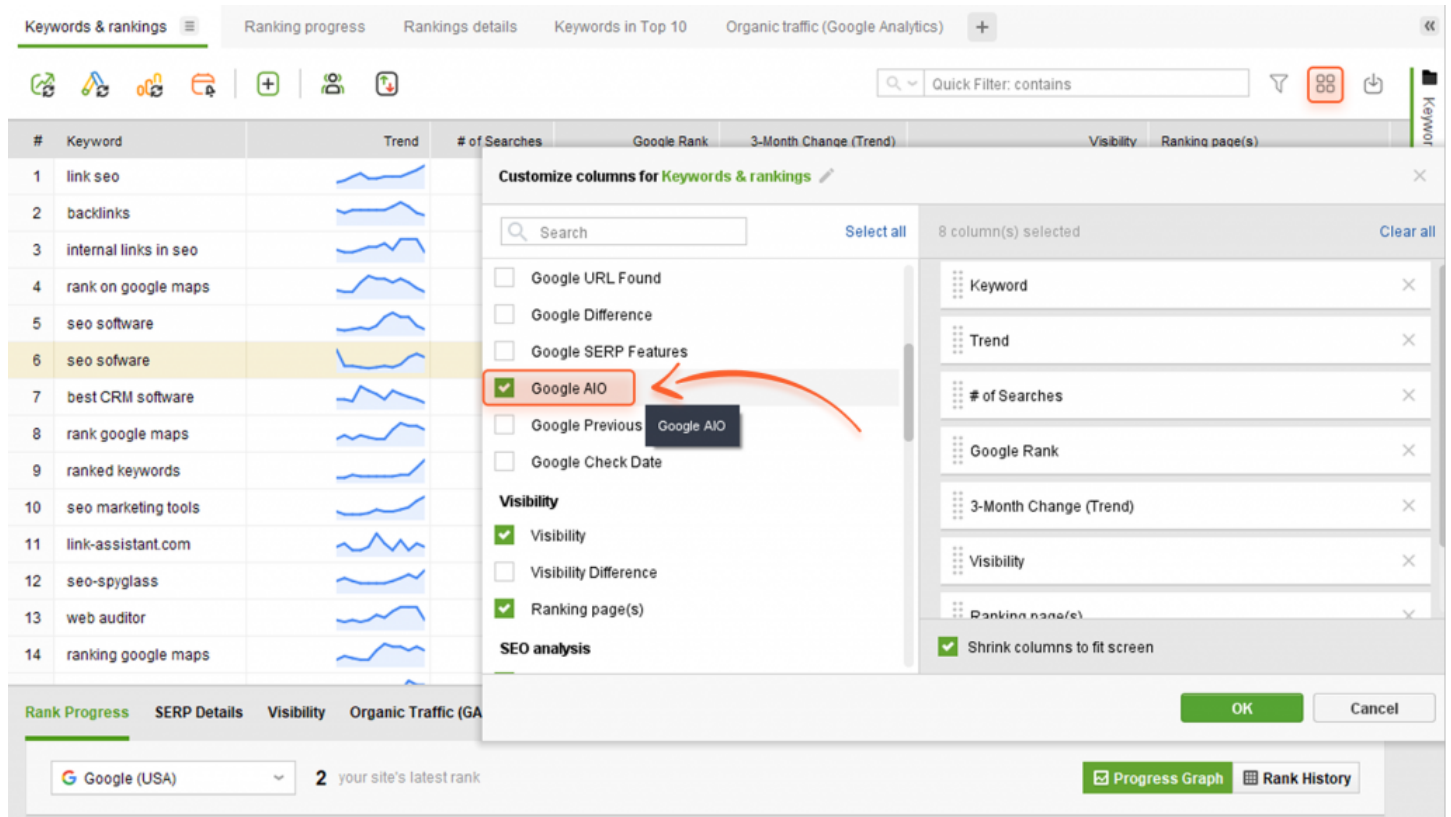# SEO PowerSuite Adds Google AI Overviews Tracking to Rank Tracker

Nicosia District, Cyprus Nov 13, 2025 (Issuewire.com**)** - SEO PowerSuite, a leading provider of professional SEO software, has released a major update to its Rank Tracker tool — introducing Google AI Overviews Tracking, the feature designed to monitor how Google's AI-generated results impact search visibility.

Google's AI Overviews (AIOs) appear at the top of many search results, offering instant, AI-composed summaries that draw from multiple web sources. For marketers, this shift means that ranking first organically no longer guarantees visibility, as competitors can surface in AI results even without top organic positions.

The new AIO Tracking feature gives SEOs the ability to see which keywords trigger AI Overviews, check whether their website is cited or linked, and compare visibility against competitors. The data can also be used to explain traffic fluctuations, identify missed opportunities, and refine content strategies around AI-driven search behavior.

"AI Overviews are changing how search results are structured and which brands get seen," said Arthur Andreyev, Product Marketing Manager at SEO PowerSuite. "This update helps SEOs understand where they appear in AI results and how those appearances influence rankings, clicks, and traffic."

In Rank Tracker, users can now enable AIO Tracking to view AI visibility metrics alongside traditional rankings. The update integrates with SEO PowerSuite's Keyword Research and Competitor Analysis

modules, allowing marketers to detect which domains appear in AI results and to benchmark their own inclusion rate over time.

By combining AIO Tracking with SEO PowerSuite's existing tools — such as WebSite Auditor for on-page optimization and SEO SpyGlass for backlink analysis — users can take a data-driven approach to building authority and improving AI inclusion rates.

The new feature is available to all Rank Tracker users and can be activated via the software's built-in update manager.

Media Contact

SEO PowerSuite

*********@link-assistant.com

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