

Cracking the Code:

AI, Search, and How Customers Really Find You

Joe Ross, MBA - November 12, 2025



Setting the Table:

Traditional SEO Easy Button*

- HTML Title
- Meta Description
- H1-H6 Headings
- Cross-links
- Keyword Density
- Image Alt Text

**This hasn't changed
significantly since **1999***



protek watch review



AI Mode All Videos Short videos Shopping Forums Images Other



joescuba.com

<https://joescuba.com> · 2024/11 · protek-dive-watch-re...

Protek Dive Watch Review | Series 1000 Carbon Tritium Quartz

Nov 29, 2024 — The Protek Series 1000 Carbon dive watch is **rated water resistant to 300M**, vs 200M for the Luminor. Realistically, no one is going that deep, but it does speak ...

Pros and cons: Light and comfortable to wear · Best looking dive watch · [View full list](#)

People also ask

Is ProTek a good brand?



Where are ProTek watches made?



Who makes ProTek?



Who makes the most reliable watch?



[Feedback](#)



Tech Writer EDC

<https://techwriteredc.com> · protek-dive-series-1005-wat...

ProTek Dive Series 1005 Watch Review

This is a beautiful watch that really makes an impression as soon as it's unboxed. **Beautiful in a rugged way.** It has a sturdy, tactical look to it, but is also ...

Pros and cons: Feels great on my wrist · Well laid-out and easy to read at a glance · Soft, supple · [View full list](#)



aBlogtoWatch

<https://www.ablogtowatch.com> · hands-on-protek-series-...

Hands-On: ProTek Series 3000 Field Watch

May 3, 2023 — **Pretty good watches for the money!** The choice of the Miyota movement was the correct one at this price point. Not really sure that any Swiss ...

Pros and cons: Incredibly clear display of the time in complete darkness · [View full list](#)

Videos



ProTek 10040 watch review

YouTube · Skyler Santana

Aug 17, 2024

Protek PEK 104 series **watches** are excellent value for money. They have a sapphire crystal, tridium tubes, and a reliable Citizen Miyota movement.

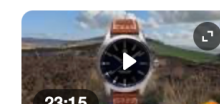


ProTek Official United States Marine Corps (USMC) Series ...

YouTube · aBlogtoWatch

Feb 2, 2024

Protek USMC watch review: stylish, well-made dive watch with tridium gas tubes and 10-year battery life for \$450.



I LOVE this TITANIUM FIELD WATCH - Protek 3000 Series

YouTube · Moorlander EDC

Sponsored



Protek Carbon

\$695.0

Armed

Free



ProTek Carbon

\$318.9

CampS

Free



Paym

ProTek W
designate
accuracy
features
collection

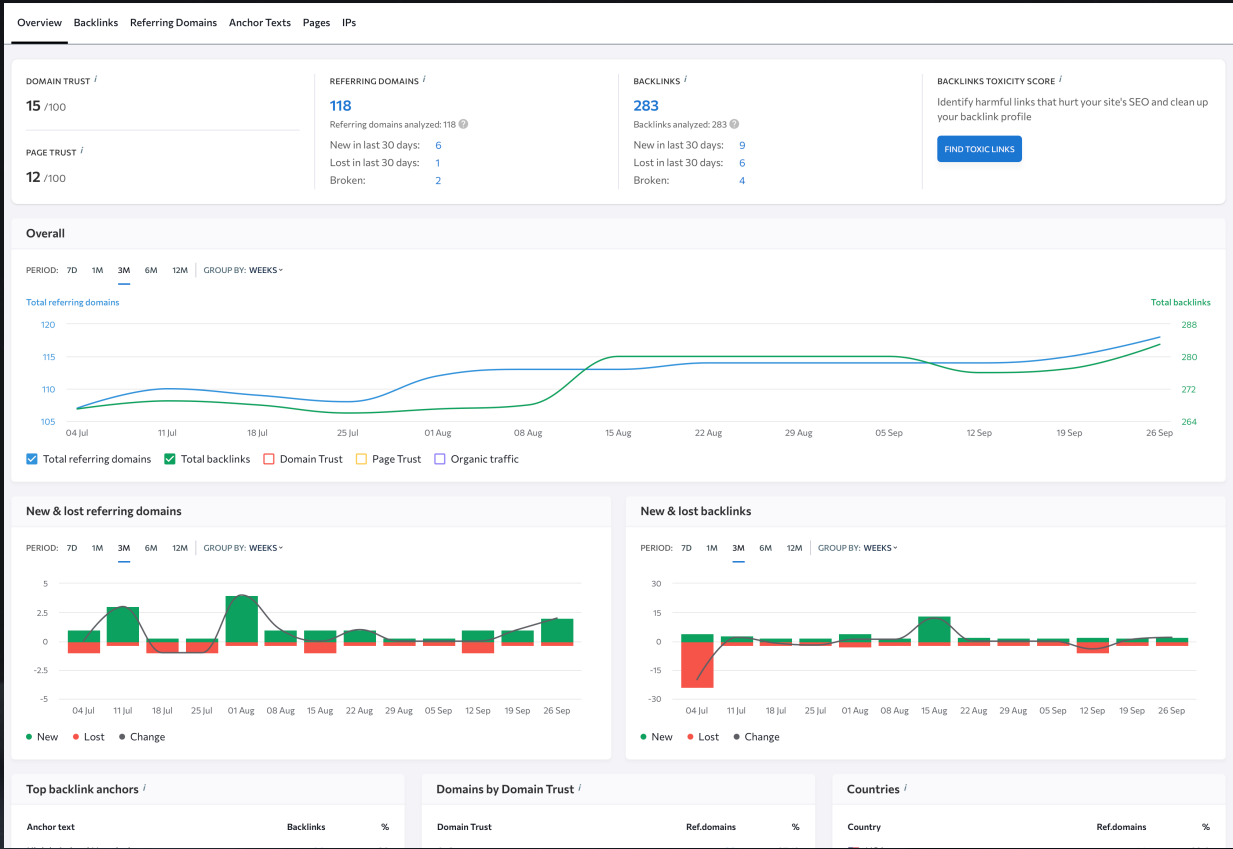
Source: S

Ratings

Setting the Table:

Backlinks

Relies HEAVILY on backlinks, but **obtaining backlinks is nearly impossible**, because nobody wants *your* links on *their* website* (no offense).



283 backlinks										
ALL NEW LOST Search One backlink per domain History: Don't show DT PT FILTER USE BACKLINKS PRESETS										
BACKLINK	DOMAIN TRAFFIC	PAGE TRAFFIC	DT	PT	KEYWORDS	ANCHOR AND TARGET URL		FIRST SEEN LAST SEEN		
Reptile Vet Directory - ReptiFiles https://reptifiles.com/reptile-vet-directory/	35.3K	155	33	26	1.5K	Klaich Animal Hospital https://klaichanimalhospital.com/		05 Aug 2020 02 Sep 2025		
Terms Of Use Policy for Animal Emergency & Specialty Center https://aecreno.com/animal-emergency-center/terms-of-use-policy.php	569	0	19	5	0	Klaich Animal Hospital https://klaichanimalhospital.com/		13 May 2021 28 May 2025		
Klaich Animal Hospital, Ltd. BBB Business Profile Better Business Bureau https://www.bbb.org/us/nv/reno/profile/veterinarian/klaich-animal-hospital-ltd-1166-4001237	3M	1	76	0	23	Visit Website https://klaichanimalhospital.com/		18 Jan 2025 18 Jan 2025		
Klaich Animal Hospital, 1990 S Virginia St, Reno, NV 89502, US - MapQuest https://www.mapquest.com/us/nevada/klaich-animal-hospital-10715652	32M	0	65	0	8	Website http://klaichanimalhospital.com/		13 Sep 2024 13 Sep 2024		
Klaich Animal Hospital, 1990 S Virginia St, Reno, NV 89502, US - MapQuest https://www.mapquest.com/us/nevada/klaich-animal-hospital-10715652	32M	0	65	0	8	Website http://klaichanimalhospital.com/		13 Sep 2024 13 Sep 2024		
Klaich Reno NV: A Hidden Gem In The Silver State https://forums.kayako.com/science-front/klaich-reno-nv.html	0	0	65	0	0	Image http://klaichanimalhospital.com/wp-content/uploads/2021/05/klaich-animal-hospital-services.jpg		29 Oct 2024 02 Dec 2024		
Klaich Reno NV: A Hidden Gem In The Silver State https://forums.kayako.com/science-front/klaich-reno-nv.html	0	0	65	0	0	Image http://klaichanimalhospital.com/wp-content/uploads/2021/05/klaich-animal-hospital-home-img-1.jpg		29 Oct 2024 02 Dec 2024		
Klaich Reno NV: A Hidden Gem In The Silver State https://forums.kayako.com/science-front/klaich-reno-nv.html	0	0	65	0	0	Image http://klaichanimalhospital.com/wp-content/uploads/2021/05/klaich-animal-hospital-pharmacy.png		29 Oct 2024 02 Dec 2024		
lonemountainvet Alternatives - 55 Best Sites Like lonemountainvet.com in 2025 https://www.sitelike.org/similar/lonemountainvet.com/	75.1K	0	62	0	0	Image https://www.klaichanimalhospital.com/		01 Jul 2025 01 Jul 2025		
obgynreno Alternatives - 72 Best Sites Like obgynreno.com in 2025 https://www.sitelike.org/similar/obgynreno.com/	75.1K	0	62	0	0	Image https://www.klaichanimalhospital.com/		03 Jun 2025 03 Jun 2025		
Top 24 Similar Sites Like valleuwestclinic.net Best valleuwestclinic Alternatives 8						Image https://www.klaichanimalhospital.com/		11 Oct 2024		

*Still, get high quality backlinks if you can!

Traditional **SEO** **Extinction Burst**

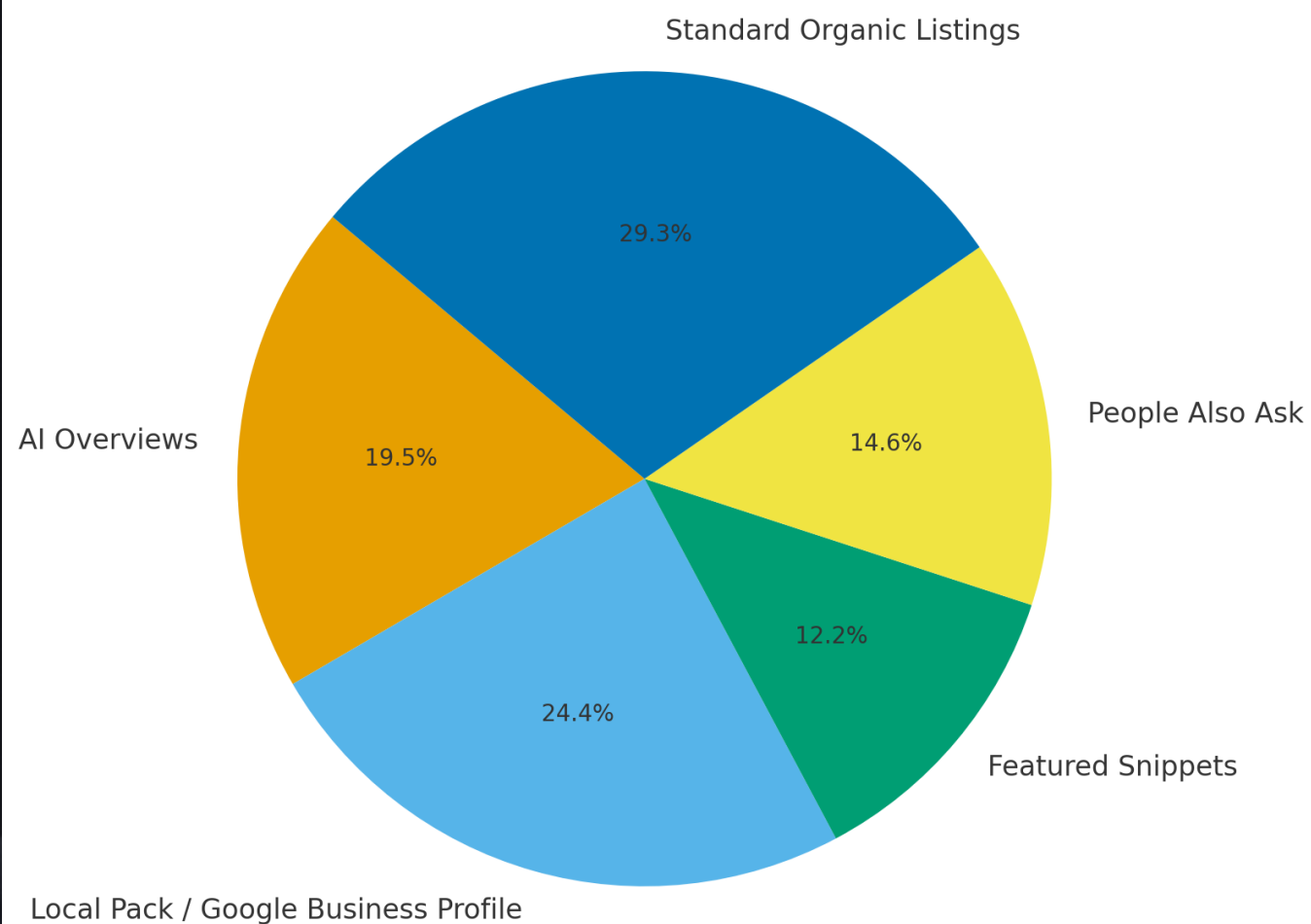
Website Traffic

By Source

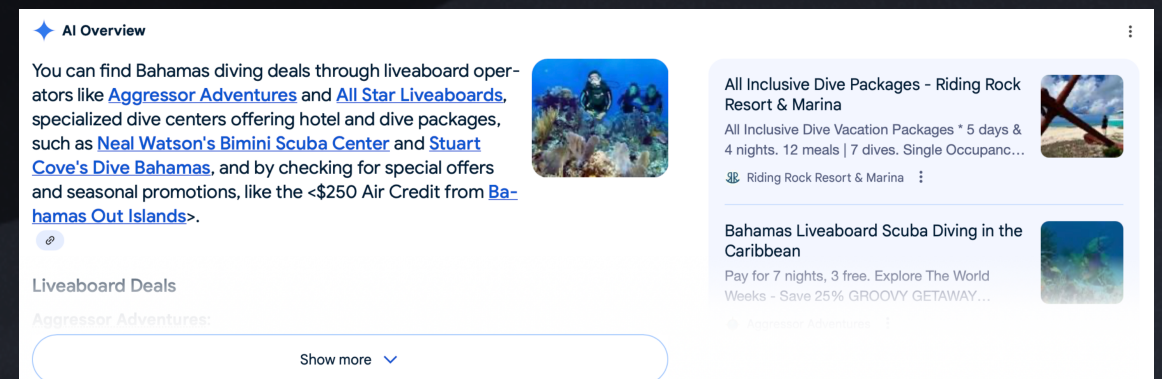
- **Organic Search – 40–55%** (This looks ok, but it really isn't.)
- Direct – 15–25%
- Referral – 5–15%
- Paid Search (PPC/SEM) – 10–20%
- Social Media – 5–10%
- Email Marketing – 5–10%
- Other (Display Ads, Affiliates, etc.) – 1–5%

Organic Traffic Breakdown

Estimated Distribution of Google SERP Clicks



- **AI Overviews:** ~15–25%: These siphon off clicks by answering the query on the page. Your #1 listing that ***used to grab a third*** of clicks may now only get **10–15%**.
- Local Pack / Google Business Profile: ~20–30%
- Featured Snippets: ~10–15%
- People Also Ask: ~10–20%
- Standard Organic Listings: ~25–35%



These are results for **choosing a *backplate* and wing**

Search instead for **choosing a bacplate and wing**

AI Overview

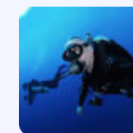
Choose a recreational wing between 20-30 lbs for single tank, warm water diving, and an aluminum backplate for travel. For drysuit, cold-water, or twin-tank diving, select a 40-50 lb wing with a stainless steel backplate for greater lift and durability. Consider a complete, pre-assembled set for your first system for assured component compatibility. [🔗](#)



Choosing a Backplate and Wing for Recreational Diving

Dec 14, 2024 — If you look around, you'll find carbon fiber backplates, composite backplate...

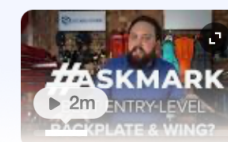
JoeScuba LLC - ⋮



Best Entry-Level Backplate & Wing? #askmark #scuba ...

May 8, 2023 — systems. so Dr...

YouTube · Scuba Diver Magazine ⋮



For Travel & Warm Water Diving

Aluminum Backplate:

- **Pros:** Lighter weight, making it ideal for air travel and reducing the need for extra...

Show more ▾

Sponsored ⋮

 Dive Rite Backplate & Harness Set... \$1,402.40 Dive Right I... 🚚 Free by 10/... 60-day returns	 Apeks WTX-D30 + Stainless St... \$949.00 Scuba.com 🚚 Free Free 30-day re...	 XDEEP Deluxe ZEOS Single Tank Set -... \$699.00 Paragon Div... 🚚 Free by 10/... 30-day returns	 HOG Gear Wing System & Single Tan... \$404.95 Dive Right I... ★★★★★ (19) 🚚 Free by 10/...	 Open Box Zeagle 30 LB Backplate... \$407.97 \$480 DiveCatalog... Used Price at check...
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Videos ⋮

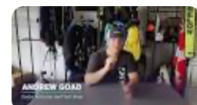


Best Backplate and Wings - Which BPW Setup is the Best?

YouTube · DIVEIN ⋮

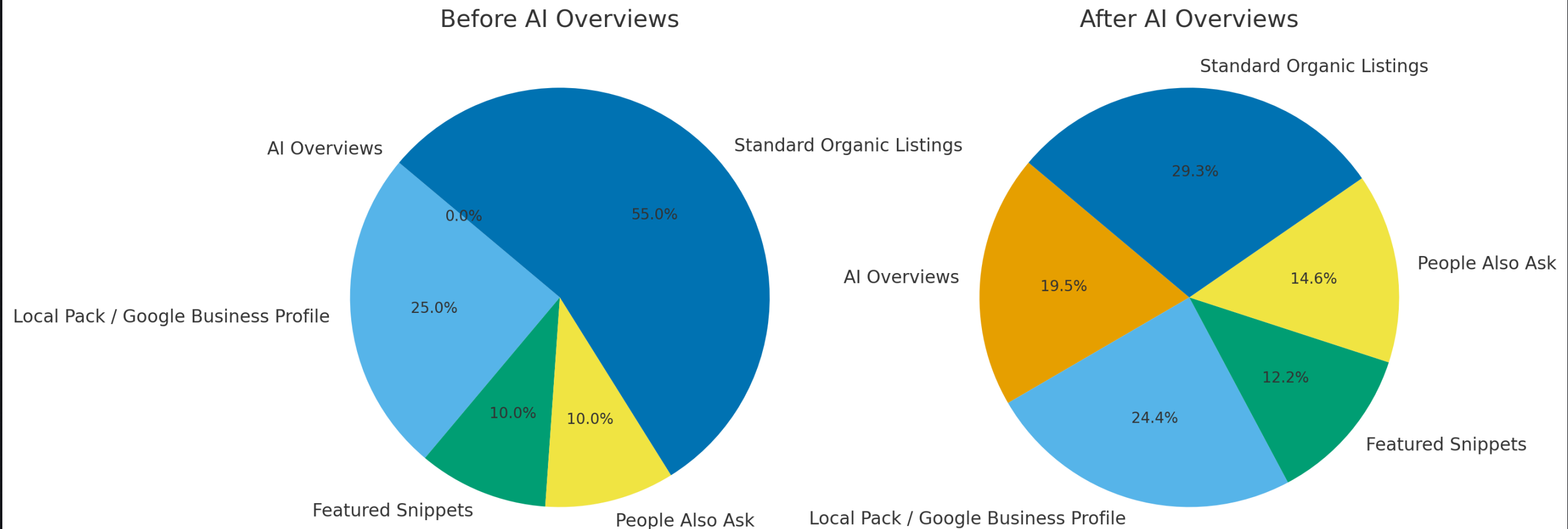
Oct 8, 2024

9 key moments in this video ^



Before/After AI Overviews

Shift in Google SERP Traffic Distribution

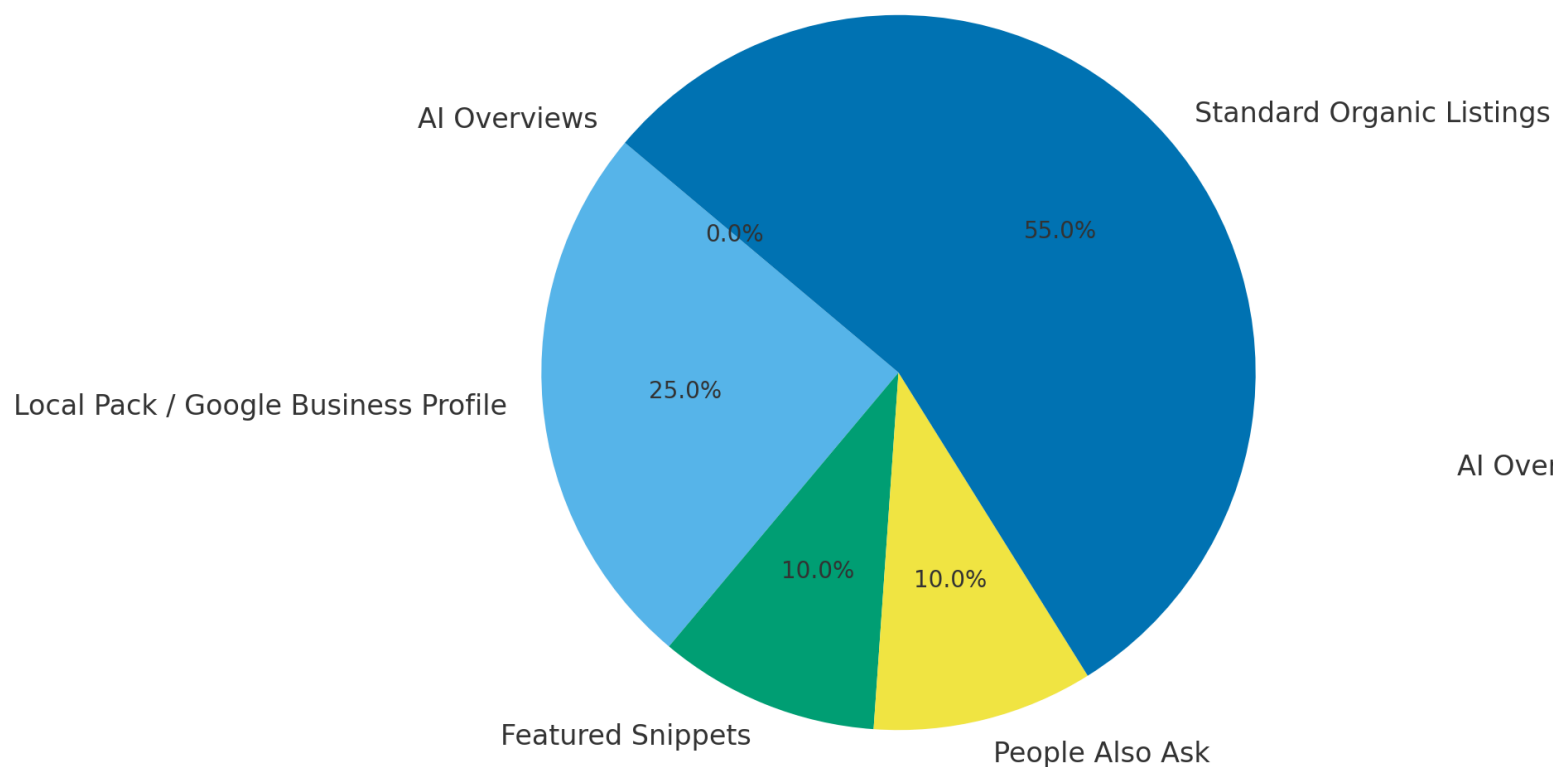


Since March 2025, the number of AIO appearances has grown by 115%. This surge aligns with Google's broader integration of generative AI following its core update.

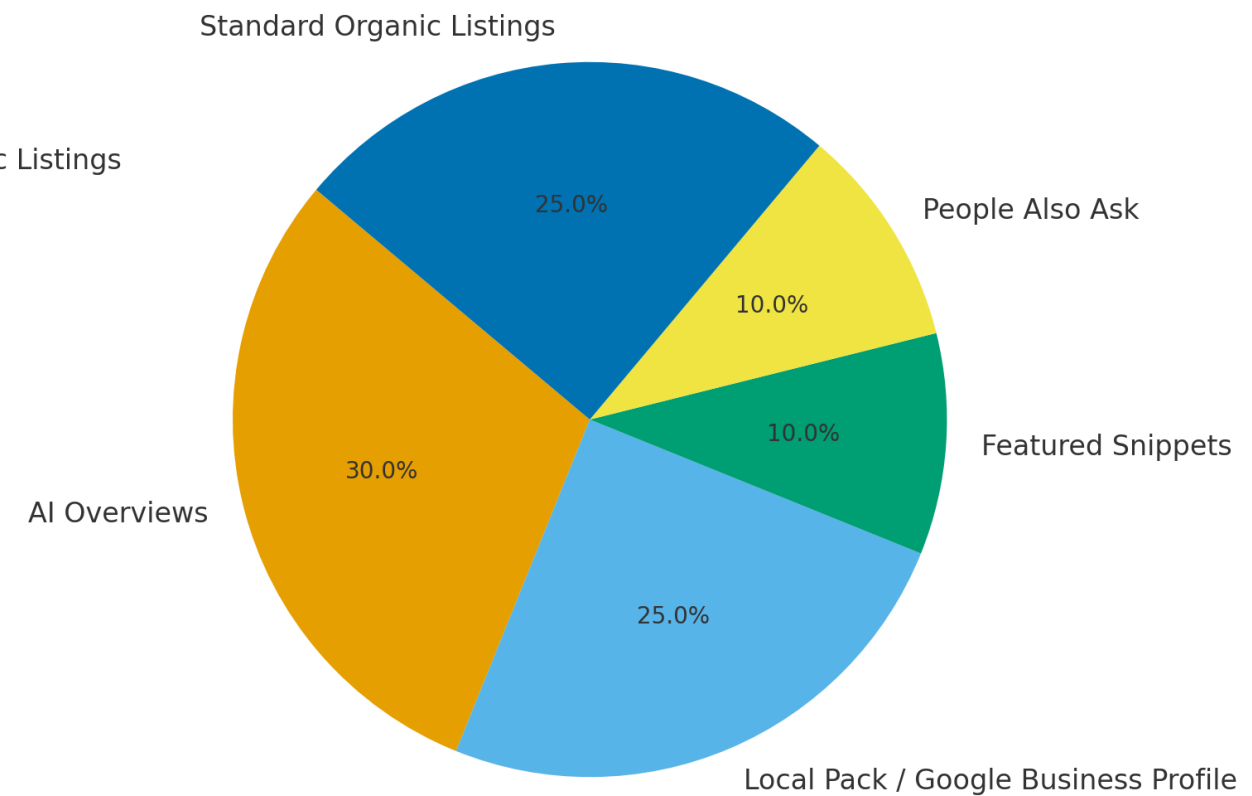
Before AI Overviews vs **Next Year**

Google SERP Traffic Distribution: Past vs. Future

Before AI Overviews



Predicted (1 Year Ahead)



AIO keyword share has doubled since **March 2025**, expanding the range of queries that trigger AI responses. Monitoring which keywords activate AIOs helps shape smarter optimization strategies.

If this doesn't freak you out...

1. Before AI Overviews (Baseline)

- Standard organic listings captured **~55%** of clicks.
- Other SERP features (Local Pack, Snippets, PAA) had smaller but stable shares.

2. Today (After AI Emerged)

- Standard organic listings now only get **~30%** (down from ~55%).
- **45% traffic loss.**
- AI Overviews absorb **~20%** (users that no longer click through).
- Local Pack, Snippets, and PAA slightly reduced.

3. One Year From Now (Forecast)

- Standard organic listings predicted to fall to **~25%**.
- **55% traffic loss.**
- AI Overviews predicted to rise to **~30%** (lost visits).
- **Local Pack remains steady** at ~25%, meaning local SEO still critical.



...Maybe this will.

Real Example: 11,500 visits/mo | \$750 Avg. Sale | 3% Conv. Rate)

- **Before AI**

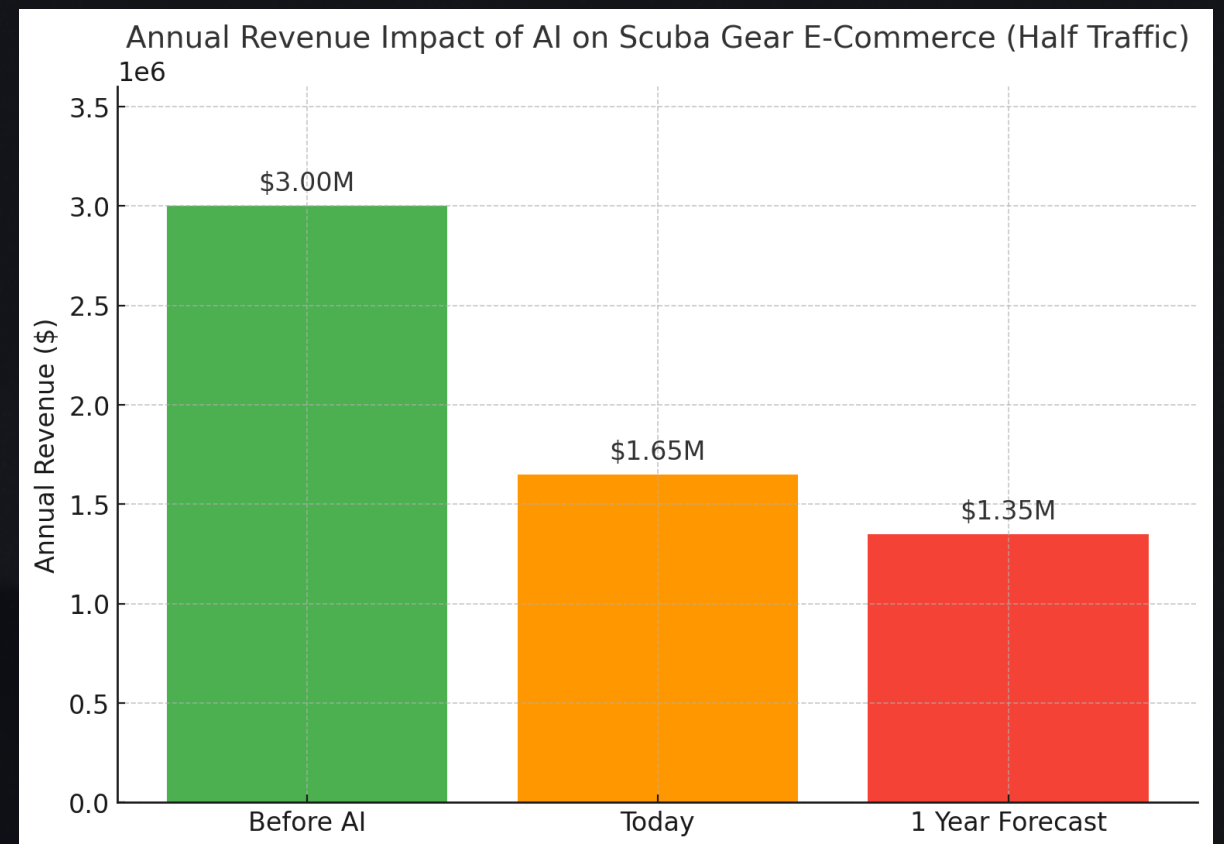
- 11,500 visits → ~345 conversions/mo
- ~\$250K monthly revenue → \$3M annually

- **Today**

- 6,325 visits → ~190 conversions/mo
- ~\$138K monthly revenue → \$1.65M annually
- \$1.35M annual lost revenue

- **1 Year Forecast**

- 5,175 visits → ~155 conversions/mo
- ~\$113K monthly revenue → \$1.35M annually
- \$1.65M annual lost revenue



Reality, Right This Minute...

➖ **AI Overviews: From 0% to 30% in a Year**

Google's AI is now the biggest traffic thief on the page.

➖ **Organic Listings Cut in Half**

The #1 spot no longer guarantees clicks.

➖ **Snippets + PAA Fading Fast**

Once prime real estate, now losing ground to AI.

⚠️ **SEO is No Longer "Rank #1 or Bust"**

Survival means optimizing for AI answers and **local**.

✅ **Local Pack: The Last Stronghold**

Local visibility is holding steady while others sink.

💩 By 2026, organic CTRs are projected to **fall another 25%**, though brands featured in AIOs often see higher engagement thanks to name recognition.

You're a Real Downer, **Joe**.
Got any *good* news?

AI Overview: Entry Point? 🙌

- AI overviews and summaries pull from top sources, reviews, and **structured data**.
- Being cited means exposure without the click, but also drives credibility + brand recognition.
- **63% of businesses** report **positive** outcomes from AIO visibility

That doesn't sound like "good news," Joe

58% of Google searches now result in **zero clicks**, as users often find their answer directly on the search results page.

The screenshot shows a Google search for "California Educational Tours". At the top, the Google logo and search bar are visible. Below the search bar, the "AI Overview" section provides a summary of educational tours in California, mentioning multi-disciplinary programs, specialized historical or university campus tours, and companies like California Tours and Educational Discovery Tours. A map of California highlights various tour locations. To the right, a snippet for "California Educational Tours" by Educational Discovery Tours is shown, including a photo of the Golden Gate Bridge and a snippet about the best time to visit California.

Types of educational tours

- **Multi-disciplinary programs:** Some tour companies offer comprehensive packages that can be tailored to different interests, including:

[Show more](#)

Search results:

- Educational Discovery Tours**
https://www.educationaldiscoverytours.com › california...
California Educational Tours
Our curriculum-driven educational tours allow students to learn through hands-on, highly interactive experiences.
- EF Explore America**
https://www.efexploreamerica.com › usa › california-to...
Student Trips to California | EF California Tours
Explore California on student tours that blend coastal ecosystems, tech innovation, and artistic communities in the Golden State.
- California State Parks (.gov)**
https://www.parks.ca.gov › ...
School and Group Tours - California State Parks
We offer guided school tours for classrooms at 10:00 am Monday -Friday. These tours are available to K-12 classes and are aligned with the Next Generation ...
- california-tour.com**
https://www.california-tour.com › educational-tours
Educational Student Tours - USA Vacation by California Tours
California Tours has been leading educational student tours for international and domestic student groups on excursions throughout the West Coast, Southwest, ...

Sponsored results

WorldStrides

California Tours
4.7 ★★★★★ 9 Google reviews
Tour agency in Berkeley, California

[Website](#) [Directions](#) [Reviews](#)

[Save](#) [Share](#) [Call](#)

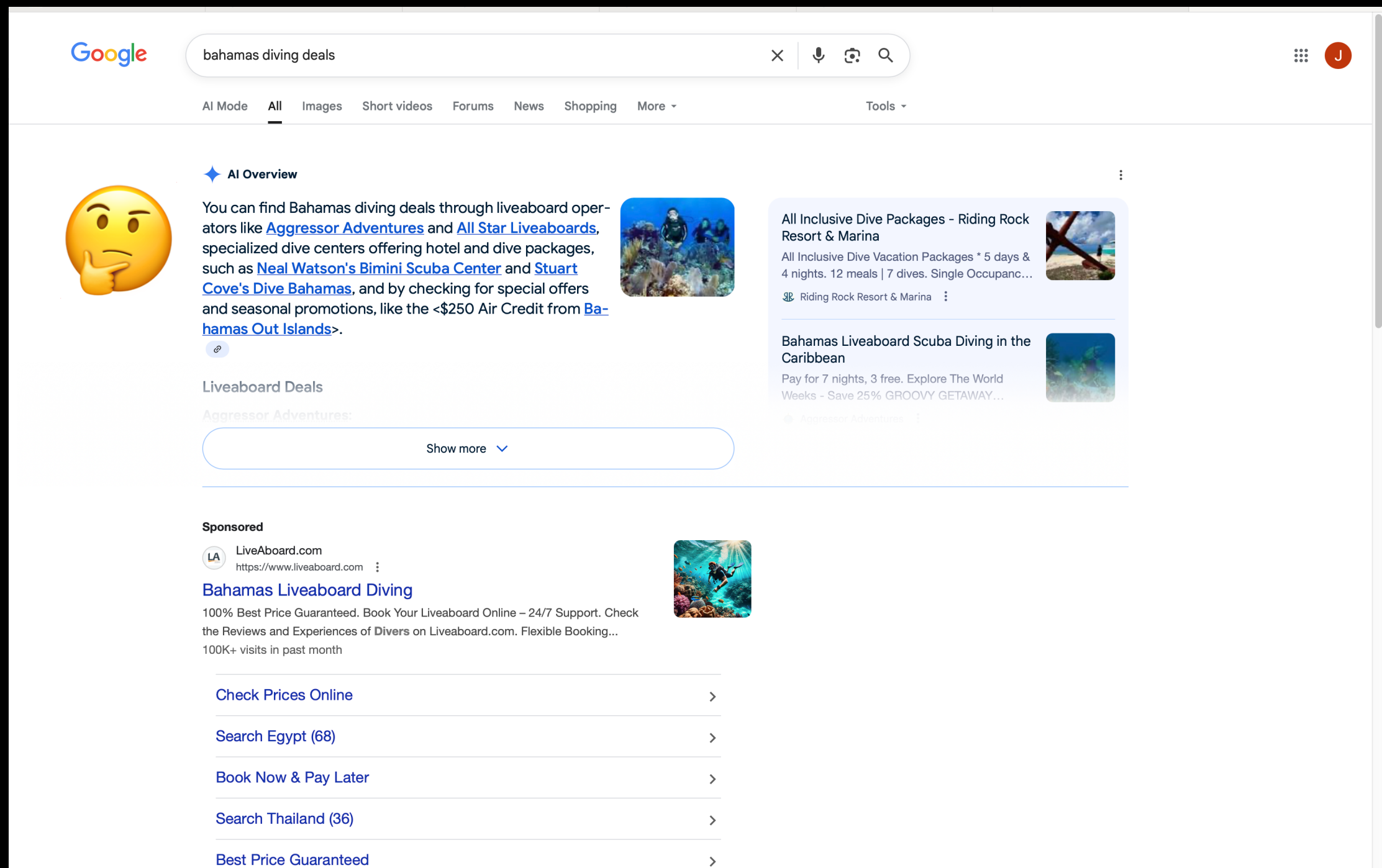
Located in: Parker Plaza Office Complex
Address: 2560 Ninth St #319b, Berkeley, CA 94710
Phone: (415) 393-4211
Hours: Open · Closes 5 PM

[Suggest an edit](#) · [Own this business?](#)

[Send to your phone](#) [Send](#)

Reviews [Write a review](#) [Add a photo](#)

AI can “leapfrog” Google Ads with links to your website



The screenshot shows a Google search interface for the query "bahamas diving deals". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, navigation tabs include "AI Mode", "All", "Images", "Short videos", "Forums", "News", "Shopping", and "More". The "AI Mode" tab is selected.

The main content area features an "AI Overview" section. It begins with a thinking face emoji and a paragraph of text: "You can find Bahamas diving deals through liveaboard operators like [Aggressor Adventures](#) and [All Star Liveaboards](#), specialized dive centers offering hotel and dive packages, such as [Neal Watson's Bimini Scuba Center](#) and [Stuart Cove's Dive Bahamas](#), and by checking for special offers and seasonal promotions, like the <\$250 Air Credit from [Bahamas Out Islands](#)>." To the right of this text is a small image of two divers underwater. Below the text is a "Liveaboard Deals" section with a "Show more" button.

Below the AI Overview, there is a "Sponsored" section. It features a result from "LiveAboard.com" with the URL "https://www.liveaboard.com". The title is "Bahamas Liveaboard Diving". The description reads: "100% Best Price Guaranteed. Book Your Liveaboard Online – 24/7 Support. Check the Reviews and Experiences of Divers on Liveaboard.com. Flexible Booking... 100K+ visits in past month". To the right of the text is a small image of a diver. Below the sponsored result is a list of links: "Check Prices Online", "Search Egypt (68)", "Book Now & Pay Later", "Search Thailand (36)", and "Best Price Guaranteed".

Around 40% of AIO sources come from sites ranked between positions 11–20. That means you don't have to be on the first page to appear in AI-generated summaries — quality and relevance can elevate mid-tier content.

You CAN beat the AI Overview's Rankings

protek watch review

×

🔊

📷

🔍

AI Mode

All

Videos

Short videos

Shopping

Forums

Images

More ▾

Tools ▾

joescuba.com

https://joescuba.com › 2024/11 › protek-dive-watch-re...

Protek Dive Watch Review | Series 1000 Carbon Tritium Quartz

Nov 29, 2024 — The Protek Series 1000 Carbon dive watch is **rated water resistant to 300M**, vs 200M for the Luminor. Realistically, no one is going that deep, but it does speak ...

Pros and cons: Light and comfortable to wear · Best looking dive watch · [View full list](#)

◆ AI Overview

ProTek watches are **generally well-received, praised for their durable build, reliable Japanese Miyota quartz movements (or automatic movements in some series), and, most notably, their self-powered Tritium illumination, which glows continuously for up to 25 years**. They are designed as "no-compromise tool watches" for professionals like military personnel, first responders, and outdoor enthusiasts, offering strong value compared to similar Swiss-made watches. Key strengths include excellent low-light visibility, practical designs, robust construction from materials like carbon composite or titanium, and an accessible price point for the quality offered. [🔗](#)

This video reviews the Protek 1000 series, highlighting its design, construction, and unique features like tritium illumination:

Show more ▾

Sponsored

ProTek USMC Carbon...

\$525.00

Armed Forc...

🚚 Free by 10...

ProTek USMC Carbon...

\$525.00

Marines Gear

🚚 Free by 10...

ProTek Steel Dive Watch ...

\$525.00

Officers' Eq...

🚚 Free by 10/9

ProTek Steel Dive Watch ...

\$525.00

Brigade QM

🚚 Free by 10/9

More on Google →

Videos :

Use Your Words ...*Your* Words

EEAT, but mostly **E** (...uh, the 1st one)

E – Experience

Show firsthand knowledge or practical involvement. Use real examples, case studies, or insights that prove **you've done** what you're writing about.

E – Expertise

Demonstrate depth of understanding. Cite credentials, specialized knowledge, or detailed explanations that go beyond surface-level information.

A – Authoritativeness

Build credibility through reputation and trust signals — expert authorship, quality backlinks, mentions, and consistent brand recognition.

T – Trustworthiness

The foundation of all content. Ensure accuracy, transparency, and ethical presentation. Cite reliable sources, provide clear authorship, and maintain honest intent.

Using AI to Write for AI is Stupid



Yay! Structured Data!

WTF is Schema Markup?

- A behind-the-scenes language (code) that **helps search engines** understand your content.
- Think of it as labeling your website: “This is a dive trip,” “This is our location,” “These are reviews.”
- Powers **AI summaries**, rich results, and **local visibility** so customers find and trust you faster.

```
{
  "sku": "AUR-DC-PRO-2025",
  "gtin13": "0123456789012",
  "category": "SportingGoods > Outdoor Recreation > Scuba > Dive Computers",
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    "audienceType": "Certified Divers",
    "requiredMinAge": 12
  },
  "isAccessoryOrSparePartFor": [
    "https://examplediveshop.com/products/aurora-transmitter/"
  ],
  "hasMerchantReturnPolicy": {
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    "returnPolicyCategory": "https://schema.org/MerchantReturnFiniteReturnWindow",
    "merchantReturnDays": 30,
    "returnFees": "https://schema.org/FreeReturn",
    "returnMethod": "https://schema.org/ReturnByMail"
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      "author": { "@type": "Person", "name": "S. Nguyen" },
      "datePublished": "2025-08-12",
      "reviewBody": "Excellent readability at depth and reliable gas switching.",
      "name": "Solid technical features without the bulk",
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          "addressCountry": ["US"]
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    ]
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}
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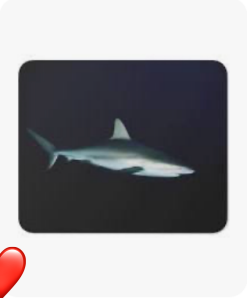
Schema Markup: Your [totally not] Secret Weapon

- Tells search engines exactly what your business, trips, and services are.
- Increases visibility in AI summaries, rich snippets, and local results.
- Drives higher-quality clicks by matching your site to natural language searches.

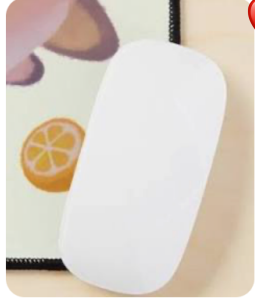
Google shark mouse pad

results \$13 to \$65 · Free delivery

More products :



Reef Shark Mouse Pad
\$9.99
JoeScuba



Shark Day2 Name Or Bright Bg Version Shark Mouse Pad
\$22.00
Redbubble



Shark Desk Mat
29% OFF
\$23.72 \$34
Etsy - EclipsifyDes...
Free delivery
4.0 ★★★★★ (1)



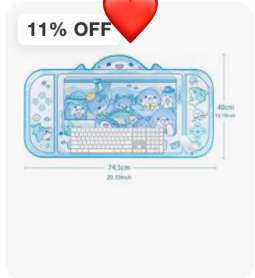
School of Sharks Hole in the Ground Mouse Pad
\$14.00
Matt Hatfield Art



Blue Shark Mouse Pad
\$22.90
Etsy - tiwil
5.0 ★★★★★ (2)



Shark Printed Square Desk Mat Mousepad
\$9.98
Walmart - Seller
Free delivery



Cartoon Rubber Mouse Pad
11% OFF
\$24.18 \$27
AliExpress
Free delivery



Funny Shark Mousepad
\$17.95
Etsy - InGENIUSP...
Free delivery
5.0 ★★★★★ (2)

Amazon.com
https://www.amazon.com/GeekShare-Cute-Shark-Part...
GeekShare Cute Shark Party Mouse Pad - Large Non-Slip ...
【Original Design】The cute shark party drawn on this desk pad is very clear, colorful and not easy to fade. You can use it for a long time with confidence.

Attack Shark
https://attackshark.com/
Attack Shark | Premium Gaming Keyboards, Mice ...
Attack Shark offers top-quality gaming keyboards, mice, headsets and accessories. Enjoy free shipping, 15-day returns, and a 12-month warranty.

eSport Gaming Mousepad for... Gaming Mouse | Wireless

oneoceanhawaii.com
https://oneoceanhawaii.com/shop/great-white-shark-...
Great White Shark Mouse pad - One Ocean Diving

Structured Data / Schema Markup

- **Improves content disambiguation** – helps Google understand complex or niche products and services.
- **Enables voice search optimization** – structured answers are more likely to surface in voice assistants.
- **Strengthens entity associations** – ties your brand to topics, locations, and people in the knowledge graph.
- **Enhances crawl efficiency** – reduces ambiguity for bots, leading to more accurate indexing.
- **Future-proofs* content for AI Overviews** 🤖 – structured data feeds into generative search models. [*In what alternate reality?]
- **Increases chances of rich display beyond snippets** – e.g., carousels, FAQs, How-Tos, and product availability.

The **FAQ** Schema **Gold Rush**

- **Everyone's Doing It — And That's the Problem.**

Digital marketers everywhere are racing to inject FAQ Schema into every page imaginable, hoping to “schema spam” their way into AI Overviews and featured snippets.

- **Yes, it works... for now.**

When done right, FAQ Schema can improve visibility and earn valuable AI-generated mentions.

- **But here's the catch:**

As more sites flood search results with near-identical structured data, its **effectiveness is rapidly declining**. Search engines are learning to filter out low-value schema — rewarding only genuinely helpful, original, and context-rich answers.

- **Key takeaway:**

Don't “schema spam.”

Build useful, human-first content that earns its spot — even when the gold rush fades.

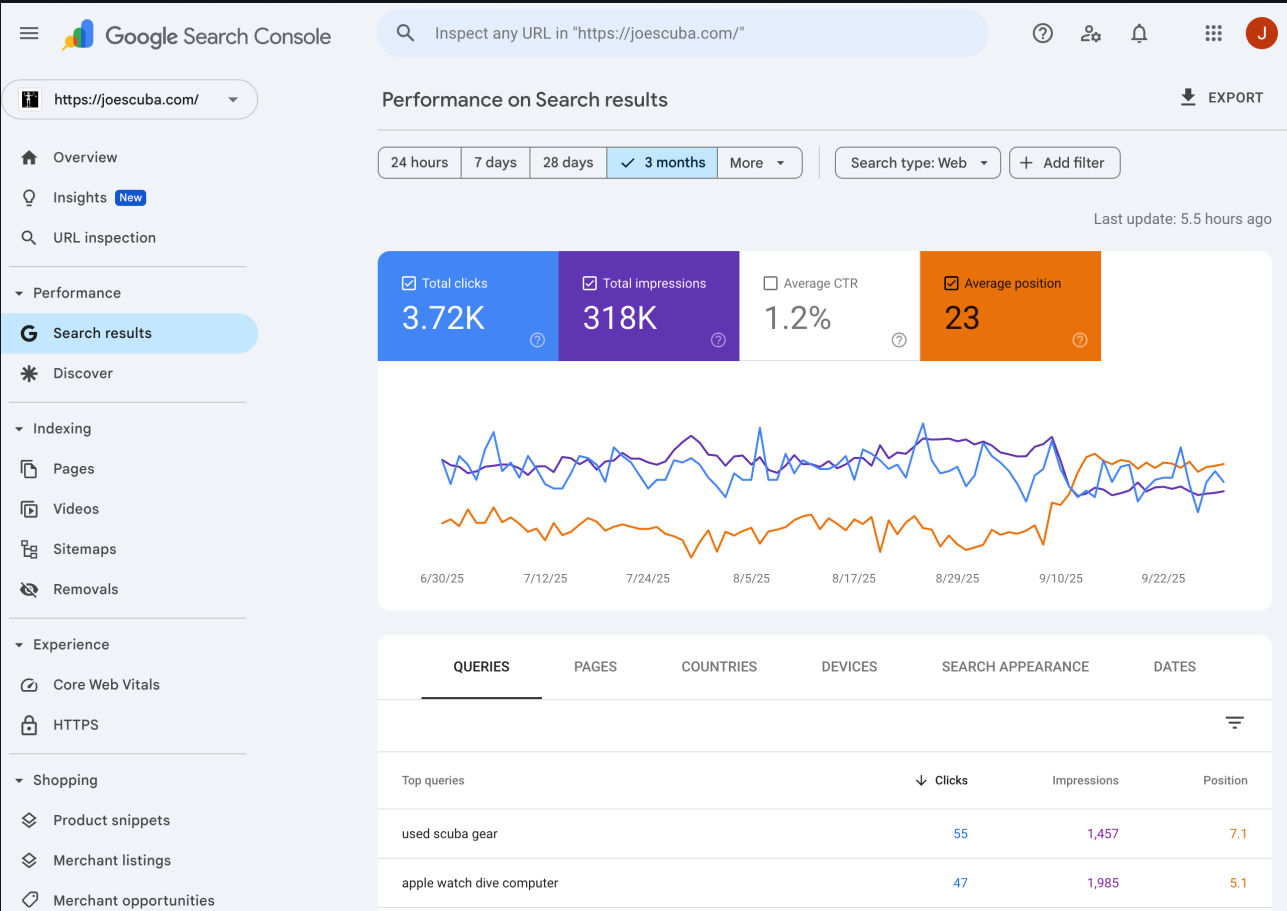
Tracking & Data*

The buyer journey & online lead generation

*AI has f@cked this up, too.

Google Search Console

A Search Traffic History Lesson



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
used scuba gear				55	1,457
apple watch dive computer				47	1,985
black diamond bcd				35	163
apple watch ultra dive computer				31	1,012
who buys used scuba gear near me				28	294
sell scuba gear				28	179
scubapro go sport fins review				27	276
scubapro go travel fins review				24	249
sell used scuba gear				24	131
apple dive watch				22	1,545
sell scuba gear near me				21	153
sequest black diamond bcd				20	191
aqualung balance bcd				20	188
apple watch as dive computer				19	307
protek watch review				17	127
best backplate and wing				15	287
scubapro seawing nova review				14	275
best backplate and wing bcd				14	221
aqualung black diamond bcd				13	68
where to sell used scuba gear near me				12	124

Search Console: Queries

◀	QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
						≡
Top queries					↓ Clicks	Impressions
apple watch dive computer					39	1,718
apple watch ultra dive computer					30	940
apple watch as dive computer					19	300
apple dive watch					11	905
apple watch ultra 3 dive computer					10	366
apple watch ultra as dive computer					9	186
apple watch as a dive computer					9	89
apple watch diving					6	1,003
apple watch for diving					6	688
apple watch scuba diving					6	543
Rows per page: 10 ▼ 1-10 of 629						< >

Search Console: Pages

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					
Top pages				↓ Clicks	Impressions
https://joescuba.com/2024/10/where-to-sell-used-dive-gear/				283	6,823
https://joescuba.com/2022/10/apple-watch-dive-computer-im-not-so-sure/				168	13,002
https://joescuba.com/2024/12/choosing-a-backplate-wing-for-recreational-diving/				78	5,493
https://joescuba.com/2024/11/scubapro-go-fins-review/				74	8,300
https://joescuba.com/2025/04/shearwater-dive-computers-model-comparison/				45	3,656
https://joescuba.com/2025/03/technical-diving-are-doubles-dead/				28	1,034
https://joescuba.com/2011/05/aqualung-black-diamond-bcd-review/				27	687
https://joescuba.com/selling-used-dive-gear-to-joescuba-llc/				20	1,528
https://joescuba.com/2022/01/dive-planning-apps-for-technical-divers/				19	1,508
https://joescuba.com/2011/04/aqualung-balance-bcd-review/				18	487
Rows per page: 10 ▼ 1-10 of 442 < >					

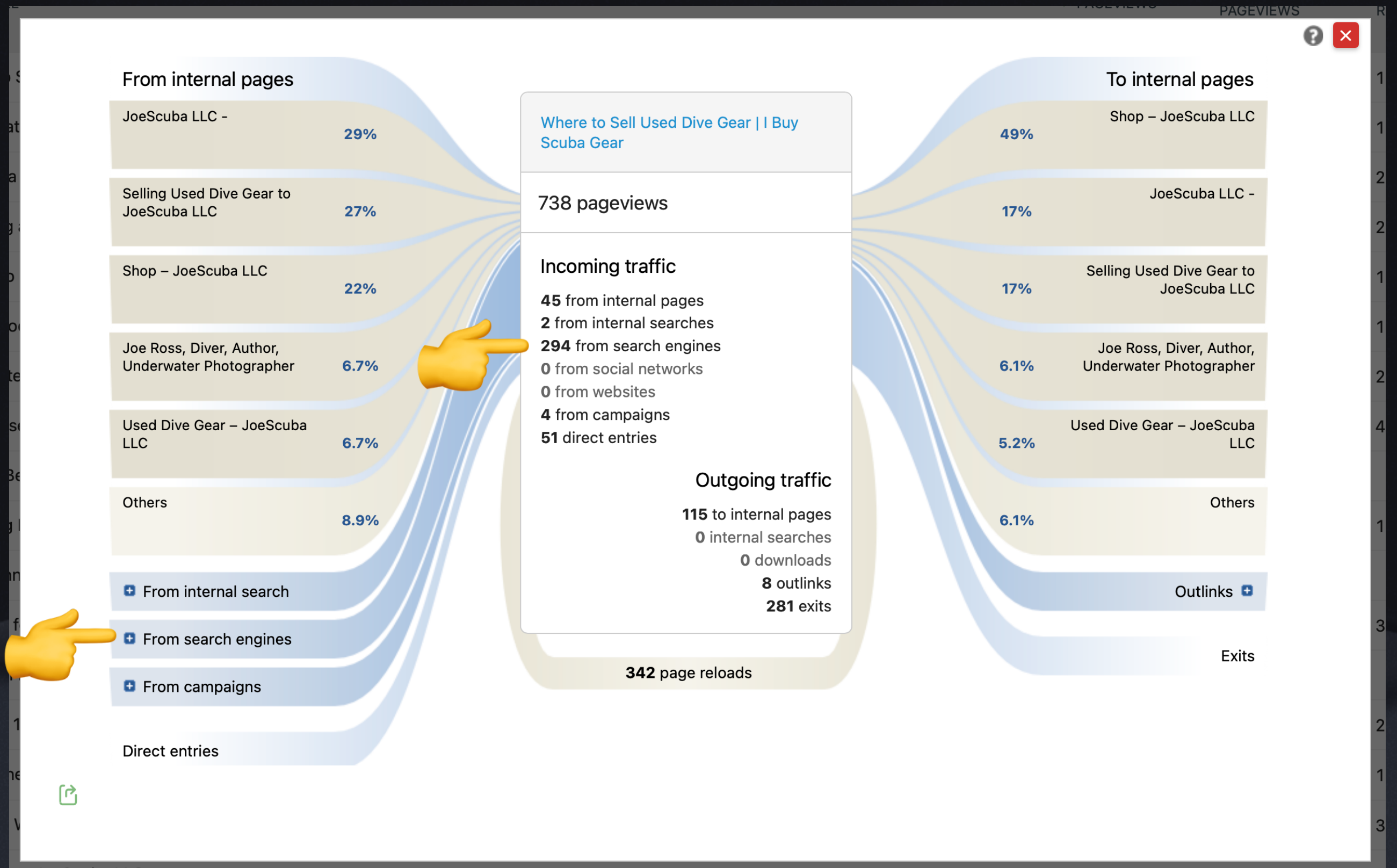
Search Console: Pages

Page titles

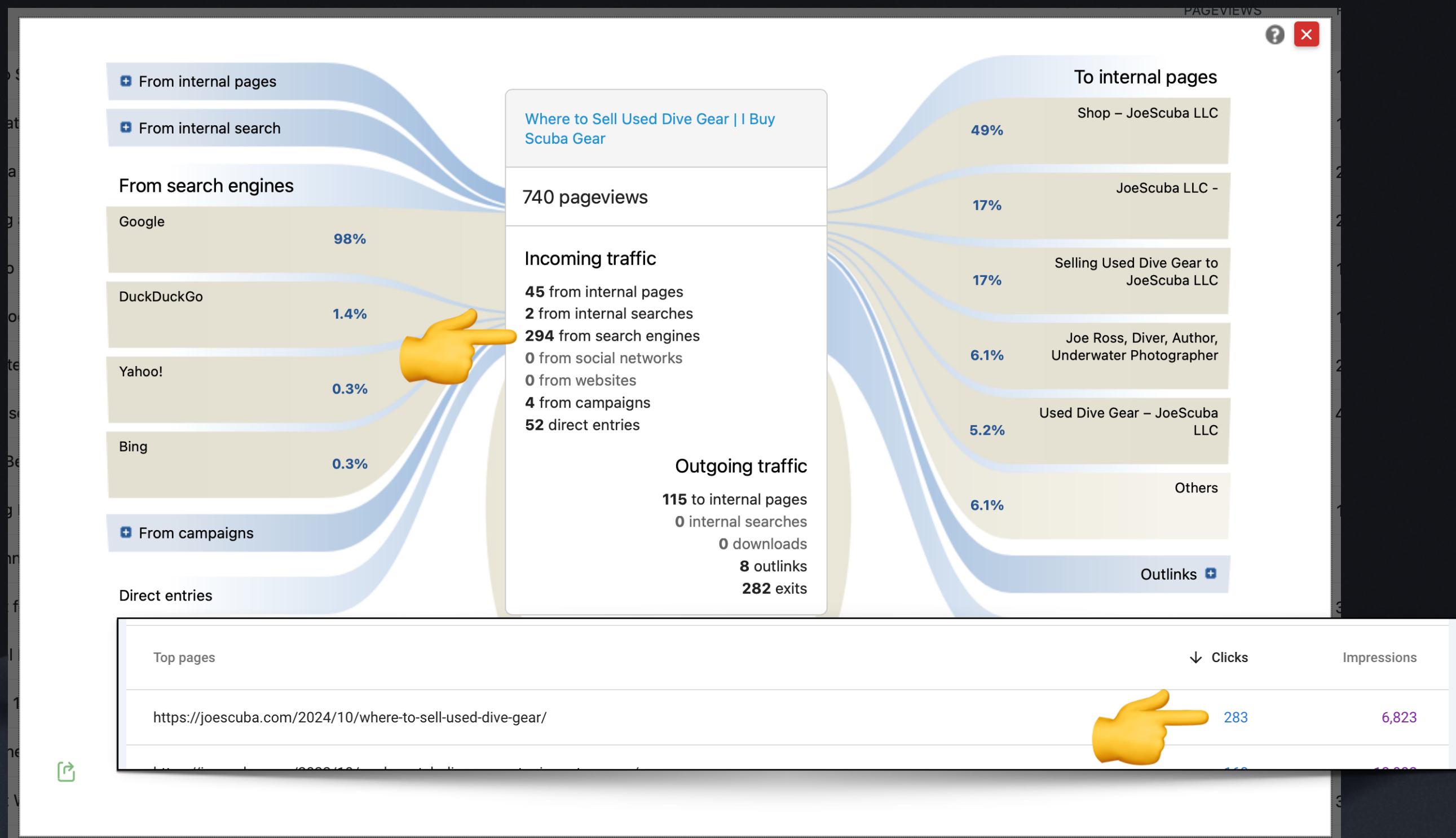


PAGE TITLE	▼ PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
Where to Sell Used Dive Gear I Buy Scuba Gear	738	356	15%	00:00:31	85%	4.9s
Apple Watch Dive Computer - Not for This Diver - Here's Why	361	192	18%	00:00:06	100%	23.54s
JoeScuba LLC -	268	129	27%	00:00:18	75%	2.52s
Choosing a Backplate and Wing for Recreational Diving	249	143	29%	00:00:29	94%	2.52s
Scubapro Go Fins (Travel Go Fins) - Review	194	102	19%	00:00:46	97%	1.02s
Shop – JoeScuba LLC	176	70	18%	00:00:17	31%	0.6s
Shearwater Dive Computers - Model Comparison	126	66	21%	00:00:14	91%	1.08s
Selling Used Dive Gear to JoeScuba LLC	110	56	40%	00:00:36	77%	1.43s
Choose Between DIN vs Yoke for your Scuba Regulator	84	42	5%	00:00:06	95%	1.89s
Aqualung Black Diamond BCD Review - JoeScuba LLC	72	35	11%	00:00:27	97%	2.18s
Dive Planning Apps For Technical Divers	66	28	7%	00:00:52	93%	1.55s
Page not found – JoeScuba LLC	65	35	36%	00:00:21	86%	4.16s
Technical Diving: Are Doubles Dead?	64	32	7%	00:00:15	91%	1.52s
Dive Rite 12 lb QR Weight Pockets Review Dive Gear Reviews	58	33	29%	00:00:20	91%	1.29s
What's the Most Reliable Scuba Regulator? JoeScuba Advice	55	30	19%	00:00:08	90%	1.3s
The Best Wing-Style BCD TransPac or Backplate?	52	29	32%	00:00:03	90%	1.49s
Dive Gear – JoeScuba LLC	51	23	50%	00:00:11	30%	1.03s
OMS Trieste 60lb Wing - Used Excellent Condition	50	27	40%	00:00:11	81%	5.7s
Kona Beach Dives - JoeScuba LLC	48	26	42%	00:01:19	96%	0.87s

Matomo Analytics: Pages



Search Console vs Page Visits



Google Search Console

The Problem Solver

Google Search Console

Inspect any URL in "https://joescuba.com/"

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🔔

⌵

🔴 J

https://joescuba.com/

Overview

Insights New

URL inspection

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HTTPS

Shopping

Product snippets

Merchant listings

Merchant opportunities

Enhancements

Review snippets

Security & Manual Actions

Links

Achievements

Settings

Page indexing

All known pages

Last updated: 9/26/25

Not indexed

4.32K

6 reasons

Indexed

803

Impressions

Pages

6K

4K

2K

0

7/2/25

7/14/25

7/26/25

8/7/25

8/19/25

8/31/25

9/12/25

9/24/25

View data about indexed pages

Why pages aren't indexed

Pages that aren't indexed can't be served on Google

Reason	Source	Validation	Trend	Pages
Alternate page with proper canonical tag	Website	Not Started		2
Crawled - currently not indexed	Google systems	Not Started		736
Duplicate without user-selected canonical	Website	N/A		0
Duplicate, Google chose different canonical than user	Google systems	Not Started		149
Excluded by 'noindex' tag	Website	Not Started		187
Not found (404)	Website	Not Started		3,220
Page with redirect	Website	Not Started		23

Rows per page: 100 1-7 of 7

Crawled - currently not indexed

These pages aren't indexed or served on Google

LEARN MORE

First detected: 8/16/22

Done fixing? VALIDATE FIX

Affected pages

736

900

600

300

0

7/2/25

7/14/25

7/26/25

8/7/25

8/19/25

8/31/25

9/12/25

9/24/25

Examples

URL

Last crawled

https://joescuba.com/product-category/recreational-diving/?add-to-cart=4818	Sep 27, 2025
https://joescuba.com/product/kittewake-mouse-pad/?add-to-cart=4350	Sep 27, 2025

Summing Up

- Traditional SEO is woefully inadequate (Except GBP)
- Everything is different now and your traffic is gravely at risk
- AI Overviews are Red Hot Real Estate [for about 10 more minutes]
- **Schema Markup is NOT optional**
- You MUST Understand Your Website Traffic Patterns



Cracking the Code:

AI, Search, and How Customers Really Find You

Joe Ross, MBA - November 12, 2025