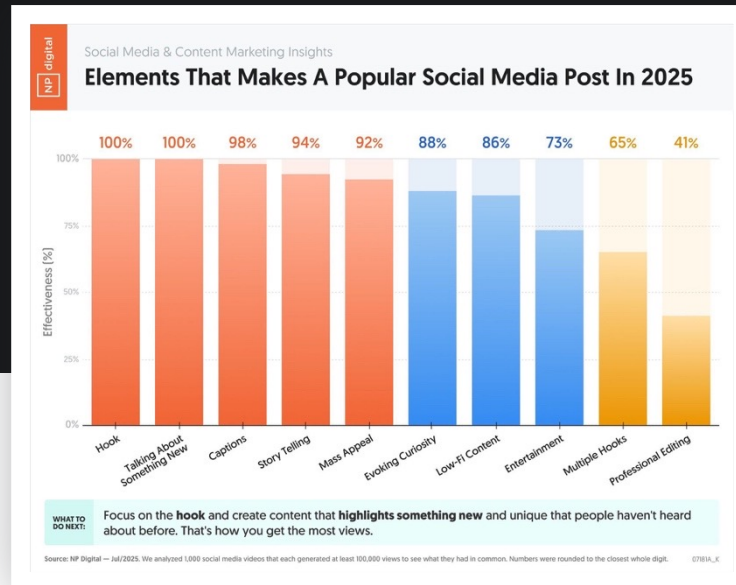
Learn more. LinkedIn

Surveys and research.

**Which sites do LLMs favor citing?
Check out the results by LLM.**

→ If you know the sites they favor, you can create content for them and increase the likelihood of your company being cited...

Learn more. LinkedIn

What social media posts that generate 100,000-plus video views have in common?

→ the first thing we noticed was that it wasn't follower count. Sure, that helps, but not as much as it used to before, because your followers aren't all shown your content...
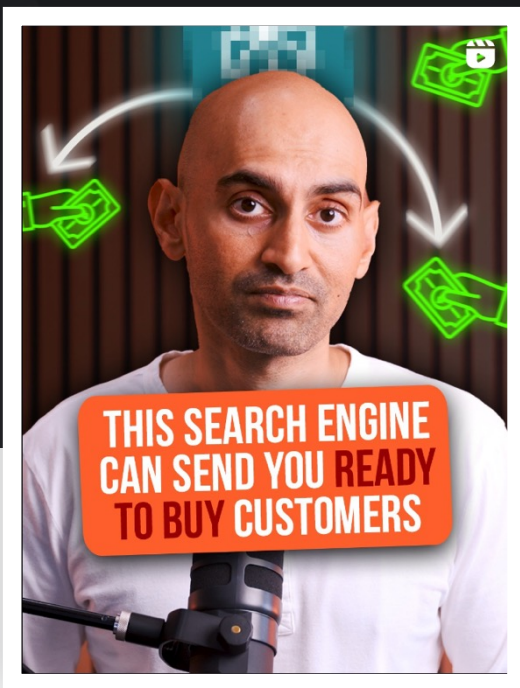
Learn more. LinkedIn

What are the factors that affect social media views in 2025?

→ We surveyed 100 marketers specializing in social media marketing. Here are the results...

Learn more. LinkedIn

Video shorts.

Forget Google traffic. This search engine sends buyers, not browsers.

→ The more you optimize for Perplexity, the hotter your leads get. The sooner you realize these searchers are in decision mode (not discovery mode), the faster you'll stop creating top-10 lists and start closing deals...

Learn more. Instagram

Your 'professional' emails are hurting you. Here's the fix!

→ The more your emails mirror personal messages (plain text, minimal branding, conversational tone), the more algorithms trust you, even if competitors spend more on design...

Learn more. Instagram

Google Ads success isn't about budget. It's about this hidden factor!

→ The more you systematically remove friction (like 50.9% of winners do with funnels) and amplify value (like 30.5% do with persona-driven copy), the faster you'll turn ads into profit, even if your competitors outspend you...

Learn more. Instagram

![NP digital logo]

That's a wrap!

We work hard to handpick updates that we think will have an impact

on our client's business. If we missed something, and you're looking

for a POV, please don't hesitate to ask your Account Director!

Follow us for more: @NPDigitalUS

Thank you!

Consult with us!