SEO LOST SHELF SPACE. AI IS THE NEW FRONT DOOR.

Your website traffic fell.

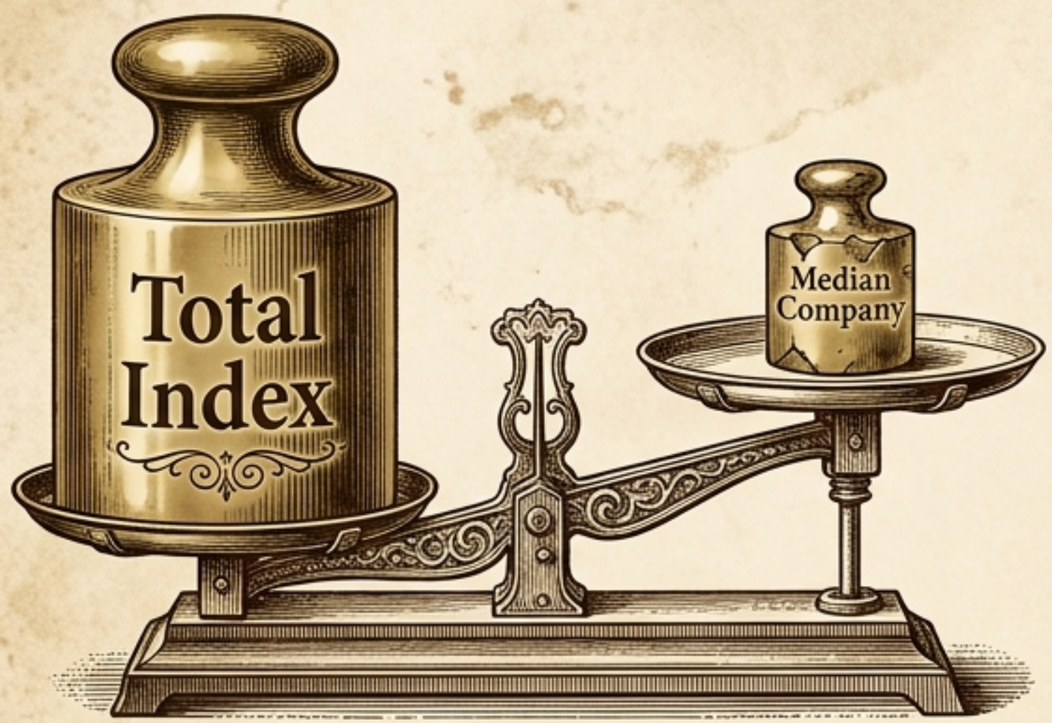


That does not automatically mean you lost the lead.

Presented to the Insurance Producers Guild by PSM Brokerage.

Gemini Notebook

The shelf concentrated.



Total visibility: +1.8%

Median company: -17.2%

(12 months to Sep 14, 2026)

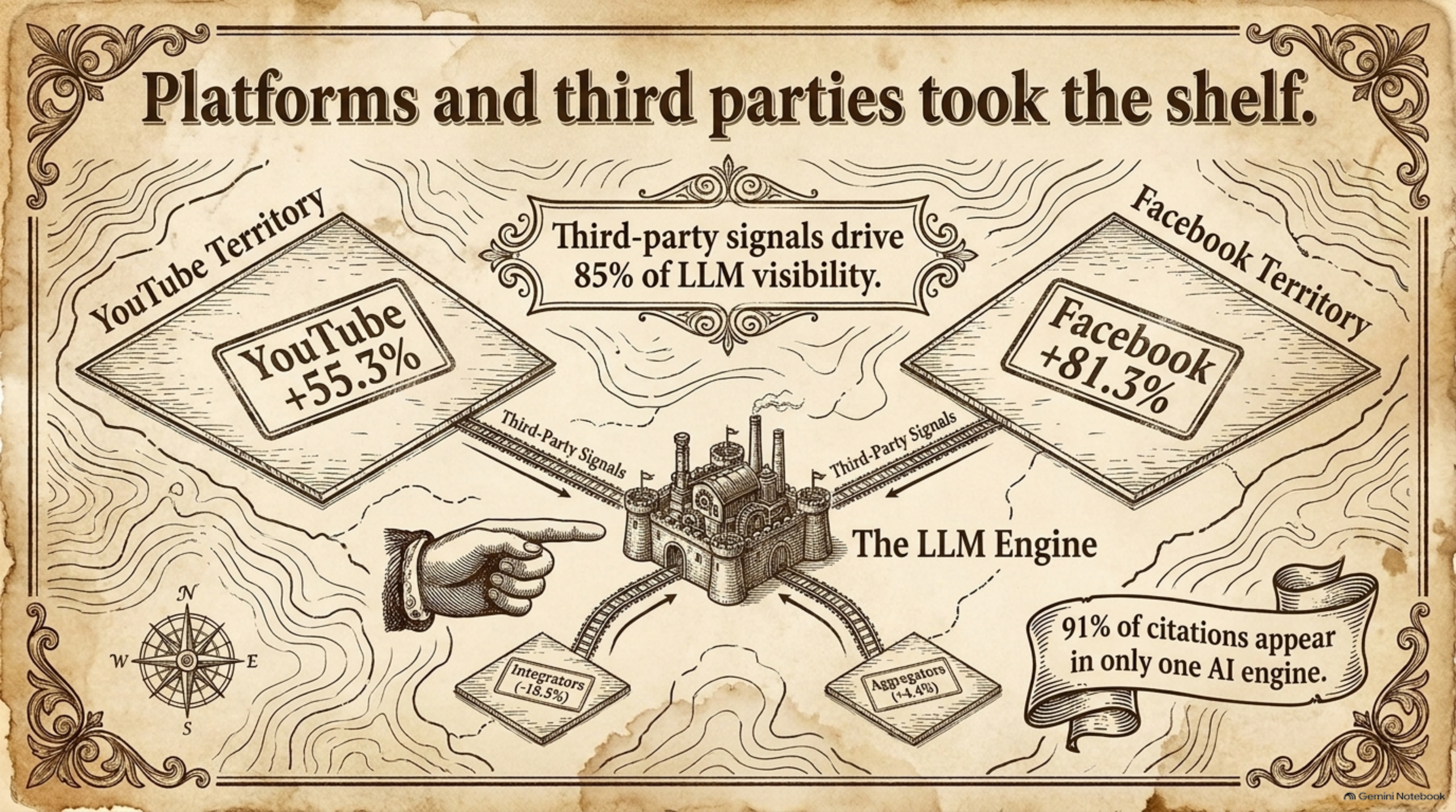


About 2 in 3 searches end with no click.

Zero-click captures 68.01% of all inquiries.

Gemini Notebook

Platforms and third parties took the shelf.



Gemini Notebook

Clicks lie about AI.

Last-touch can undercount AI discovery about 10x. Direct traffic hides AI influence.

Figure I: Classic Path

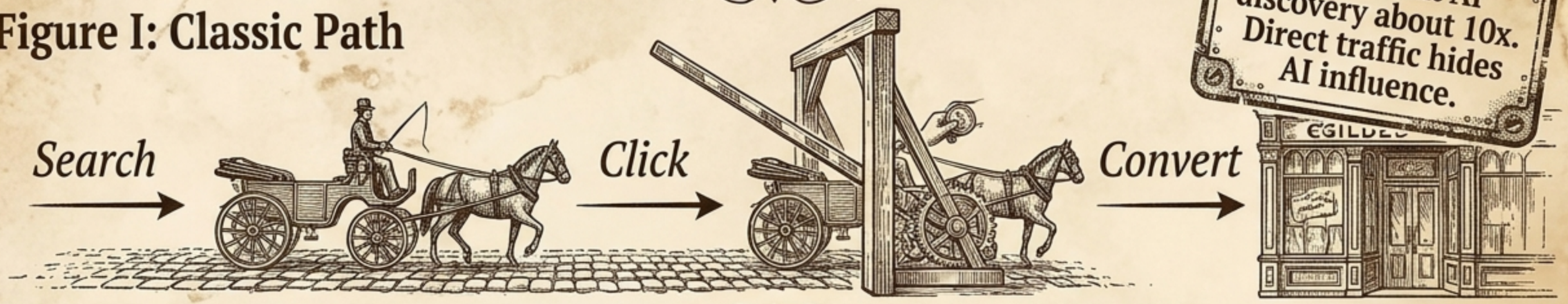
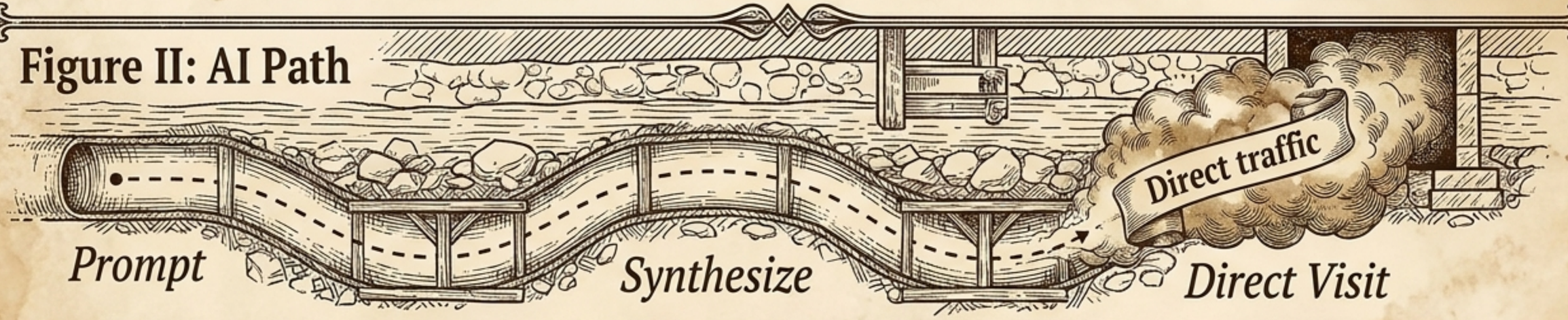


Figure II: AI Path



Ask: “How did you find me?”

Gemini Notebook

Monday three fixes + scoreboard.

1. Fix 1: 50+ current Google reviews. (Ensure newest is under 60 days).
2. Fix 2: Named bio with photo and LinkedIn. (Real name, real photo, real link).
3. Fix 3: Date-stamp your main Medicare or Final Expense page.

CRM Tag Mandate: Ask every new client “How did you find me?”

Metric 1: Exposure (reviews & mentions)	**Metric 2:** Discovery tags	**Metric 3:** Booked appointments

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Measure discovery. Show up where the shelf moved.



Produced by PSM Brokerage.

Talk to us about contracting.

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