

Are AI Chatbots Replacing Search Engines?

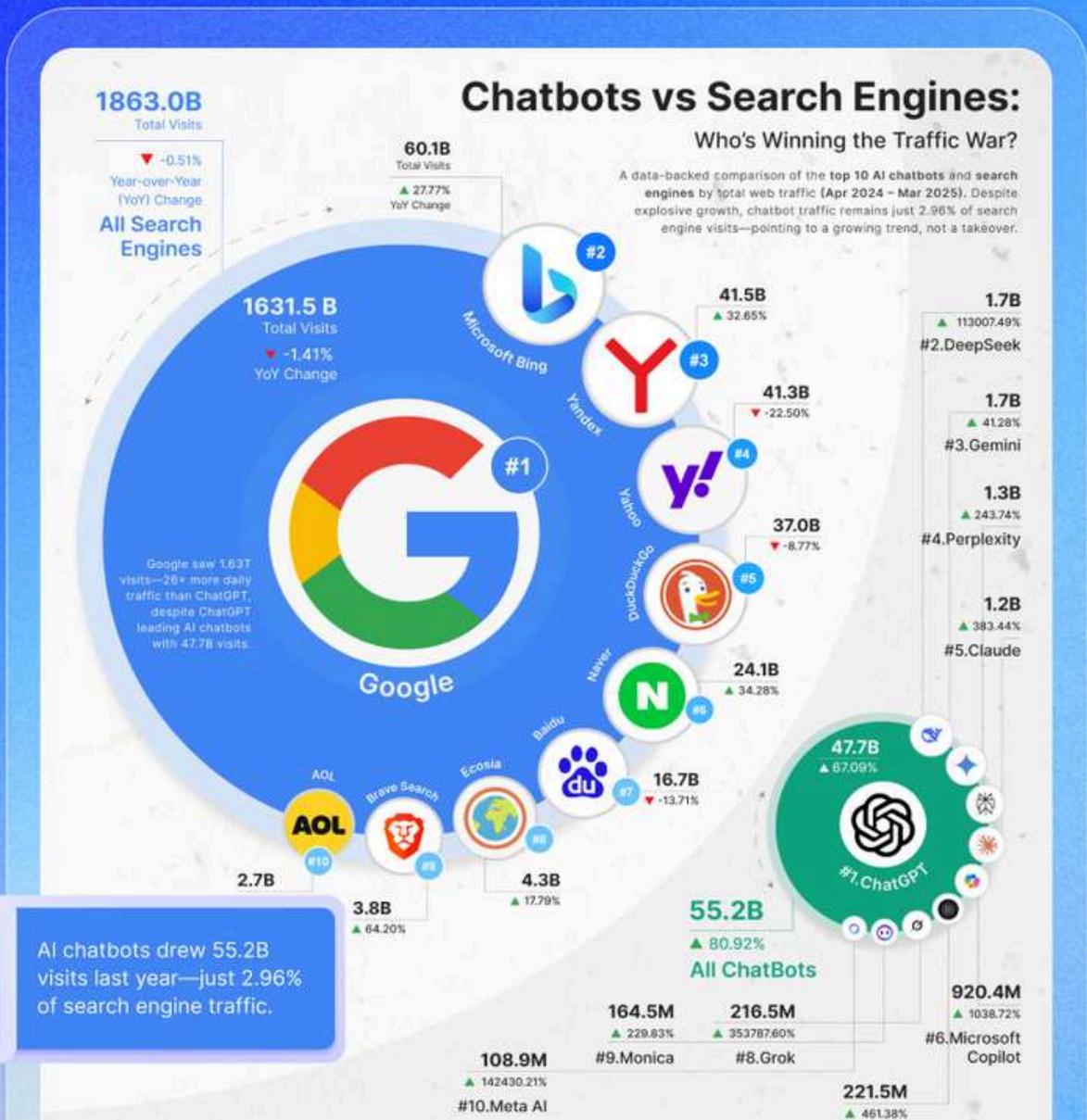


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Executive **Summary**

The digital search landscape is undergoing a dramatic shift. As AI chatbots gain traction, many have begun to wonder: are they replacing traditional search engines? This 24-month global usage study by OneLittleWeb, based on SEMrush data (Apr 2023–Mar 2025), explores that very question—backed by data, not speculation.

The analysis focuses on the top **10 AI chatbots** and the **top 10 search engines**, comparing their traffic patterns over two full years to understand how usage is evolving between these two categories.

The findings reveal explosive growth in **chatbot usage, with total visits rising 80.92%** year-over-year to 55.2 billion. But despite this surge, **search engines still dominate**. Over the same period, they **received 1.86 trillion visits—34 times more than chatbots**. Even ChatGPT, the leading AI platform with 47.7B visits, sees 26x fewer daily users than Google.

Key insights include:

- Chatbots go mainstream: Growth accelerates in late 2024, driven by product upgrades, integrations, and wider adoption.
- Search engine resilience: Despite a minor YoY decline (–0.51%), search usage rebounds in early 2025, fueled by AI integrations like Google’s SGE and Bing’s Copilot.
- Leaders emerge: ChatGPT holds 86% of chatbot traffic, while Google maintains its grip with 87.5% of the search engine share.
- New challengers rise: DeepSeek, Grok, and Microsoft Copilot show record growth, pointing to increasing fragmentation in the AI space.



Sujan Sarkar

Co-founder, OneLittleWeb

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So while AI chatbots are rapidly becoming part of users’ daily routines, they remain complementary—not yet replacements—for traditional search behavior.

This study is not about who will win—but how both channels are evolving. While chatbots redefine instant answers, search engines are fighting back by adapting, innovating, and absorbing AI into their core.

In this dynamic landscape, SEO professionals and digital leaders must rethink content strategy, diversify discovery channels, and stay alert to shifting user habits. The future isn’t about choosing between AI or search—it’s about preparing for the era where both coexist.

Who We Are: **The Team Behind the Research**

At OneLittleWeb, we're not just an SEO agency—we're SEO researchers, strategists, and growth enablers trusted by 1,200+ companies worldwide.



With over 7 years of experience and a dedicated team of 45+ specialists, we help ambitious brands lead the future of organic search.

We created this study to answer the biggest question facing our industry:

Are AI chatbots replacing search engines—and what does that mean for your strategy?

Powered by a strategic South Asian team and US-based leadership, we deliver premium, data-driven SEO at ~40% lower cost—without sacrificing quality.

We're not just affordable—we're proven. Our work is trusted by SEMrush and has been featured in TechCrunch, Forbes, and Visual Capitalist and many more.

We specialize in helping AI startups, SaaS companies, and digital-first brands rank for high-impact, competitive keywords—through strategy-led execution and authoritative backlinks.

Want to dominate both
Search Engines and AI Chatbots?

[!\[\]\(626ce8ac21792b9405bfddfea8e0c96a_img.jpg\) **Book a FREE strategy call with us**](#)

Key Findings

01

Chatbots' Explosive Growth: AI chatbots have seen a remarkable surge in traffic, with a YoY growth of **80.92% from Apr 2024 to Mar 2025, totaling 55.2 billion visits.**

02

Search Engine Traffic Decline: Despite a slight recovery in the latter part of 2024, search engines experienced a YoY **decline of 0.51%**, with total visits falling to **1.86 trillion** in the period from Apr 2024 to Mar 2025.

03

The Gap Between Search Engines and Chatbots: In Apr 2024–Mar 2025, chatbots had **34X fewer visits** than search engines, with **24X less daily traffic**—despite rapid growth.

04

Market Share: ChatGPT leads chatbots with **86.3%**, while Google dominates search with **87.6%**, followed by Bing and Yandex.

05

ChatGPT vs. Google: The Traffic Gap: ChatGPT gets 26X fewer daily visits than Google, showing search engines still lead in user engagement.

06

DeepSeek and Grok's Rapid Rise: Grok is the second-fastest-growing AI chatbot after DeepSeek, with both rapidly gaining dominance in the AI chatbot space.

07

AI Features Boosting Search Traffic:

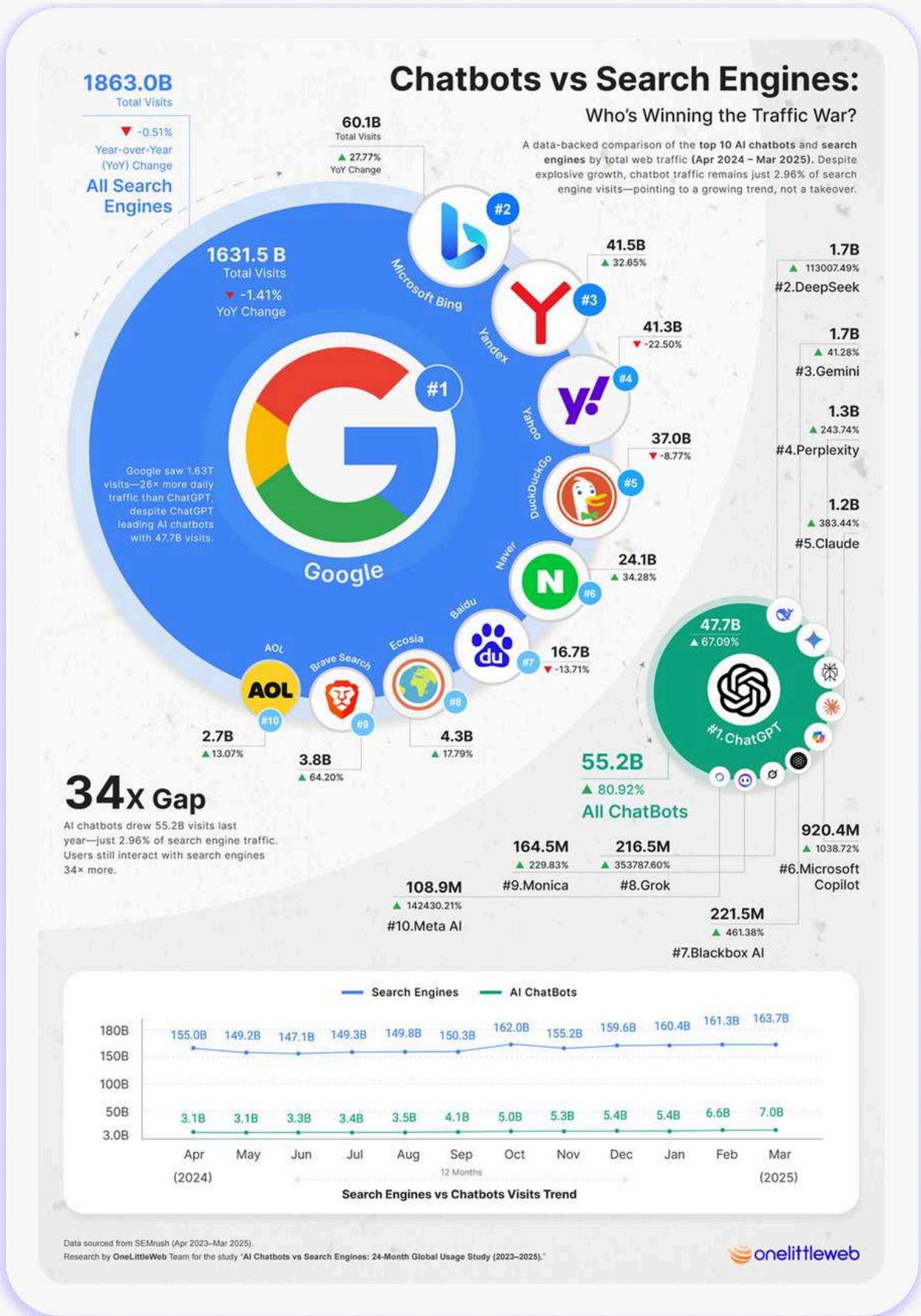
Google and Microsoft Bing's AI integrations—such as AI Overviews and Search Generative Experience (SGE)—have driven a steady traffic rebound in early 2025, **reversing earlier declines.**

08

Yahoo's Declining Traffic:

Yahoo's search visits **dropped 22.5% YoY**, highlighting struggles to stay relevant amid the rise of AI-driven search competitors like **Google and Bing.**

Infographic: Key Findings from the 24-Month AI Chatbots vs Search Engines Usage Study



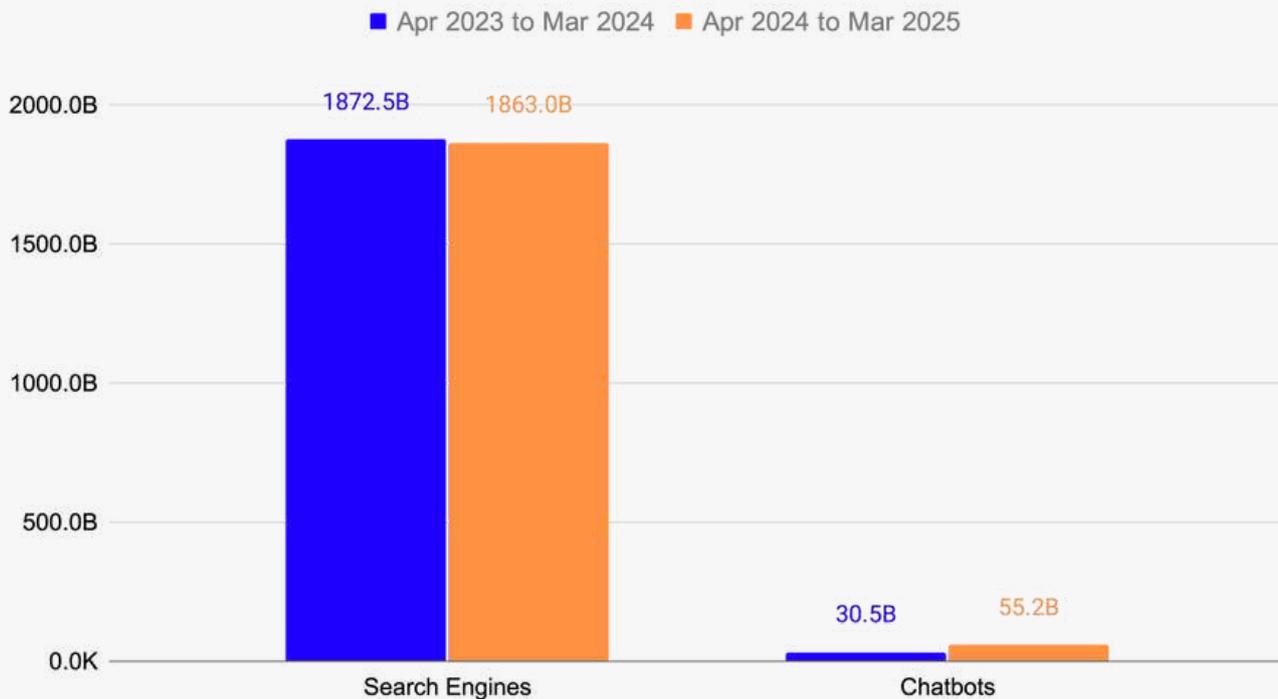
AI Chatbots vs
Search Engines:
**Web Visits Comparison
(April 2023–March 2025)**

AI Chatbots vs Search Engines: Total Visits Compared (Year-over-Year)

Between April 2024 and March 2025, **the top 10 AI chatbots** collectively received **55.2 billion visits**, up from 30.5 billion the previous year—an 80.92% year-over-year increase.

In contrast, the **top 10 search engines** saw a marginal decline from 1872.5 billion visits to 1863.0 billion, a 0.51% drop, totaling a loss of 9.57 billion visits.

Year-over-Year Web Visits: AI Chatbots vs Search Engines (Apr 2023–Mar 2025)



Key Insight:

Despite explosive growth, **chatbot traffic (55.2B visits)** remains just 2.97% of **search engine traffic (1.86T visits)** in the past year—**34X less or a 3272.55% gap**. Chatbots are rising fast, but search engines still dominate user behavior.

AI Chatbots vs Search Engines: Daily & Monthly Visits Compared, March 2025

We compared the average monthly and daily visits for chatbots and search engines in March 2025 to assess real-time user engagement and platform preference.

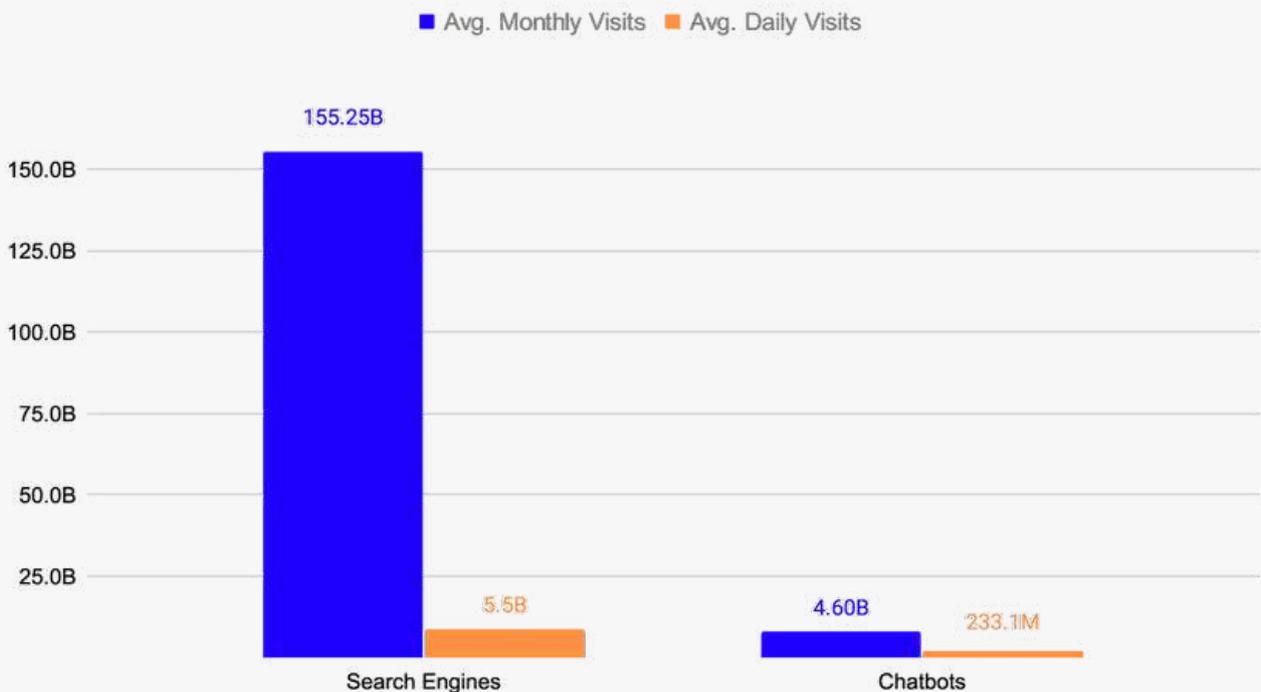
Search engines:

- Average Monthly Visits: 155.25B
- Average Daily Visits: 5.5B

Chatbots

- Average Monthly Visits: 4.6B
- Average Daily Visits: 233.1M

AI Chatbots vs Search Engines: Average Monthly and Daily Visits (Mar 2025)



Key Insight:

In March 2025, search engines saw 24X more daily visits and over 33X more monthly visits than chatbots—highlighting their continued dominance in everyday search behavior.

Google vs ChatGPT: Yearly, Average Monthly & Daily Visits Compared

Zooming in on the two leaders—Google and ChatGPT—gives us further perspective on the current landscape:

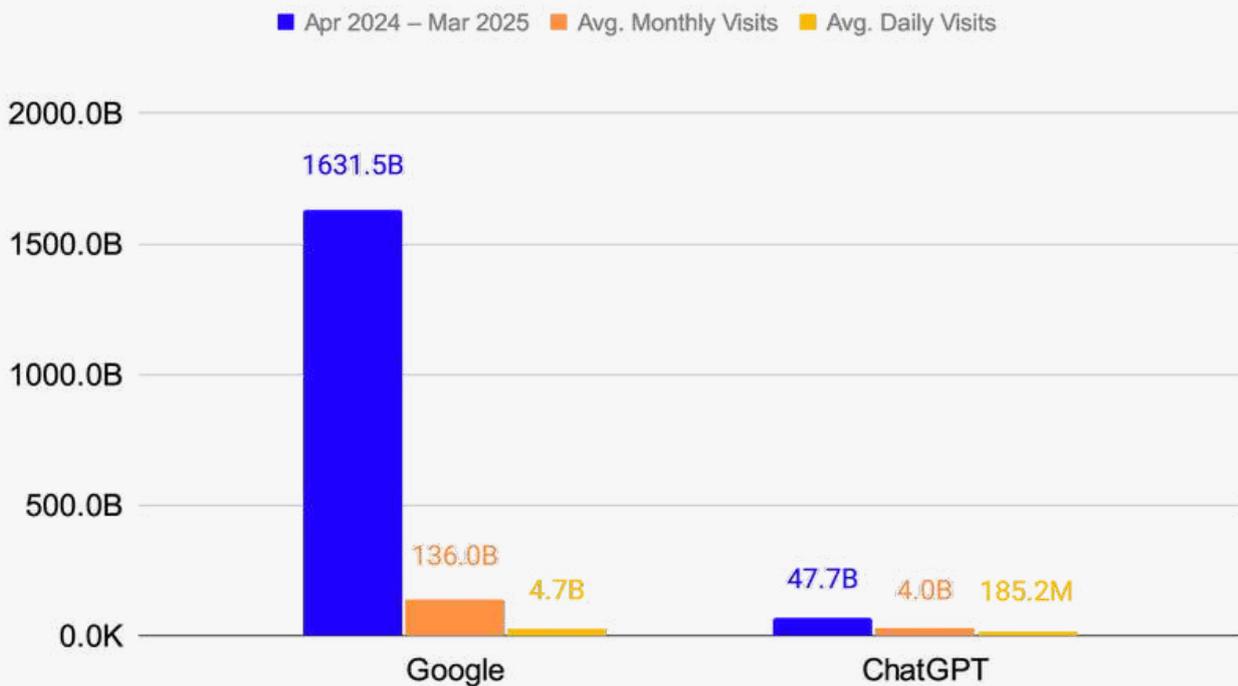
Google (Apr 2024 – Mar 2025)

- Total Visits: 1631.5B
- Avg. Monthly: 136.0B
- Avg. Daily: 4.7B

ChatGPT (Apr 2024 – Mar 2025)

- Total Visits: 47.7B
- Avg. Monthly: 4.0B
- Avg. Daily: 185.2M

Google vs ChatGPT: Total, Monthly, and Daily Visits (Apr 2024–Mar 2025)



Note: Total visits cover Apr 2024–Mar 2025. Monthly averages = total ÷ 12; daily = Mar 2025 visits ÷ 30.

Key Insight:

ChatGPT trails far behind Google with **26X fewer daily visits** and **34X fewer total visits**, reinforcing that while chatbots are rising fast, traditional search still rules the web.

Still Think SEO Is Dead?

This AI SaaS Client Grew by 3.5M Visits in the last 6 Months

While many wonder if SEO still works in the age of AI chatbots, our client saw explosive growth by sticking to the fundamentals—and doing them smarter.



What We Did:

- Conducted a full SEO audit to fix technical issues and on-page gaps
- Identified key money pages and built high-authority backlinks to them
- Created new content based on competitor gaps and added targeted backlinks

The Impact:

- Traffic grew from 10.5M → 14M+ monthly visits
- Improved visibility across Google & AI chatbots
- 42% boost in qualified leads from organic channels

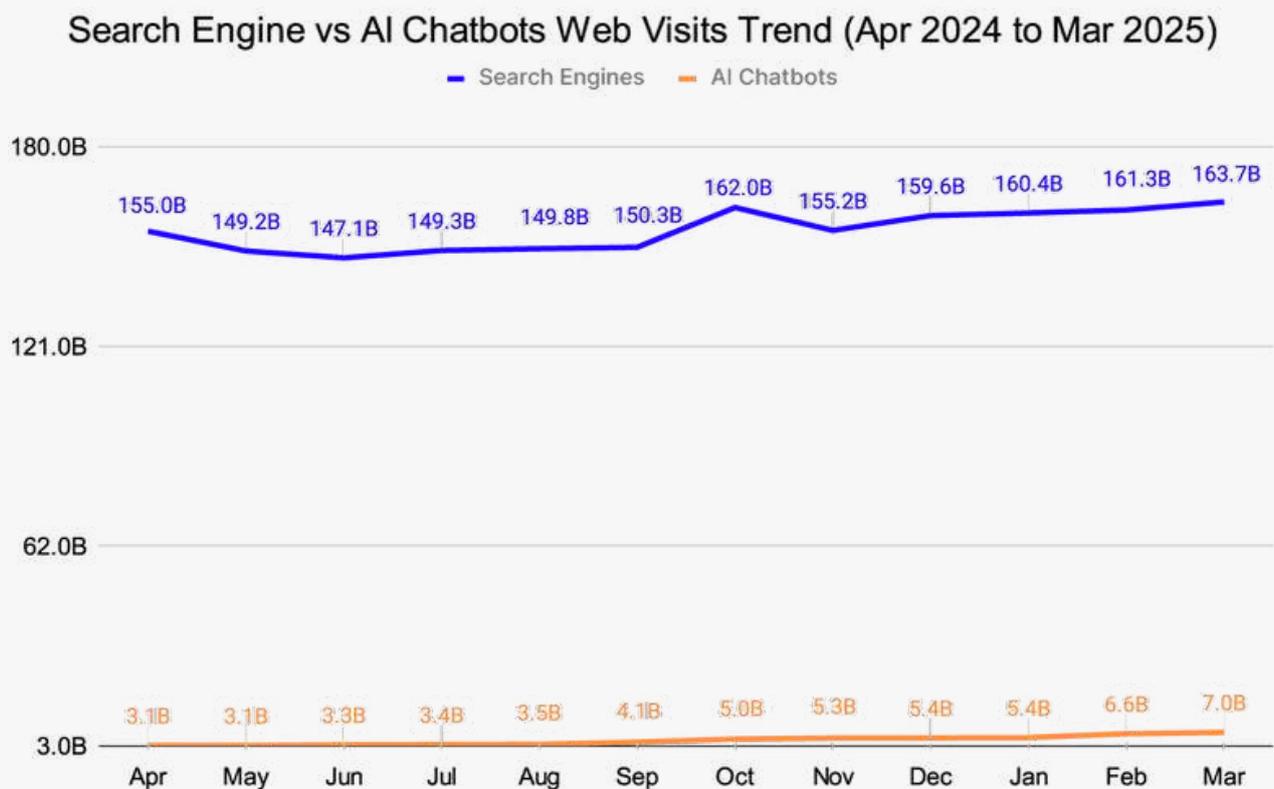
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Search Engine vs
AI Chatbots:
**MoM Usage Trend
(April 2023 – March 2025)**

AI Chatbots vs Search Engines: Web Visits Trend (Apr 2024 to Mar 2025)

This section examines whether the rise of AI chatbots is happening at the expense of traditional search engines. If chatbot traffic were increasing while search engine usage declined, it could indicate a behavioral shift. But the data tells a different story—both are growing side by side.



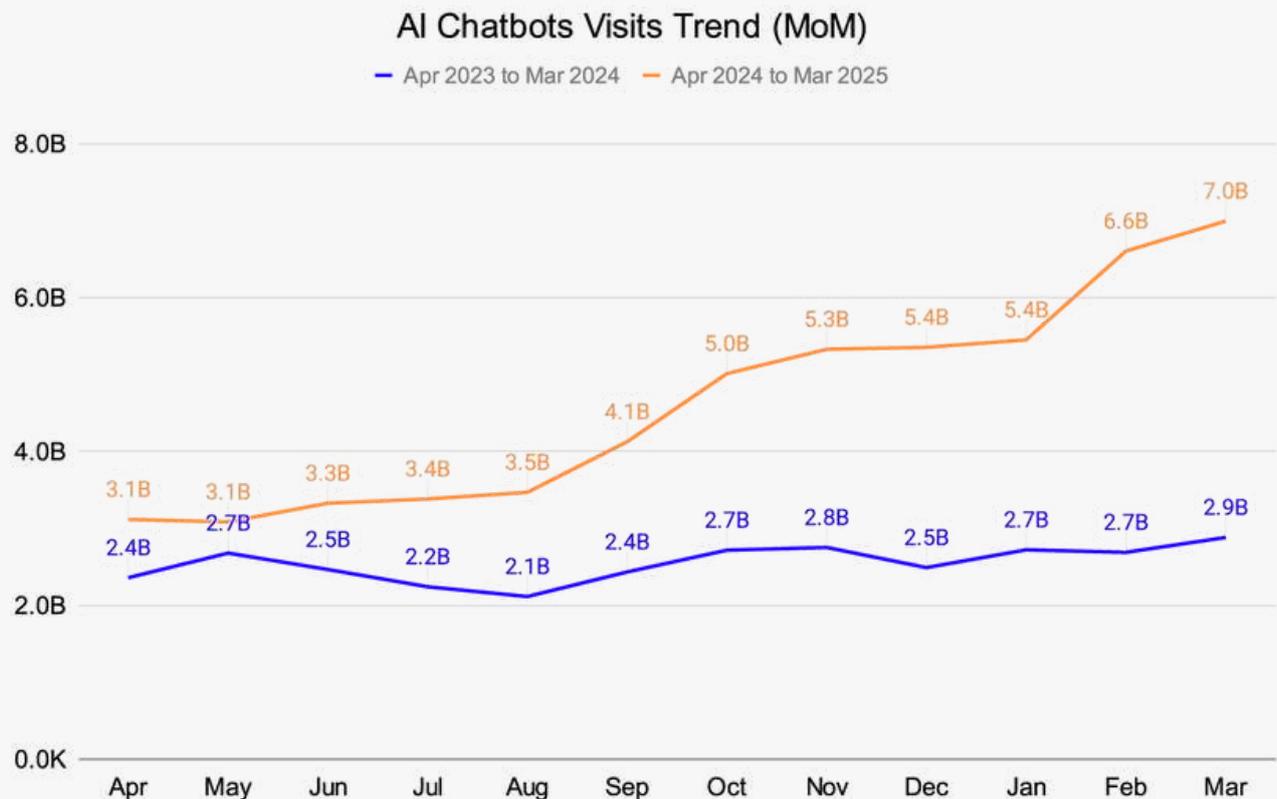
Key Insight:

From April 2024 to March 2025, AI chatbot traffic more than doubled—from 3.1B to 7.0B monthly visits—while search engines also saw an upward trend, rising from 149.8B in August to 163.7B in March. Chatbots aren't replacing search—they're rising alongside it.

AI Chatbots

Usage Trend (Month-over-Month)

In this section, we zoom in on the usage patterns of the top 10 AI chatbots over the past 24 months to understand how user behavior has evolved. Unlike previous comparisons between chatbots and search engines, this chart isolates chatbot traffic to reveal growth milestones, adoption trends, and key inflection points. The result is a clearer view of how chatbot engagement has accelerated—especially over the past year.



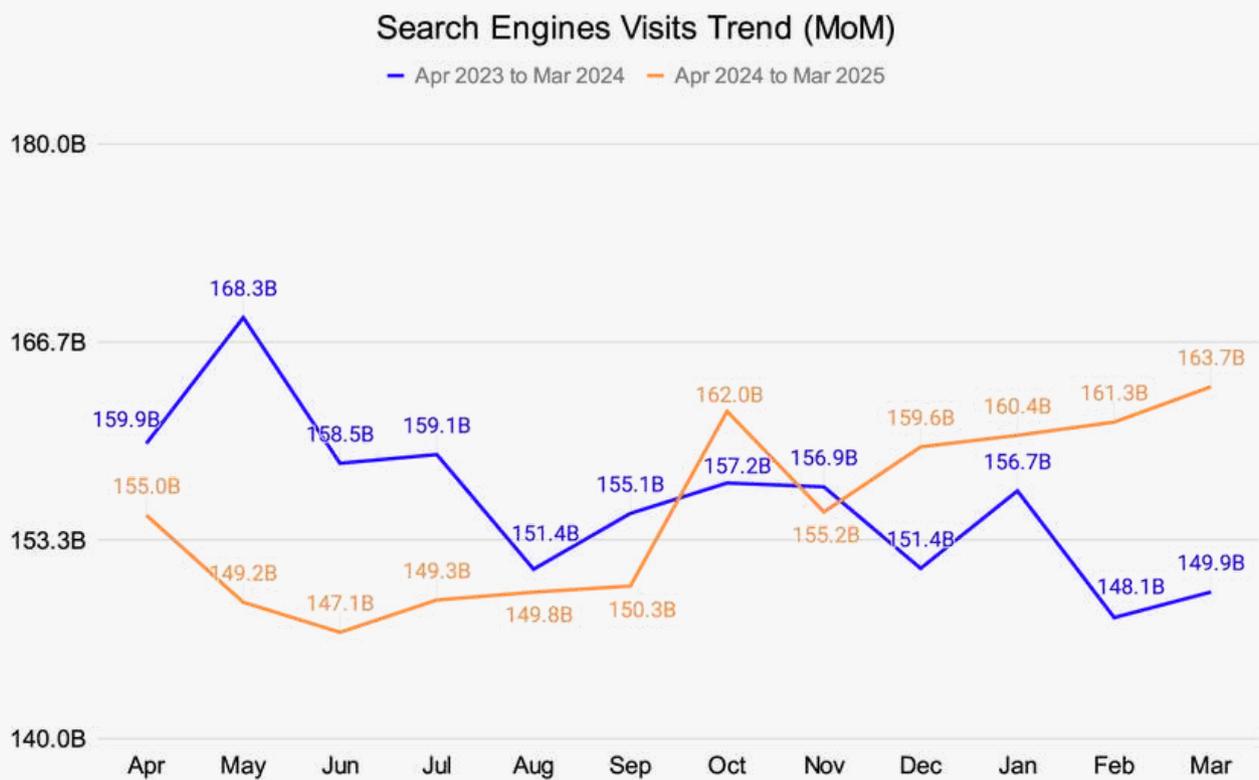
Key Insight:

Monthly chatbot traffic surged 124.46% over the past year, with usage climbing from 3.1B in April 2024 to 7.0B in March 2025. This marks a turning point: AI chatbots are no longer fringe tools—they're becoming mainstream for search, content, and productivity.

Search Engines

Usage Trend (Month-over-Month)

To complete our side-by-side analysis, we now zoom in on the search engine usage trend over the last 24 months. While YoY numbers showed only a slight dip, the month-over-month traffic data reveals a more nuanced and hopeful picture. This section helps clarify whether search engines are losing relevance—or simply adapting and rebounding.



Key Insight:

Following a mid-year dip, search engine traffic rebounded to 163.7B in March 2025—its highest monthly visits in the last 12 months—signaling strong recovery as platforms integrate AI to stay relevant in the evolving search landscape.

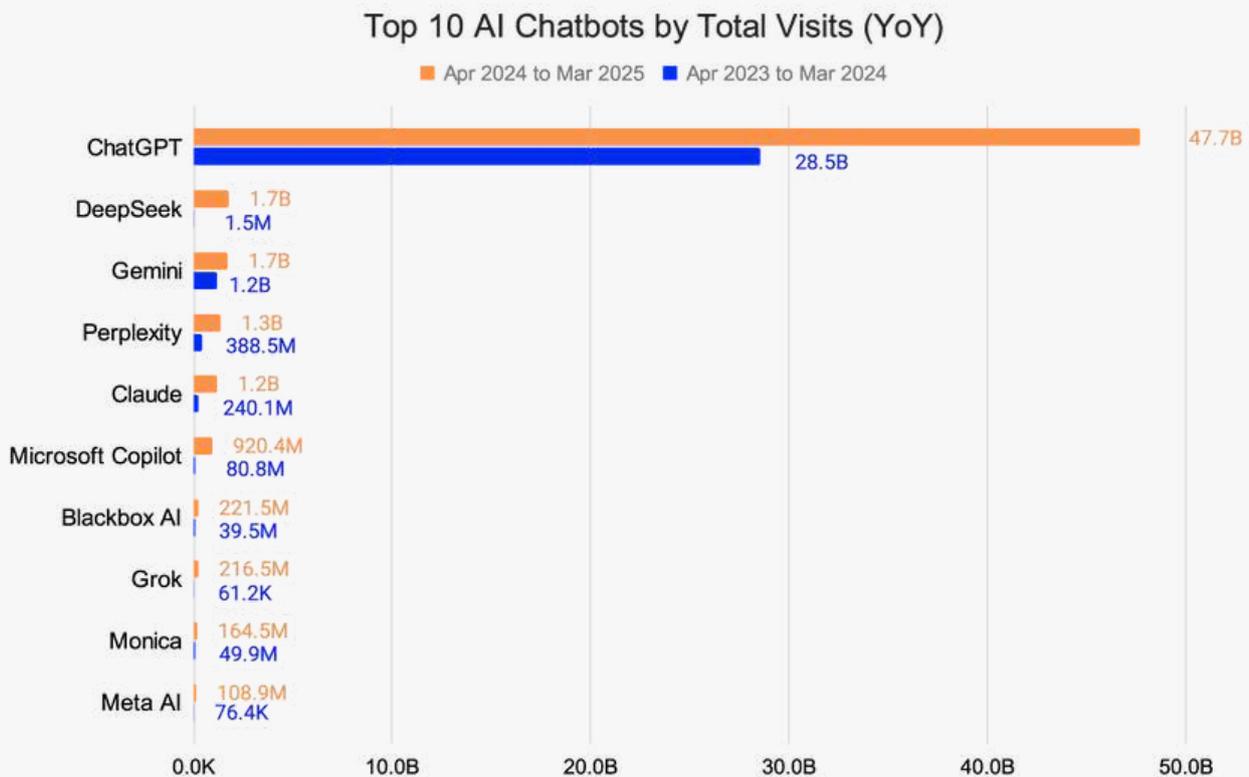
Top 10 AI Chatbots by Total Visits (YoY)



Top 10 AI Chatbots by Total Visits (YoY)

This section analyzes YoY growth (April 2023–March 2025) of the top 10 AI chatbots to understand which platforms are leading adoption and expanding their user base.

With tools like ChatGPT gaining momentum, we break down each chatbot’s traffic growth and market share to see who’s growing fastest and how they compare.



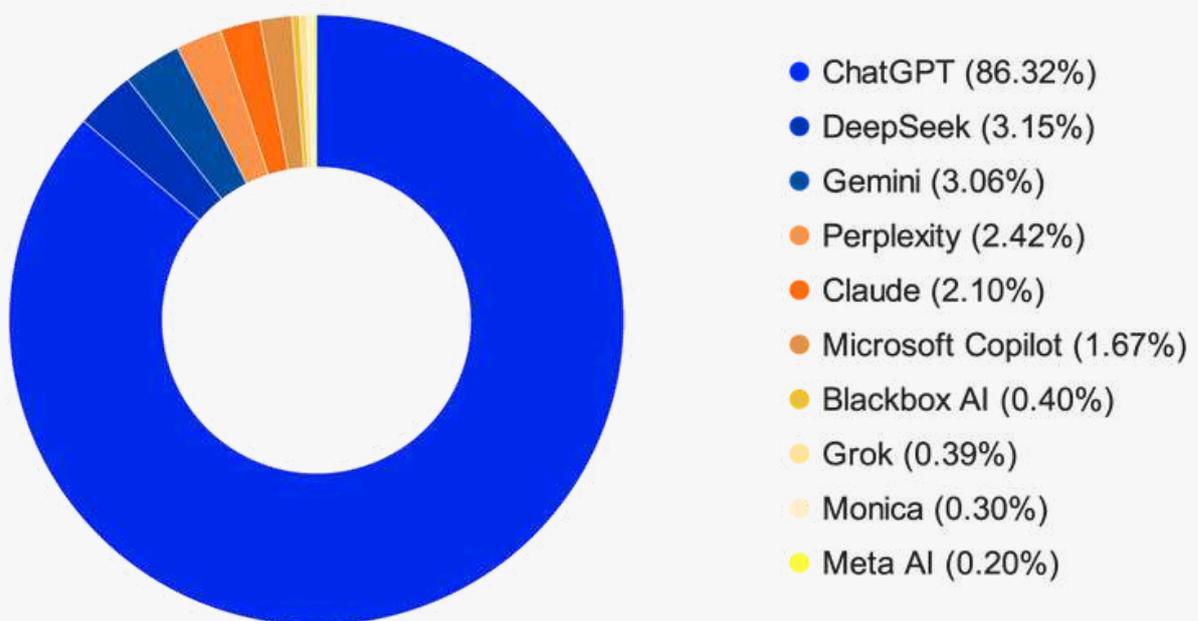
Key Insight:

ChatGPT continues to dominate by volume with 47.7B visits, but the real surprise lies in growth: DeepSeek and Perplexity saw exponential gains—DeepSeek surged 113007% YoY—signaling a more competitive and fast-evolving chatbot market.

Share of Total Chatbots Visits (Apr 2024 – Mar 2025)

To complement the total visit comparison, this pie chart breaks down how traffic is distributed across the top 10 AI chatbots in the most recent year (Apr 2024–Mar 2025). It highlights each platform’s share of the overall usage, providing a clearer picture of dominance, fragmentation, and emerging contenders in the AI chatbot space.

Share of Total AI Chatbots Visits (Apr 2024 – Mar 2025)



Key Insight:

ChatGPT overwhelmingly dominates the AI chatbot market with 86.32% of total visits, while all other top platforms—including DeepSeek, Gemini, and Perplexity—collectively account for less than 14%. This shows a highly concentrated market, with a few emerging challengers gradually gaining traction.

1.



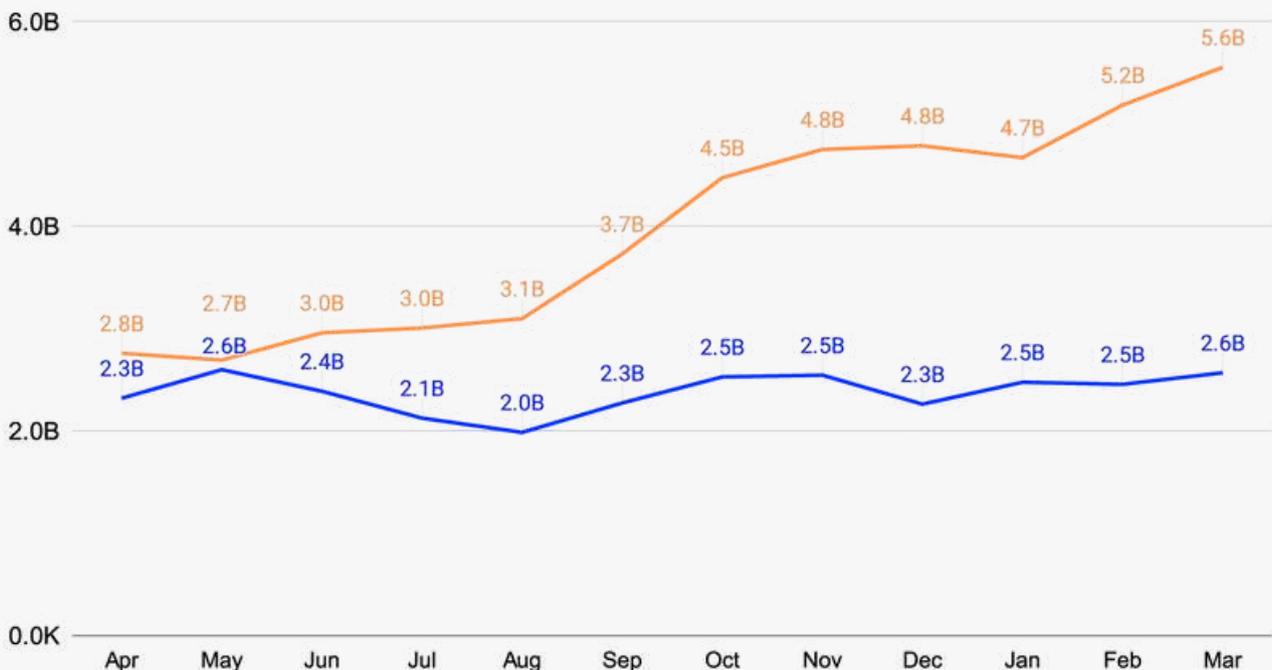
ChatGPT

ChatGPT Performance (Apr 2024–Mar 2025):

- **Total Visits:** 47.7B, up 67% from 28.5B last year.
- **Monthly Average:** 4.0B visits.
- **Daily Average (Mar 2025):** 185.2M visits.
- **Month-over-Month Trend:** Steady rise, peaking at 5.6B visits in March 2025, up from 2.3B in April 2023—highlighting a growing user base and ongoing platform enhancements.

ChatGPT Visits Trend MoM (Past 24 Months)

— Apr 2023 to Mar 2024 — Apr 2024 to Mar 2025



Key Insight:

ChatGPT's growth continues strong, averaging **185.2M daily visits** in March 2025—surpassing many competitors combined. Its dominance is fueled by constant innovation, **including GPT-4.1** and native features for coding, browsing, and image generation, making it both powerful and practical.

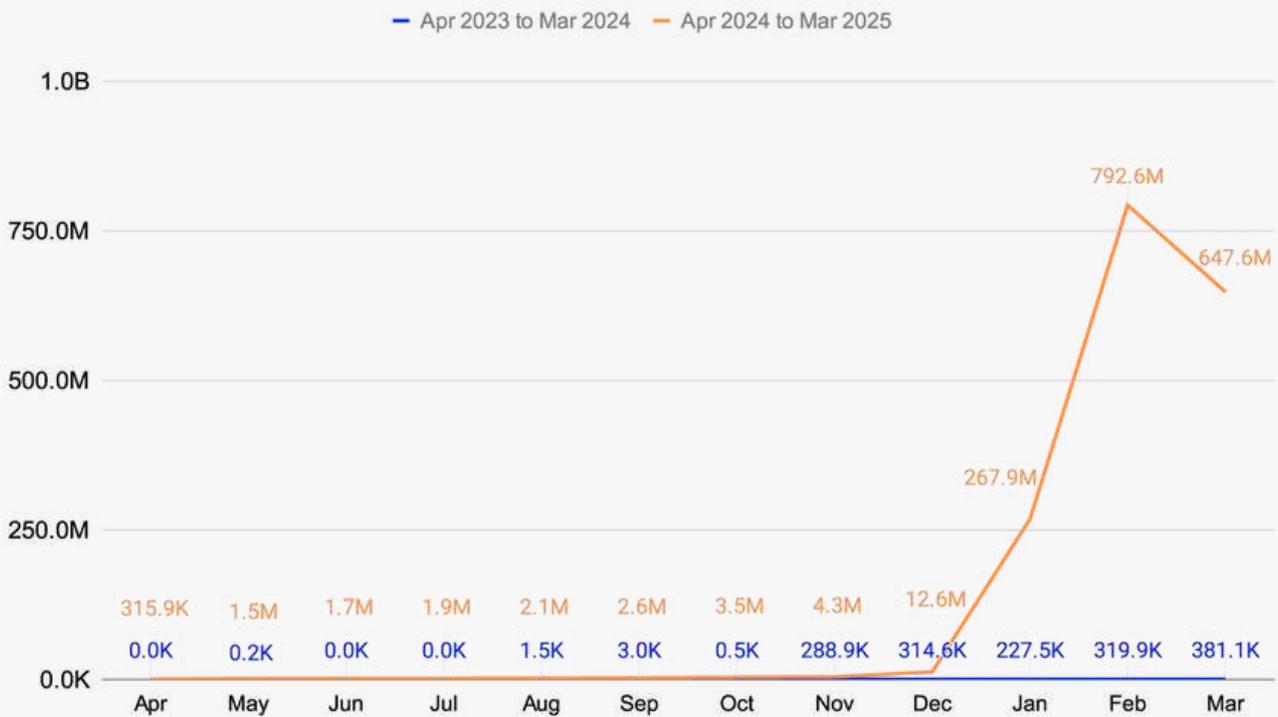
2.



DeepSeek Performance (Apr 2024–Mar 2025):

- **Total Visits:** Soared from 1.5M to 1.7B from last year—a 113,007% increase.
- **Monthly Average:** 144.9M visits.
- **Daily Average (Mar 2025):** 21.6M visits.
- **Month-over-Month Trend:** Major spike from 12.6M in Dec 2024 to 792.6M by Feb 2025, driven by rapid improvements and rising user demand.

DeepSeek Visits Trend MoM (Past 24 Months)



Key Insight:

Despite an **18% dip in March 2025**, DeepSeek remains a strong contender. Its new model, **DeepSeek-V3-0324**, boosts reasoning and coding performance. With an open-source, cost-effective approach, it's well-positioned for a rebound in user engagement.

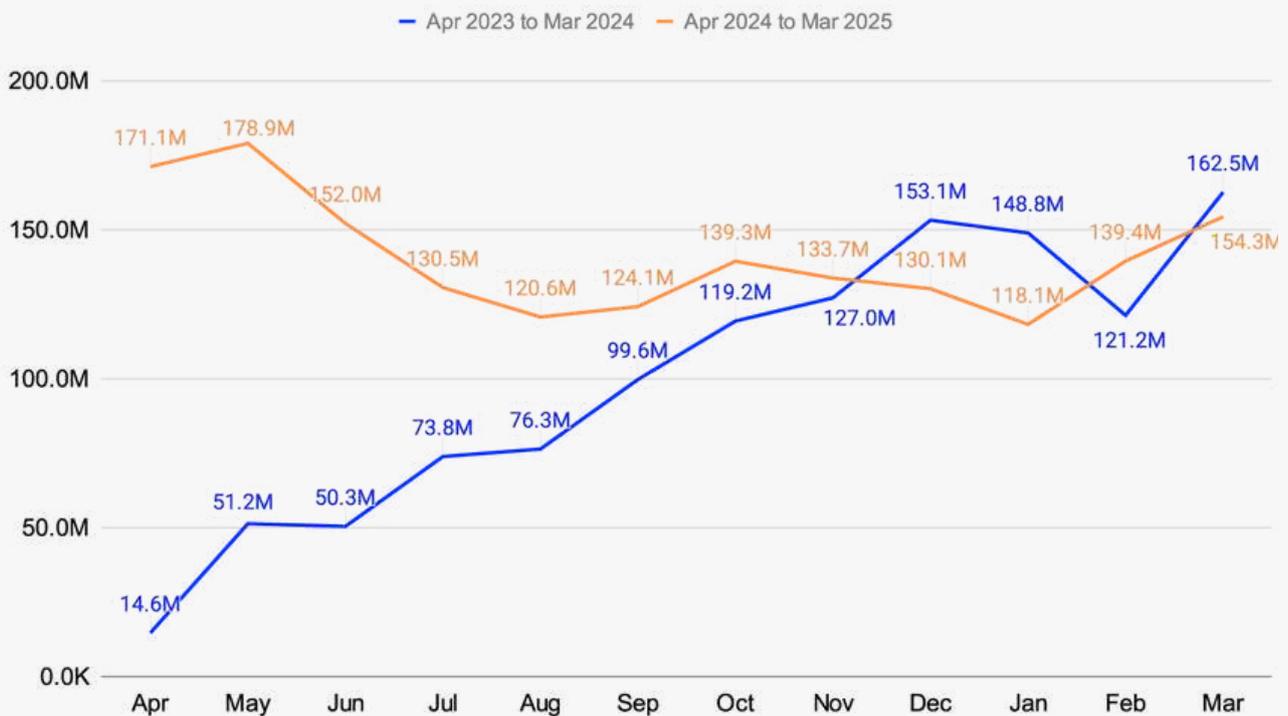
3.

Gemini

Gemini Performance (Apr 2024–Mar 2025):

- **Total Visits:** 1.7B, up 41% from 1.2B last year.
- **Monthly Average:** 141M visits.
- **Daily Average (Mar 2025):** 5.1M visits.
- **Month-over-Month Trend:** Peaked in May 2024 (178.9M), dipped mid-year, hit a low in January (118.1M), and rebounded to 154.3M by March—showing early momentum followed by stabilization.

Gemini Visits Trend MoM (Past 24 Months)



Key Insight:

Despite major investments and features like **Gemini Live and Veo 2**, Gemini's growth has plateaued at **~141M monthly visits**. Limited global reach and app integration may be holding back broader adoption, signaling the need for strategic shifts to boost engagement.

4.

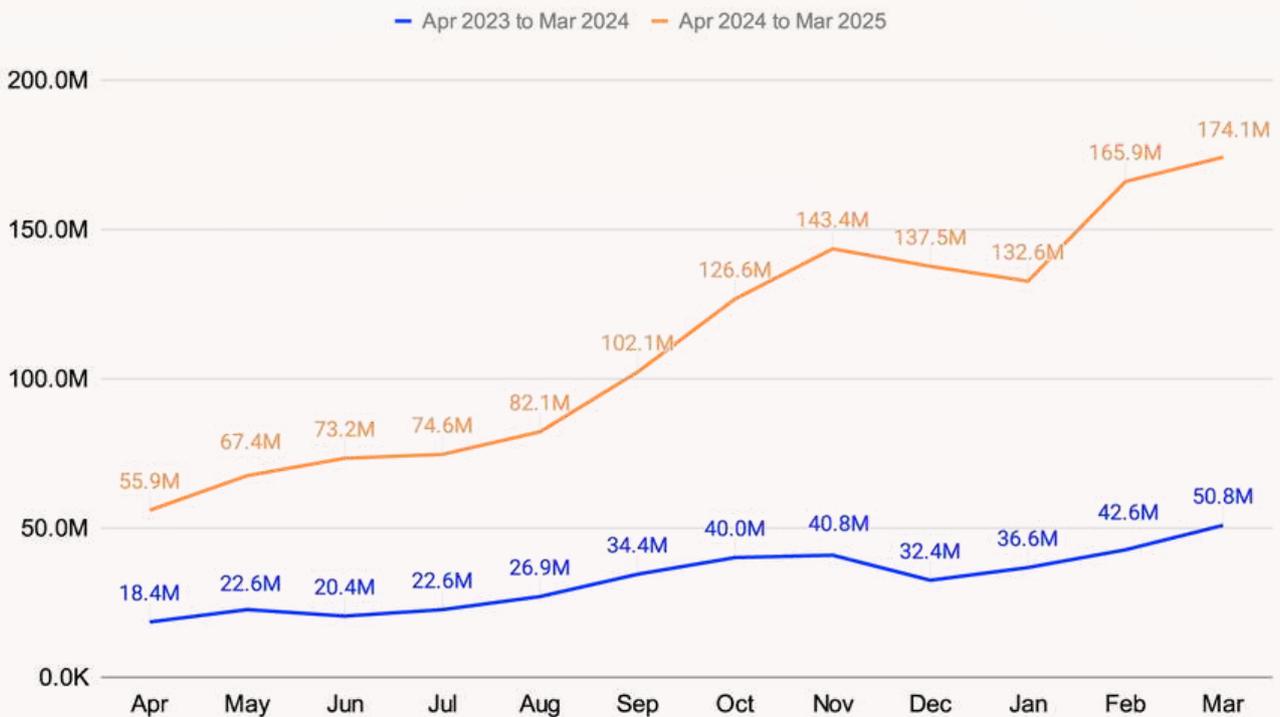


perplexity

Perplexity Performance (Apr 2024–Mar 2025):

- **Total Visits:** Increased from 388.5M to 1.3B, a 244% YoY rise.
- **Monthly Average:** 111.3M visits.
- **Daily Average (Mar 2025):** 5.8M visits, the highest so far.
- **Month-over-Month Trend:** Steady growth from 55.9M in April 2024 to 174.1M in March 2025, with a brief dip late-year followed by a strong rebound.

Perplexity Visits Trend MoM (Past 24 Months)



Key Insight:

Perplexity maintained a steady growth trajectory, capped by a sharp rebound in early 2025. Strategic moves—like Motorola integration and rumored Samsung partnerships—hint at a broader push toward mainstream adoption. The trend suggests growing traction, with momentum likely to accelerate.

5.

Claude

Claude Performance (Apr 2024–Mar 2025):

- **Total Visits:** Jumped from 240.1M to 1.2B, a 383% YoY increase.
- **Monthly Average:** 96.7M visits.
- **Daily Average (Mar 2025):** 4.3M visits, its strongest month yet.
- **Month-over-Month Trend:** Steady growth from 58.8M in April 2024 to 128.9M in March 2025, with some late-year fluctuations followed by a strong finish.

Claude Visits Trend MoM (Past 24 Months)



Key Insight:

Claude's growth has been steady, with a **15% MoM increase** by March 2025—slower than some competitors. Recent updates like the **Claude 3.7 Sonnet model**, Google Workspace integration, and upcoming voice features aim to boost its appeal, especially for professional users, setting the stage for faster future growth.

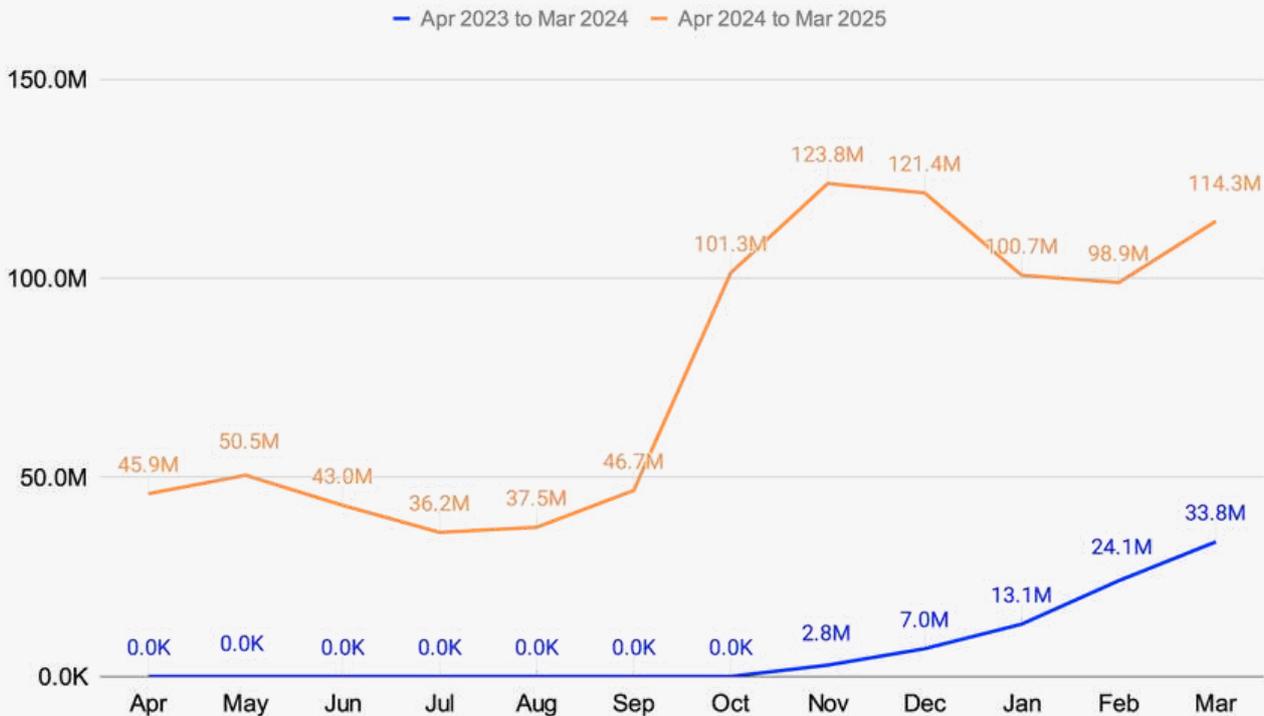
6.



Microsoft Copilot Performance (Apr 2024–Mar 2025):

- **Total Visits:** Jumped from 80.8M to 920.4M, a 1039% YoY increase.
- **Monthly Average:** 76.7M visits.
- **Daily Average (Mar 2025):** 3.8M visits.
- **Month-over-Month Trend:** Sharp rise starting October 2024, peaking at 123.8M in November; slight dip early 2025, then rebounding to 114.3M in March.

Microsoft Copilot Visits Trend MoM (Past 24 Months)



Key Insight:

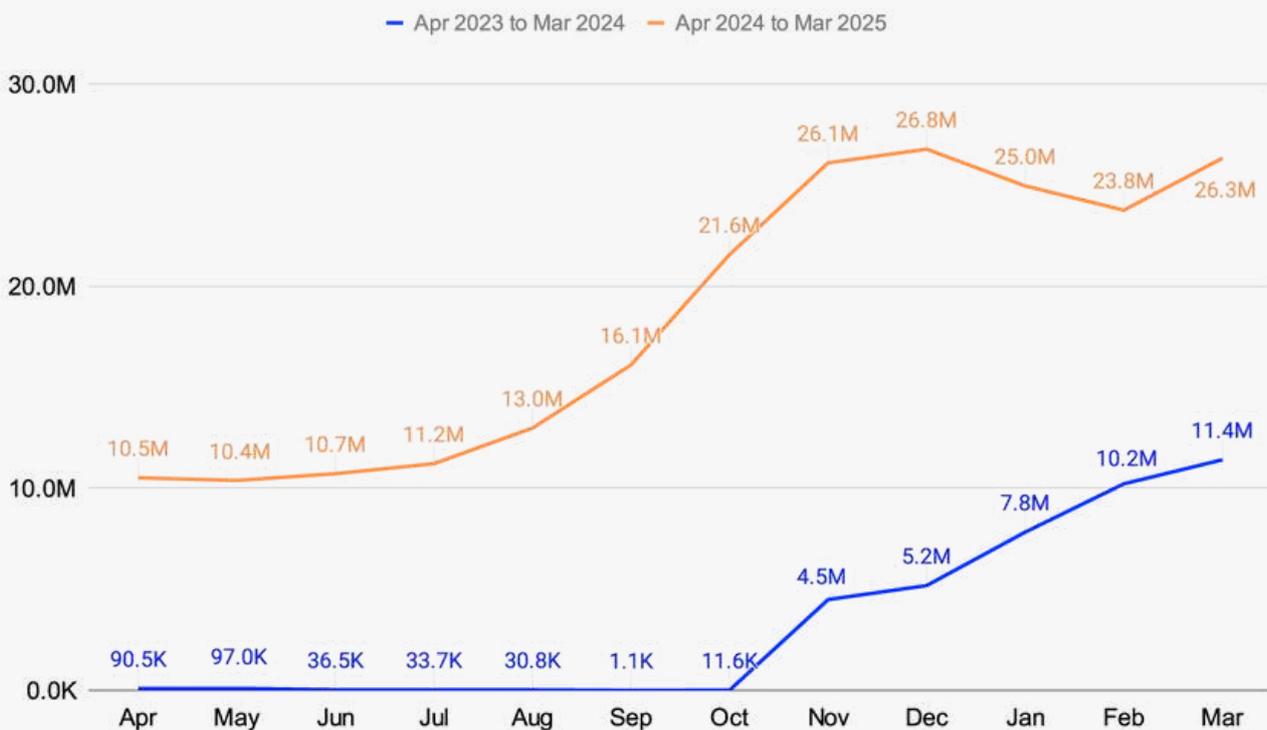
Microsoft Copilot's user base grew **over 1000% in the past year**, with **114.3M visits** in March 2025—a **15.6% monthly increase**. New features like Copilot Vision for voice control and Copilot Studio for AI interaction with apps, along with local business focus, strengthen its role across varied users.



Blackbox Performance (Apr 2024–Mar 2025):

- **Total Visits:** Increased from 39.5M to 221.5M, a 461% YoY rise.
- **Monthly Average:** 18.5M visits.
- **Daily Average (Mar 2025):** 878K visits.
- **Month-over-Month Trend:** Steady growth from 10.5M in April to 26.3M in March, with strong momentum from September and stable engagement through early 2025.

Blackbox AI Visits Trend MoM (Past 24 Months)



Key Insight:

Though not a typical chatbot, Blackbox AI serves as a **developer-focused coding assistant** with chatbot features. Its rapid growth highlights the rising demand for specialized productivity tools in software development, offering real-time code generation, debugging, and IDE integration tailored for engineers.

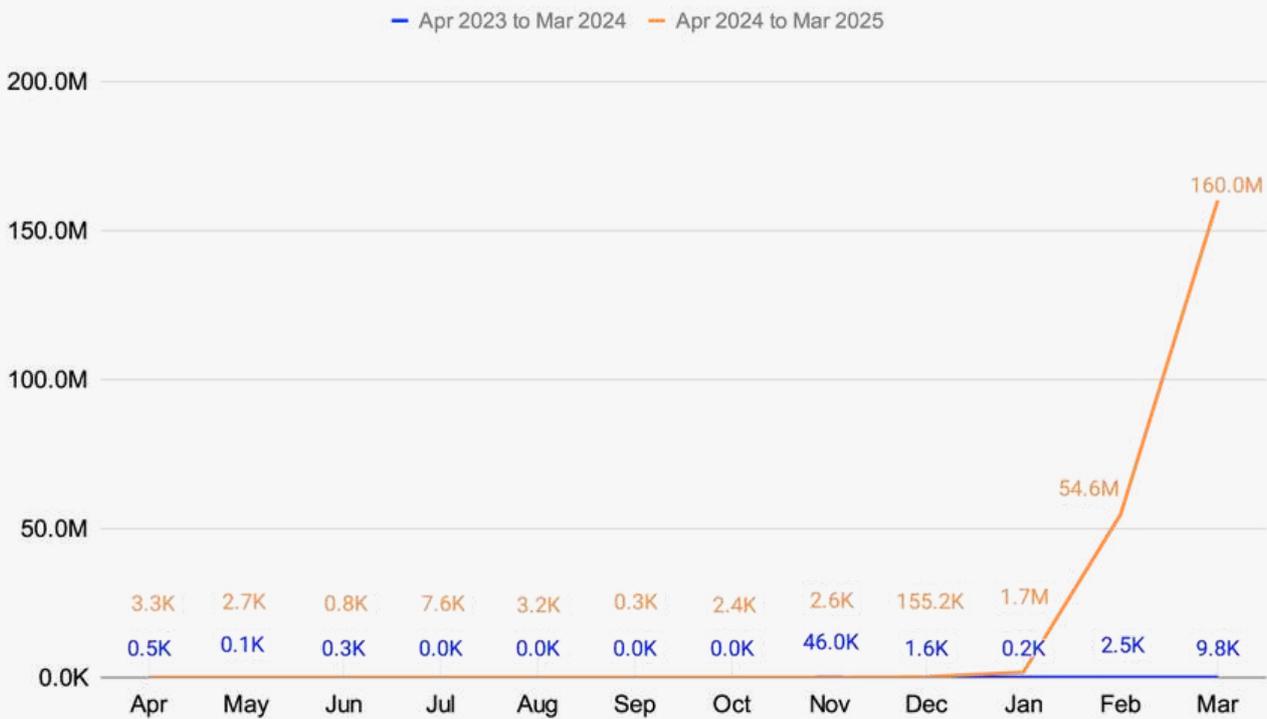
8.



Grok Performance (Apr 2024–Mar 2025):

- **Total Visits:** Skyrocketed from 61.2K to 216.5M—a 353,788% YoY increase.
- **Monthly Average:** 18M visits, driven by rapid late-year adoption.
- **Daily Average (Mar 2025):** 5.3M visits, surpassing Gemini, Claude, and Microsoft Copilot.
- **Month-over-Month Trend:** Minimal early activity followed by explosive growth from 1.7M in January to 160M in March.

Grok Visits Trend MoM (Past 24 Months)



Key Insight:

Grok’s rapid rise is driven by **Grok-3**, featuring advanced reasoning that outperforms **GPT-4o** and **Gemini 2 Pro** on key benchmarks. Innovations like “Big Brain” mode and personalized memory position Grok to become the third most popular AI tool after ChatGPT and DeepSeek, if momentum holds.

9.



Monica Performance (Apr 2024–Mar 2025):

- **Total Visits:** Increased from 49.9M to 164.5M, a 230% YoY rise.
- **Monthly Average:** 13.7M visits.
- **Daily Average (Mar 2025):** 671.8K visits, with March hitting 20.2M visits.
- **Month-over-Month Trend:** Fluctuating but overall growth, rising from 8.1M in April 2024 to 20.2M in March 2025, with renewed momentum from January.

Monica Visits Trend MoM (Past 24 Months)



Key Insight:

Monica stands out by integrating top AI models like **GPT-4o**, **Claude 3.7**, **DeepSeek V3**, and **Gemini 2.0** within one platform. This model-agnostic approach lets users easily switch between AI tools for coding, design, and writing—ideal for professionals seeking a streamlined, versatile workflow without managing multiple subscriptions.

10.



Meta AI Performance (Apr 2024–Mar 2025):

- **Total Visits:** Grew from 76.4K to 108.9M, a 142,430% YoY increase.
- **Monthly Average:** 9.1M visits.
- **Daily Average (Mar 2025):** 407K visits.
- **Trend:** Steady growth from 5.8M in April to 12.2M in March, peaking at 12.5M visits between November and January.

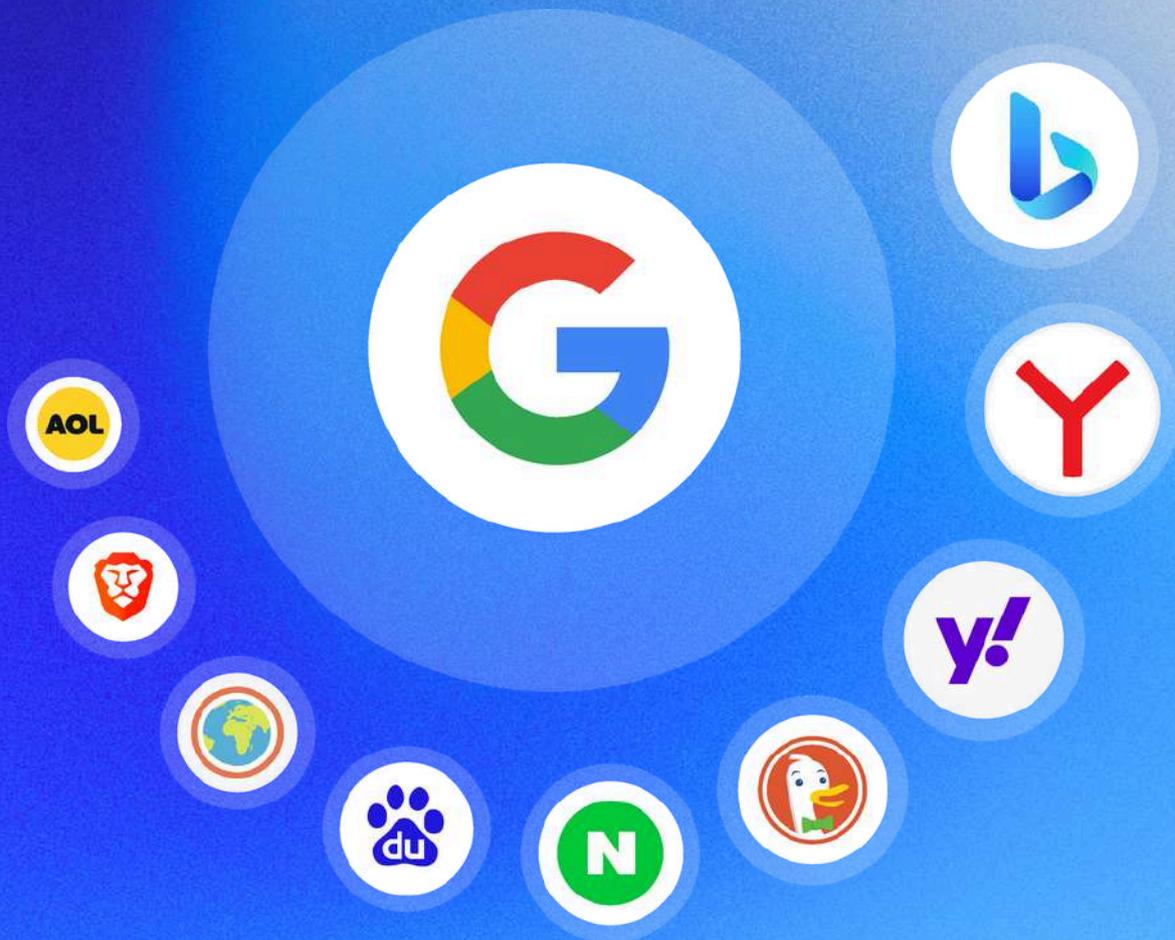
Meta AI Visits Trend MoM (Past 24 Months)



Key Insight:

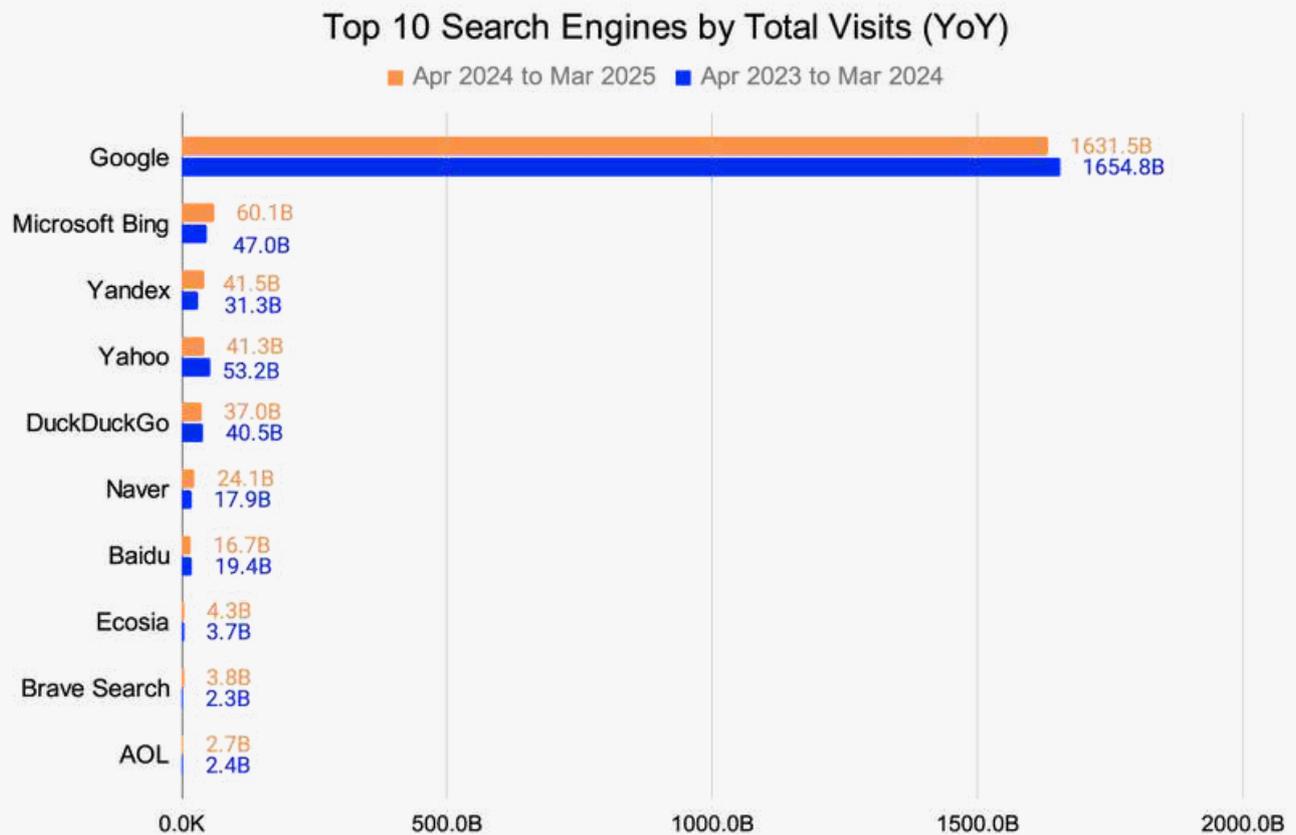
Despite Meta’s strong infrastructure and open-source **LLaMA models**, Meta AI’s user engagement remains modest due to limited global availability and feature restrictions. Its integration in existing apps may reduce direct user interactions. In contrast, platforms like DeepSeek achieve wider adoption through broader access and user-focused design.

Top 10 Search Engines by **Total Visits (YoY)**



Top 10 Search Engines by Total Visits (YoY)

This section reviews the top 10 search engines and their year-over-year performance. While AI chatbots are rising fast, traditional search engines still dominate web traffic and remain central to how users navigate the internet.



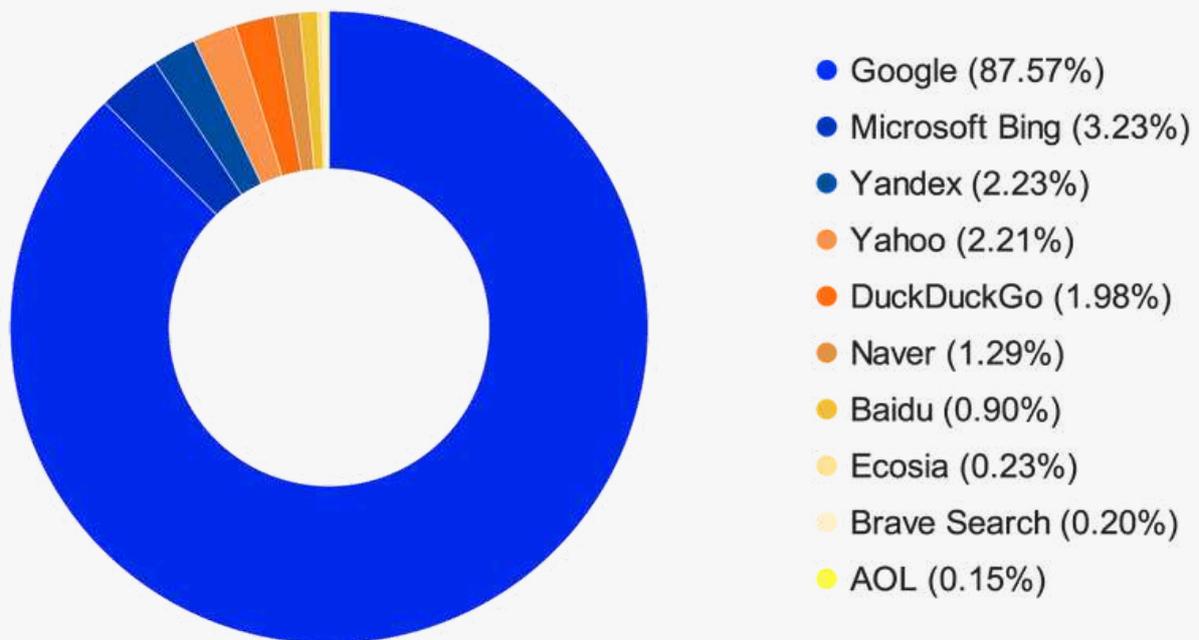
Key Insight:

Google continues to dominate the search landscape with 1,631.5B visits—holding 87.57% of total search engine traffic—despite a slight YoY dip. Meanwhile, emerging players like Yandex, Naver, and Brave Search are showing notable growth, signaling that AI integration is helping traditional platforms adapt and stay competitive.

Share of Total Search Engines Visits (Apr 2024 – Mar 2025)

To complement the total visit comparison, this pie chart breaks down how traffic is distributed across the top 10 search engines in the most recent year (Apr 2024–Mar 2025). It highlights each platform’s share of the overall usage, offering a clearer view of dominance, competition, and emerging shifts within the traditional search landscape.

Share of Total Search Engines Visits (Apr 2024 – Mar 2025)



Key Insight:

Google continues to dominate the search market with 87.57% of total visits, far surpassing all other platforms. While Microsoft Bing, Yandex, and Naver showed the most notable YoY growth, the remaining search engines hold only a small fraction—highlighting a highly concentrated market with limited disruption so far.

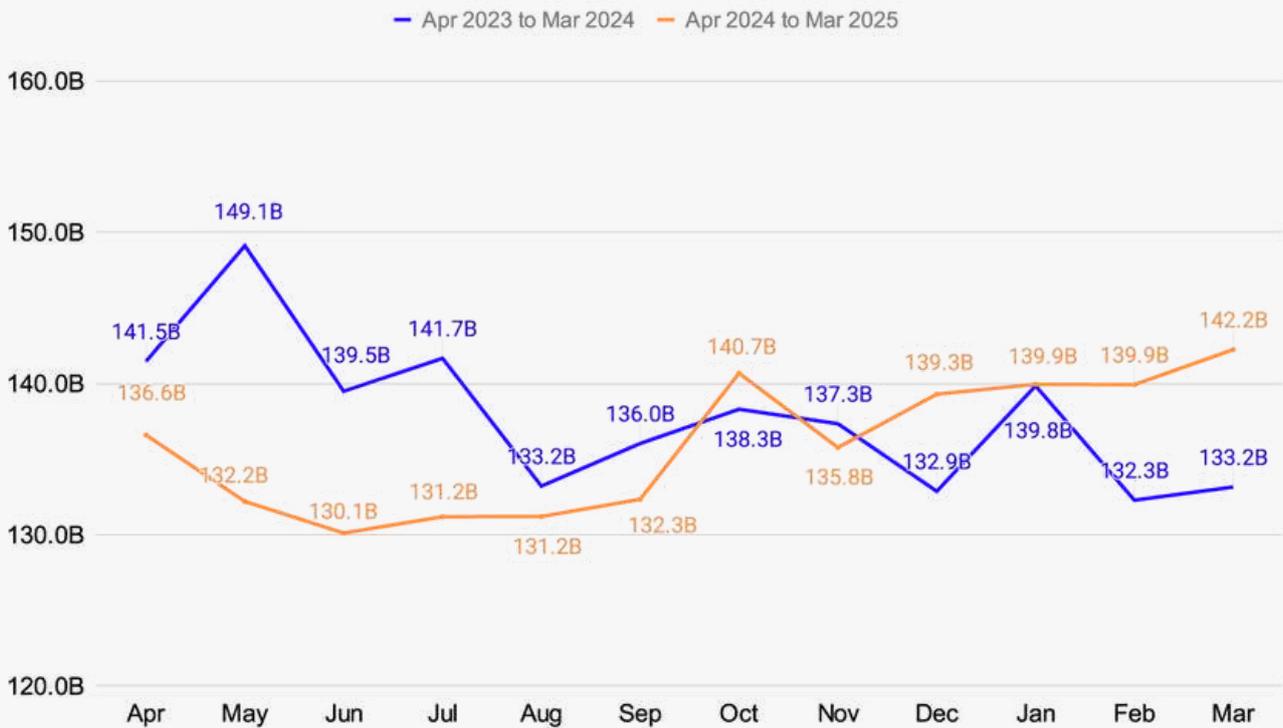
1.



Google Search Performance (Apr 2024–Mar 2025):

- **Total Visits:** 1.63 trillion, down 1.41% YoY from 1.65 trillion.
- **Monthly Average:** 136.0B visits.
- **Daily Average (Mar 2025):** 4.7B visits.
- **Month-over-Month Trend:** Decline from April to August, followed by steady growth from October, peaking at 142.2B in March 2025.

Google Visits Trend MoM (Past 24 Months)



Key Insight:

Google remains the top search engine with **4.7 billion daily visits**, despite a slight YoY dip. Its late-2024 rebound aligns with AI-driven features like Overviews, SGE, and Gemini integration—helping sustain its dominance in the evolving search landscape.

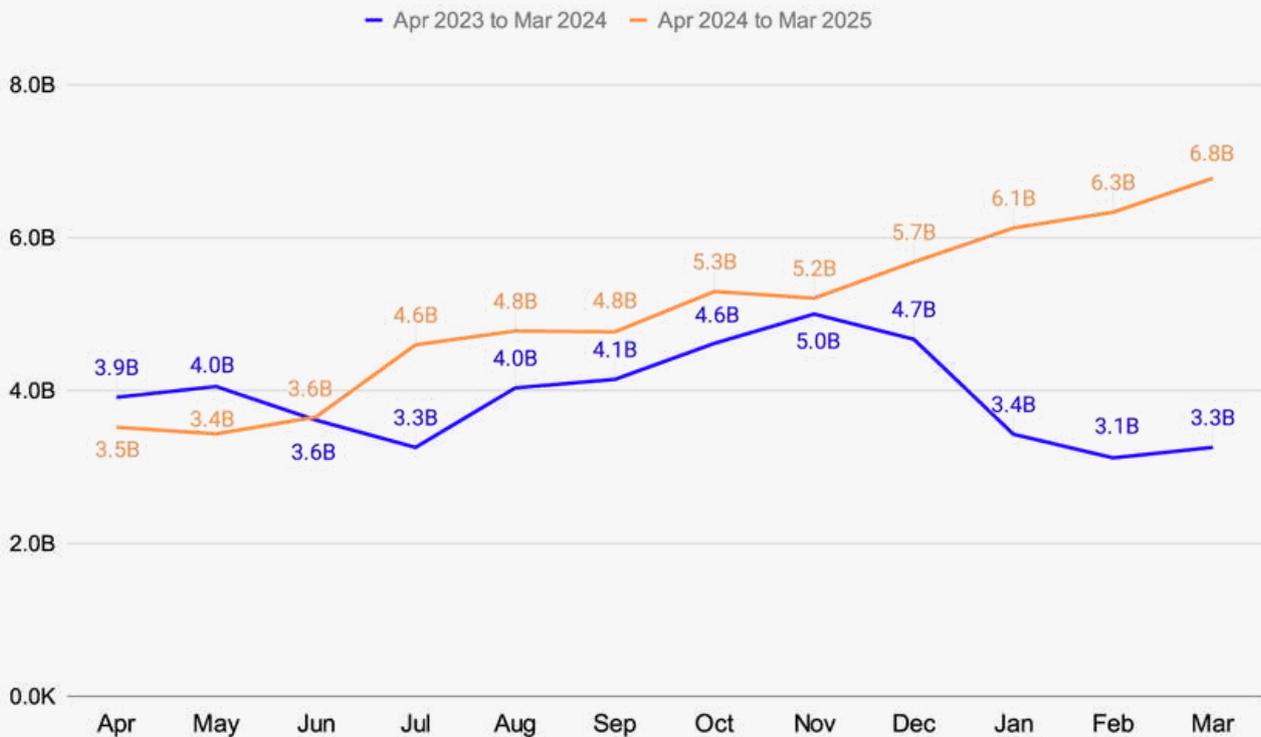
2.



Google Search Performance (Apr 2024–Mar 2025):

- **Total Visits:** 60.1B total visits, a 27.77% YoY increase
- **Monthly Average:** 5.0B visits.
- **Daily Average (Mar 2025):** 225.7M visits.
- **Month-over-Month Trend:** Rising steadily from 3.5B in April to 6.8B in March, reflecting strong AI-driven adoption.

Microsoft Bing Visits Trend MoM (Past 24 Months)



Key Insight:

Bing's **27.77% YoY growth** shows the success of its AI-first strategy. With deep Copilot and GPT integration, Bing isn't just catching up—it's converting users and reshaping search with an AI-enhanced experience.

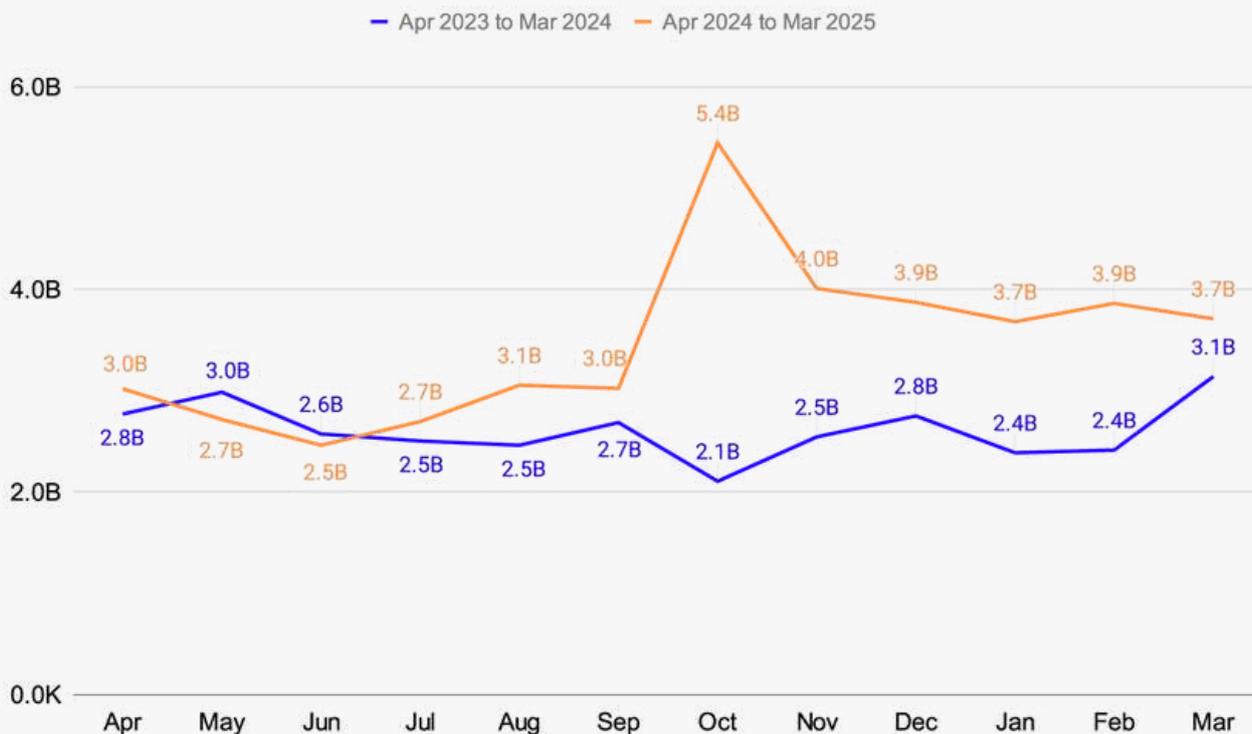
3.

Yandex

Yandex Performance (Apr 2024–Mar 2025):

- **Total Visits:** 41.5 billion, up 32.65% YoY from 31.3 billion.
- **Average Monthly Visits:** 3.5 billion, with steady performance and occasional spikes.
- **Average Daily Visits (Mar 2025):** 123.7 million, showing solid engagement.
- **Month-over-Month Trend:** Peaked at 5.4 billion visits in October 2024, then stabilized above 3.7 billion, maintaining growth over last year.

Yandex Visits Trend MoM (Past 24 Months)

**Key Insight:**

Yandex's growth is driven by strong regional loyalty and AI-powered features tailored to Russian-speaking users. While its global reach is limited, consistent monthly visits above **3.7 billion** highlight its steady market presence amid larger competitors.

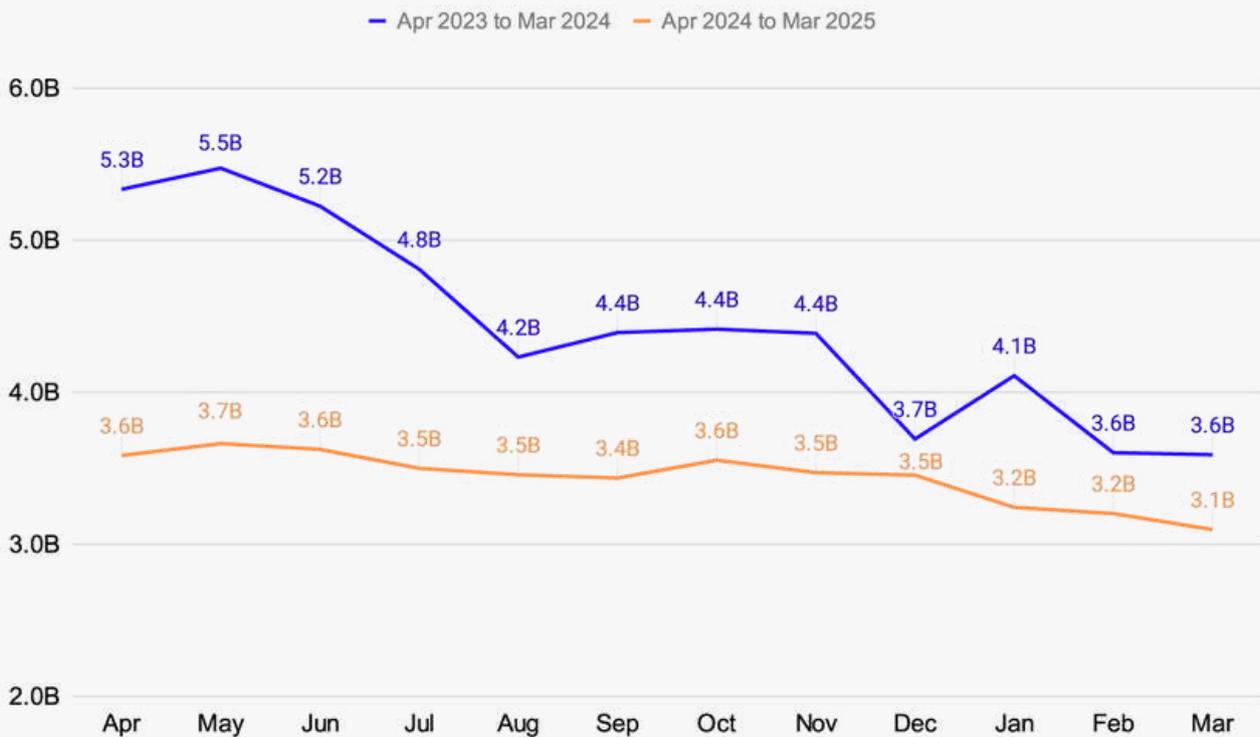
4.

yahoo!

Yahoo Performance (Apr 2024–Mar 2025):

- **Total Visits:** 41.3 billion, down 22.5% from 53.2 billion the previous year.
- **Average Monthly Visits:** 3.4 billion, a notable decline year-over-year.
- **Average Daily Visits (Mar 2025):** 103.2 million, continuing a gradual decrease.
- **Month-over-Month Trend:** Steady decline from 3.6 billion visits in April 2024 to 3.1 billion in March 2025, with no signs of recovery.

Yahoo Visits Trend MoM (Past 24 Months)

**Key Insight:**

Yahoo's **22.5% YoY traffic decline** highlights its struggle to stay competitive in an AI-driven search market. While Google and **Microsoft Bing** have successfully integrated AI features—such as AI summaries, conversational search, and deep OpenAI partnerships—Yahoo has lagged behind in adopting these advancements. This slow response has led to consistent monthly traffic losses and diminishing user interest.

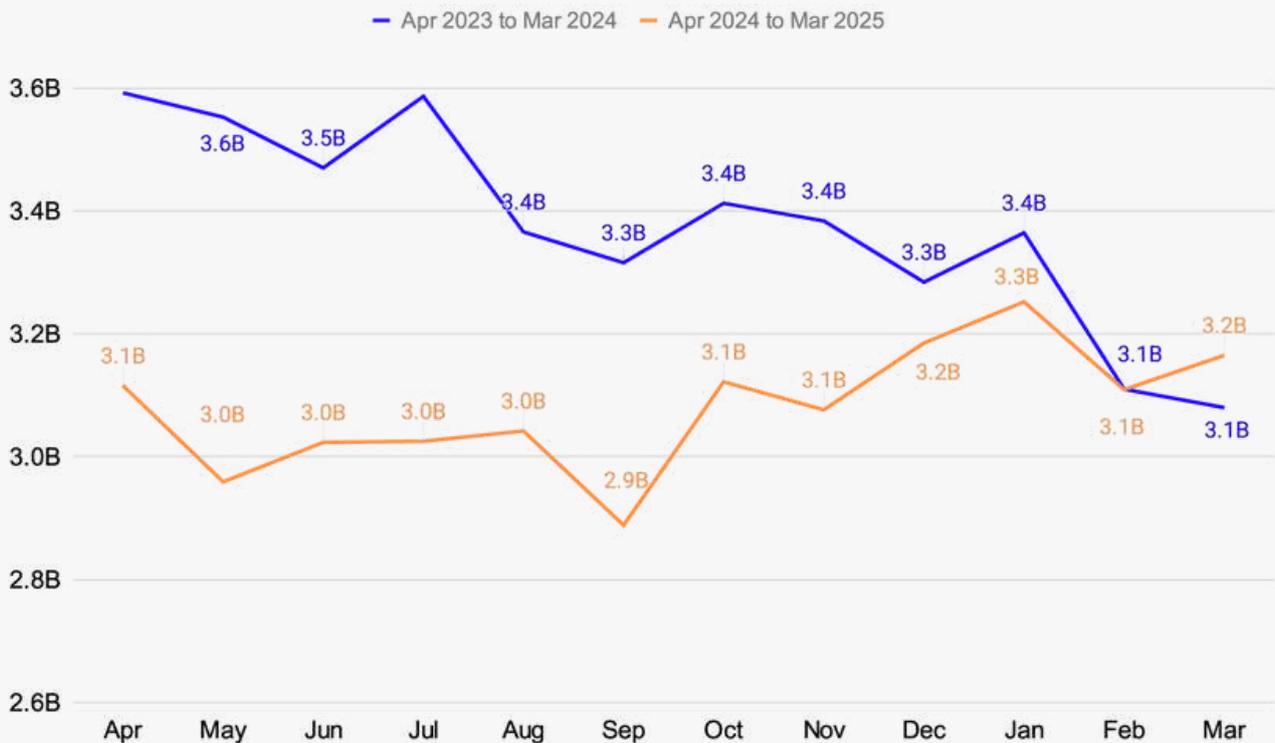
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Yahoo Performance (Apr 2024–Mar 2025):

- **Total Visits:** 37.0 billion, down 8.77% from 40.5 billion the previous year.
- **Average Monthly Visits:** 3.1 billion, maintaining steady use among privacy-focused users but showing stagnant growth.
- **Average Daily Visits (Mar 2025):** 105.5 million, trailing behind faster-growing competitors like Bing and Yandex.
- **Month-over-Month Growth:** Traffic fluctuated but remained stable overall, with a slight uptick to 3.2 billion visits in March 2025, hinting at modest recovery.

DuckDuckGo Visits Trend MoM (Past 24 Months)



Key Insight:

DuckDuckGo has introduced AI-powered features through **Duck.AI**, leveraging GPT-4 to deliver smarter, personalized search results while maintaining its privacy-first ethos. However, despite these enhancements, **DuckDuckGo's** total visits have slightly declined year-over-year, unlike competitors Google and Bing, which continue to grow through deeper AI integration.

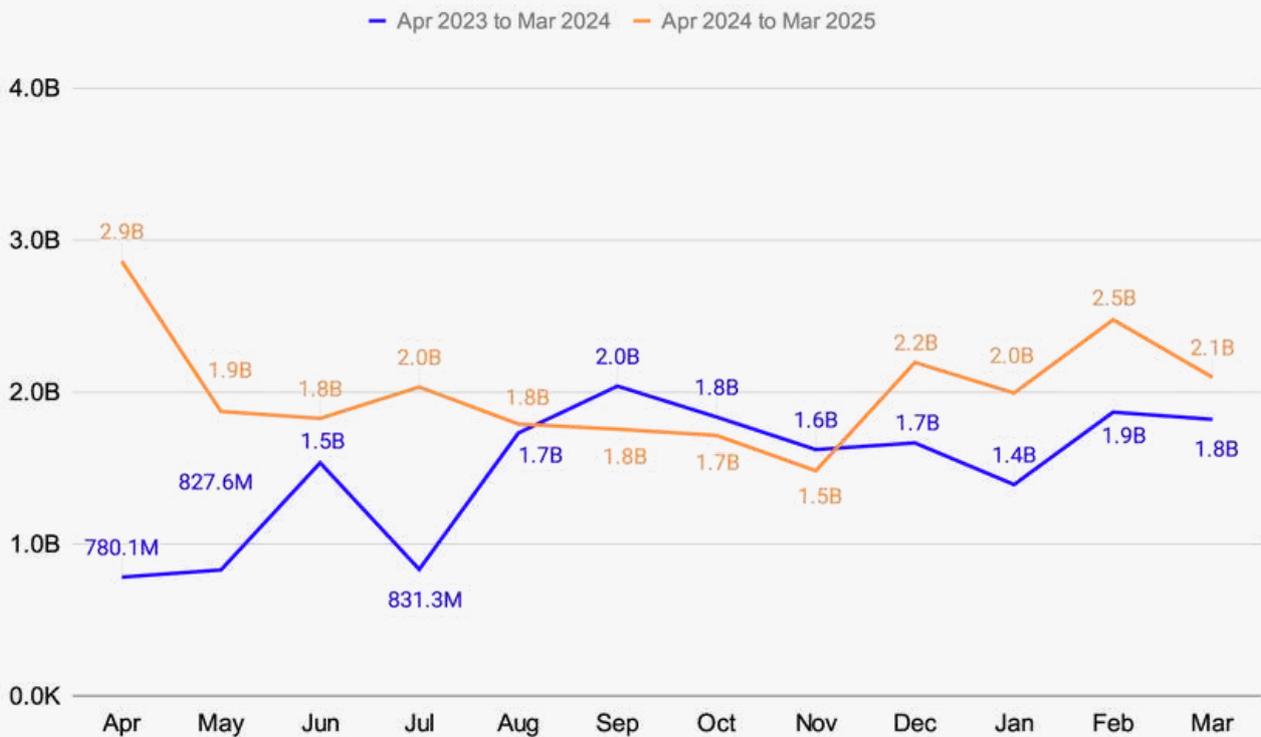
6.

NAVER

Naver Performance (Apr 2024–Mar 2025):

- **Total Visits:** 24.1 billion, up 34.28% from 17.9 billion the previous year.
- **Average Monthly Visits:** 2.0 billion, reflecting steady user growth.
- **Average Daily Visits (Mar 2025):** 69.9 million, showing consistent engagement.
- **Month-over-Month Growth:** Traffic rebounded after a dip in Oct-Nov 2024 (1.5B visits), rising steadily from Dec 2024 with a peak in Feb 2025.

Naver Visits Trend MoM (Past 24 Months)



Key Insight:

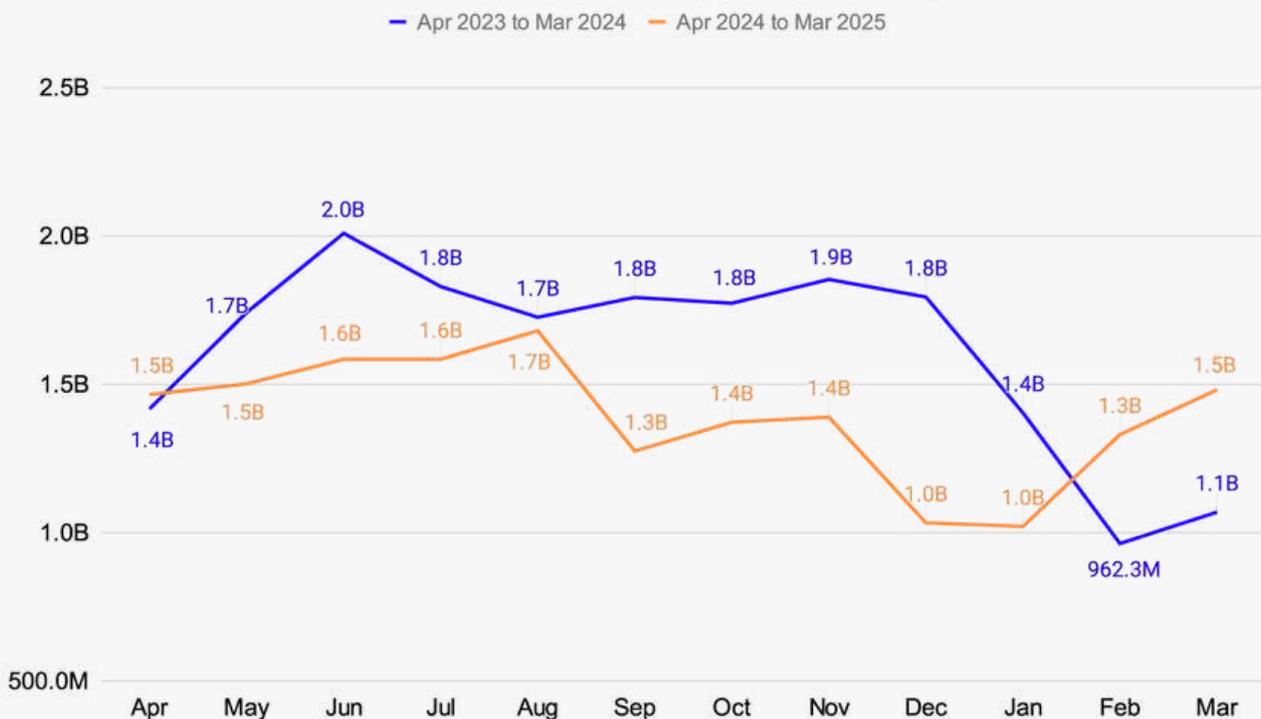
Naver's 34.28% YoY growth highlights its rising competitiveness despite pressure from global giants. Its steady daily engagement reflects successful AI and algorithm improvements, particularly in East Asia. To strengthen its position, Naver must keep innovating to match the pace of global leaders.



Baidu Performance (Apr 2024–Mar 2025):

- **Total Visits:** 16.7 billion, down 13.71% from 19.4 billion last year.
- **Average Monthly Visits:** 1.4 billion, reflecting decreased user engagement.
- **Average Daily Visits (Mar 2025):** 49.3 million, showing a decline but a slight rebound in recent months.
- **Month-over-Month Growth:** Overall decline with a modest uptick in Feb and Mar 2025, likely driven by Baidu's integration of DeepSeek AI technology.

Baidu Visits Trend MoM (Past 24 Months)



Key Insight:

Baidu has recently integrated DeepSeek's AI models, including DeepSeek R1, alongside its own Ernie models, starting grayscale tests in February 2025. This marks Baidu's effort to catch up with AI advancements amid rising competition from Google and Microsoft Bing.

Though previously slow to adopt AI, these integrations have helped boost visits in early 2025, stabilizing Baidu's traffic decline in its core Chinese market. However, Baidu still faces strong competition domestically and globally.

Ecosia Performance (Apr 2024–Mar 2025):

- **Total Visits:** 4.3 billion visits, up 17.79% YoY.
- **Average Monthly Visits:** 360.3 million, showing steady user growth.
- **Average Daily Visits (Mar 2025):** 13 million, fueled by its eco-friendly mission.
- **Month-over-Month Growth:** Experienced fluctuations but gained momentum from November 2024, with a strong rise to 391.3 million visits in Feb-Mar 2025.

Ecosia Visits Trend MoM (Past 24 Months)



Key Insight:

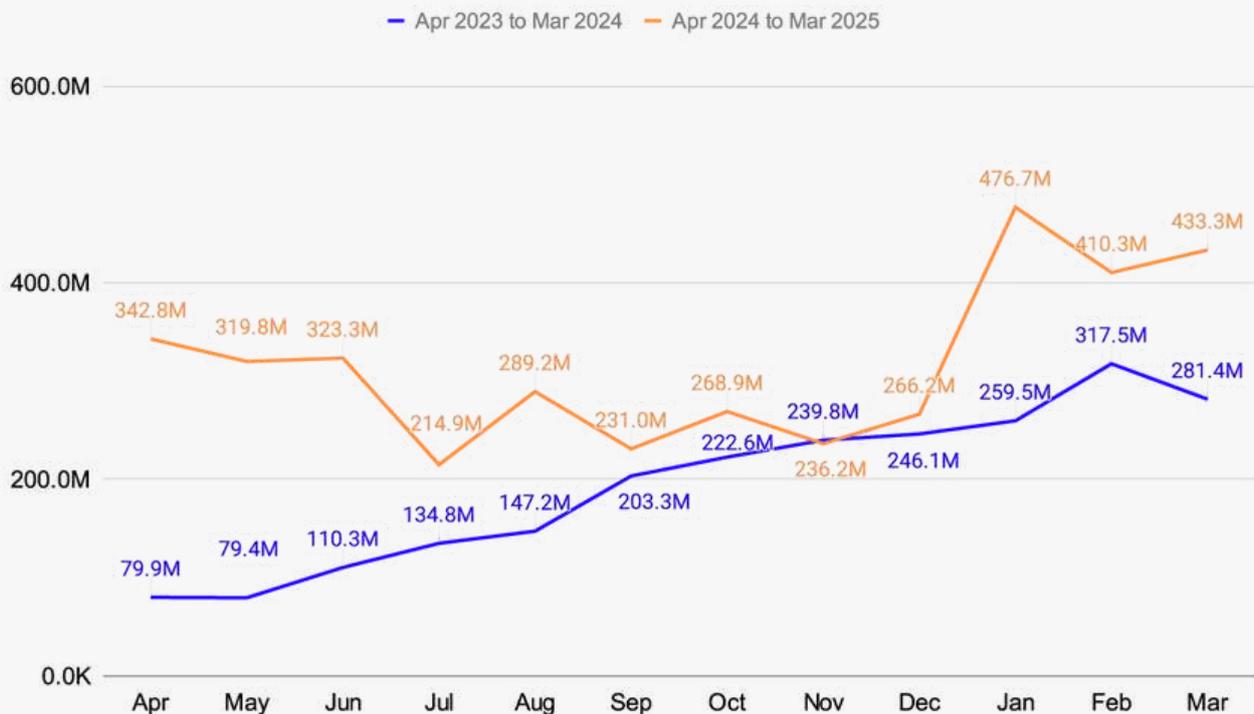
Ecosia's steady growth, especially in late 2024 and early 2025, reflects its strong brand and eco-conscious mission that resonates with users. Despite some dips, its consistent traffic growth highlights ongoing user engagement.

AI integration and a clear focus on sustainability help Ecosia maintain a unique and growing presence in the competitive search market as a favored alternative.

Brave Performance (Apr 2024–Mar 2025):

- **Total Visits:** 3.8 billion visits, up 64.20% YoY from 2.3 billion.
- **Average Monthly Visits:** 317.7 million, showing steady growth.
- **Average Daily Visits (March 2025):** 14.4 million, indicating rising user engagement.
- **Month-over-Month Growth:** Sharp increase starting January 2025, with visits jumping to 476.7 million, driven by heightened awareness and demand for privacy-focused search.

Brave Search Visits Trend MoM (Past 24 Months)



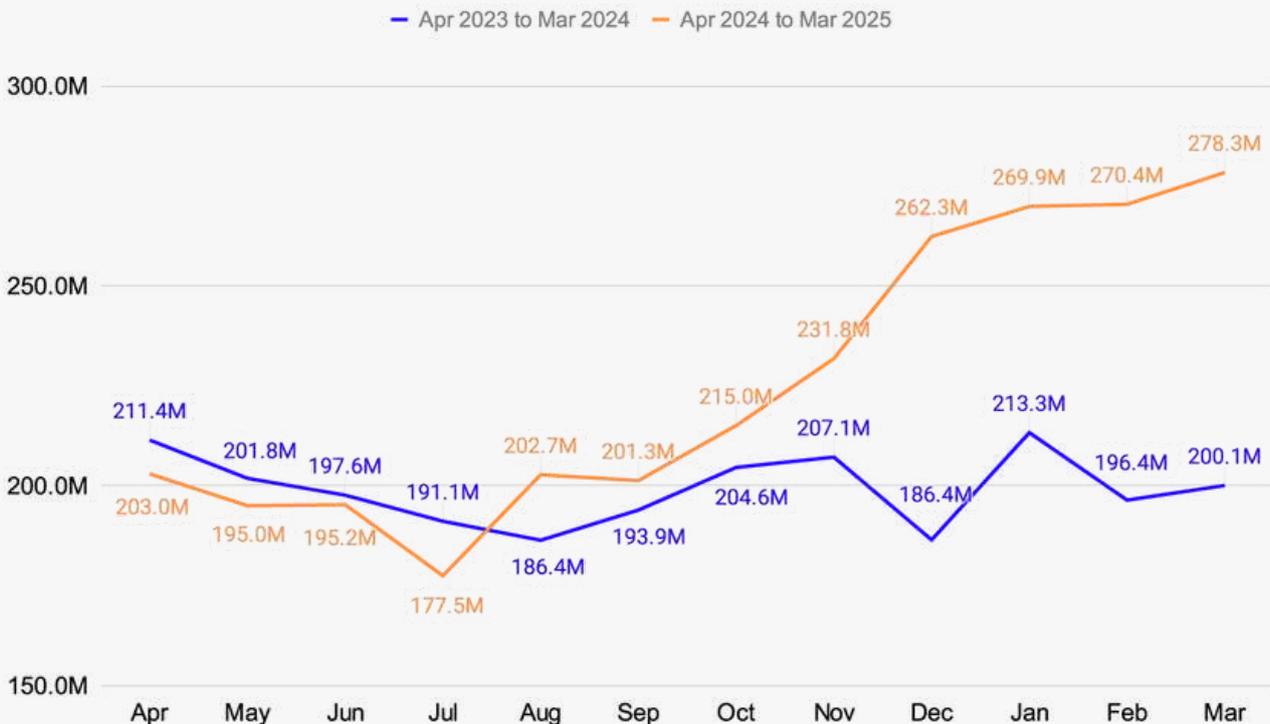
Key Insight:

Brave Search's **64.20% YoY growth** underscores its rise as a notable competitor in the search engine space, standing out amid stagnation among traditional players. Its strong focus on privacy resonates deeply with users, fueling steady increases in visits and engagement. The January 2025 traffic surge reflects growing awareness and differentiation from giants like Google and Bing. If Brave maintains this privacy-first edge, it could further expand its market share despite intense competition.

AOL Performance (Apr 2024–Mar 2025):

- **Total Visits:** 2.7 billion, up 13.07% YoY, signaling a steady recovery.
- **Average Monthly Visits:** 225.2 million, reflecting consistent but gradual growth.
- **Average Daily Visits (Mar 2025):** 9.3 million, showing increased engagement on a smaller scale.
- **Month-over-Month Growth:** Positive momentum from December 2024, with visits rising sharply to 278.3 million by March 2025, indicating a clear rebound.

AOL Visits Trend MoM (Past 24 Months)



Key Insight:

AOL's recent growth reflects some recovery momentum, especially in early 2025, but its lack of AI integration limits its competitive edge. Relying on Bing-powered traditional search and focusing on digital ads and subscriptions, AOL risks falling behind as AI-driven innovations reshape the market. Without embracing AI to enhance user experience, AOL may struggle to maintain relevance against more advanced, AI-powered competitors like Google and Microsoft.

Verdict: Are AI
Chatbots Quietly
**Replacing Search
Engines?**

Final Verdict:

What the Data Really Tells Us

AI chatbots are growing—fast.
But they're not replacing search engines—at least, not yet.

Despite an 80.92% year-over-year surge in chatbot traffic, **total visits (55.2B) still account for just 2.97% of what search engines see (1.86T)**. Even the leader, ChatGPT, gets 26X fewer daily visits than Google.

And while search engines saw a modest dip (-0.51% YoY), the latest trend tells a different story—usage is rebounding, fueled by AI-powered features like Google's SGE and Bing's Copilot.

Search isn't dying. It's evolving.

So what does this mean for businesses?

- SEO is still very much worth investing in.
- Smart SEOs are already doubling down—and winning big.
- Chatbots rely on reliable, optimized, high-authority content—exactly what good SEO provides.

If you want to stay visible across both platforms, SEO is your bridge.

This is not the time to pause. It's the time to optimize harder.

Want to dominate both
Search Engines and AI Chatbots?

[!\[\]\(dc38b8cc7085cb587e06b8d8e5bbb240_img.jpg\) Book a FREE strategy call with us](#)

Get a tailored plan to grow across search engines and AI chatbots—at up to 40% lower cost than most traditional SEO agencies.

Are AI Chatbots Replacing Search Engines? **What Do the Experts Think?**



This study underscores a pivotal shift in digital behavior. While AI chatbots offer immediacy and conversational convenience, traditional search engines remain indispensable for comprehensive information retrieval. At Hennessey Digital, we've observed that users often initiate queries with chatbots but turn to search engines for in-depth exploration and validation.

This duality presents an opportunity: integrating AI's responsiveness with search engines' depth could redefine user engagement. For digital marketers, the takeaway is clear, embracing a hybrid approach that leverages both AI chatbots and search engine optimization will be key to staying ahead in the evolving digital landscape.

Jason Hennessey
CEO of [Hennessey Digital](#)



This is easily one of the most in-depth studies I've seen on the topic, and I appreciate the amount of effort that went into it.

What's happening in SEO and AI is a concern for most in the traditional SEO sphere, but it's important to see that, at least for now, the traffic traditional search can provide is still absolutely huge. I think AI Chatbots can provide superior traffic in general, but the quantity at the moment pales in comparison. The most interesting thing to me about a study like this one is not what I'm reading now, but what you can learn from regular monthly updates on the latest numbers. There's an expectation that one number will keep declining and one will keep increasing, so the rate of each should be pretty fascinating.

Going forward, it would be cool to see data from the likes of Similarweb as well, just to see how they compared to third-party estimates from elsewhere.

Glen Allsopp
Founder, [Gaps.com](#) &
[Detailed.com](#)



I don't think Ai Chatbots are replacing search engines – they are redefining the term (which can seem scary to some people). It's natural for tech to evolve, and that's what we see here. Sure, some industries will suffer or benefit, but Google isn't dying, and neither is SEO 😊

Steven Schneider
Co-founder & CEO of
[TrioSEO](#)





This gap isn't surprising. Google still has the built-in market share to compete with whatever first mover advantage ChatGPT had. That said, it would be foolish to ignore ChatGPT for that reason. Marketers need to embrace the new mindset shift in 2025. Rather than optimizing for individual traffic channels or chatbots, optimize for customers. Create content that would make sense for a brand even if Google or Chatbots didn't exist.

Vince Nero

Director of Content
Marketing, [BuzzStream](#)



Chatbots aren't taking over completely, but they're definitely shifting how people find local businesses early on.

Google still owns those urgent "plumber near me" searches, but when someone's just browsing for a new coffee spot? That's where AI is stepping in. If your business isn't in those high-quality sources AI pulls from, you might get overlooked. Get featured in local roundups, use structured data, keep your Google profile fresh, and encourage customer reviews.

It's not just about showing up on maps anymore – it's about being mentioned where AI is looking!

Justin Herring

Owner & SEO Expert of
[YEAH! Local](#)



The study shows AI is speeding up the evolution of Google and conventional search; not its death. The fact that Google has recovered in recent months with AI overviews leads to 1 main conclusion; AI integration will be table stakes going forward; not an optional bonus feature.

I can see the lines continuing to blur between search engines and chatbots. For example, more conversational features within Google search results. That way, the user will get the best of both conversational AI and the traditional search results in the 1 place.

Bill Gaule

Co-Founder & SEO Director of
[SERPsculpt](#)





AI chatbots aren't replacing search, they're converging with it. Every major platform that SEOs should prioritize is evolving into a unified "research engine" that blends large language models, traditional search, and knowledge graphs to deliver richer, more contextual results. Pure chatbots without real-time search integration aren't compelling SEO targets – they're out of date by design; the real opportunity lies in engines that combine conversational interfaces with live, verifiable information that drives users deeper into the decision journey. As an SEO, focus on Google Search, Bing Search, ChatGPT, Microsoft CoPilot, Perplexity, Google Gemini.

Jason Barnard

CEO at [Kalicube](#)



AI Chatbots/ LLMs are not replacing search yet. But, we need to really appreciate the numbers here. 34x does not seem like a large amount, but when you take into account that in a percentages it equals 3,400% more people are using Search engines vs chatbots/ LLMs.

The % better defines the gap between people using search engines vs AI Chatbots/ LLMs. That being said, need to pay attention to showing up on AI engines because it will only get bigger and it's not going away any time soon.

Peter Rota

Senior Technical SEO Manager of
[HUB International](#)



Since ChatGPT's late-2022 launch, AI chatbots have soared but haven't replaced search engines or killed SEO. Clients still ask, "How do I rank in Google?" Chatbots learn from Google and Bing crawls, so search engines stay core. To show up in AI or search, you need a crawlable site, relevant content, and strong authority—the same SEO basics.

I don't see chatbots taking over; they're just another surface like maps or video. So no, AI chatbots aren't replacing search engines.

Olga Zarr

SEO Consultant at [SEOSLY](#)



Methodology:
**The Data, Tools, and
Approach We Used**

To investigate the evolving relationship between AI chatbots and traditional search engines, we conducted a comparative analysis of global web traffic trends across both categories over a 24-month period—from April 2023 to March 2025.

Our goal was to determine whether the increasing popularity of AI chatbots is leading to a decline in search engine usage, and to what extent these two technologies are reshaping user behavior on the web.

Selection Criteria

Top 10 AI Chatbots

Top 10 selected based on March 2025 traffic data from [AITools.xyz](https://aistools.xyz). These include ChatGPT, DeepSeek, Perplexity, and others—collectively representing the majority of chatbot traffic.

Top 10 Search Engines

Top 10 selected from a pool of 20 platforms, sourced via Statista, SE Ranking, Ahrefs, and organic research. Rankings were finalized using Semrush traffic data from March 2025. Major platforms include Google, Bing, Yahoo, and Yandex.

Scope & Assumptions

The selected 10 platforms in each category represent over 95% of category-wide web visits.

We analyzed:

- Monthly visits
- Year-over-year (YoY) growth
- Average monthly/daily traffic
- Month-over-month (MoM) trends

Data Source & Tools

Traffic data was collected via Semrush, focusing on desktop and mobile web traffic only. Mobile app usage was excluded. For consistency, we used the primary .com domain for each platform (e.g., google.com, not google.de), except Yandex (yandex.ru).

Limitations

- Platform Scope: Covers top 10 chatbots/search engines only
- Web-Only: Mobile app usage not included
- Geo-Exclusion: Country domains excluded (e.g., google.co.uk)
- Estimated Data: Based on Semrush traffic estimates, not internal logs



We're the team behind the study: **Partner With Us for Ambitious SEO Growth!**

Powered by a strategic South Asian team and US-based leadership, we deliver premium, data-driven SEO at ~40% lower cost—without sacrificing quality.

We specialize in helping AI startups, SaaS companies, and digital businesses rank for revenue-driving, competitive keywords—using strategy-first execution paired with powerful backlinks. We're not just affordable—we're proven.

- Trusted by 1,200+ companies globally
- Strategy-led SEO that actually drives ROI
- High-authority backlinks that move rankings
- Same (or better) quality than top US agencies—at a fraction of the cost.

Want to dominate both
Search Engines and AI Chatbots?

[!\[\]\(b59c51a1865446c8f7a5093cc693b46d_img.jpg\) Book a FREE strategy call with us](#)