UK Businesses Face Decline in Organic Search Traffic Amid AI Search Rise; Liplyn IG Launches Generative Engine Optimisation Services

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Research shows click-through rates have fallen sharply since AI search features were introduced, driving new demand for AI-focused digital PR solutions.

London, 28 October 2025 – The rapid rise of generative AI assistants such as ChatGPT, Claude and Gemini is reshaping how consumers and businesses discover information online. Recent studies show UK websites have experienced significant drops in traditional search traffic, prompting a shift from conventional SEO towards Generative Engine Optimisation (GEO).

According to a 2025 study by the Pew Research Center, the introduction of AI-generated summaries in search results has resulted in nearly a 47% decline in click-through rates on Google, with zero-click searches now accounting for 69% of all queries. Similarly, reports submitted by Daily Mail Group indicate declines in click-through rates of up to 89% in key categories. This new reality represents a profound challenge for UK businesses reliant on organic search visibility.

In response to this shift, Liplyn IG, a cross-border digital PR and SEO agency, has launched a dedicated GEO service to help businesses optimise their online presence for AI-driven discovery platforms. The agency, which opened a new office in Dubai earlier this month to support international expansion, offers a unique approach combining data, AI technology and targeted content strategies to help brands appear in AI assistant recommendations.

Luke Liplijn, founder and chief executive of Liplyn IG, said:

"For over 20 years, businesses have depended on Google Search as their primary source of web traffic. The emergence of Generative Engine Optimisation (GEO) as a dominant discovery tool means that traditional methods are no longer sufficient. Over the past year, I've helped companies face an urgent reality: Despite maintaining top Google rankings, many are virtually invisible to AI assistants like Chat GPT. The old SEO thresholds no longer guarantee discovery. What we're seeing is a fundamental shift, brands need to proactively use AI-driven content distribution that is designed for today's AI assistants, not yesterday's algorithms."

Tommy Wilson, Liplyn IG's senior AI search specialist, added:

"A simple example is parents asking an AI assistant, 'Who is the best paediatric dentist in Willesden?' As a clinic, you want to be among the top three answers. GEO isn't just question and answer anymore, it merges a brand's entire digital footprint before deciding how to use it. Our role is to build the authority and signals that help brands rank and win in this journey. AI assistants are evolving rapidly, with in-chat shopping and agentic commerce growing every day."

The UK government's Artificial Intelligence Sector Study 2024 underscores the sector's rapid growth, reporting £23.9 billion in annual revenue within the UK AI industry, driven by increasing demand for generative AI solutions and digital transformation initiatives.

Liplyn IG works with clients across the UK, Europe and MENAT region, including marketing agencies, health clinics, technology companies, and real estate firms, offering scalable cross-border digital growth solutions.

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