

The Future of Search is Visual

**Why Video Is Your
Next Big SEO Play**



**3RD+
LAMAR**

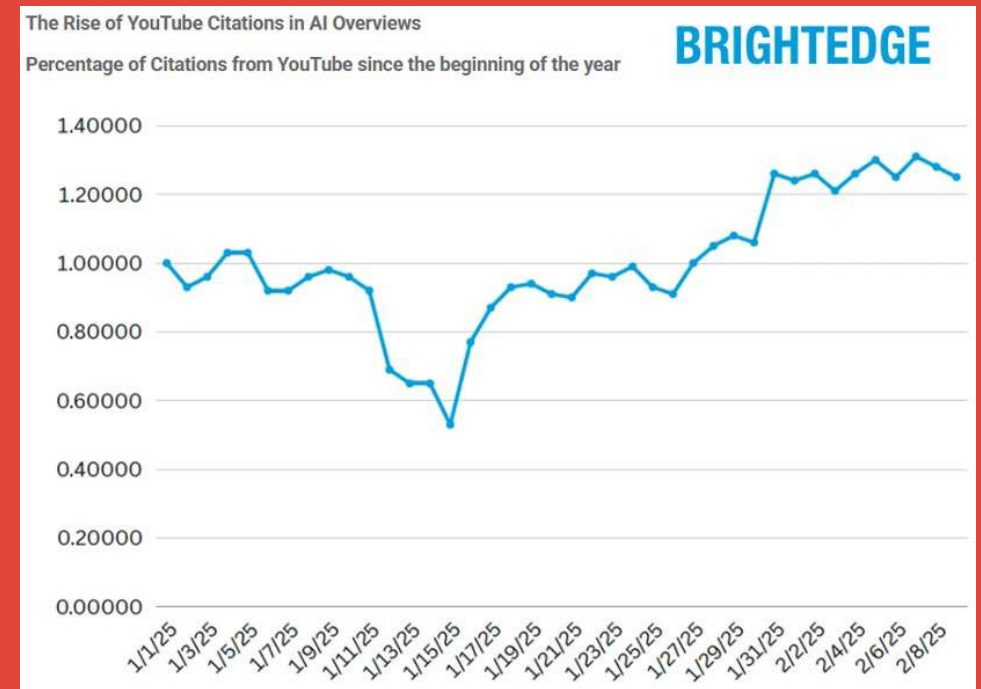
AI Overviews are taking over Google Search

In March 2025, 13.1% of Google search queries triggered AI Overviews. That's nearly double the 6.5% recorded in Jan. 2025. Source: SEMRush



YouTube's Power in AI Search Results

YouTube citations within AI
Overviews **grew by 25%** from
Jan. to Feb. 2025. Source:
BrightEdge



The Obvious Connection:

AI + Video

We're moving toward a world where AI will answer the majority of search queries, and a significant portion of those answers will feature YouTube videos.



Ready to Elevate Your Video Strategy?

Wondering where to begin with developing your video strategy?

Reach out to us at:
hello@3rdandlamar.com

