

02.11.2025

My Website Traffic's Down! **What's Next?**

The webinar will begin shortly.

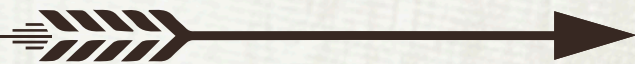
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Interact With Us!



Q&A

Welcome to Q&A

Questions you ask will show up here. Only host and panelists will be able to see all questions.

Type your question here...

Who can see your questions?

Q&A

Welcome to Q&A

Questions you ask will show up here. Only host and panelists will be able to see all questions.

What are your thoughts on how a strong brand affects the employee experience?

☐ Send anonymously

Cancel

Send

Who can see your questions?

Q&A

All questions(1)My questions(1)

DMDavid McIntosh (You)9:26 AM

What are your thoughts on how a strong brand affects the employee experience?

Type your question here...

Who can see your questions?

Our **presenters**



Katie McElroy
Director of Operations



Erin Ward-McCarty
Digital Project Manager

Which **metric** do you prioritize most to measure your website's success?



1. Organic traffic
2. Engagement time (time on page)
3. Conversion rate
4. Bounce rate
5. Other (let us know in the chat!)

DROP YOUR ANSWER IN THE CHAT

How are you currently using AI?

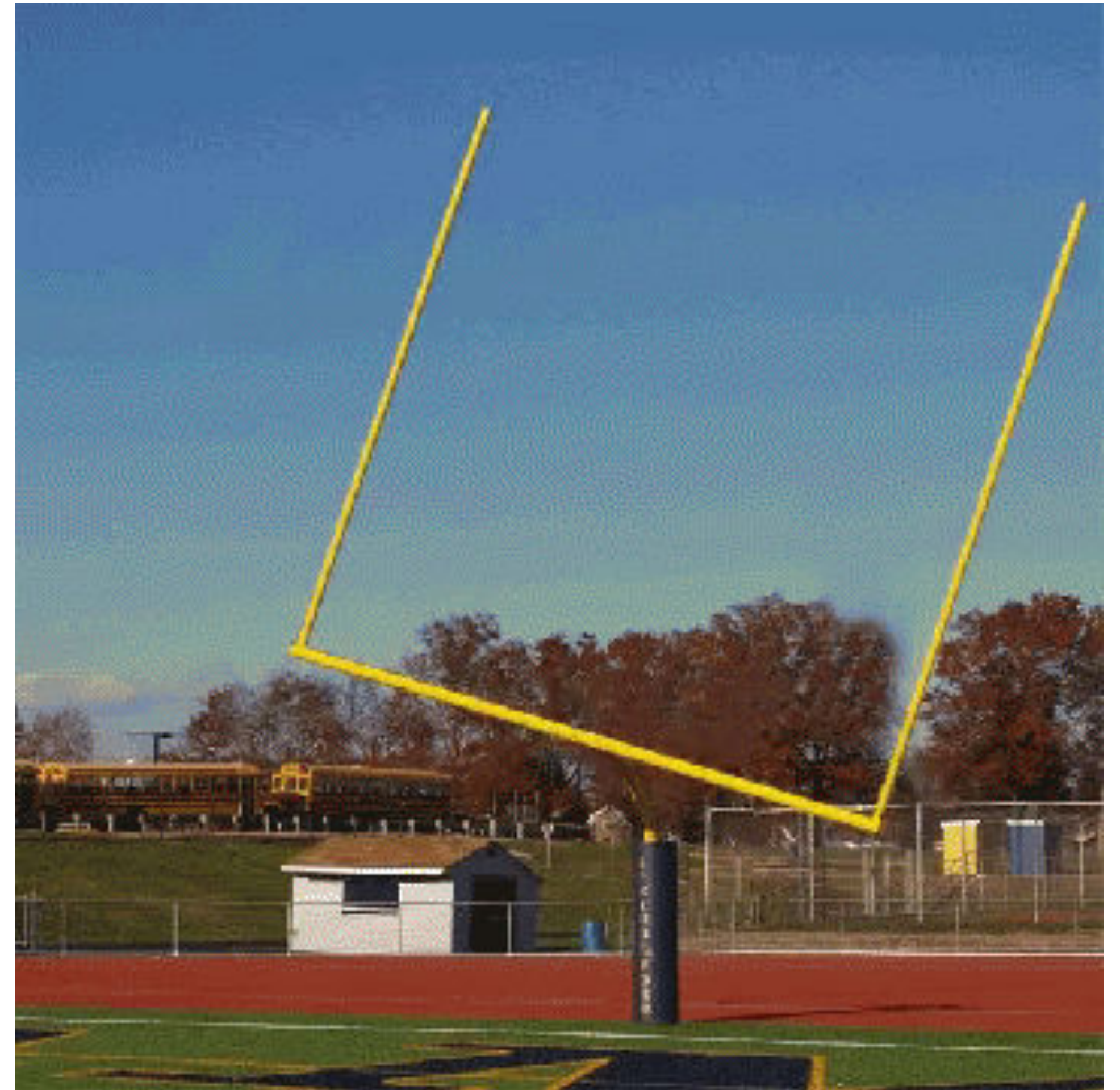


DROP YOUR ANSWER IN THE CHAT

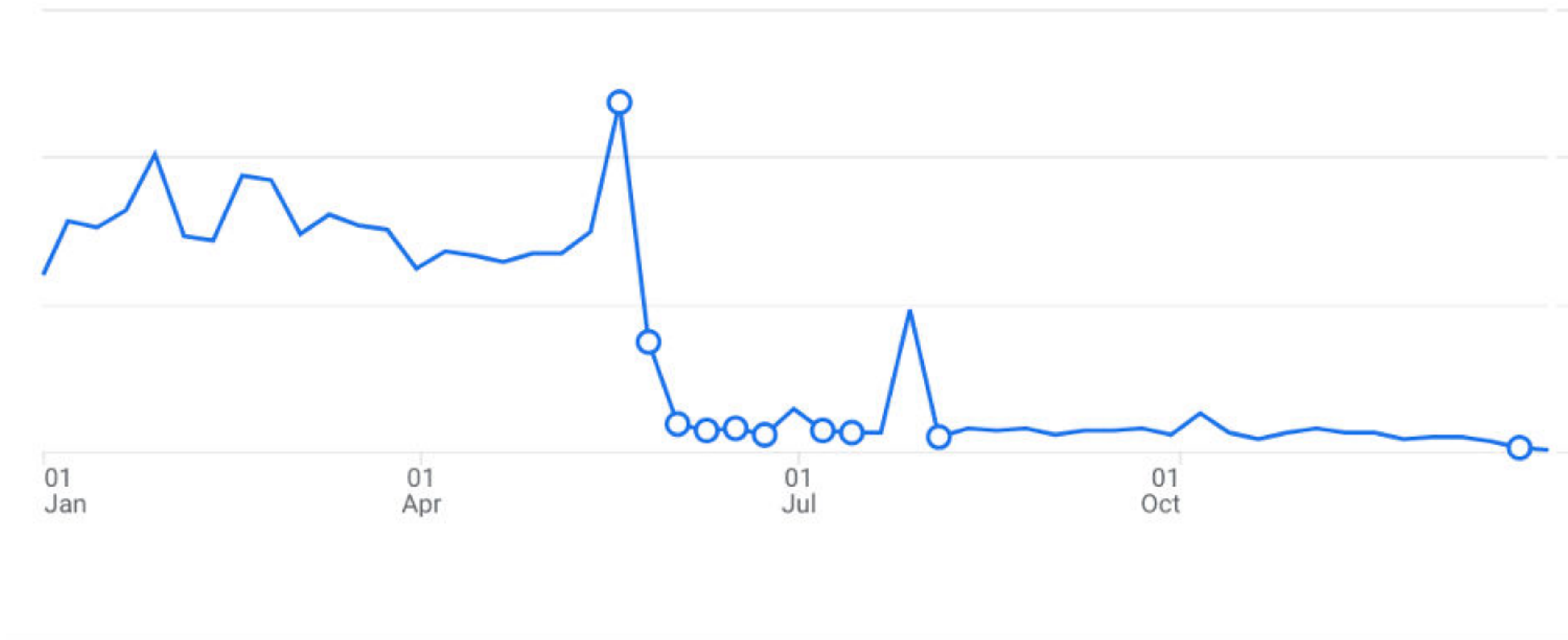
Have you seen a **change in web traffic** over the last 6 – 8 months?



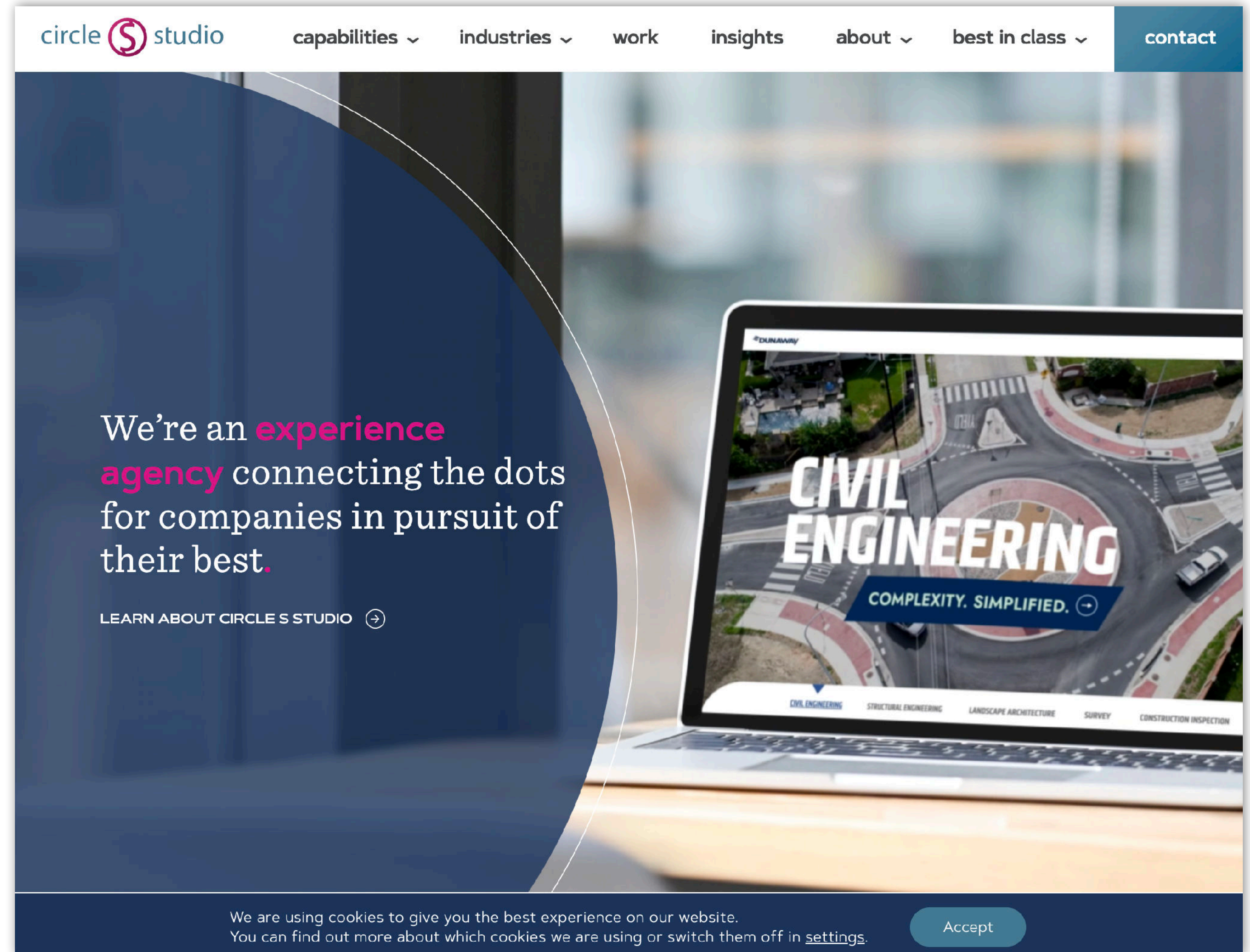
Why we are here **today**



Why we are here **today**



What we found



What we **found**

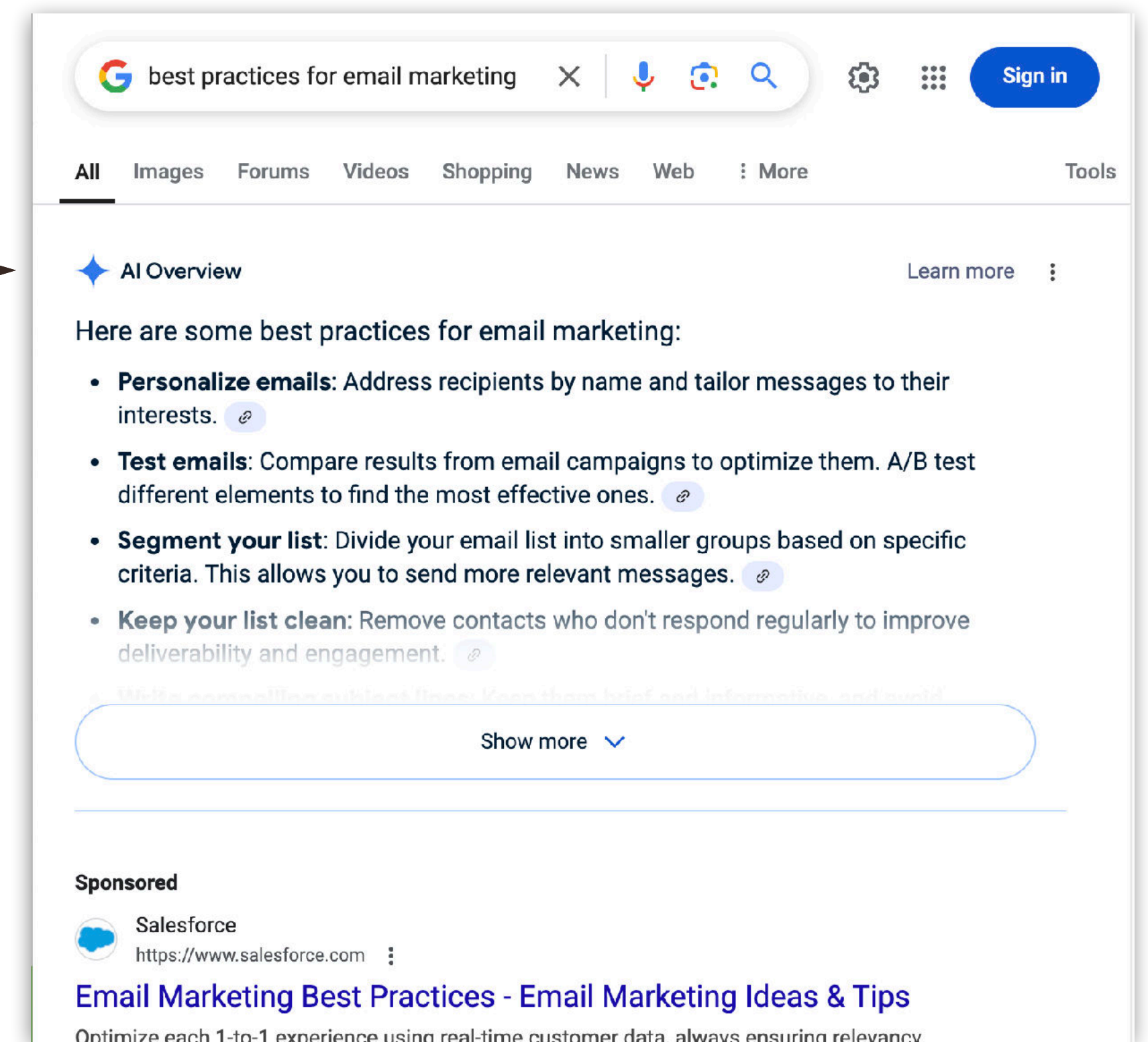


Web traffic dropped across the board and **AI is a major culprit.**

*AI experts predict that businesses could experience up to a 64% decline in website traffic in 2025, driven by the rise of AI-powered search summaries, **such as Google's AI Overview**, which provide direct answers to user queries and reduce the need to visit websites.*

How AI is changing **search behavior**

- When Google rolled out its AI Overview feature in February 2024, it appeared at the top of search results for an astounding **64% to 91%** of queries.
- As search engines evolve to “answer engines” it’s not just about showing up on the front page of Google anymore.



How AI Overview chooses what to feature and **GEO updates**

1. Voice search
2. Uses natural language processors
3. Focuses on semantic relevance



Measuring what **matters**



Metrics that define success

1. Engagement time
2. Engagement rate
3. Click through rate (CTR)
4. Conversions



Take a step back and **audit your content strategy**

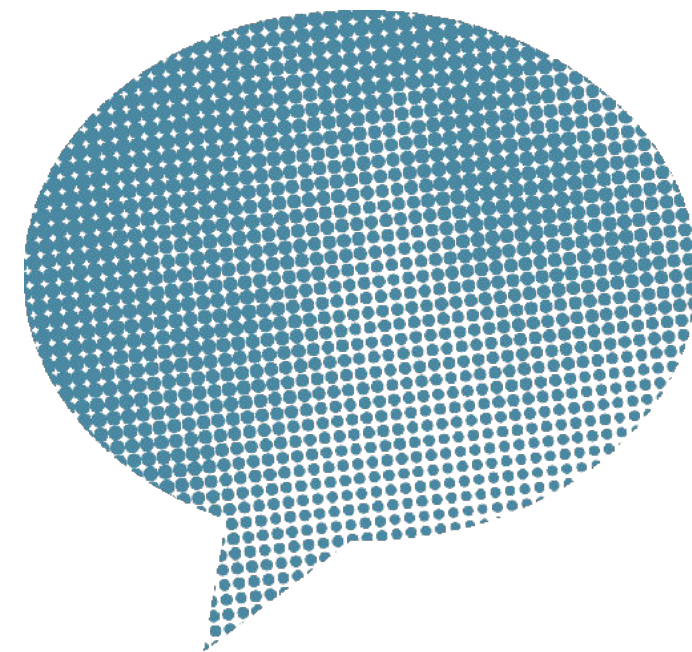
- Do you know your audience?



Take a step back and **audit your content strategy**



right
person



right
message



right
time



right
channel

Take a step back and **audit your content strategy**

- Are you ignoring technical SEO basics?



Optimization is not a **one-time** thing

The image is a composite of two screenshots. On the left is the SGH website homepage, featuring a sunset background with a tall building silhouette and the text 'PERFORMANCE BEYOND EXPECTATION'. The website has a dark navigation bar with links: WHAT WE DO, WHO WE ARE, INSIGHTS, CAREERS, NEWS, EVENTS, CONTACT. At the bottom, there is a cookie consent banner. On the right is a Google search result for 'sgh'. The search bar shows 'sgh' and the results are for 'Manchester, Richmond'. The main result is for 'Simpson Gumpertz & Heger' with the URL 'https://www.sgh.com'. Below the main result are links to 'Careers', 'Our People', 'Contact', 'Firm Profile', and 'Job Openings'. On the right side of the search results, there is a detailed profile for 'Simpson Gumpertz & Heger' with the tagline 'Engineering company :'. It includes a description: 'Simpson Gumpertz & Heger Inc. is a privately held ENR 500 engineering firm that designs, investigates, and rehabilitates structures and building enclosures.' and a source link to Wikipedia. Below this, it lists 'Headquarters: Waltham, MA', 'Founded: 1956', 'Number of employees: 625', and 'Number of locations: 8'. At the bottom, there are social media icons for YouTube, Facebook, Twitter, and LinkedIn.

SGH

WHAT WE DO WHO WE ARE INSIGHTS CAREERS NEWS EVENTS CONTACT

PERFORMANCE BEYOND
EXPECTATION

By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.
<https://www.sgh.com>

Cookies Settings Reject All Accept

Google sgh

All Images Videos News Shopping Maps Forums More Tools

Results for **Manchester, Richmond** · [Choose area](#)

Simpson Gumpertz & Heger
<https://www.sgh.com>

SGH - Performance Beyond Expectation
We engineer the important and treasured structures of a community for today's needs and future realities.

Careers
We are always looking for talented, passionate individuals to join ...

Our People
Whether making a seemingly impossible design a reality or ...

Contact
Search our directory of employees. Accounting Inquiries 781.907 ...

Firm Profile
Simpson Gumpertz & Heger. Envision a world resilient to all ...

Job Openings
All active job opportunities are up to date below. We encourage ...

[More results from sgh.com »](#)

Simpson Gumpertz & Heger
Engineering company :

Simpson Gumpertz & Heger Inc. is a privately held ENR 500 engineering firm that designs, investigates, and rehabilitates structures and building enclosures.
Source: [Wikipedia](#)

[sgh.com](#)

Headquarters: [Waltham, MA](#)
Founded: 1956
Number of employees: 625
Number of locations: 8
[Disclaimer](#)

Profiles

You can't track success
if you're not tracking
the **right** stuff



Set up a follow up call





Q&A

Thank **you**

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