

RAZORSHARPDIGITAL



Search

ZERO-CLICK SEARCHES ARE KILLING PAGE ONE

But here's how to still win traffic
in 2025



no clicks

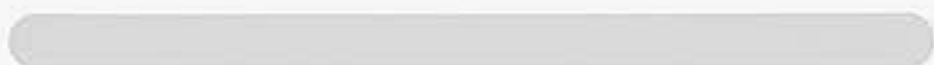
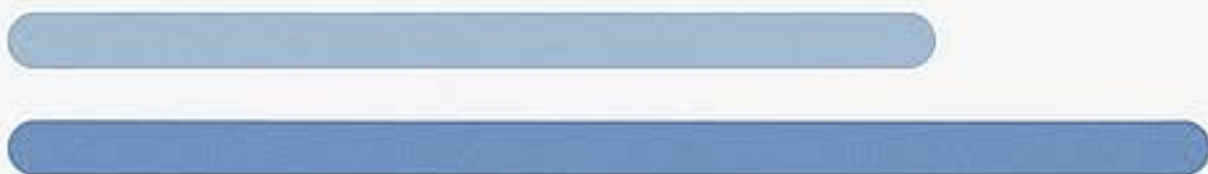
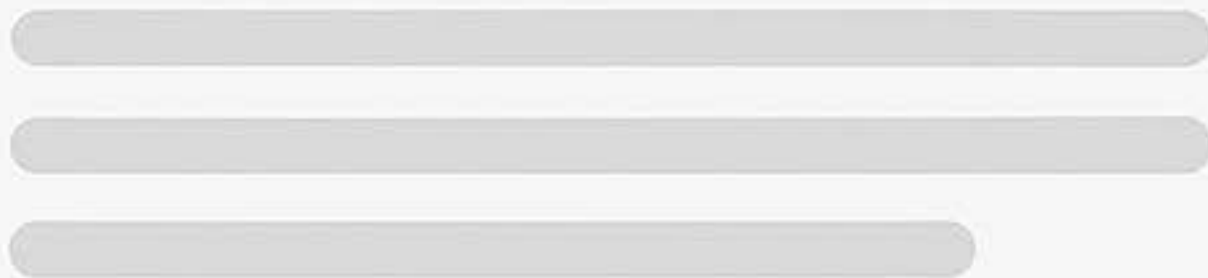


What are zero-click searches?

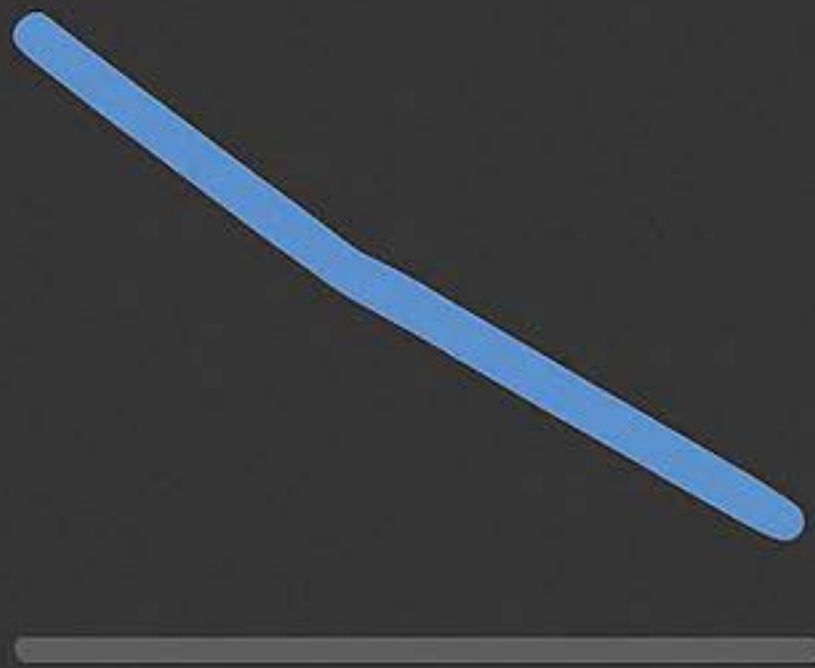
Zero-click searches are searches where users find the information they need on the search results page without clicking on a link.

Knowledge
panel

People Also Ask

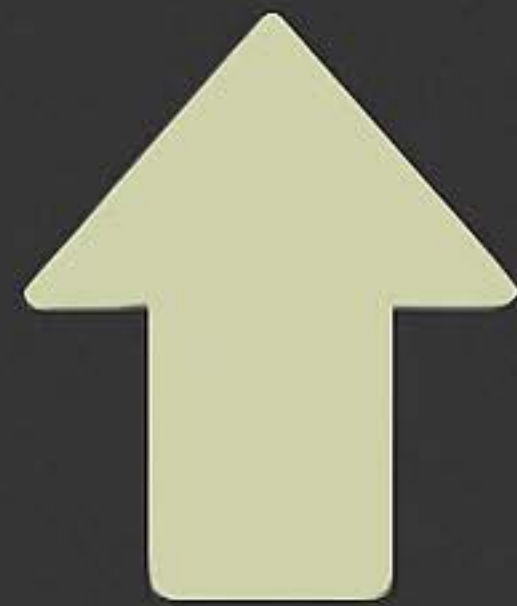


Fewer clicks
= less traffic



Traffic

But high
visibility = more
authority



Brand
Impressions/
Authority

Strategy #1

Win Featured Snippets

- Use question-based H2s
- Answer in 40–50 words
- Add lists, tables, & quick tips

What is zero-click search?

A zero-click search is a search that delivers an answer directly on the results page itself, so that users don't need to click on a link

- Featured snippets
- Knowledge panels

STRATEGY #2

Optimize for AI Search



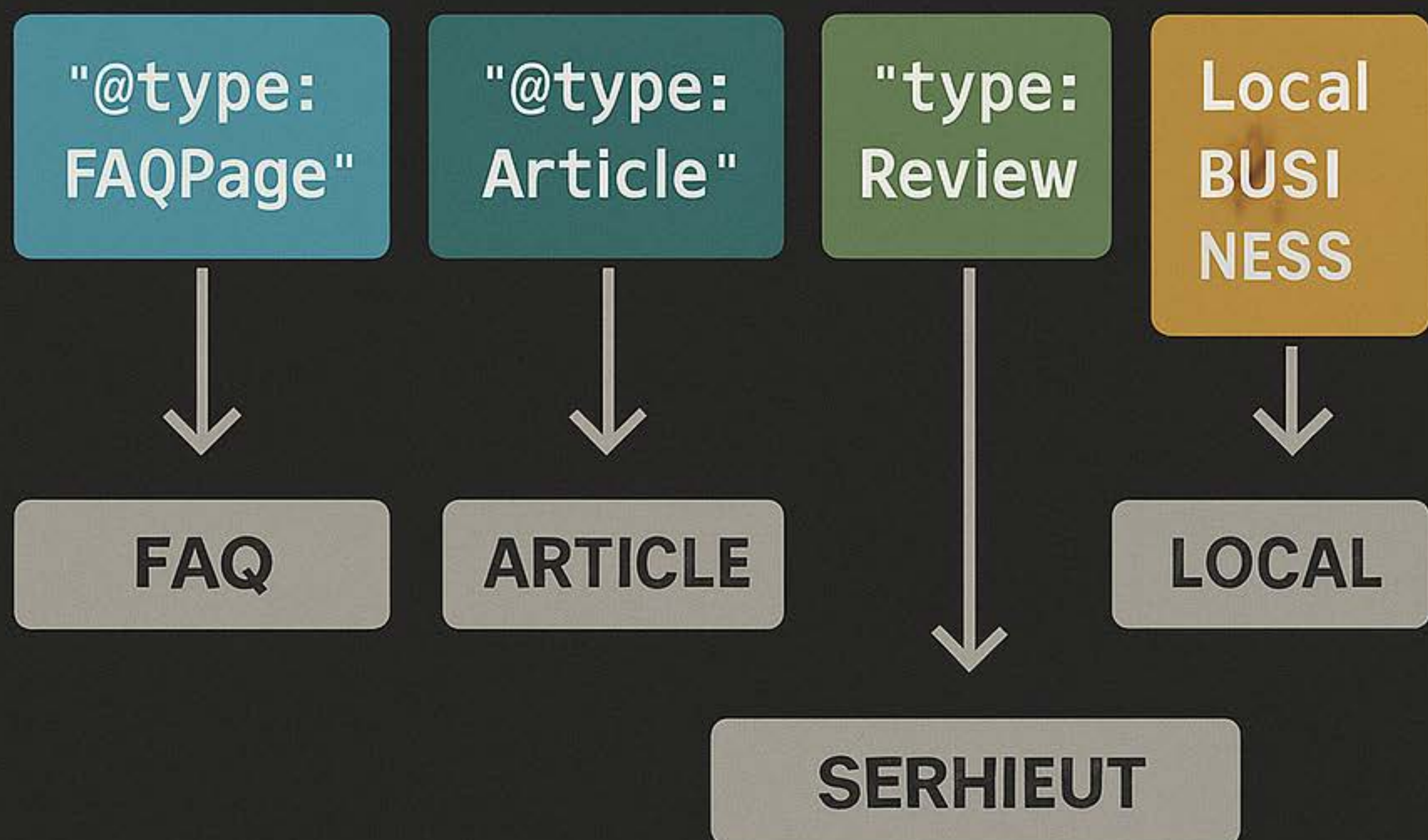
Write like you speak.

Use natural language & intent-based keywords.

AI loves clarity + context.




```
{"@context":"https://schema.org",
```



IMPRESSIONS

352K

FEATURED
SNIPPETS

 20

BRANDED
SEARCHES

+25%

CONVERSIONS

875

To inquire
about more
information,

E-mail us at

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