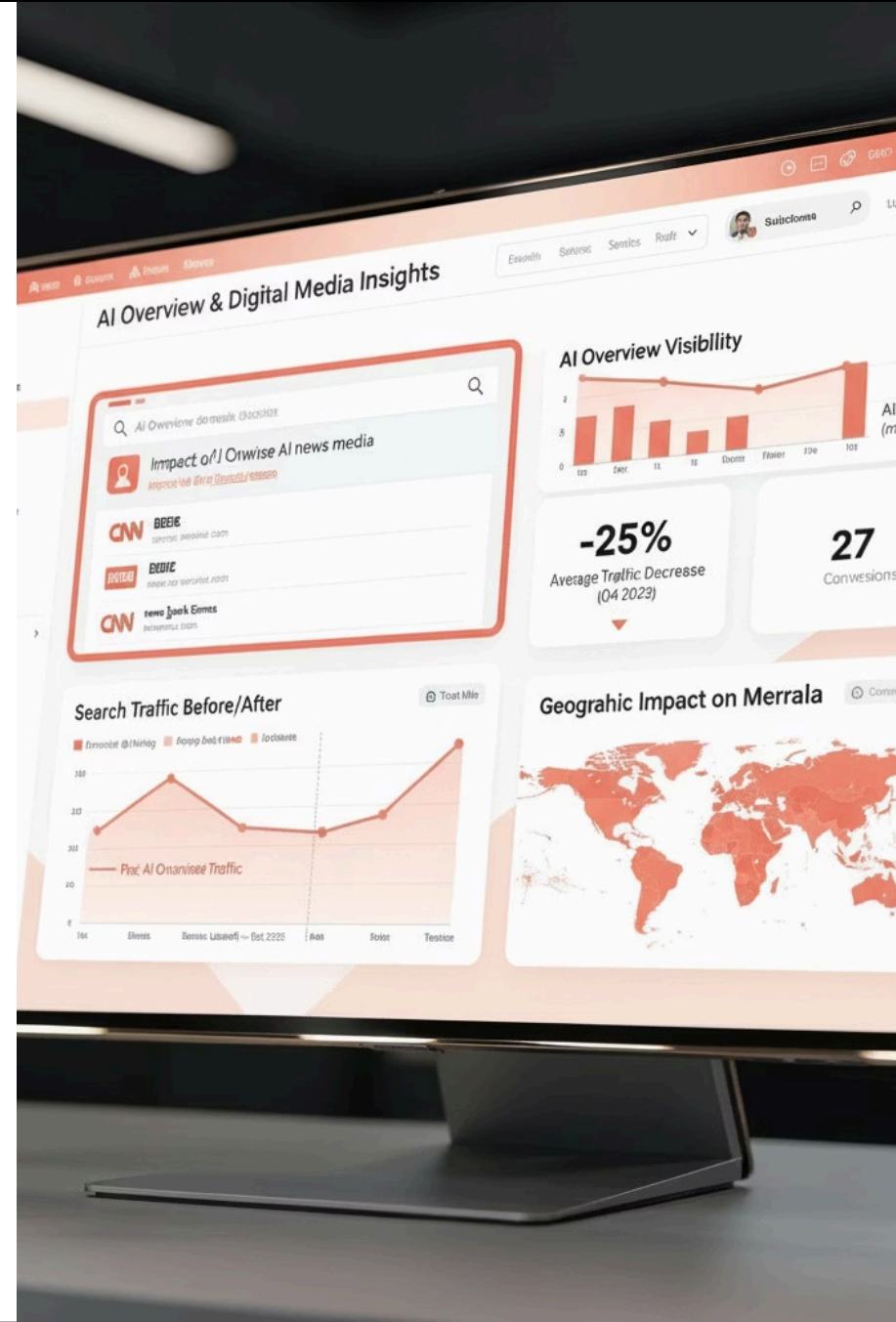


Impact of AI Overviews on Spanish Publishers

Analysis of generative search behavior in the Spanish media context.

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About the Authors

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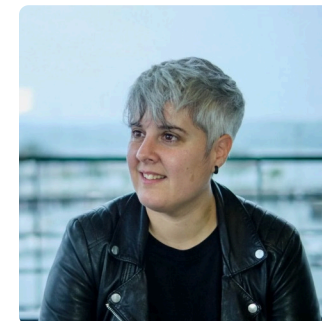
- **SEO & Audience Growth Consultant for News Publishers**
- Associate Professor at the Autonomous University of Barcelona.
- Author of "[SEO Playbook for News Publishers](#)".
- International speaker at SEO, media, and digital journalism conferences.
- Judge for SEO and journalism awards from WAN-IFRA, ONA, LION Publishers.
- Specialization: Google Discover, SEO for media, AI in media, training newsrooms and journalists, new audience acquisition, product and community creation.



MJ Cachón

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- **SEO and Digital Marketing Consultant**
- Founder and SEO Director of Laika
- Co-Founder of the #MujeresEnSEO community
- Trainer with over 10 years of experience at KSchool, Cesma, Inesdi, Isdi, Webpositer Academy, Edem, among other centers.
- Speaker for over 10 years at SEO and digital marketing conferences, with over 60 talks published.
- Specialization: SEO strategy, technical SEO, SEO and AI, data analysis, migrations, international SEO, training.



CONTEXT

Study Hypotheses

Evergreen Content

AI Overviews appear more frequently in evergreen searches than in breaking news.

Thematic Analysis

7 categories: Politics, Society, Economy, Culture, Sports, Technology, Lifestyle.

Brand Searches

Evaluation of AI Overviews presence in brand and sub-brand searches for analyzed Spanish media.

Conversational Intent

Analysis of AI Overviews frequency in conversational searches including any of the "6 Ws."

EL ESPAÑOL

20 minutos

EL MUNDO

ABC

EL PAÍS

METHODOLOGY

Research Design

Analyzed Sample

2,699 unique keywords

- ≈500 trending (Google Trends)
- ≈1,750 evergreen (Sistrix)
- ≈250 brand and sub-brand queries
- ≈250 questions (6W)

Media Outlets

5 media outlets with the most page views from January to September 2025, according to GfK Dam.

1. **El Español**
2. **20 Minutos**
3. **El Mundo**
4. **ABC**
5. **El País**

Tools

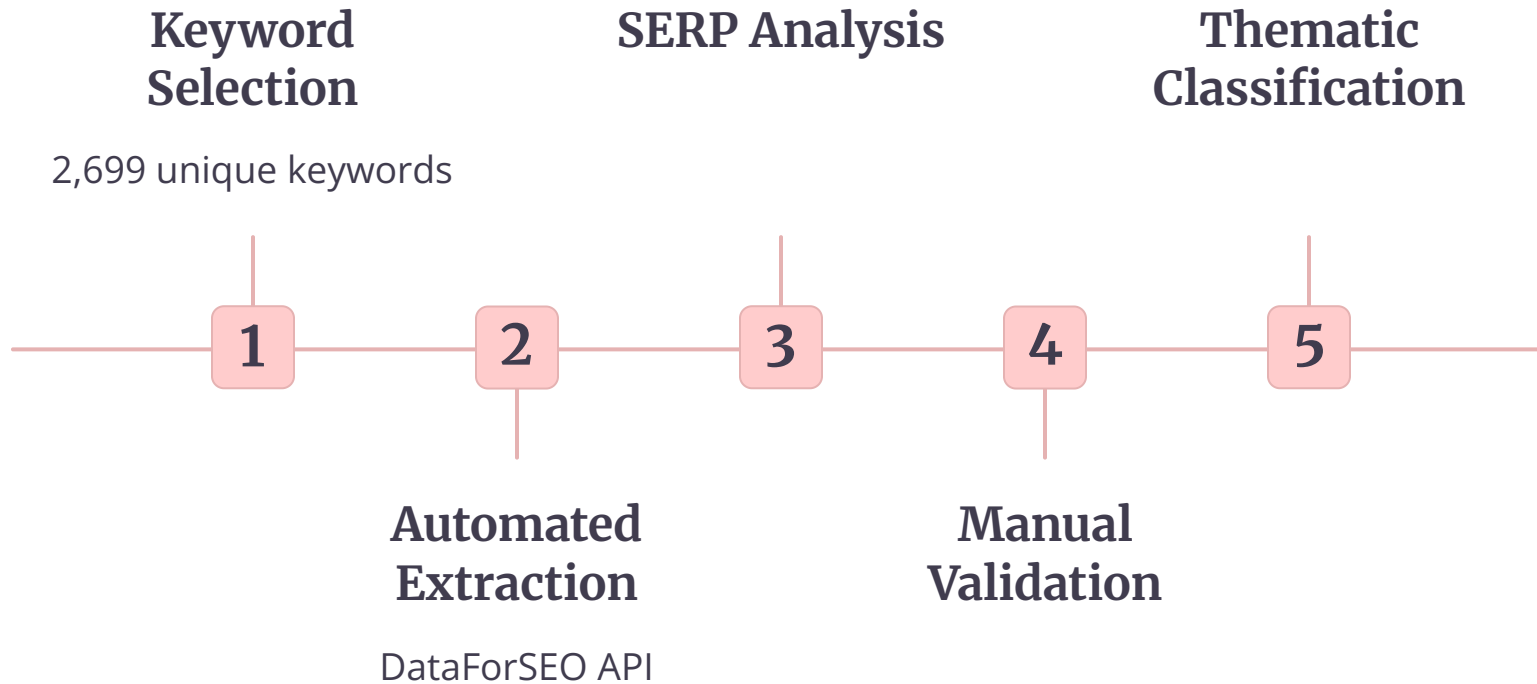
- **DataForSEO API:** automated SERP extraction
- **Sistrix:** rankings and domain authority
- **Google Trends:** daily trends

Geolocation in Spain, manual validation of thematic relevance

CUVICOM



Data Collection Process





KEY RESULTS

Global Presence of AI Overviews

29.8%

AIO Appearance

Google displays AI Overviews in nearly 3 out of 10 analyzed searches.

24%

Device Parity

No differences between desktop and mobile.

6%

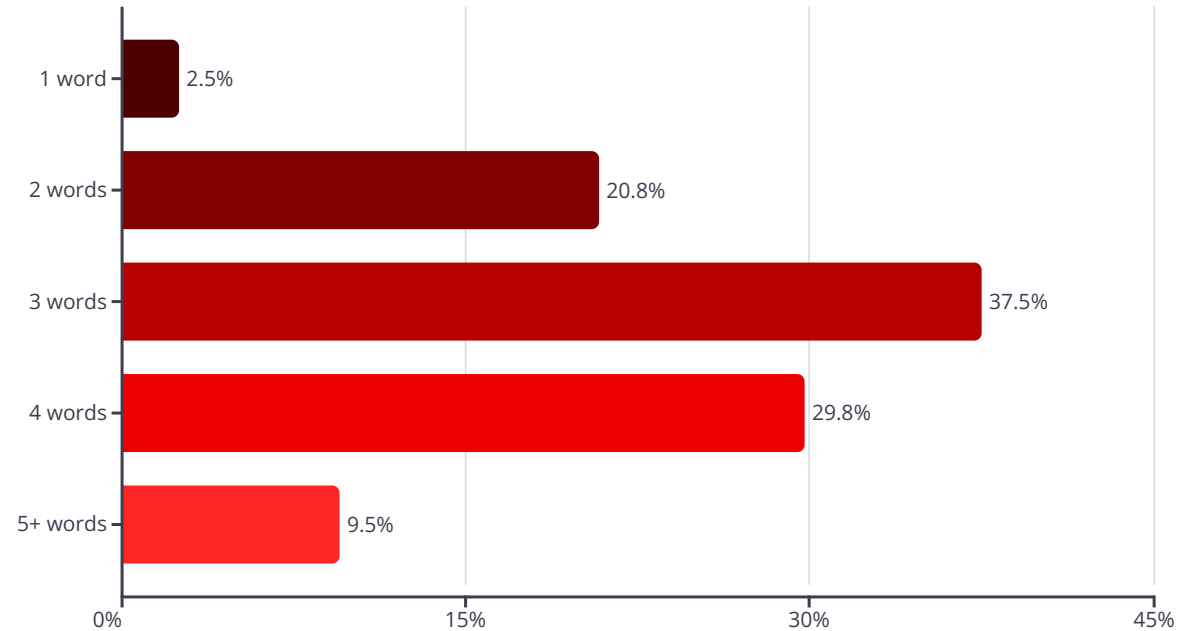
AIO in News

AIO is only activated 6% of the time in trending queries.

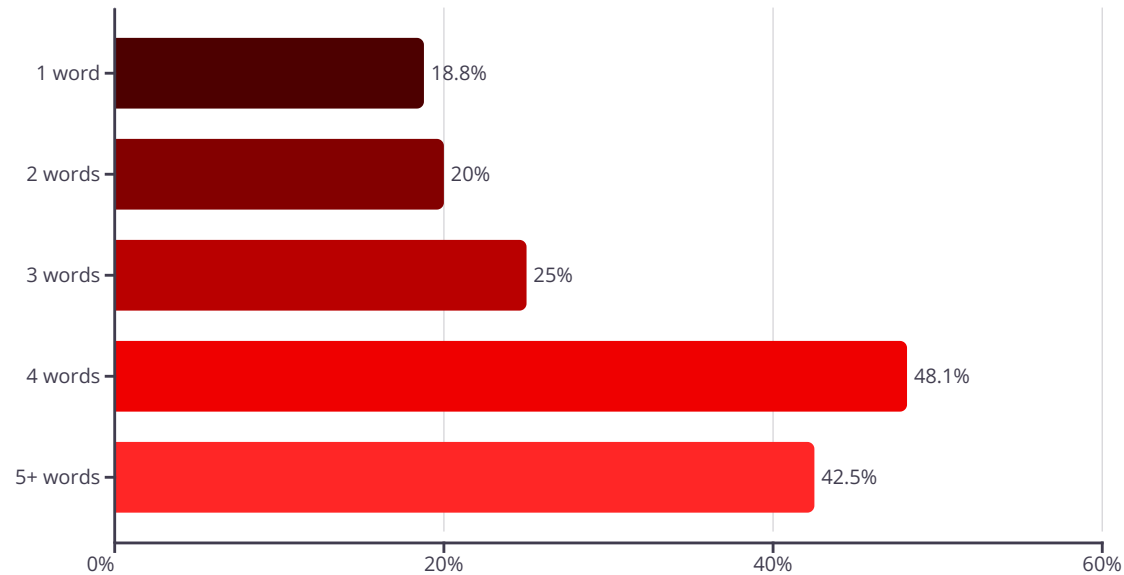
Distribution of Keywords with AI Overview by Length

Main Finding

The **keywords that generate an AI Overview result** are primarily those with 3 words (37.5%) and 4 words (29.8%), two groups that account for nearly 70% of the keywords in the study.







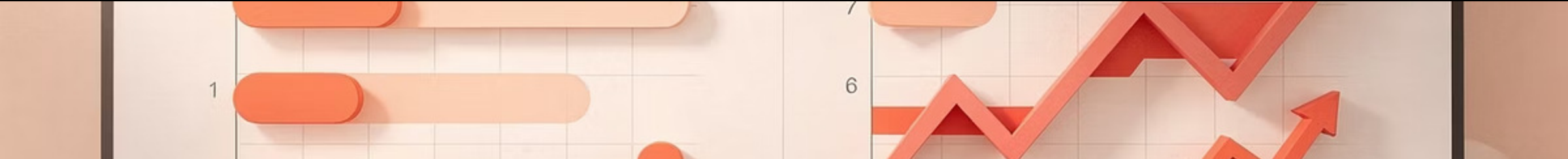
Keyword Length and AIO



Key Finding

The longer the search query, the more conversational it is and the greater the potential for Google to display an AIO answer. AIO is triggered in 48.1% of cases with 4-word searches and 42.5% of the time when the search keyword contains 5 or more words.

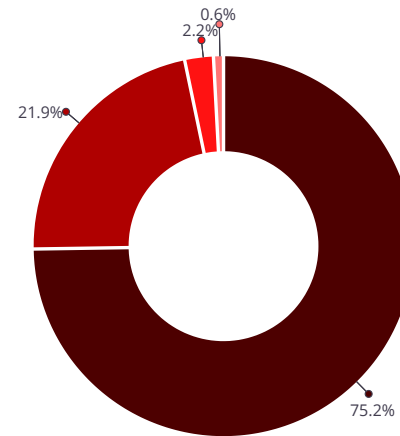
- **1-2 words**
Low AIO probability
- **3 words**
Medium probability
- **4 words**
48.1% AIO
- **5+ words**
42.5% AIO



CONTENT TYPE

AI Overviews Presence by Keyword Type

■ Evergreen ■ 6W ■ Brand ■ Breaking news

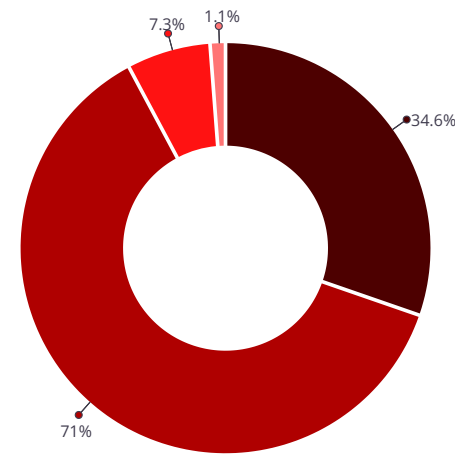


75.2% of the analyzed keywords that trigger AIO are evergreen, meaning timeless searches whose answers and information can be found stored on the web for a long time (normalized data).

CONTENT TYPE

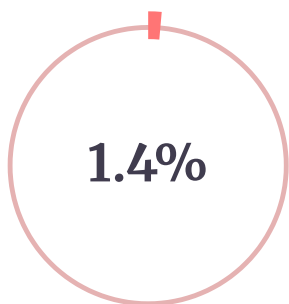
% Relative Impact of AI Overviews by Keyword Type

■ Evergreen ■ 6W ■ Brand ■ Breaking news



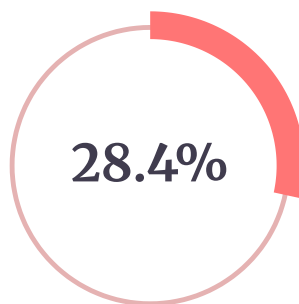
71% of keywords containing any of the 6Ws have AIO, which demonstrates a clear impact of Google's AI for this type of keyword. (The volume of this sample is smaller, but it shows a direct correlation).

AIO and Top Stories: Mutual Exclusion



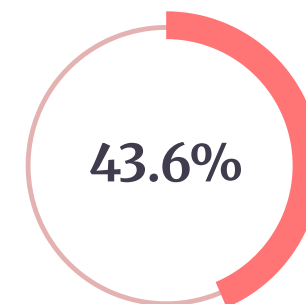
Co-occurrence

AIO and Top Stories rarely appear together



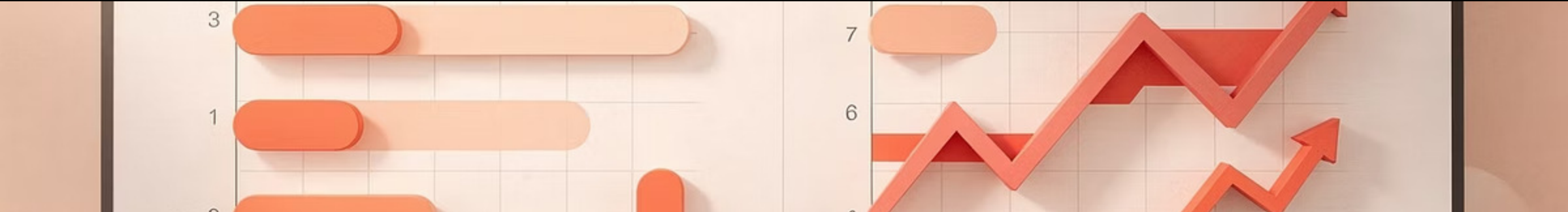
AIO in non-current event searches

Most are evergreen and conversational searches unrelated to trends



None Present

Opportunity for traditional organic positioning



CONTENT TYPE

AIO in Evergreen Content vs. Breaking News

Evergreen Content

75.2% of keywords with AIO are timeless
AIO appears in 34.6% of timeless searches

Breaking News

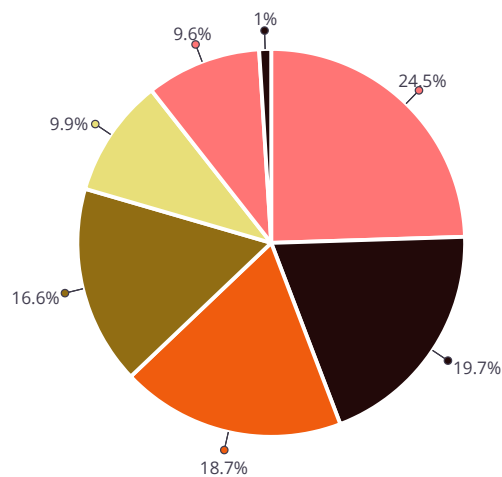
Only 1.1% of breaking news activates AIO
Immediate current events rarely show generative responses

THEMATIC ANALYSIS

AIO Presence by Category

The results also show a difference in AIO appearance based on the theme. It should be noted that this category analysis is based on 75% of the sample, as these are evergreen keywords taken from each of the media outlets by their thematic vertical according to their established web directories. There is little presence of this type of result in current affairs such as politics and sports, and the low percentage in the lifestyle category stands out.

- Society
- Economy
- Technology
- Culture
- Politics
- Lifestyle
- Sports



THEMATIC ANALYSIS

AIO Presence by Category

Categories with Highest AIO



Society



Economy

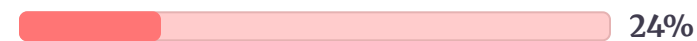


Technology



Culture

Categories with Lowest AIO



Politics



Lifestyle



Sports

Informational tension in politics and sports limits generative responses.

Conclusions from thematic analysis: how to understand the data

High-Impact Categories

- **Society:** 59.4% - Social and cultural topics dominate AIO
- **Economy:** 47.6% - Financial and economic information
- **Technology:** 45.2% - Innovation and tech trends
- **Culture:** 40% - Art, entertainment, heritage

Low-Impact Categories

- **Sports:** 2.4% - Real-time results do not activate AIO
- **Politics:** <25% - Political news requires updated sources
- **Lifestyle:** 23.3% - More visual and experiential content

CONVERSATIONAL SEARCHES

The "6Ws" and AI Overviews

71% of searches with interrogative terms activate AIO

Why

92.3% occurrence

Who

68.4% occurrence

What

85.7% occurrence

How/Where/When

≈60% occurrence

The hypothesis of a greater presence of AI Overviews in keywords with interrogative terms related to journalism's 6Ws is confirmed. Many of these terms are commonly used to title content in *explainer* format or articles more focused on generating clicks for the user, addressing questions the audience wants to know.



AI Overviews Presence by Media Brand

The different editorial brands analyzed in the study do not have the same visibility and presence in AIO.

20 minutes

Every time the brand is searched on Google along with other keywords, **AIO responds in 38.9% of occasions.**

El Mundo

22%

ABC

16.7%

El País

11.1%

El Español

11.1%

These brand searches have also included secondary brands of each media outlet, as well as their editorial products and verticals, such as sports or gossip. At this point, there is no clear or decisive conclusion, since **the sample is limited (50 keywords), but considering the evolution of the algorithm, it is necessary to continue evaluating the appearance of AIO in this type of classification.**



CONCLUSIONS

Key Findings



Significant Penetration

29.8% global presence, with no differences across devices.



Evergreen Content Dominance

75.2% of AIO in evergreen content versus 1.1% in breaking news.



Conversational Searches

71% activation with interrogative terms (6W).



Thematic Variation

Society (59.4%) and economy (47.6%) lead; sports only 2.4%.

95% Statistical Confidence: all findings are statistically robust and reflect real patterns in Google's behavior.



Implications for Digital Media

01

To be cited in AIO, prioritize evergreen content optimized for LLM

02

Maintain breaking news coverage for Top Stories

03

Develop conversational content (6W) for AIO

04

Diversify traffic sources to remain sustainable

05

Monitor high-impact categories (society, economy, technology)

Things to consider:

- Google Discover remains a significant traffic channel for media, and AIO does not drive direct clicks to media outlets.
- AIO's penetration is highly volatile, evolving with each algorithm change.
- AIO will be joined by AI Mode, the evolution of Google's AI which is already available in a tab on the search engine.

Recommendations for Media in the Face of AIOs



Build authority with evergreen content to be a source for LLMs



Strategy adaptation and change in KPIs and metrics to measure results



Balance opportunities and explore new avenues for content creation and formats: collaboration with content creators, audiovisual format, and new networks

Future outlook: Generative search will continue to evolve: proactive adaptation is key.





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- DataForSEO API - automated SERP extraction
- Sistrix - ranking and domain authority analysis
- Google Trends - daily search trend data
- Google Search - AI Overviews (2025)

Methodology:

- Sample: 2,699 unique keywords
- Analysis Period: [2025]
- Geolocation: Spain
- Statistical Confidence Level: 95%

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