



@ Trends Study →

Online Search After ChatGPT

The Impact Of Generative AI

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# How has ChatGPT changed the online search industry?

## Executive summary

For over two decades, Google has been the dominant force in the online search market. However, in November 2022, the release of the generative AI-powered chatbot ChatGPT disrupted the industry, attracting over a million users in just five days and five million users in the months that followed. The release of ChatGPT brought OpenAI into the spotlight, a startup that has performed remarkable feats in challenging major tech corporations like Alphabet and even Microsoft, which itself invested and partnered with the company back in 2019.

This shift has prompted the industry to integrate AI into online search, giving rise to what is now known as AI-powered search. This new way of finding online information is characterized by chatbots that provide search results through conversational interaction. In response to this new direction, major players in the online search market hurried to release their alternatives to ChatGPT, expanding and enhancing their capabilities and possibilities.

To analyze this shift, **Semrush** and **Statista** collaborated on this report to evaluate the impact of ChatGPT and generative artificial intelligence on the online search market. It outlines the AI-powered search trend, examining the initial impact and interest sparked by the release of ChatGPT through online traffic and search query analysis.

### Here is a summary of some of the most important findings from the research:

- ChatGPT has brought artificial intelligence to widespread public attention. It has significantly impacted the online search industry and is among the most used and recognized AI companies.
- The United States leads some of ChatGPT's most significant traffic trends, according to daily and seasonal data.
- ChatGPT's audience is mostly young men of working age, from various social and economic backgrounds.
- ChatGPT and other AI-related web domains are helping people in their academic and professional careers.
- Businesses report the benefits of using AI tools for online content and marketing, from generating new ideas to boosting SEO strategies.
- However, despite the increasing usage and success of its trajectory, AI-powered search still leaves consumers either uninterested or wary of its results.

**This Trend report** starts with an overview of the AI-powered search market and the key companies involved. It delves into the demographics of ChatGPT users, analyzing daily and seasonal traffic and other interactions. Furthermore, the study explores how end users and companies use these tools, presenting key insights and potential prospects for the industry.

# A timeline of ChatGPT and the AI-powered online search market main events

Evolution of the AI-powered search trend since the release of ChatGPT on November 30, 2022

**Nov.  
2022**

OpenAI releases GPT-3.5 featuring ChatGPT, gaining more than a million users in just five days.

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**Feb.  
2023**

ChatGPT reaches a milestone of 100 million users; OpenAI announces ChatGPT's Plus tier, while Microsoft integrates the chatbot into Bing while utilizing ChatGPT to power searches.

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**Mar.  
2023**

OpenAI releases GPT-4 in ChatGPT and Bing; major ChatGPT alternatives are released, including Claude from Anthropic, Bard from Google, and Ernie Bot from Naver.

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**Apr.  
2023**

Italy bans ChatGPT over concerns about its potential adverse effects on the community, lifting the restriction by the end of the month.

<b>May 2023</b>	OpenAI launches ChatGPT's iOS app, with free access to GPT-3.5; Microsoft announces Bing will be ChatGPT's default search engine.
<b>Jul. 2023</b>	After its first decline in global traffic, ChatGPT launches its Android app.
<b>Sep. 2023</b>	Alibaba releases a large language model for public and enterprise use in China; DALL-E 3 is integrated into ChatGPT.
<b>Nov. 2023</b>	Open AI releases GPT-4 Turbo in ChatGPT, improving user experience, reducing harmful content generation, improving factual accuracy, and establishing real-time internet connectivity.
<b>Dec. 2023</b>	Google releases Gemini and instates it as its main AI-powered product, absorbing Bard.
<b>May 2024</b>	OpenAI releases GPT-4o (also referred to as omni), a version that can process dynamic input combinations in different media (textual and audiovisual) and deliver results in multiple formats.
<b>Jun. 2024</b>	Apple partners with OpenAI and integrates ChatGPT directly into its iPhone operating system.
<b>Jul. 2024</b>	OpenAI tests SearchGPT, a temporary prototype that serves as ChatGPT's own search engine.
<b>Oct. 2024</b>	OpenAI launches SearchGPT, an AI-powered search tool providing real-time information like sports scores, stock prices, and news within the chatbot.



# @ AI-Search Market Overview →

# What is AI-powered online search?

## Key differences between artificial intelligence, generative AI and AI-powered online search

### Online search

Both a digital solution and experience, online search broadly involves the general search for information on websites for online content. This is traditionally done through search engines like Google, Bing, and Yahoo, but it can also include searching on user-generated platforms such as Facebook, Pinterest, TikTok, and YouTube.

### Artificial intelligence (AI)

The ability of a machine or computer to replicate human intelligence, learning from previous experiences to understand and respond to language, address problems, and make decisions. AI is broadly divided into two categories: machine learning, which involves using software to automate and simplify processes with simple programs, and deep learning, with a similar process but which integrates user information as it interacts with humans.

## Generative artificial intelligence (GenAI)

Algorithms and programs that use both machine learning and deep learning to create original content, such as music, visual arts, and text, based on user input. While often mistaken for simple chatbots or media generative software, these programs belong to a category of generative AI software that harnesses deep learning techniques.

## AI-powered online search

The current market trend driven by chatbots based on large language processing models. AI-powered search engines are conversational generative AIs that combine machine learning and deep learning techniques, user inputs, and growing datasets to provide search results in a dialogue-style output.

# Online search receives the most investment within the generative AI industry

## AI market size (2020-2030) & U.S. generative AI investments (2021-2023)

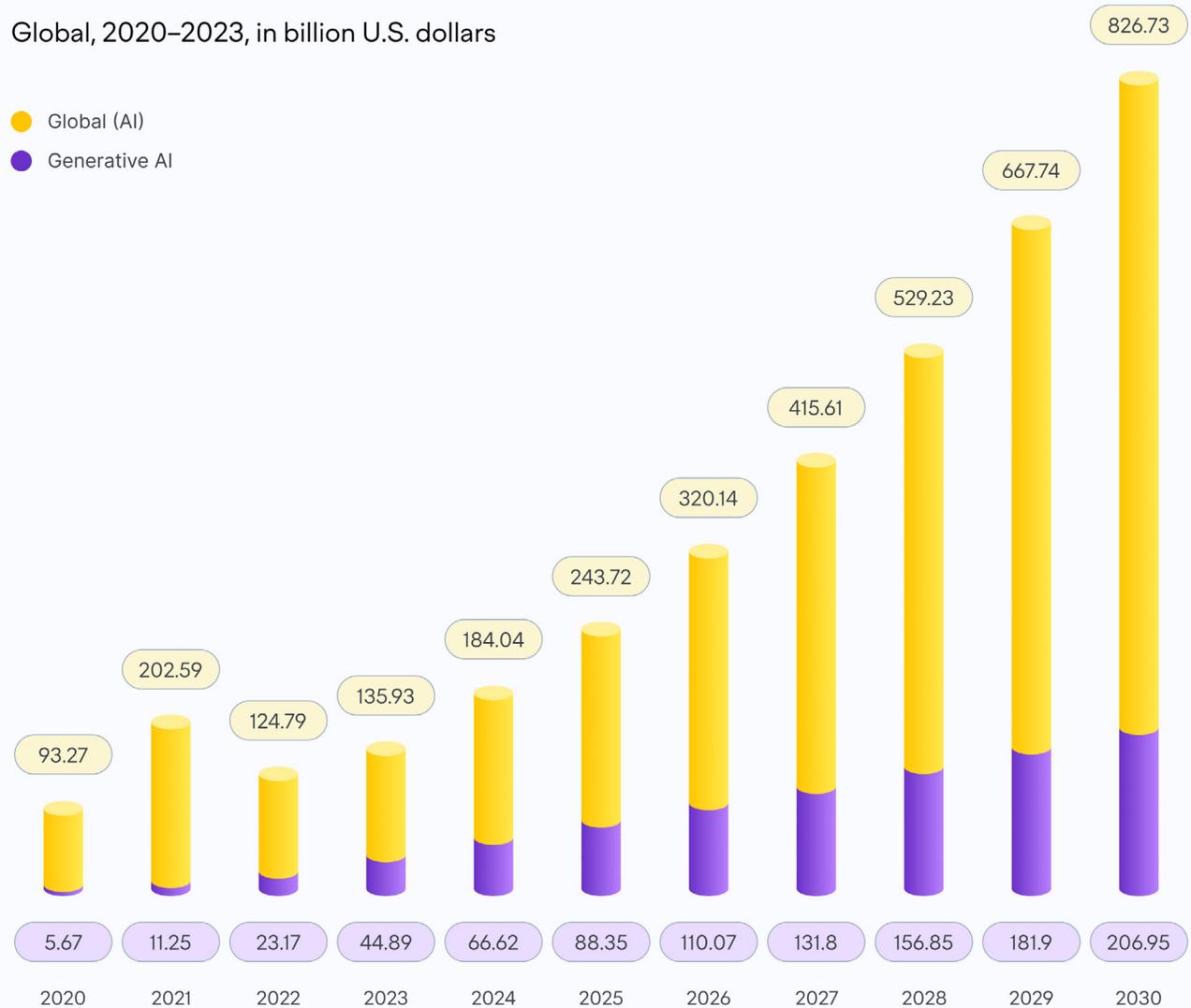
The global AI market grew to over 184 billion U.S. dollars in 2024, a considerable year-on-year increase of 50 billion U.S. dollars. Meanwhile, the generative AI market stood at 44.89 billion U.S. dollars in 2023, almost doubling from the previous year. The GenAI market is projected to expand further by the end of this decade, with a compound annual growth rate of 24.4 percent between 2023 and 2030.

In the United States between September 2021 and August 2023, over 13 billion U.S. dollars was invested in the development of AI tools for broad use cases. These applications refer specifically to large language models (LLMs) and AI-powered engines such as Google's Gemini and ChatGPT, representing around 65 percent of the analyzed generative AI investments in the United States.

## Global (AI) and Generative AI Market Size

Global, 2020–2023, in billion U.S. dollars

- Global (AI)
- Generative AI

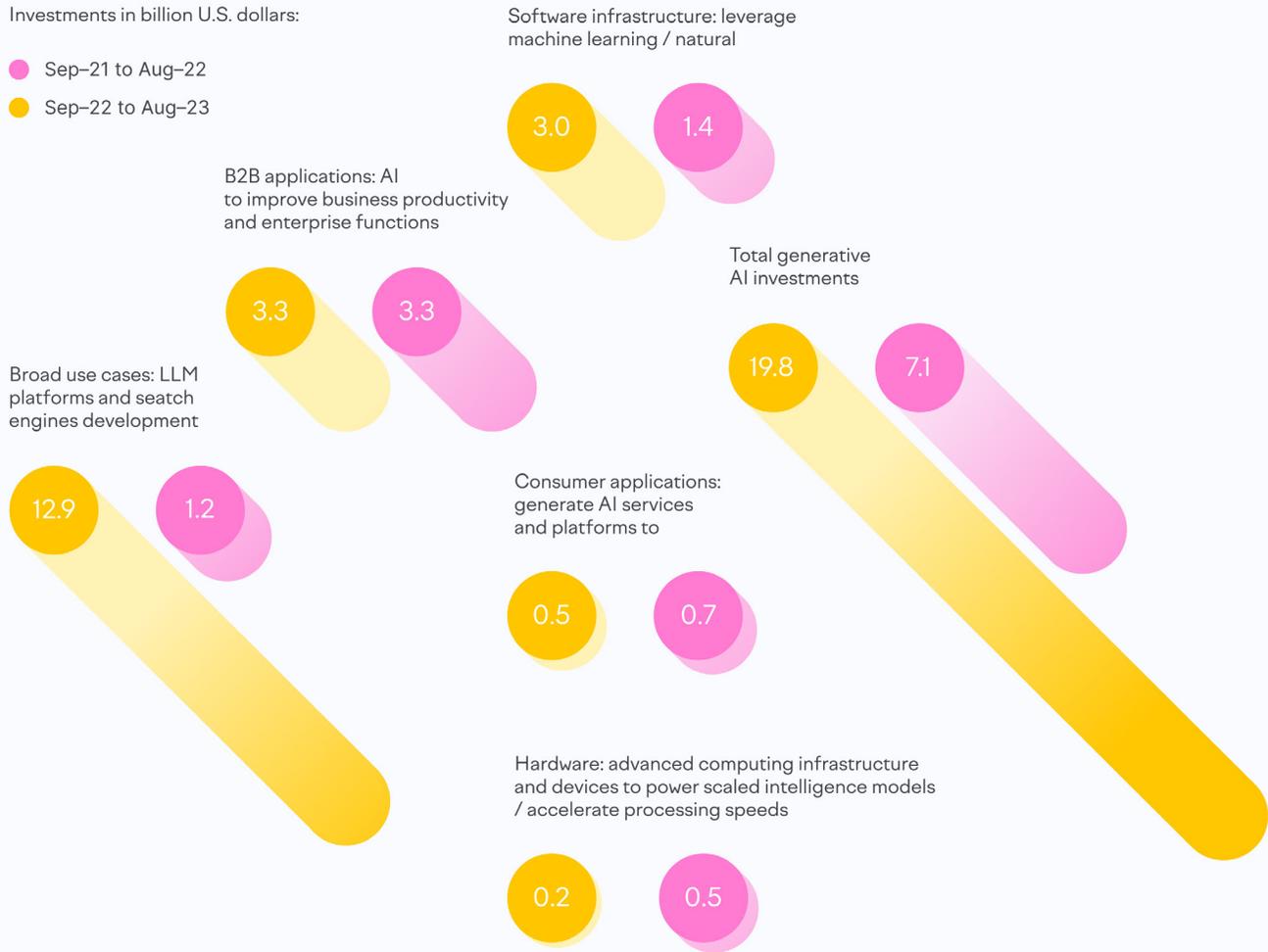


# GenAI Investments by Category

U.S., 2021–2023

Investments in billion U.S. dollars:

- Sep–21 to Aug–22
- Sep–22 to Aug–23



# One in 10 U.S. internet users employ generative AI first for online search

## U.S. Adults Using Generative AI for Online Search: Trends and Forecasts (2023-2027)

According to a survey of over 2,000 U.S. adults in April 2023, most people use generative AI tools to answer questions. A separate survey found that 13 million U.S. adults used generative AI as their primary tool for online searches in 2023, a figure that is expected to reach over 90 million by 2027.

An estimated 112.6 million people in the United States used AI-powered tools in 2024, nearly a third of the country's population. By 2027, this number is forecast to exceed 241 million.

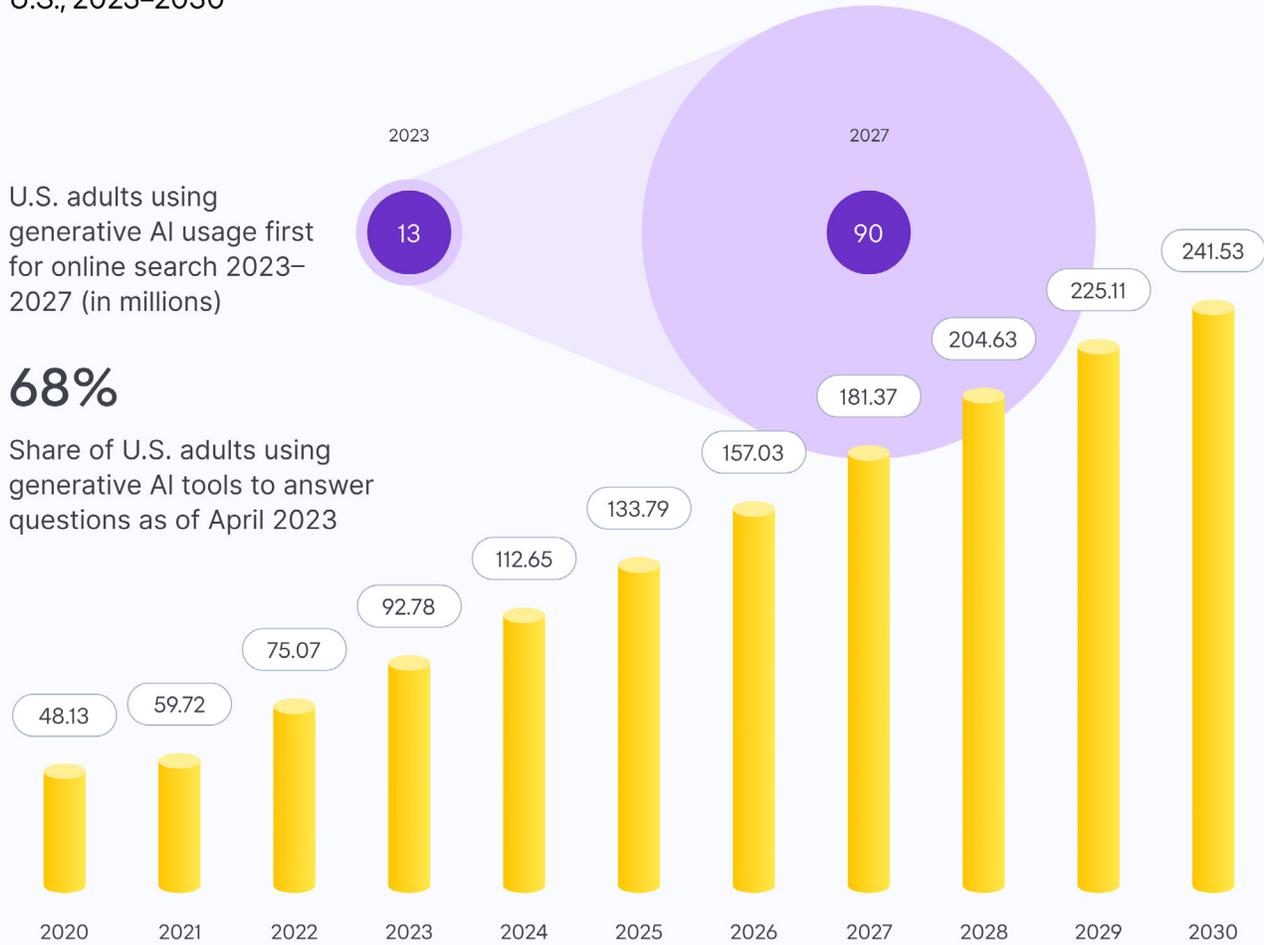
# Number of AI Tool Users (Millions)

U.S., 2023–2030

U.S. adults using generative AI usage first for online search 2023–2027 (in millions)

68%

Share of U.S. adults using generative AI tools to answer questions as of April 2023



# OpenAI and Google are at the AI-powered search market forefront

## Global AI Model Market Share by Traffic (July 2024) and U.S. Awareness of Generative AI Programs (2023)

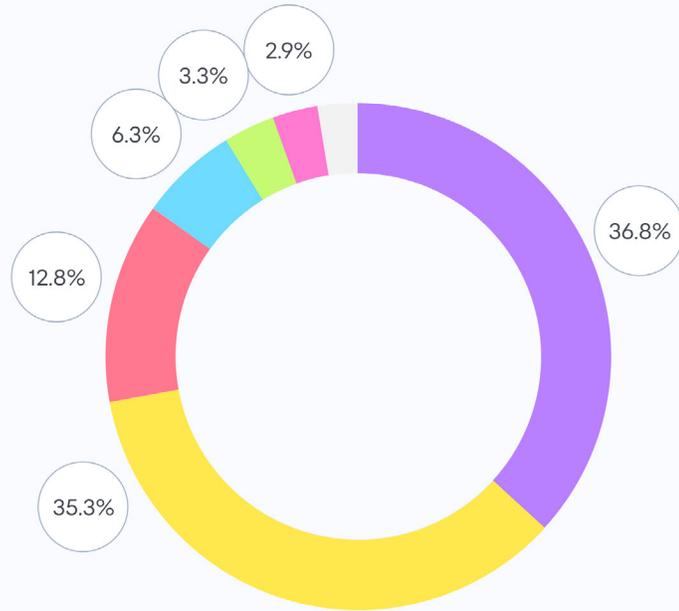
According to traffic data from the main AI tool domains, ChatGPT and Google's Gemini are the leaders in global AI-powered search models. As of July 2024, the two chatbots collectively controlled over 78 percent of the market. Perplexity ranked third, accounting for nearly 13 percent of the traffic to these AI models, while Microsoft Bing held the fourth position with just over 3.3 percent.

An earlier 2023 survey found that ChatGPT was the most recognized generative AI program in the United States, with 57 percent of respondents indicating they have used or heard of it. Microsoft's Bing ranked second among these software options. Three months after its initial release, Google's Bard (later relaunched and integrated into Gemini) ranked fourth. These changes highlight the rapid development of the AI search landscape, even as ChatGPT continues to lead.

# AI-Platforms Traffic Share Breakdown

Global, 2024

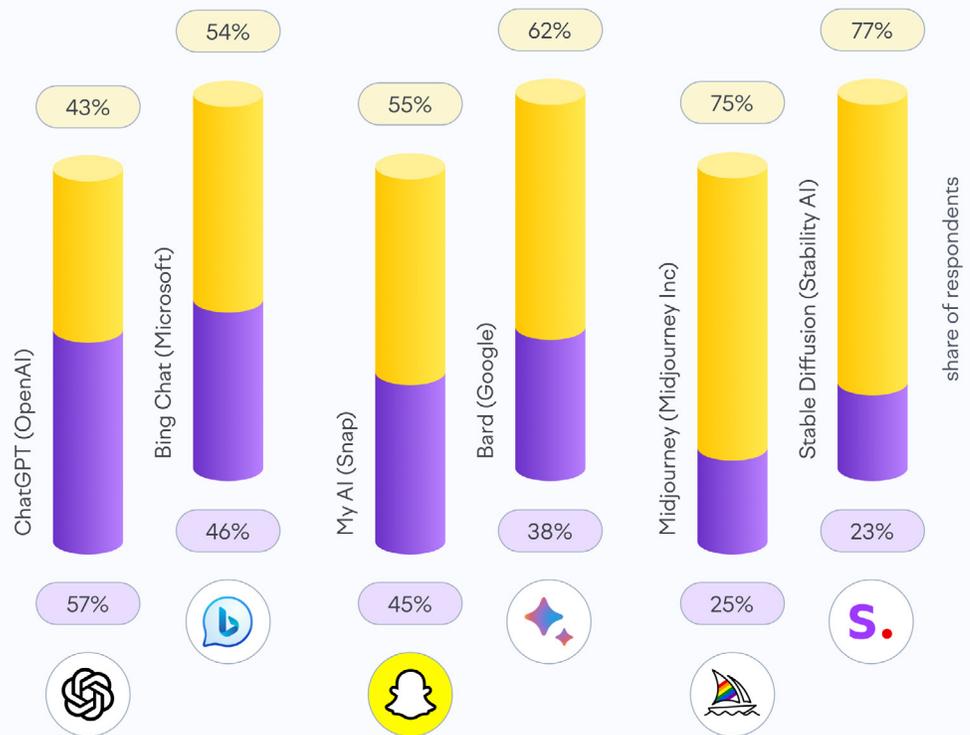
- chatgpt.com
- gemini.google.com
- perplexity.ai
- openai.com/chatgpt
- bing.com/chat
- you.com



# AI Program Awareness Among Top Brands

U.S. 2023

- Used or heard of it
- What is it?



# ChatGPT is among the most popular AI brands in the United States

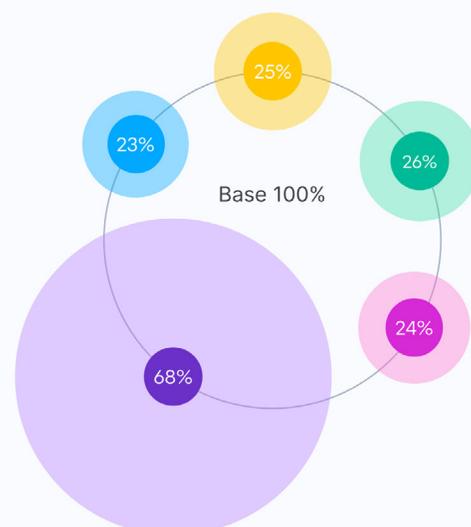
## ChatGPT brand profile in the United States as of April 2024

When analyzing the brand performance of AI tools in the United States, ChatGPT holds the top spot in its home market. Around half of the surveyed respondents were aware of ChatGPT, and out of those who knew the tool, 59 percent said they liked it. Among the 20 AI tools listed in the survey, the average brand awareness and brand popularity scores were 25 percent and 26 percent, respectively.

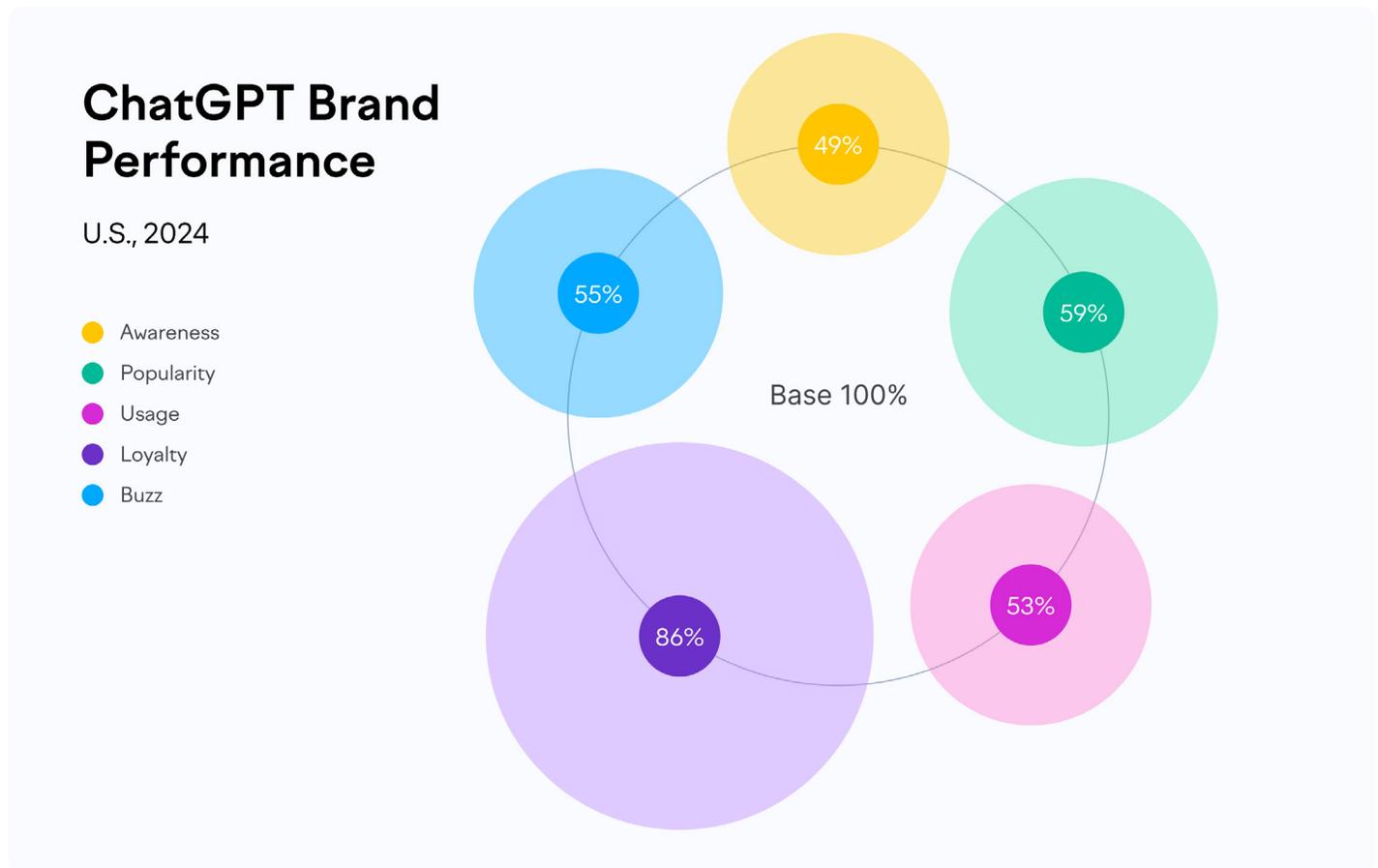
### Brand Performance Among 20 AI Tools

U.S., 2024

- Awareness
- Popularity
- Usage
- Loyalty
- Buzz



Diving deeper into the survey, 53 percent of respondents who knew ChatGPT said they used it, 86 percent said they would use the brand again, and 55 percent said they had heard of ChatGPT in the media. Again, these scores were well above the industry average.



**Notes:** AI tools 'awareness', 'popularity', 'usage', 'loyalty' and 'buzz' by brand; Multi pick; Base: n=1,248, all respondents (awareness), n=606, respondents who know the individual brand (popularity), n=606, respondents who know the individual brand (usage), n=319, respondents who have used the individual brand (loyalty), n=606, respondents who know the individual brand (buzz).

**Source:** Statista [ChatGPT Brand KPI survey](#)



@ Early Interest and Impact



# ChatGPT's impact was felt throughout the entire online search industry

## Global online search tool traffic growth from January 2022 to July 2024

ChatGPT's release sent shock waves across the entire online search industry. Even the world's most established search engines were impacted, with leaders like Google, Bing, and Yahoo experiencing declines in their global traffic. However, not all AI-related domains suffered traffic drop-offs between 2022 and 2023. Capitalizing on growing user interest in platforms that employ AI-powered search, Brave Search and TikTok recorded significant year-on-year gains.

Some traffic trends among online search-related domains persisted between 2023 and 2024. Brave Search, for instance, recorded triple-digit traffic growth once again, highlighting its position as a strong alternative to the leading search engines. As for the established search engines, Google, Bing, and Yahoo continued to experience decreases in their worldwide traffic. These trends confirm the ongoing challenges that search engines face in a landscape increasingly shaped by AI and privacy concerns.

# Search Engine Traffic Comparison After ChatGPT Release

Global, 2022–2024

#	Online search tool domains	YoY Traffic Change (2023–2022), Global	YoY Traffic Change (Jan–Jul 2024 to Jan–Jul 2023), Global
1	search.brave.com	211.44%	235.36%
2	naver.com	12.19%	89.01%
3	swisscows.com	-29.40%	24.92%
4	tiktok.com	50.19%	1.36%
5	ecosia.org	23.40%	-3.75%
6	youtube.com	4.05%	-3.82%
7	ask.com	-6.81%	-5.08%
8	bing.com	-13.17%	-7.54%
9	google.com	-2.89%	-7.91%
10	startpage.com	-19.34%	-15.40%
11	duckduckgo.com	-16.11%	-16.19%
12	yandex.com	27.82%	-22.60%
13	baidu.com	-9.74%	-25.52%
14	qwant.com	-20.24%	-31.18%
15	yahoo.com	-25.83%	-31.94%

# However, traditional online search still attracts more online traffic

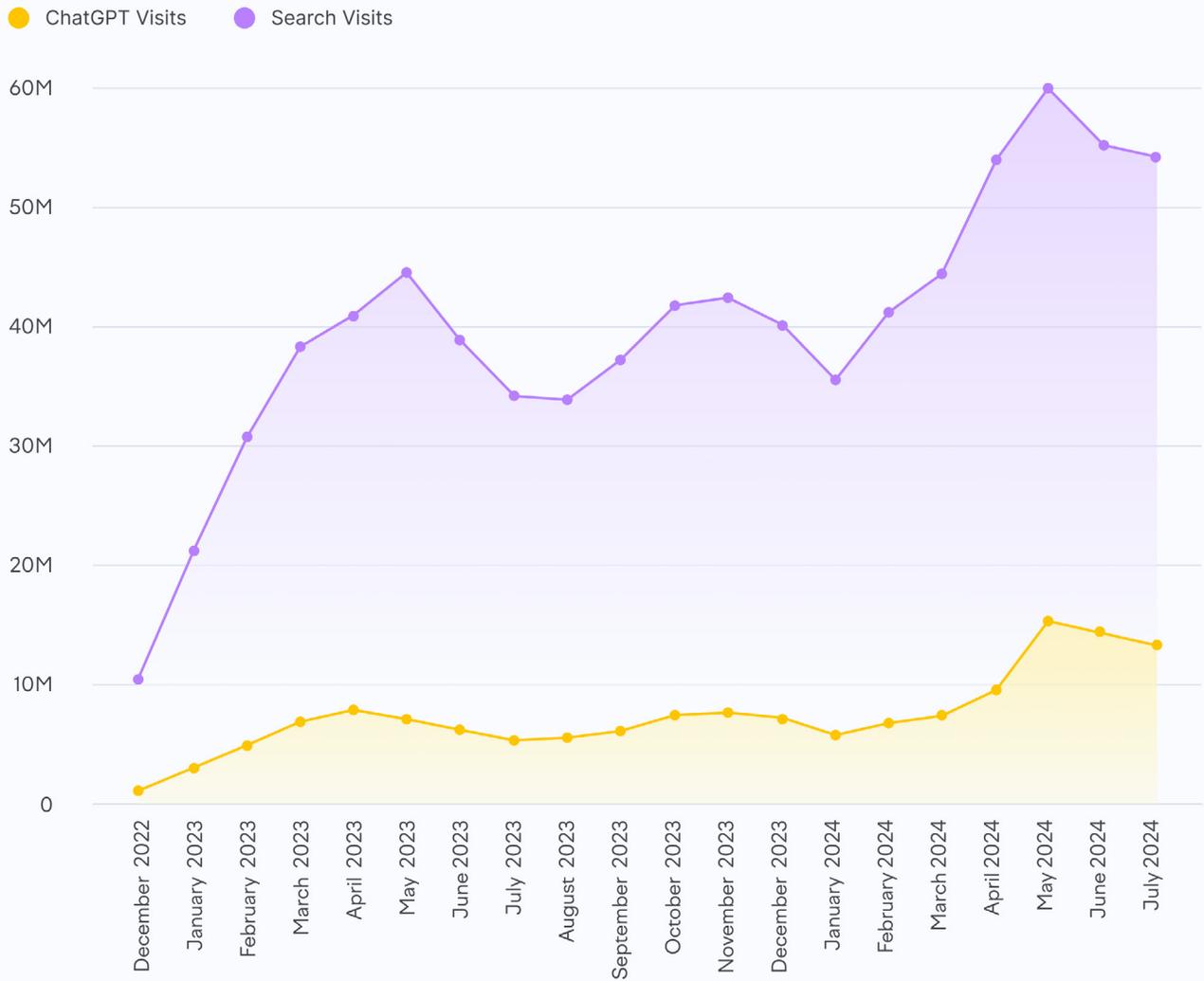
## Global search engine vs. ChatGPT visits from December 2022 to July 2024

Despite the growing number of internet users trying AI-powered search, traditional search engines such as Google, Bing, and Yahoo still receive much more traffic than ChatGPT.

In December 2022, a month after OpenAI released GPT-3.5, ChatGPT received fewer than a million visits compared with around 10 million visits for search engines. ChatGPT's traffic remained under 10 million monthly visitors until April 2024, but there was an increase in the three following months. However, while ChatGPT's traffic is considerably lower than that of traditional search engines, the performance of the AI tool is undeniably remarkable.

# User Preferences: Search Engine vs. ChatGPT Visits

Global, December 2022–July 2024



# ChatGPT is the most sought AI-search related keyword by search volume

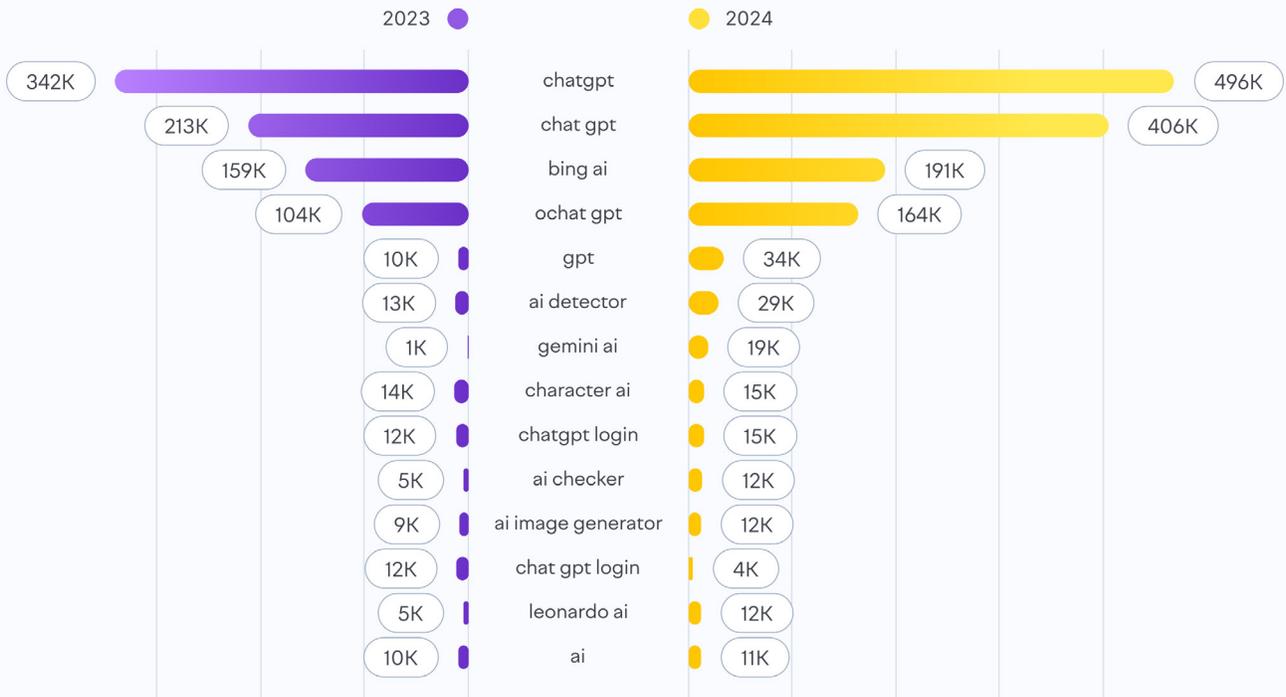
## U.S. vs. global average monthly search volume of ChatGPT and AI-search related terms in 2023 and July 2024

From 2023 to 2024, global online searches related to ChatGPT had the largest increase among AI-related queries. Among 64,000 queries with a volume greater than 10 searches, those containing "ChatGPT" grew by 91 percent. Considering that the data for 2024 only measures search volume until July, numbers for the analyzed queries are expected to significantly increase by the end of the year.

After a slight decline in interest at the end of 2023, global Google searches for the word "ChatGPT" increased again in 2024. As demand for information on the chatbot grew, the keyword "ChatGPT" peaked at 100 index points in the week ending June 2, 2024, just a month after OpenAI announced the GPT-4o (omni) system, and a week before Apple integrated ChatGPT into iPhone's operating system.

# AI-Related Keyword Search Volume Comparison

Global, 2023–July 2024



# Trend of Keyword Interest Relative to Peak

Global, 2023–July 2024



# Users search ChatGPT mainly to learn about it, less for practical purposes

Global ChatGPT-related keyword search intent from June 2023 to June 2024

When online users searched about ChatGPT on the internet, the purpose of their queries was primarily focused on learning and gathering information about OpenAI software. The intent of these queries can be categorized into four main types:

- **Informational:** seeking information.
- **Navigational:** looking for a specific site.
- **Commercial:** researching brands, products, or services.
- **Transactional:** searches indicating immediate action, like making a purchase.

	Average monthly SV (Jun 23–Jun 24)	Distribution among analyzed queries
Informational	18.4K	64.02%
Transactional	71.6K	15.13%
Navigational	107.3K	12.12%
Commercial	1.5K	8.73%

Between June 2023 and June 2024, 64 percent of keywords related to ChatGPT were **informational**. The average monthly search volume of 18,400 indicated a strong interest in learning and gathering information.

**Navigational** queries about ChatGPT had an average monthly search volume of 107,300, the highest of the four categories. This indicates that many users were looking for specific websites. The share of navigational keywords over the period was just over 12 percent.

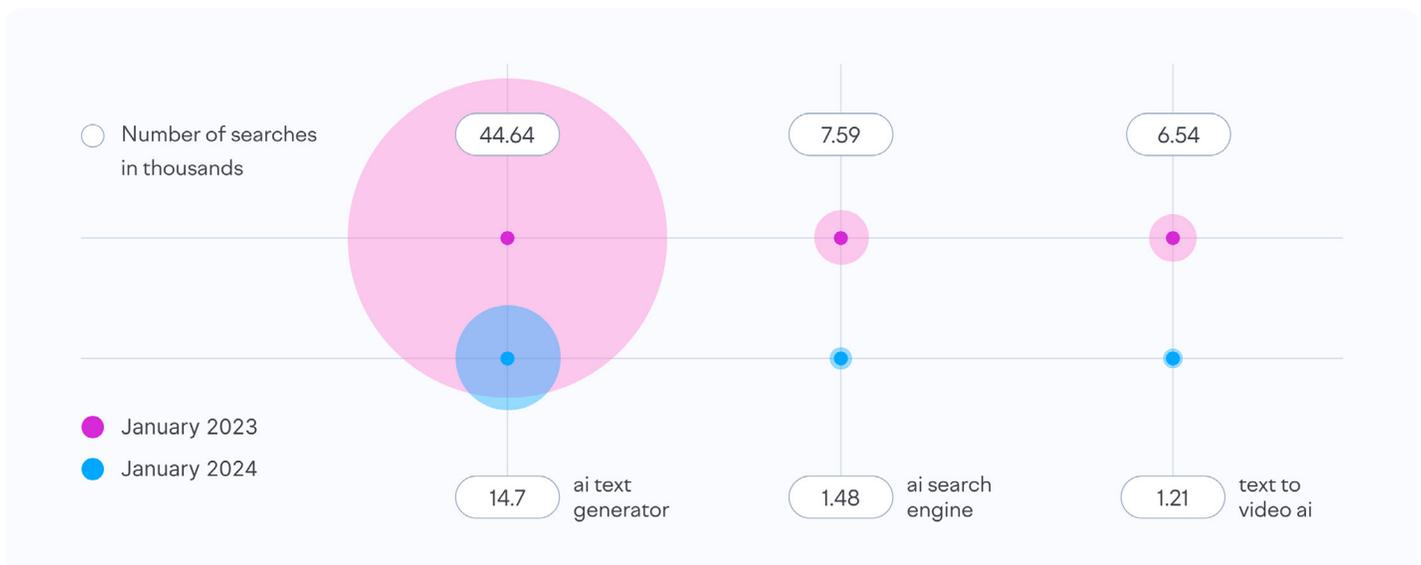
**Transactional** keywords about ChatGPT accounted for 15.13 percent of the total. The category had an average monthly search volume of 71,600, indicating a significant intent to purchase or take an action.

The category with the lowest keyword share and average monthly search volume was **commercial**. Searches in this category represented 8.73 percent of the keywords, with an average monthly search volume of 1,500, showing a smaller but focused interest in researching brands, products, or services.

# ChatGPT has led the interest and presence of AI technologies

## U.S. AI-Related Online Searches (Jan 2023—Jan 2024) and Global Growth of AI Domains (2021—H1 2024)

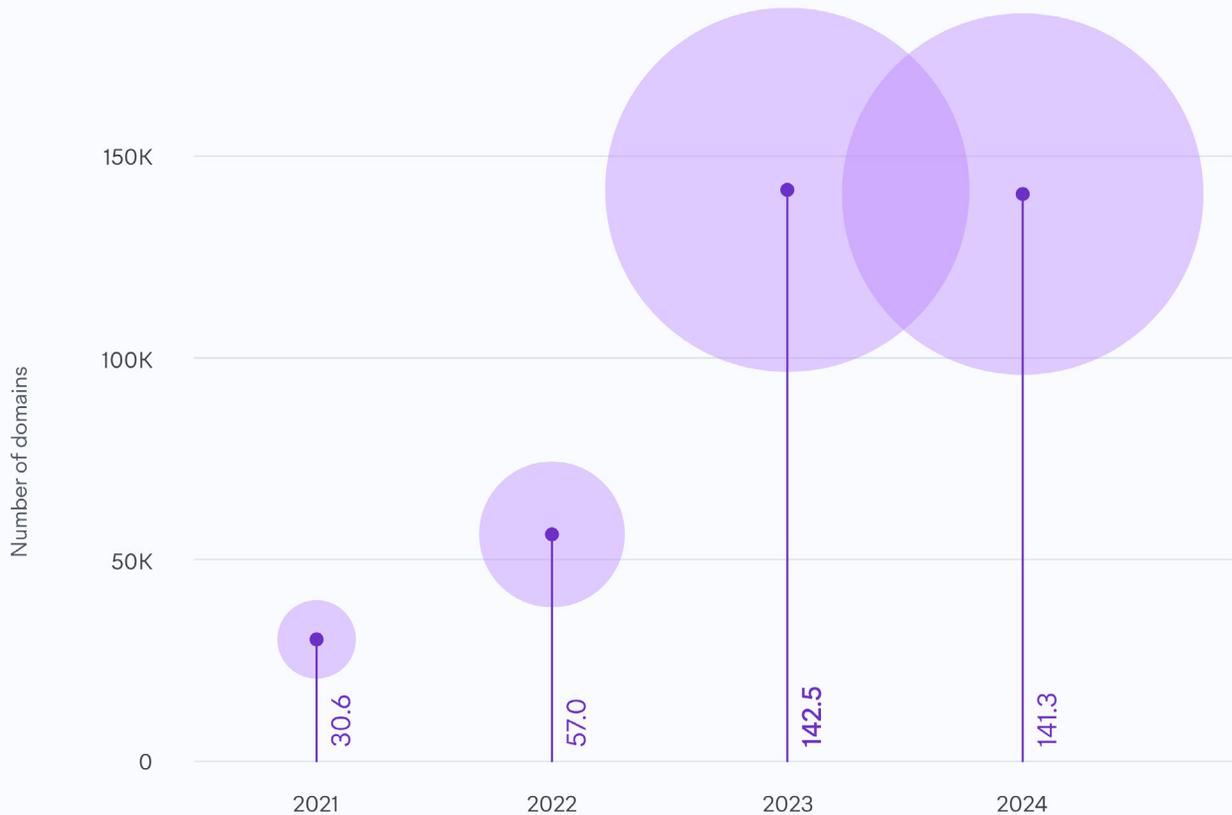
There were 44,640 online searches for terms related to “AI text generators” in the United States in January 2024, representing a 203 percent jump for this query compared with the same month the previous year. Searches for “AI search engine” and “text to video AI” increased by 412 percent and 433 percent, respectively.



Meanwhile, the number of AI-related domains on the web surged by 365 percent between 2021 and 2023, growing from around 30,000 and reaching 142,500. Considering the number of new AI-related domains in the first half of 2024 nearly matched the total for all of 2023, even more impressive results are very likely to be recorded in the near future.

## AI-Related Domain Growth Trend

Global, 2021-2024 YoY



# ChatGPT has impacted traffic to Q&A platforms

## Global Q&A website traffic changes after ChatGPT release from 2022 to 2024

Overall, traffic data indicates that Q&A websites have been affected differently by the release of AI technologies like ChatGPT, with some adapting and growing their traffic, while others have struggled to compete.

Apart from search engines specifically, the impact of ChatGPT on question-and-answer (Q&A) websites has been significant, especially in the United States. Since January 2024, ChatGPT-related domains have steadily gained traffic, altogether surpassing Quora, the leader among Q&A pages, as of July 2024. Meanwhile, JustAnswer and Ask MetaFilter have shown consistent growth, while established platforms like Chegg and Answers

have experienced declines. The global trends mirror those observed in the U.S., with JustAnswer and Ask MetaFilter showing strong traffic growth. Super User is another Q&A site that recorded traffic increases both worldwide and in the United States.

Additionally, the impact on traffic to these platforms has been notable, with Answers, Chegg, Stack Overflow, and Stack Exchange experiencing the biggest declines since ChatGPT's release. Overall, traffic data indicates that Q&A websites have been affected differently by the release of AI technologies like ChatGPT, with some adapting and growing their traffic, while others have struggled to compete.

## Q&A Domain Traffic Changes YoY

U.S. & Global, 2022–2024

Q&A domain	Global YoY traffic change 2023–2022	Global YoY traffic change Jan–Jul 2024 to Jan–Jul 2023	U.S YoY traffic change 2023–2022	U.S YoY traffic change Jan–Jul 2024 to Jan–Jul 2023
ChatGPT domains*	976%	17%	1,441%	19%
justanswer.com	12.86%	88.44%	13.99%	78.34%
ask.metafilter.com	10.57%	13.22%	15.36%	18.59%
superuser.com	3.46%	8.37%	20.07%	6.05%
quora.com	-7.59%	7.38%	-7.65%	9.65%
stackexchange.com	-14.85%	-6.76%	-9.39%	-5.13%
stackoverflow.com	-14.14%	-18.30%	-1.12%	-15.94%
chegg.com	-12.32%	-21.84%	-20.58%	-28.11%
answers.com	-47.45%	-24.41%	-57.19%	-39.95%

**Notes:** \* Traffic data for ChatGPT-related domains include chatgpt.com, openai.com/chatgpt, chat.openai.com, and openai.com domains.

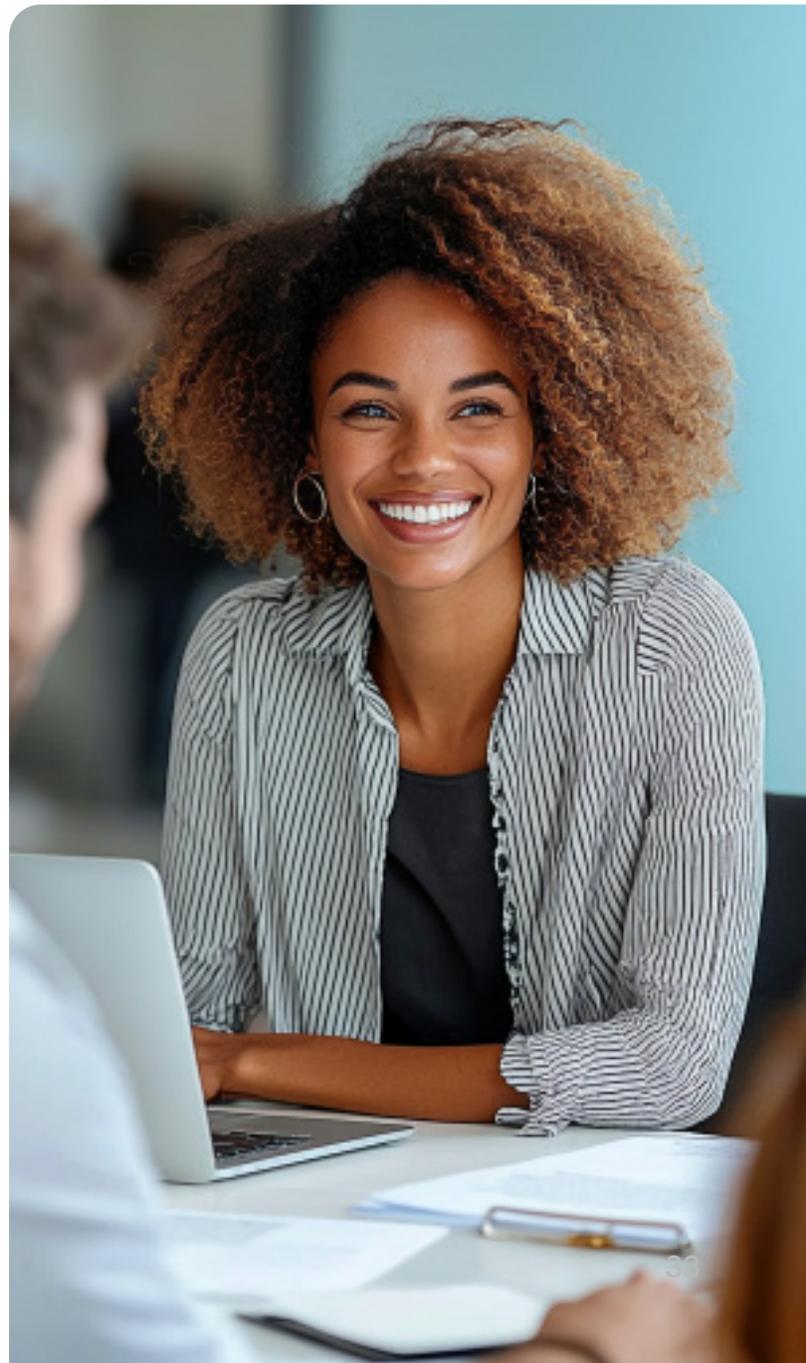
**Source:** Semrush .Trends

# ChatGPT downloads are at their peak across the major app stores

Global and U.S. ChatGPT app downloads in the Google Play and Apple App Store as of September 2024

In September 2024, ChatGPT's mobile app registered over 32 million downloads worldwide across the Apple App Store and Google Play Store.

In the same month, the ChatGPT mobile app was downloaded over 4.21 million times across both stores in the United States.



# ChatGPT App Downloads (Millions)

2023-2024

Global U.S.

Number of downloads



**Notes:** Global and United States; AppMagic; May 2023 to June 2024; Google Play and Apple App Store.

**Source:** AppMagic, ID 1497377, [ID 1454331](#)



@ Who are ChatGPT  
and AI search users? →

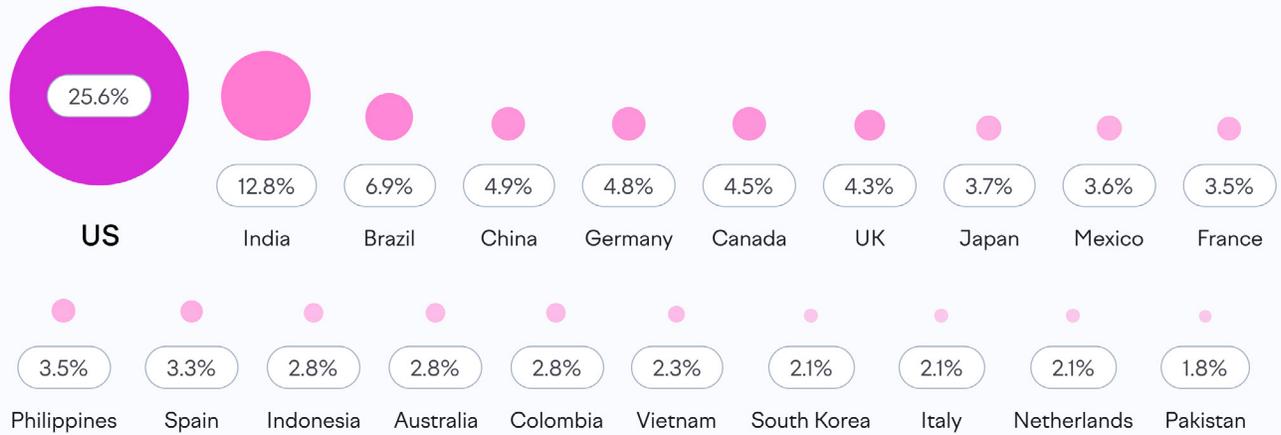
# The United States generates a quarter of ChatGPT's global traffic

## Global ChatGPT desktop traffic (chat.openai.com) by location from July 2023 to April 2024

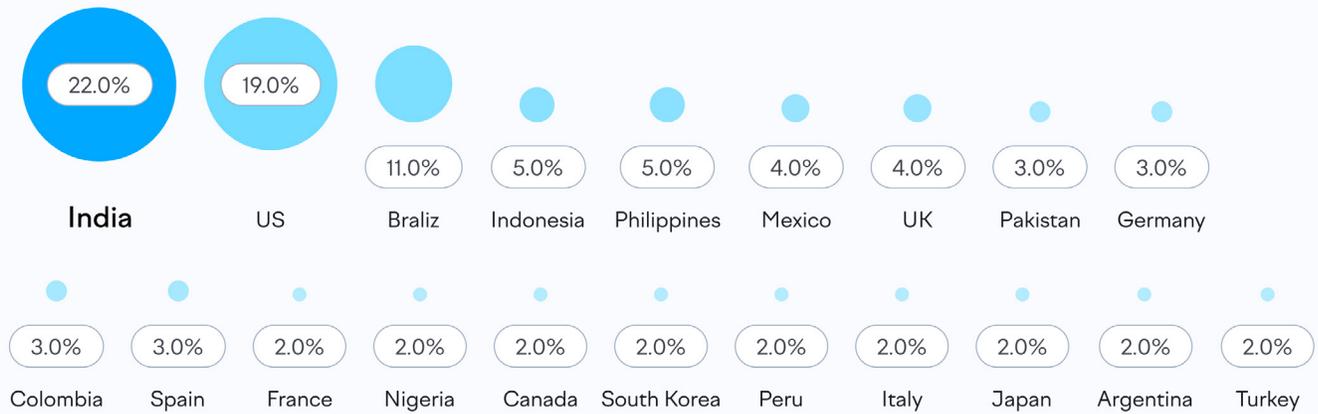
The United States generated the highest amount of traffic to ChatGPT, accounting for over 25 percent of its desktop visits between July 2023 and April 2024. This indicates strong adoption in its home market, especially on the device where the chatbot has been available and established for longer. India followed with a share of 12.8 percent, demonstrating ChatGPT's growing popularity in the country and its expanding digital presence. Brazil and China contributed smaller shares of traffic, at 6.9 percent and 4.9 percent, respectively. In the context of mobile ChatGPT visits, India has slightly overtaken the United States, accounting for approximately 22 percent of the online traffic from these devices, compared to 19 percent from the U.S. Brazil ranks third, contributing about 11 percent of the overall traffic to the software.

# ChatGPT Traffic Share by Location

Global, Desktop, July 2023–April 2024



Global, Mobile, July 2023–April 2024



# Young men represent most of ChatGPT's user base worldwide

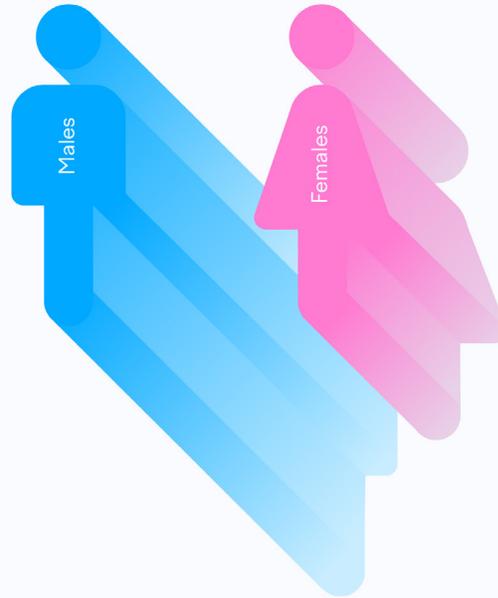
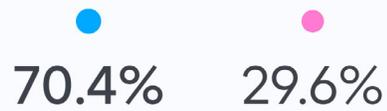
## Global ChatGPT audiences age and gender distribution on desktop devices from July 2023 to April 2024

Most ChatGPT users are men, representing over 70 percent of the platform's global desktop traffic between July 2023 and April 2024. Among all desktop users, the 25-to-34-year-old age group is the most engaged, followed by those aged between 18 and 24. Interestingly, women aged 18 to 24 represent a higher proportion of ChatGPT users than men in the same age group, similarly in age groups of 55 and older. This suggests these demographics could emerge as key segments in the use of AI technologies.

Overall, while middle-aged and older users do use AI tools, their adoption is less pronounced, possibly due to lower technological familiarity or differing professional needs. The fact that more men use the chatbot may reflect broader trends in technology adoption or specific use cases where AI tools are more prevalent in fields dominated by men.

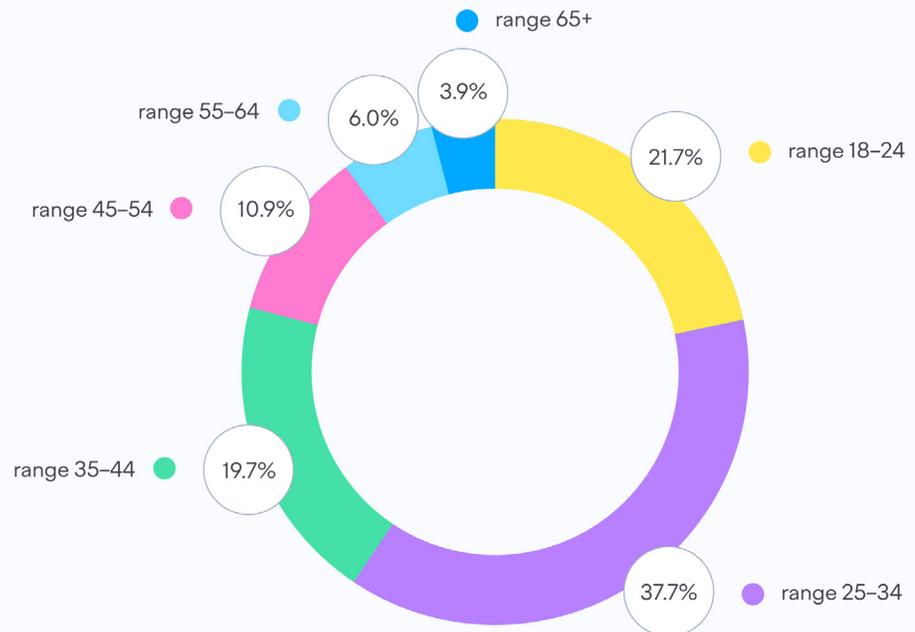
## ChatGPT User Sex Distribution

Global, Desktop, July 2023–April 2024



## ChatGPT User Age Distribution

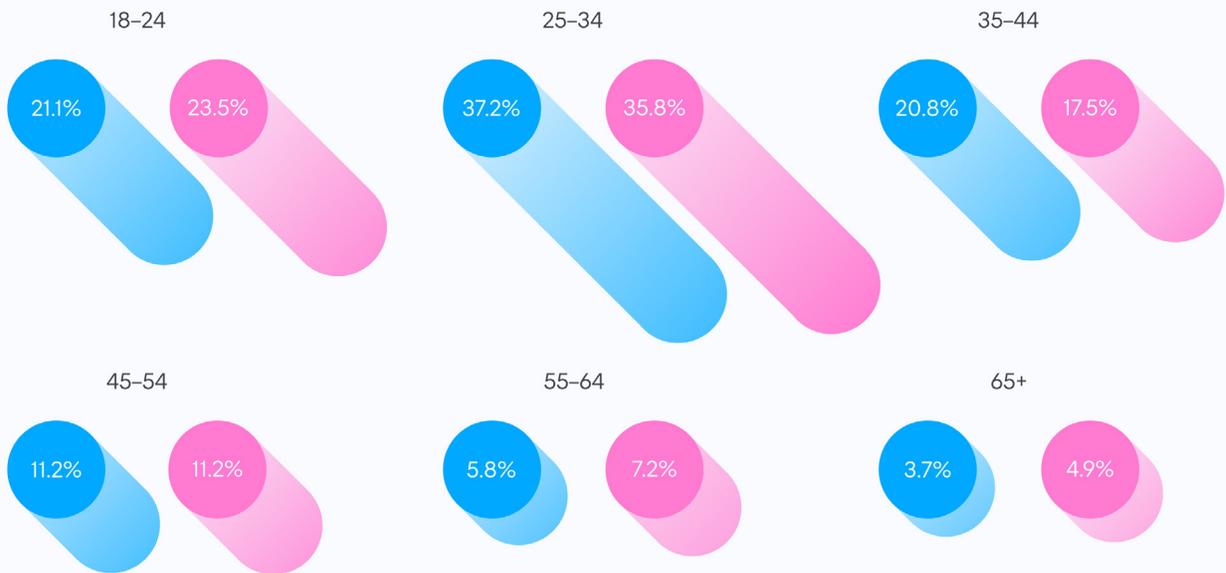
Global, Desktop, July 2023–April 2024



# ChatGPT User Age and Sex Distribution

Global, Desktop, July 2023–April 2024

● Male ● Female



# ChatGPT professional and academic usage is confirmed by user demographics

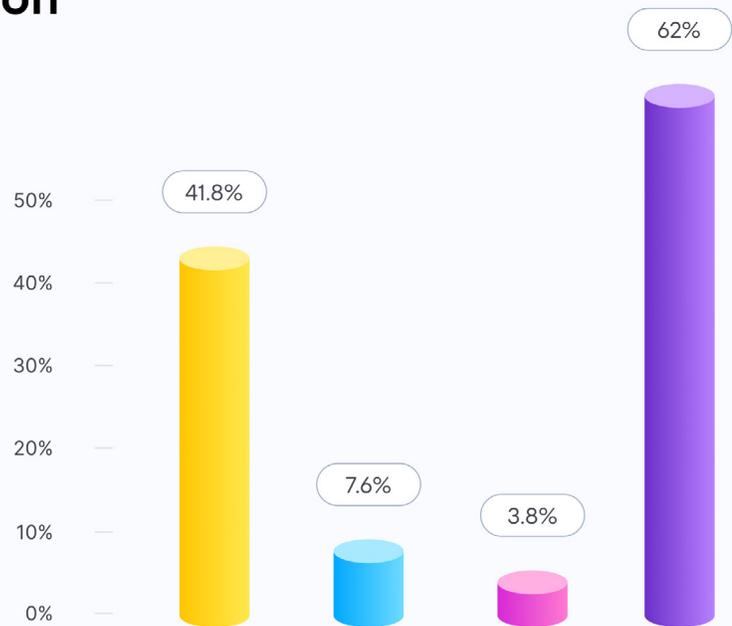
**Global ChatGPT audience's educational, income, employment, and household size level distribution according to desktop device traffic from July 2023 to April 2024**

The distribution of ChatGPT's global desktop traffic by education level shows that 46.68 percent of visitors have completed only compulsory education, indicating high engagement among younger individuals, likely high school students utilizing the tool for academic support. A further 41.8 percent of users have a university degree, underpinning its popularity among those in knowledge sectors where AI is crucial for tasks like research, writing, and problem-solving. Semrush data also breaks down ChatGPT's global desktop traffic by income level.

## ChatGPT User Education Level Distribution

Global, Desktop, July 2023–April 2024

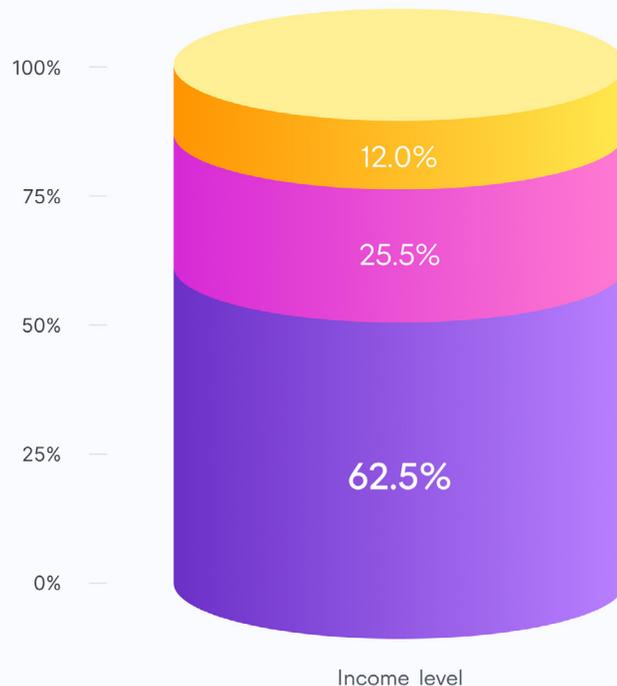
- University
- Postgraduate education
- None completed
- Compulsory school



## ChatGPT User Income Level Distribution

Global, Desktop, July 2023–April 2024

- High
- Middle
- Low

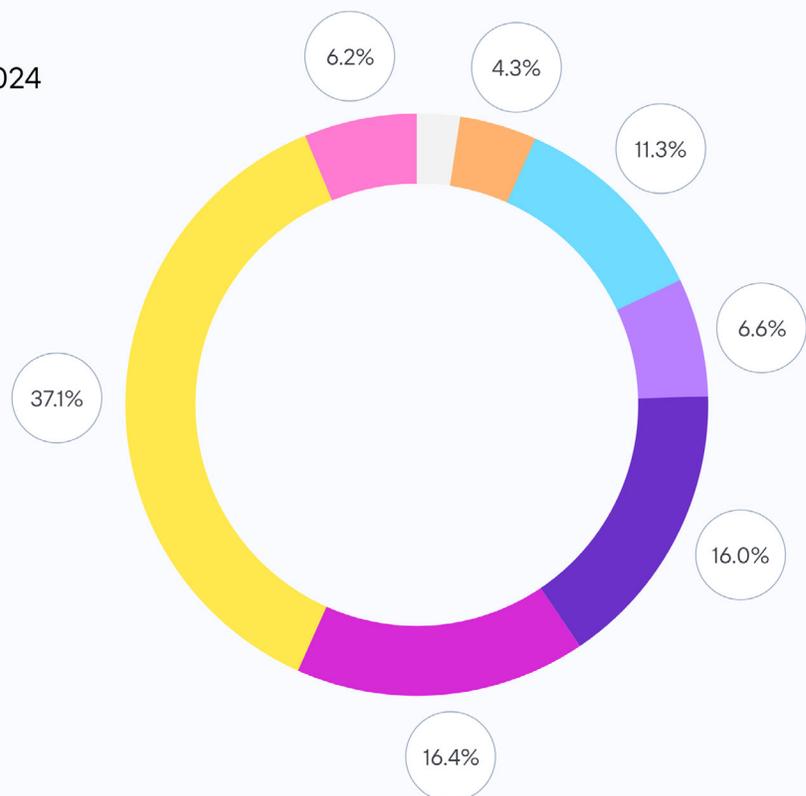


Between July 2023 and April 2024, over 62 percent of users came from lower-income households, indicating the tool's accessibility across a broad economic spectrum. Middle-income users accounted for a quarter of the traffic, while those from higher-income brackets made up the smallest share, at just over 12 percent. The distribution of household sizes is relatively even across common configurations, with the highest percentages seen in three-person and four-person households, indicating its popularity among young couples, small families, and possibly college students living together.

## ChatGPT User Employment Status Distribution

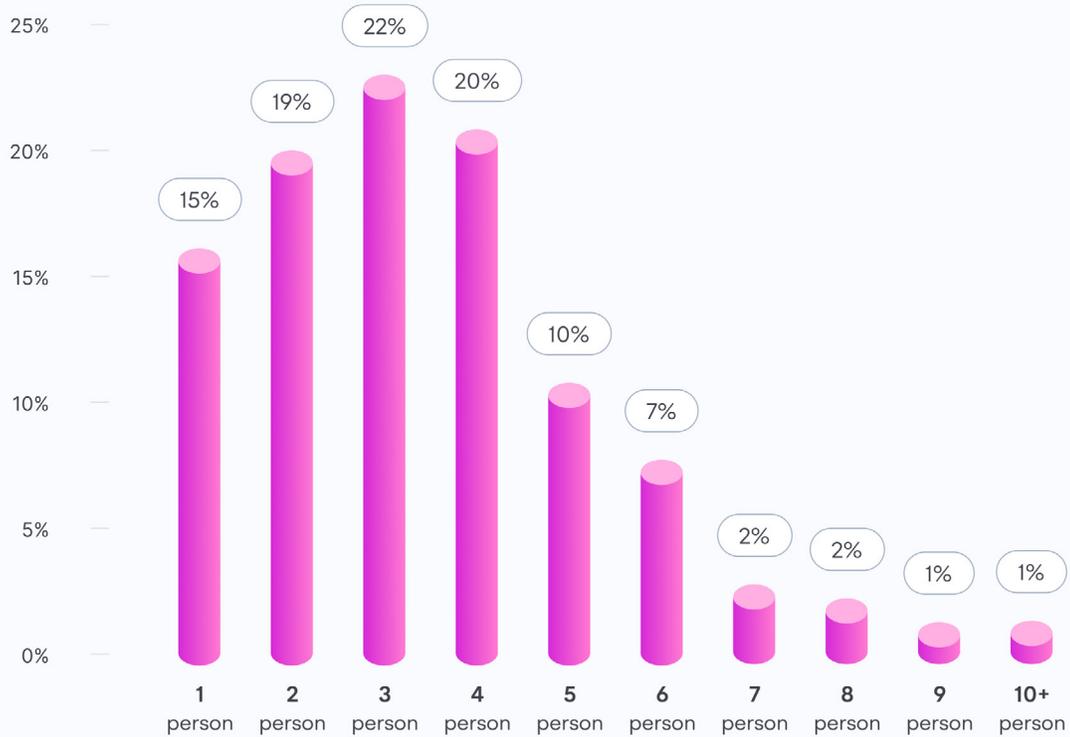
Global, Desktop, July 2023–April 2024

- Retired
- Part time work
- Own business
- Unemployed
- Student
- Full time
- Homemaker



# ChatGPT User Household Size Distribution

Global, Desktop, July 2023–April 2024



# Users oscillate between interest and wariness of AI-powered search tools

## U.S. Attitudes Toward AI Tools (Nov 2023) vs. Global Views on AI's Potential to Improve Life (2023, by Country)

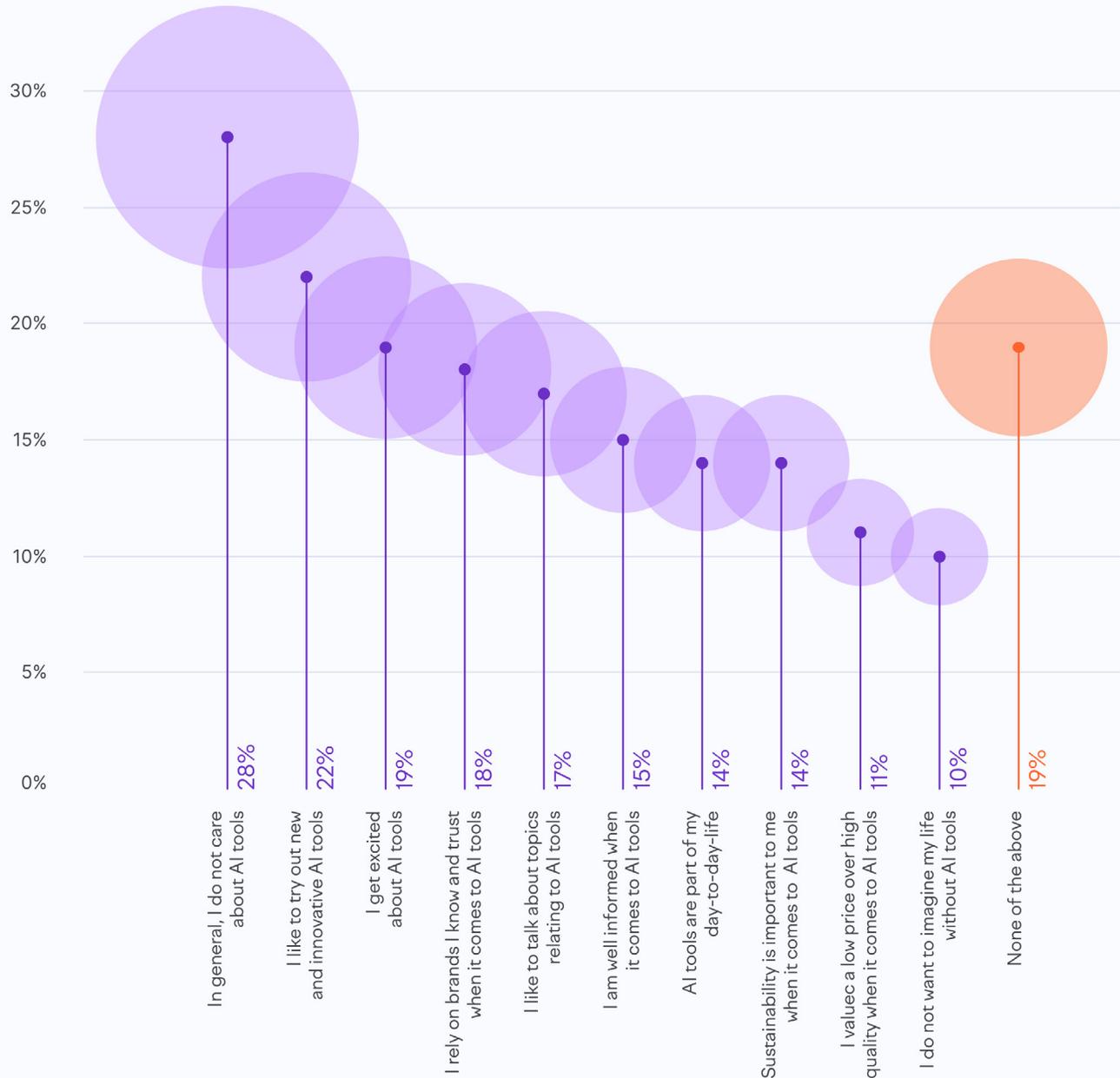
According to a November 2023 survey, overall attitudes about AI tools among online adults in the United States were rather mixed. Around 28 percent of respondents said that, in general, they do not care about AI tools. Meanwhile, 22 percent expressed an interest in trying out new and innovative AI tools, and 19 percent are excited about such applications.

A separate survey in early 2023 found that interest in AI products or services is relatively high among U.S. adults, with AI-powered online search, AI-generated recipes, and AI-powered smart assistants garnering the most interest.

In 2023, Ipsos looked at people's opinions on AI and found that healthy shares of respondents across several surveyed countries agreed the technology would improve the amount of time it takes to get tasks done and improve their entertainment options.

# Attitudes of U.S. Adults Toward AI Tools

U.S., November 2023



**Notes:** Consumer Insights, from November 7 to 19, 2023; 2,489 respondents; 18-64 years; residential U.S. online population.

**Source:** Statista, [ID 1479623](#); Morning Consult, [ID 1377783](#); Ipsos, Stanford University [ID 1473346](#)

# Trust remains the biggest challenge for increasing AI search usage

## Paths and factors to increase the usage of generative AI in select countries worldwide in 2023 and 2024

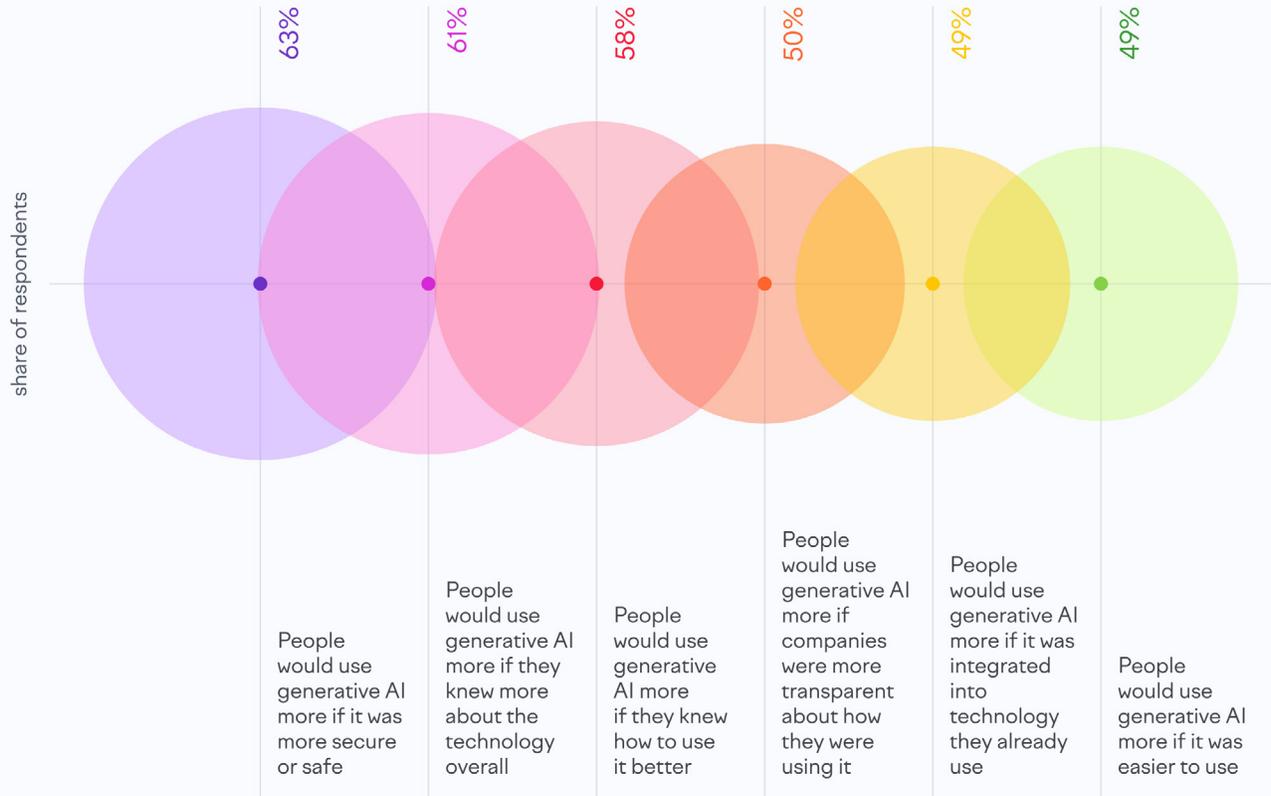
A 2023 survey across key AI markets revealed that over 60 percent of respondents would increase their use of generative AI if it was more secure or safe. Less than half of GenAI users expressed the desire for it to be more accessible or easier to use.

A later survey in 2024 revealed that although many U.S.-based users had tried these solutions, most did not trust the content and did not believe it would enhance their search experience.

In February 2024, a survey to uncover sentiment around AI-powered search found that sizeable shares of U.S. respondents were more likely to trust AI-powered search tools if the content was confirmed to be verified by a human and if there were an increase in data privacy regulations.

# Consumer Perception & Impact on AI Usage

U.S., 2024



**Notes:** Among adults in Australia, India, United Kingdom, United States.

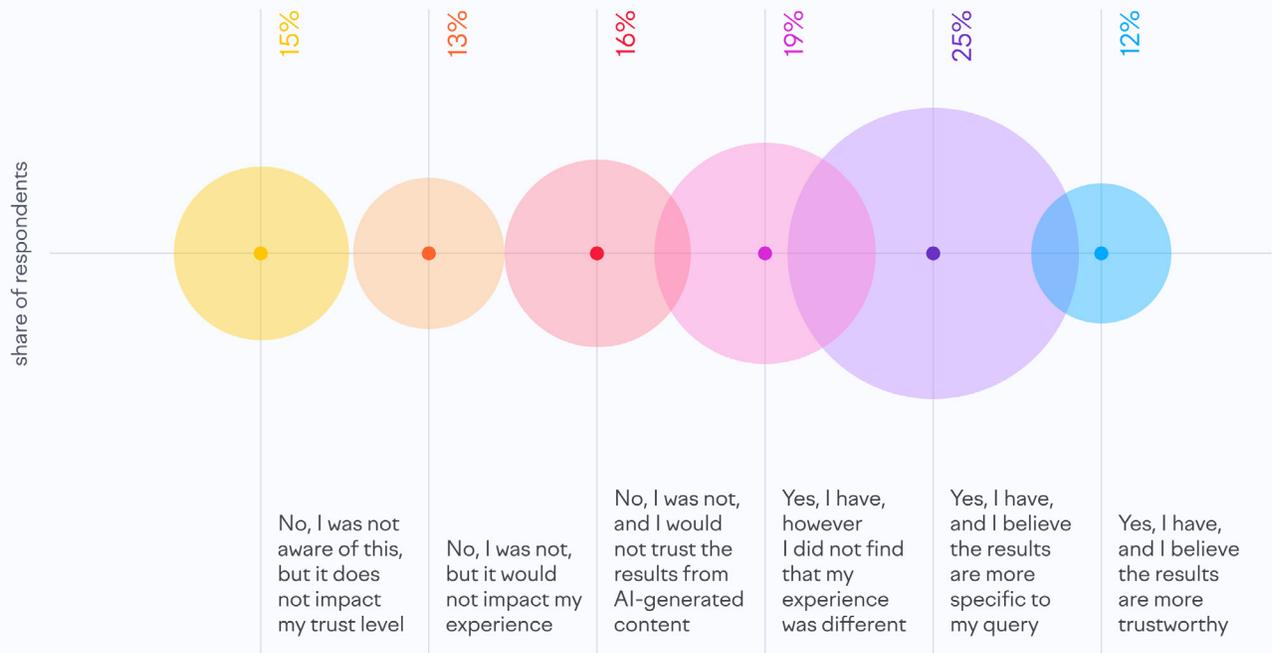
**Source:** Salesforce Research, [ID 1413826](#); Botify, Dynata, [ID 1478311](#) and [ID 1478356](#)

# How do consumers trust and prefer their AI-generated results?

U.S. usage and factors for increasing trust on AI-generated search results in February 2024

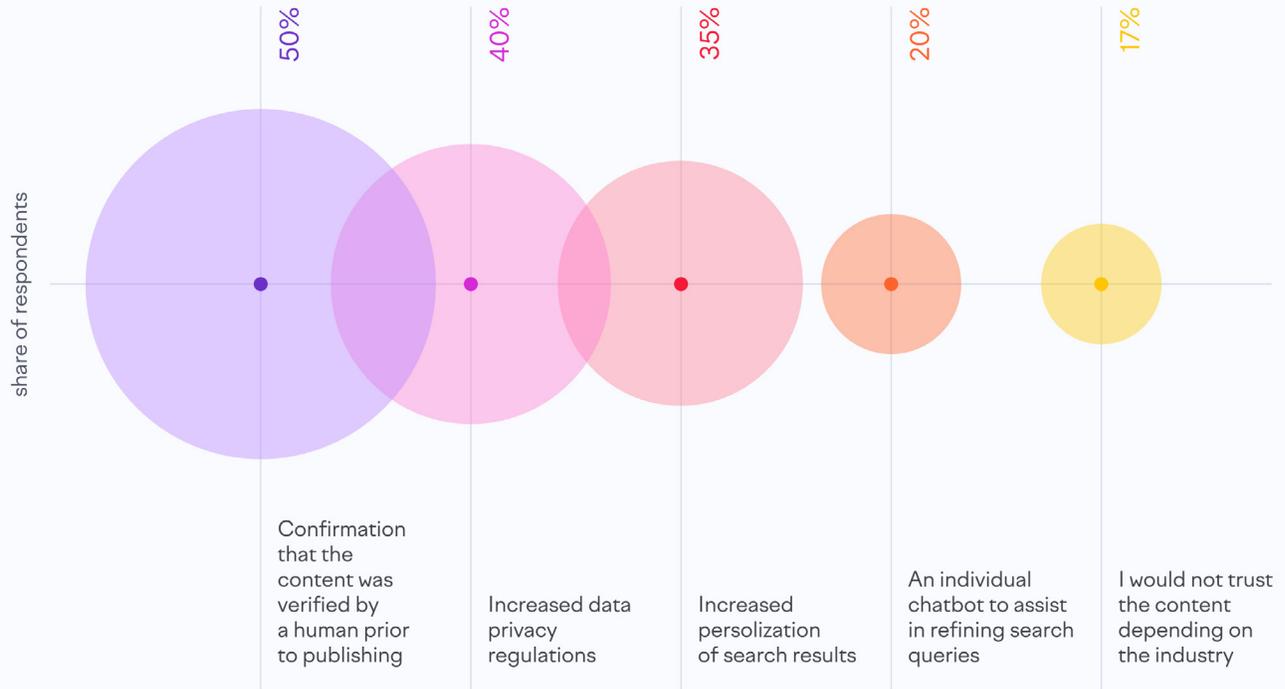
## Usage and Trust of AI-Powered Search Engines

U.S., 2024



# Factors for Trust in AI-powered Search Engines

U.S., 2024



**Notes:** Among 1,000 adults in the United States.

**Source:** Botify, Dynata, [ID 1478311](#) and [ID 1478356](#)



@ How Is ChatGPT Used?



# The United States dictates global ChatGPT-related domains traffic trends

**Global vs. U.S. visits to main ChatGPT-related domains (openai.com, chatgpt.com, and chat.openai.com) from October 2022 to July 2024**

Visits to ChatGPT-related domains experienced stunning growth in the months after its release in November 2022, skyrocketing to over six billion worldwide in May 2023. Since then, there have been drops in traffic, but the overall trajectory has remained strong—from August 2023 to July 2024, visits increased by 21.5 percent. Overall, the trend shows that chatbot traffic dips during summer and holiday months, rebounding afterward. This pattern repeated in May 2024 and continued through July 2024.

## ChatGPT Seasonal Traffic Trend

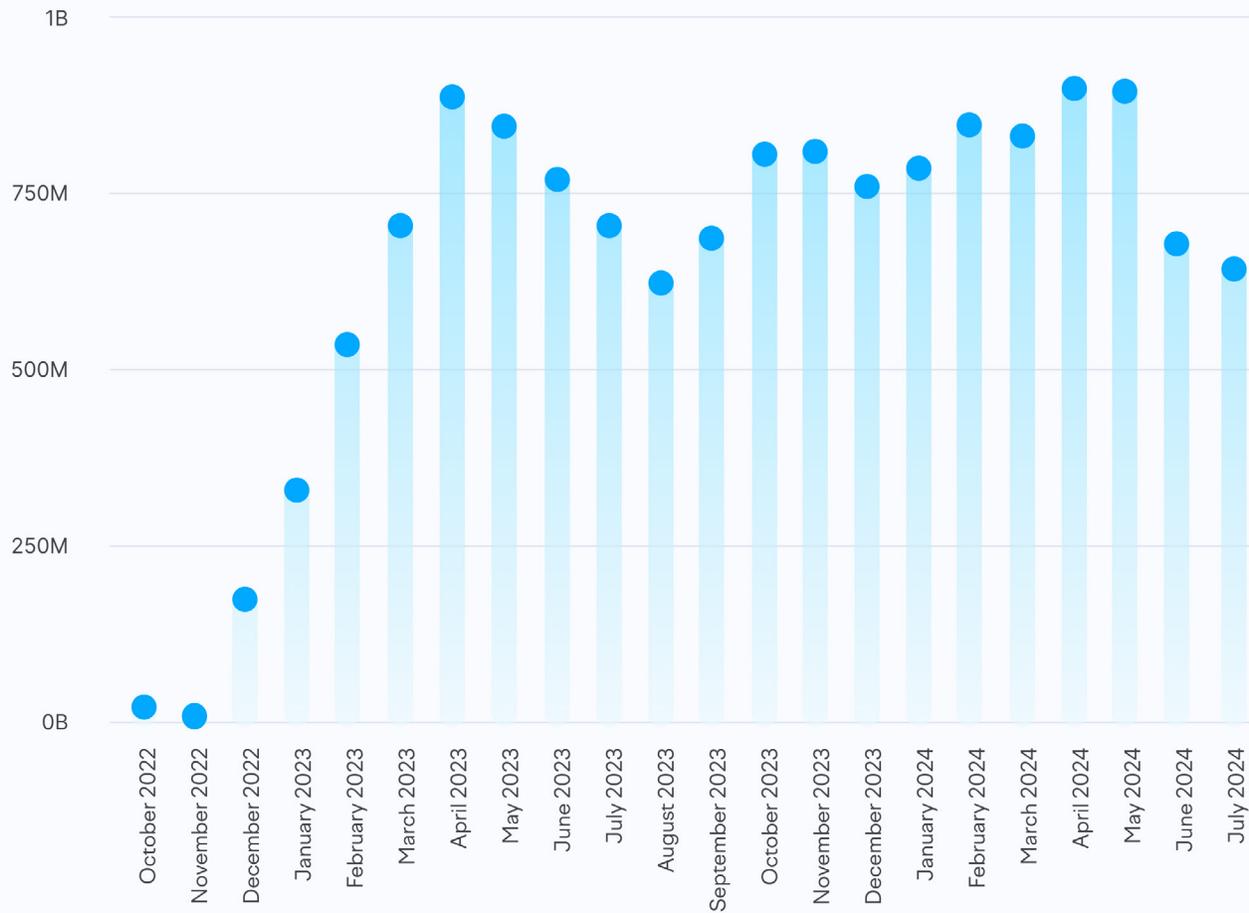
Global, October 2022–July 2024



In the United States, visits to ChatGPT-related domains mirrored the global trend but with key differences. Traffic surged to 924.2 million visits in April 2023, but then suffered a slump in the following months. Interestingly, the initial decline in U.S. traffic began a month earlier, but the size of the drop matched that of the global decline. In May 2024, the U.S. experienced a sharper decline of 30 percent, double what was observed globally. The data shows that while the overall trends are similar, the U.S. market reacts sooner and stronger to market shifts.

# ChatGPT Seasonal Traffic Trend

U.S., October 2022–July 2024



**Notes:** Due to domain migrations, traffic information for ChatGPT’s main domains combines visits to chatgpt.com, openai.com, and chat.openai.com.

**Source:** Semrush .Trends

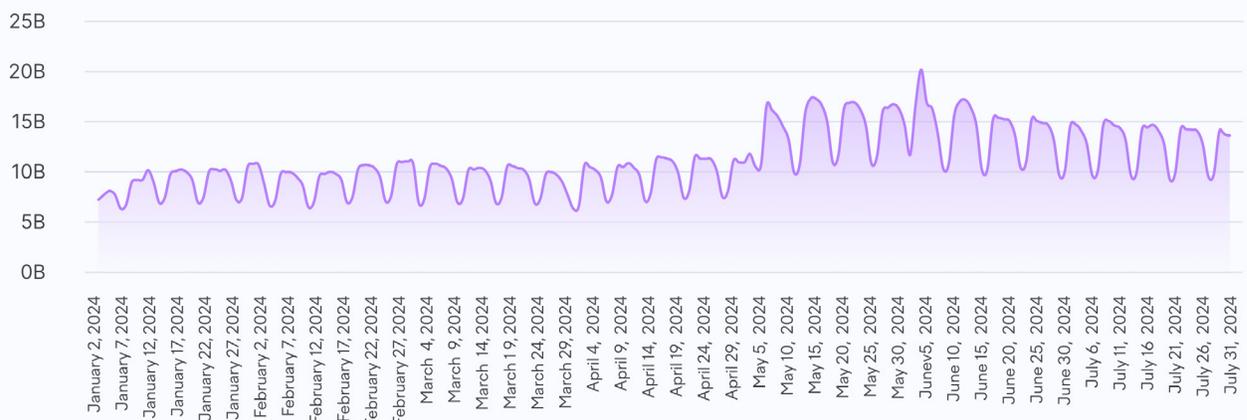
# Weekday usage and traffic drops on the weekends

## Global and U.S. ChatGPT-related domains daily traffic trends from January 2024 to July 2024

From January to April 2024, ChatGPT daily traffic worldwide dropped around 35 percent on Sundays and spiked again on Mondays, bringing traffic back to the levels observed in the previous week. In the United States, this pattern remained consistent, although the decreases were slightly more significant, closer to 40 percent.

### ChatGPT Daily Traffic Trend

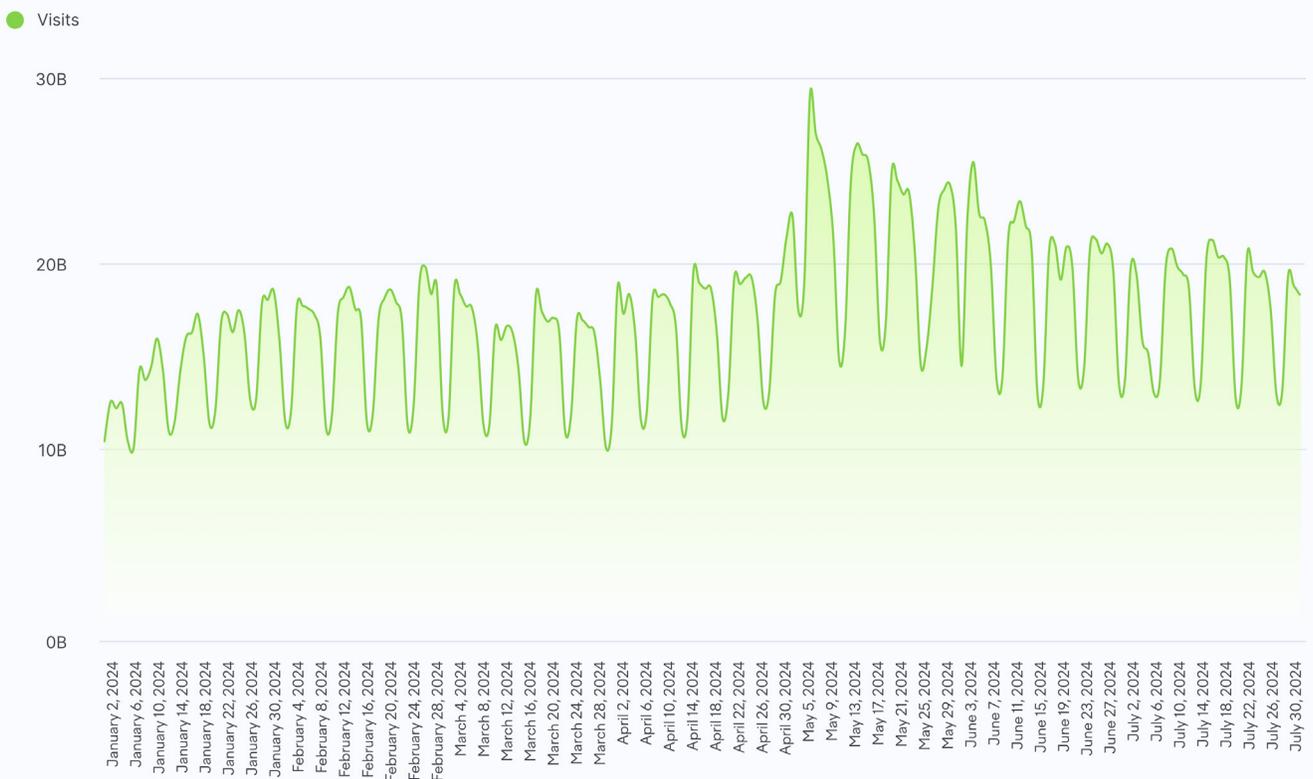
Global, January 2023–July 2024



Data indicates similar significant spikes globally and in the United States around May 2024, although the worldwide shifts were less pronounced. This increase coincided with the release of GPT-4o, a multilingual, multimodal generative pretrained transformer designed by OpenAI and integrated into ChatGPT. In the days, weeks, and months that followed, traffic remained elevated.

### U.S. Daily ChatGPT Traffic Trend

U.S., January 2023–July 2024



**Notes:** Due to domain migrations, traffic information for ChatGPT’s main domains combines visits to chatgpt.com, openai.com, and chat.openai.com domains.

**Source:** Semrush .Trends

# As AI tools develop, desktop devices become the preferred option

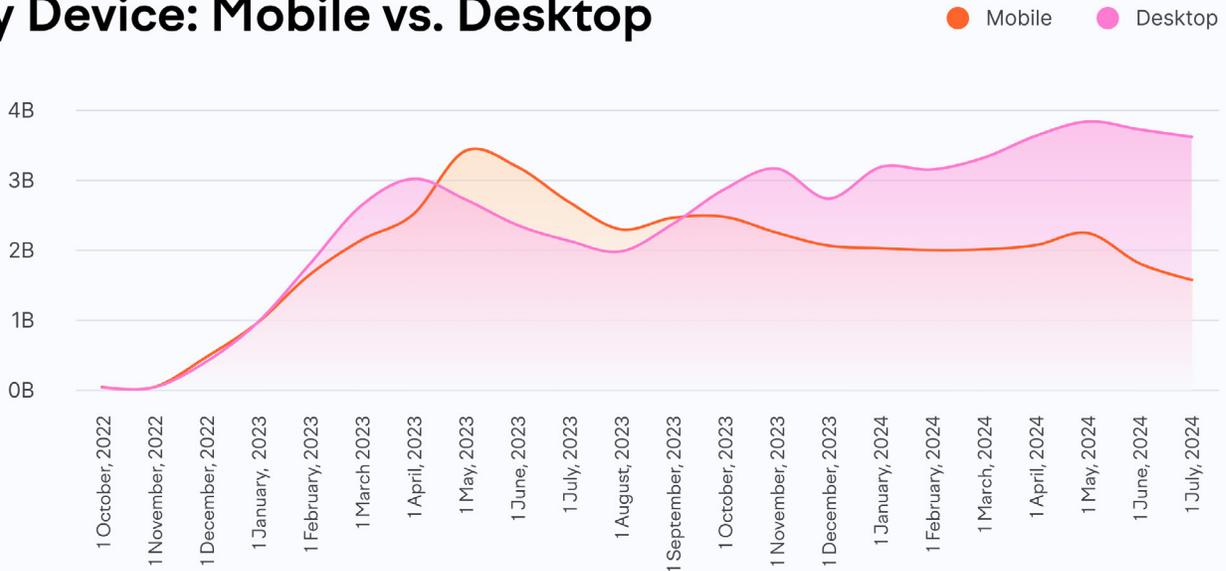
## Global and U.S. ChatGPT-related domains daily traffic in mobile and desktop devices from October 2022 to July 2024

Globally, ChatGPT's mobile traffic peaked in May 2023 at over 3.4 billion visits, surpassing desktop traffic, which was around 2.7 billion. The preference for mobile platforms suggests a strong initial engagement with AI tools on mobile devices. However, this trend reversed later in the year, with desktop traffic overtaking mobile traffic in September 2023, likely due to their convenience and accessibility. Across the following year, desktop traffic steadily increased, reaching 3.6 billion visits as of July 2024, indicating a shift to desktop usage for more intensive AI tasks. At the same time, mobile traffic had dropped to 1.5 billion visits.

ChatGPT's mobile traffic in the United States also peaked in May 2023 at 467 million visits. However, at this time, mobile traffic did not surpass desktop traffic as it did globally. While desktop traffic experienced a slight dip, it quickly rebounded and remained robust, standing at 482 million visits as of July 2024. On the other hand, mobile traffic went in the opposite direction, dropping to 191 million visits, suggesting that U.S. users consistently preferred desktop platforms for engaging with AI tools.

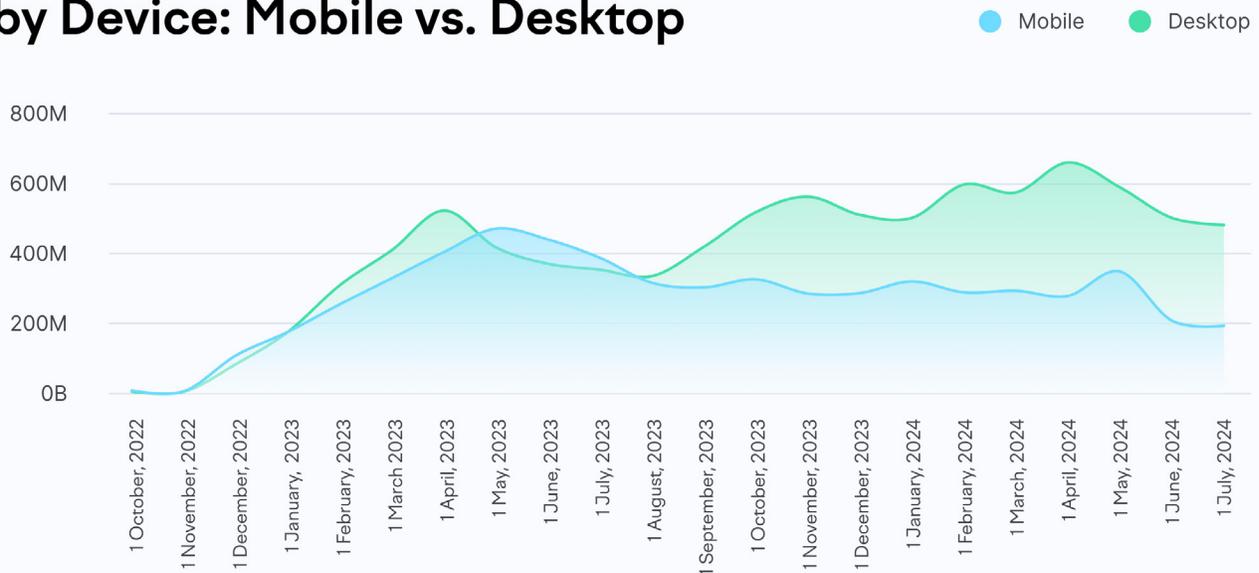
# ChatGPT Traffic Trend by Device: Mobile vs. Desktop

Global, October 2022–July 2024



# ChatGPT Traffic Trend by Device: Mobile vs. Desktop

U.S., October 2022–July 2024



**Notes:** Due to domain migrations, traffic information for ChatGPT’s main domains combines visits to chatgpt.com, openai.com, and chat.openai.com domains.

**Source:** Semrush .Trends

# ChatGPT usage intertwines with other search and communication tools

## ChatGPT traffic referral source and destination domains in 2024

ChatGPT is becoming deeply embedded in both personal and professional routines. Traffic originating from work-related domains and subsequent visits to productivity and tech-focused sites underpins its usage by professionals to enhance productivity and streamline workflows.

Along with major platforms like Google and YouTube, work-related domains such as LinkedIn, GitHub, Microsoft.com, SharePoint.com, and Office.com

are significant traffic sources to ChatGPT.com. This indicates that professionals are gradually incorporating ChatGPT into their daily workflows, using it for tasks like coding, content creation, and collaboration. After visiting ChatGPT.com, users commonly navigate to OpenAI's main site, suggesting that they are exploring more of OpenAI's offerings beyond ChatGPT. Destinations like Google, YouTube, Canva, LinkedIn, and GitHub appear frequently, indicating that users continue their research, seek additional tools, or integrate AI-driven insights into professional tasks.

# ChatGPT Source & Destination Domains

Global, 2023–2024

Top 10 ChatGPT source domains		Top 10 ChatGPT destination domains	
google.com	20,367,445.00	openai.com	16,670,607.00
youtube.com	1,021,136.00	google.com	2,364,824.00
bing.com	632,103.00	youtube.com	784,335.00
whatsapp.com	554,727.00	whatsapp.com	551,159.00
yahoo.com	395,197.00	canva.com	278,553.00
canva.com	242,434.00	facebook.com	172,940.00
facebook.com	182,406.00	linkedin.com	105,706.00
live.com	137,729.00	github.com	103,984.00
linkedin.com	116,235.00	oaiusercontent.com	103,119.00
msn.com	100,058.00	bing.com	92,691.00

# AI potential for automating tasks at businesses

## Most popular and desired usage cases of generative AI in select countries worldwide in 2023

According to a 2023 survey of 2,835 business and technology leaders, nearly 60 percent of organizations hoped the implementation of generative AI could improve efficiency and productivity, while 35 percent said reducing costs would be a key benefit.

A separate survey of over 4,000 adults in the United States, United Kingdom, Australia, and India found large shares of respondents were interested in using GenAI to automate tasks at work and write work communications.

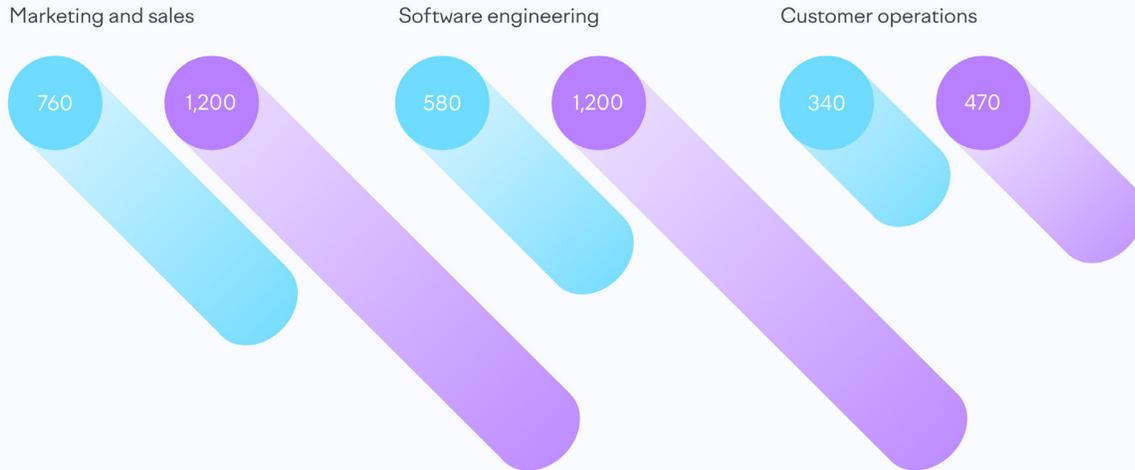
Generative AI could have a significant impact on the productivity of various business functions. According to 63 use cases analyzed in 2023, marketing and sales could benefit the most. In these areas, GenAI has the potential to add as much as 1.2 trillion U.S. dollars in value.

# Potential Generative AI Productivity Impact 2023, by Business Function

Potential impact of generative artificial intelligence (AI) on productivity worldwide in 2023, by business functions (in billion U.S. dollars)

● Low ● High

Added value in billion U.S. dollars



Improve efficiency and productivity



Reduce costs



Improve existing products and services



Encourage innovation and growth



Swift workers from lower to higher value tasks



Increase speed and / or ease of developing new systems / software



Increase revenue



Enhance relationships with clients / customers



Uncover new ideas and insights



Detect fraud and manage risks



● Share of respondents

# AI usage for content marketing and SEO businesses

## Main use cases of generative AI on content creation, marketing, and SEO

The efficiency of generative AI for digital marketing is well-documented, with its usage being widespread for various tasks. A worldwide survey based on responses from 2,600 businesses from different industries found the most popular uses of generative AI in content creation:

- Research content and topic ideas, generating relevant topics, and aligning toward audience interests.
- Rewrite and paraphrase text, improve readability, and maintain content quality.
- Write content from scratch, with at least half of respondents trusting AI to create original content.

AI is also used for strategic tasks such as creating a content marketing strategy and expanding text, both of which indicate its broader application. However, specialized tasks like content localization and keyword clustering see less use. AI's primary role remains in content ideation, creation, and enhancement. As AI continues to evolve, its applications in content marketing are expected to grow further.

# Expected Benefits from Generative AI in Organizations

Global, 2024



**Notes:** The survey included responses from 2,600 businesses in 2023. Most came from micro-businesses (1-9 employees) and small businesses (10-49 employees), making up 76 percent of the sample. Most respondents (55 percent) were business owners or founders, followed by marketing managers (11 percent) and CEOs (8 percent). Other respondents held roles like content marketing managers, social media managers, and marketing directors.

**Source:** Semrush

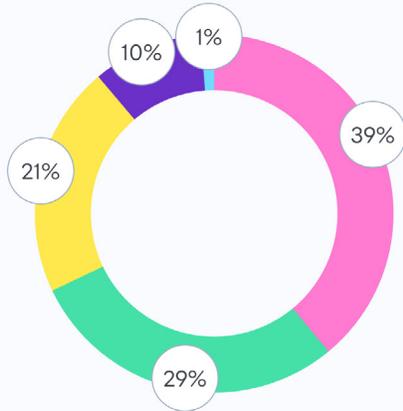
# Investments in AI usage in marketing are already paying off

## Usage, performance, and return on investments when companies employ AI for content marketing and SEO

The same survey of business owners, marketing managers, and CEOs found that 68 percent of respondents saw an increased return on investment when using AI for content marketing and SEO. Two-thirds of businesses observed an improvement in SEO rankings with the use of AI tools, with 39 percent saying it took one to two months to rank with AI-generated content. To name some further benefits of AI usage in routines:

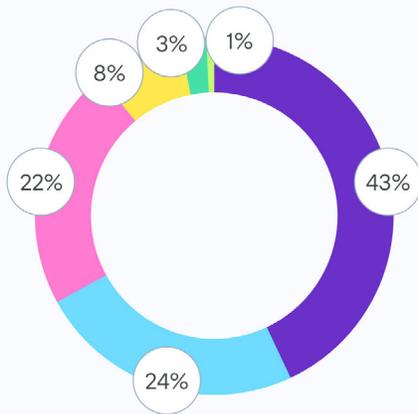
### In your opinion, how did AI help you boost your content marketing ROI?

"We create more content faster"	68%	"We drive more traffic from social media and other sources"	34%
"We save time on content production and focus our efforts elsewhere"	57%	"We rank faster and generate more organic traffic"	32%
"We save money on human writers and editors"	48%	"Our content became more personalized"	18%
"We generate more engagement with our content"	34%		



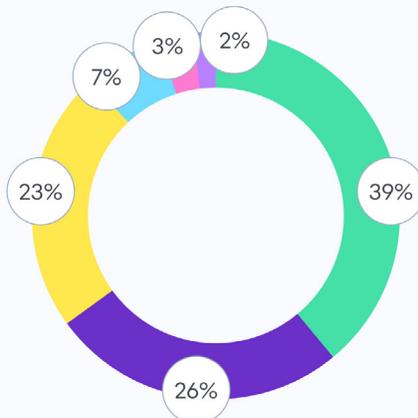
### Do you feel like using AI tools for content and SEO generates a return on investment (ROI)?

- Yes, I see a moderate ROI increase
- Yes, I see a significant ROI increase compared to when we don't use AI tools
- I think my content marketing ROI stayed more or less the same
- I'm not sure
- I think my content marketing ROI decreased



### Have you observed an improvement in SEO rankings with the use of AI tools?

- Moderate improvement
- No change
- Significant improvement
- Not sure
- Moderate decline
- Significant decline



### How long it takes to rank with AI-generated content

- 1-2 months
- Less than one months
- 2-3 months
- 3-4 months
- 5-6 months
- 6+ months

**Notes:** The survey included responses from 2,600 businesses in 2023. Most came from micro-businesses (1-9 employees) and small businesses (10-49 employees), making up 76 percent of the sample. Most respondents (55 percent) were business owners or founders, followed by marketing managers (11 percent) and CEOs (8 percent). Other respondents held roles like content marketing managers, social media managers, and marketing directors.

**Source:** Semrush



@ Outlook



# ChatGPT shook the search market competitive landscape

## Global search engine landscape from September 2022 to July 2024

Semrush data studied the number of monthly active users in September 2022, just months before the release of ChatGPT, and July 2024. Google and YouTube remained the largest players in the online search industry, with user bases of around six billion and 3.5 billion, respectively.

South Korean domain Naver saw the most substantial growth, with a 124 percent increase in users, while Brave Search also expanded its user base

dramatically. Bing saw a nine percent growth, reflecting its steady ascent in the search engine market. Notably, the growth of Bing and Brave Search may be partially attributed to their substantial AI components, which are increasingly appealing to users seeking advanced and innovative search capabilities.

However, some domains faced significant declines. Baidu's user base dropped by 67 percent between September 2022 and July 2024, while Yahoo (47 percent) and DuckDuckGo (19 percent) also saw reductions.

# Search Engine Competitive Landscape Analysis

Global, September 2022–July 2024

● September 2022 ● July 2024



# Traffic growth and referral trends suggest even more boost of AI models in the search landscape

## Global traffic growth of AI models from January 2023 to July 2024

Launched in July 2024 as a temporary prototype, OpenAI's SearchGPT experienced an astronomical increase in traffic in its first month. Among the analyzed domains of AI-focused search engines between January 2023 and July 2024, Google's Gemini and Bing Chat also saw tremendous traffic increases

after their release. The explosive growth of other platforms including Perplexity, Andi, and ChatGPT further underscores the massive interest and rapid adoption of AI-integrated search engines.

While tools like Algolia and Opera's AI offering have seen decreases, overall surges in traffic to AI-driven search engines point to a rapidly changing digital environment once AI integrates into search experiences.

## AI-Models Traffic Growth

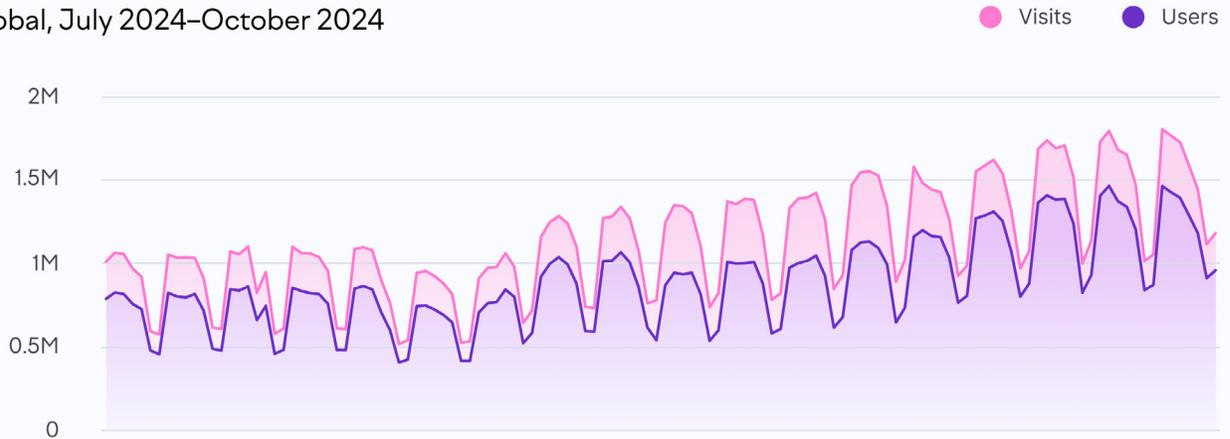
Global, January 2023–July 2024

#	Domain	Global growth since tool release
1	openai.com/index/searchgpt-prototype	256,344,500%
2	gemini.google.com	2,584,404%
3	chatgpt.com	380,659.43%
4	openai.com/chatgpt	324,849.58%
5	bing.com/chat	275,700.1%
6	andisearch.com	7,963.62%
7	brave.com/leo	5,908.68%
8	perplexity.ai	4,920.24%
9	exa.ai	3,336.25%
10	phind.com	1,722.08%
11	kagi.com	523.62%
12	arc.net/blog/arc-search.com	114.23%
13	algolia.com	-0.78%
14	opera.com/features/browser-ai	-46.45%
15	waldo.com	-51.03%

Furthermore, Initial data collected after SearchGPT's official October 2024 release highlights AI search growth and hints at future trends. From June to October, redirects from ChatGPT to other domains rose by 60%, with unique target domains increasing from just over 10,000 to nearly 25,000.

## Referral Trend from ChatGPT by Visits & Users

Global, July 2024–October 2024



## Number of Unique Target Domains from Referrals

Global, July 2024–October 2024



These findings suggest a likely soft launch in mid-August and indicate ChatGPT's role in directing users toward AI-powered search options, positioning SearchGPT as a significant player in the evolving search landscape.

# How has ChatGPT changed the online search industry?

## Outlook

In a market that has been stable for over two decades, the impact of ChatGPT on traditional search engines is nothing short of extraordinary. In less than two years since its release, it reshaped the competitive landscape of online search, leveraged public interest in artificial intelligence, and pushed digital industries to pursue greater integration of these technologies.

Although not the first chatbot of its kind, OpenAI's flagship software transformed the way online searches are conducted, allowing users to seek information beyond traditional keyword searches and query prompts. With its interactive format, questions can be reshaped and followed up in a dialogue, providing contextualized information from various sources in its results. While search engines remain essential for most online users, changes in the traffic patterns of standard search providers and Q&A sites demonstrate its capacity to divert traffic even from major players like Google.

ChatGPT's use in both private and professional settings highlights its increasing importance for work and academic needs, with user traffic typically rising during academic terms and holiday periods. The diverse and expanding demographics of its users suggest its potential for widespread adoption across various social and economic backgrounds. In professional settings, digital marketing stands out as one of the most promising areas for ChatGPT's application, showcasing its effectiveness and transformative capabilities. Companies are already seeing this tool improve their workflows, productivity, and SEO rankings.

Despite its rapid growth, public acceptance of ChatGPT and other AI tools for online search remains limited. Concerns about the accuracy of search results, the creation of problematic AI-generated content, and fears of misinformation have undermined trust in search bots. At the same time, ChatGPT's success has led to increased demand and competition in the sector, resulting in the development of many new tools and more sophisticated models.

While ChatGPT has paved a new path for the search industry, it has not completely transformed it. Companies like Alphabet and Microsoft, along with newcomers like OpenAI, face the challenge of ensuring the accuracy and trustworthiness of their services while staying relevant and meeting customer needs. As the search landscape rapidly evolves, its future hinges on maintaining a delicate balance between innovation and accountability. Before any new milestones are achieved, the pressing question is whether ChatGPT and similar technologies can effectively tackle their current challenges, rather than merely exploring new territory.

# What are the new directions for the online search industry?

## Key takeaways

- ChatGPT's traffic shows little signs of declining, pointing to the tool being established across the digital landscape and affecting several industries.
- AI and generative AI are likely to grow in size and become protagonists within the online search market. As of 2023, over 13 million U.S. adults used GenAI as their primary tool for online searches, a number expected to reach 90 million by 2027.
- Competition will intensify across digital platforms related to the online search landscape, with an overall increase in AI-related domains and online interest, showing positive forecasts for players integrating AI functionalities. The astonishing increase of OpenAI's new prototype, SearchGPT, is the newest and clearest indicator of such trends.

- Seasonal traffic variations of ChatGPT are likely to follow professional and academic terms according to global and regional markets, with stronger variations in the United States compared with the worldwide average.
- Variations are also expected whenever ChatGPT or other AI tools release new versions or functionalities, as observed with the release of its GPT-4o, mobile apps, and further integration with mobile devices.
- However, desktop usage is likely to overall increase with the intensification of AI activities within chatbots.
- While capturing traffic from established engines, ChatGPT usage is for now intertwined with other search, communication, and productivity tools.
- Young men are using AI more than women, particularly in professional or academic activities. However, young women are likely to rise as an important target group among ChatGPT and AI tool user bases.
- There will be an increase in AI usage for digital advertising and SEO, as well as AI-powered search results. Companies are already reporting improvements in their online performance and return on investment, and these benefits are likely to increase accordingly with the growing integration of AI tools.
- However, the need to increase trust in search results will be a determining factor for the success of not only businesses leveraging AI but also for the image and reputation of companies providing AI search results to the end user.

# Glossary

<b>Artificial intelligence (AI)</b>	A machine or computer abilities to replicate human intelligence, learning from previous experiences to understand and respond to language, resolve problems, and make decisions.
<b>Artificial intelligence-powered online search (AI search)</b>	Conversational generative AIs that combine machine and deep learning techniques, user inputs, and growing datasets to provide online search results in a dialogue-style output.
<b>Generative artificial intelligence (GenAI)</b>	Algorithms and programs that use machine and deep learning to create creative material, such as music, visual arts, and texts.
<b>Large language models (LLMs)</b>	Deep learning algorithms can summarize, translate, predict, and generate human-like text to elaborate concepts and ideas.
<b>Machine learning</b>	Software that automates and simplifies processes with simple programs.

# Glossary

<b>Online search</b>	Digital solutions and experience involving the general search for information on websites or online content.
<b>Return on investment (ROI)</b>	A ratio that measures the profitability of an investment by comparing gains or losses to cost.
<b>Search engine optimization (SEO)</b>	The process of improving a website or its online presence to increase visitors from search engines.
<b>Social search</b>	Digital behavior of finding online information on user-generated content platforms, including social and video channels like Facebook, Instagram, Pinterest, TikTok, X (formerly Twitter), YouTube, and others.
<b>Traditional (online) search engines</b>	Online software systems that provide hyperlinks to web pages and relevant online content, helping users to find information according to their queries.

# Sources

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