

New SeoProfy Research Shows How ChatGPT Is Changing Online Search

SeoProfy publishes data-backed research on ChatGPT's 883 million users and the measurable shifts in how consumers and businesses now search for information.



Orlando, Florida Mar 24, 2026 ([IssueWire.com](https://www.IssueWire.com)) - ChatGPT has grown from a novelty to a direct competitor in the search market. A new research guide published by SeoProfy compiles data from OpenAI, Statista, Semrush, and other public sources to map out the scale of that shift — and what it means for businesses that have spent years building visibility in traditional search engines.

The numbers behind the shift are substantial. ChatGPT now has approximately 883 million users worldwide. The platform nearly doubled its user base within 12 months and currently ranks as the fifth most-visited website globally, processing over 1 billion queries per day.

But raw user counts only tell part of the story. The [SeoProfy research](#) highlights a pattern that should concern any business relying on organic search traffic: ChatGPT is not just answering questions — it is directing purchasing decisions, according to data compiled in the guide.

For example, shopping-related queries among Asian users of the platform grew from 7.8% to 9.8% in the first half of 2025, per Retail Asia data cited in the guide. In the Asia-Pacific region, ChatGPT now drives 25% of organic traffic to key retailers.

"We kept hearing the same question from clients: does ChatGPT actually matter for our business, or is it just noise?" said Victor Karpenko, CEO of SeoProfy. "This guide puts the actual numbers on the table so they can decide for themselves. The scale of adoption alone demands attention, but what caught our

team off guard was how quickly the platform moved from answering questions to influencing where people spend money."

The guide also examines how ChatGPT decides which brands to recommend. According to cited FirstPageSage data, authoritative list mentions account for 41% of what influences the platform's commercial recommendations, followed by awards and accreditations (18%) and online reviews (16%).

"That is a fundamentally different signal than what drives a traditional Google ranking," said Andriy Shum, Head of SEO at SeoProfy. "It means the playbook for getting your brand surfaced in an AI-generated answer overlaps with SEO, but it is not the same playbook — and most teams haven't built the second one yet."

The guide's demographic data adds context to the speed of adoption. People between 25 and 34 years old make up over 60% of ChatGPT's user base, per Statista. The gender split has also shifted — OpenAI's research paper notes that 80% of active users were male shortly after launch, but by June 2025 male users had dropped to 48%.

The guide also surfaces a contradiction in how the industry is handling AI-generated content. Data shows that 63.5% of respondents could not accurately identify content produced by GPT-4.0. Yet according to Semrush, 93% of marketing professionals still review AI output before publishing — a gap that suggests trust has not caught up with capability.

"Content quality is where the real risk sits right now," said Andriy Shum. "The detection gap means low-effort AI content can pass unnoticed in the short term. But search algorithms — both traditional and AI-powered — are getting better at evaluating depth and originality. Companies that treat AI as a shortcut rather than a starting point will feel that correction first."

That challenge is complicated by a disconnect SeoProfy has identified in its own research on LLM SEO. The company found that Google rankings and AI-generated answers often do not align — a page sitting at the top of traditional search results may be entirely absent from ChatGPT's responses. Content structure, entity clarity, and the type of third-party mentions a brand earns appear to carry more weight in AI answers than domain authority alone.

ChatGPT currently holds a 60.6% market share in the generative AI industry, and the research data suggests it could grow more in 2026. For an industry built around Google's dominance, even a single-digit share shift represents millions of queries that now bypass traditional results entirely.

The full guide, including data on user demographics, regional adoption trends, GPT-5 benchmarks, and business automation statistics, is available on SeoProfy's website.

About SeoProfy

SeoProfy is a data-driven SEO agency headquartered in Orlando, Florida, with over 13 years of experience and a team of over 100 specialists. The company provides search engine optimization services across traditional and AI-powered platforms, supported by proprietary tools including SearchAnalytics.ai.

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