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'Zero-Click' Searches Increasing Online

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6 Intermediate

Exercise 1 Vocabulary

Repeat each word, definition, and example sentence after your tutor.

integrate

/'ɪntə,greɪt/ to combine to form a whole

Verb

The company decided to **integrate** the new software into its existing system.

summary

/'sʌməri/

Noun

a short statement explaining the main points of something

Your homework is to read the first chapter of the book and to write a **summary** of it.

calculation

/,kælkjə'læʃən/

Noun

the act or process of figuring something out using numbers

I'll do some **calculations** to figure out how much we'll need to save each month for the trip.

content

/'kɑːntənt/

Noun

something that appears on a website, in a magazine, etc.

As editor-in-chief, she's in charge of what **content** is included in the magazine.

consent

Verb

/kən'sent/ to give permission for something

He **consented** to a search of his car after the officer explained the situation.

Exercise 2 Article

Read the article aloud on your own or repeat each paragraph after your tutor.

'Zero-Click' Searches Increasing Online

Searching for information has never been easier. You can just open your computer or your phone, type what you're looking for into a search engine, and click on a link that will send you to a website with the answer.

But an increasing number of people often don't even click on those links. According to a new survey, "zero-click" searches are on the rise.

AI is now integrated into many search engines, often offering short summaries of what you're searching for at the top of the search page.

And the survey, done in Japan, found that in more than 60% of searches on Google, people don't click beyond the search page.

According to data from Tokyo-based companies Values Inc. and Note Inc., of the more than 6.1 billion Google searches done in Japan in September, only 2.26 billion resulted in the searcher visiting a website.

There could be many reasons for this, however. Some searches might only be looking for a place on a map, or looking for the answer to a calculation, both of which will often be shown on the search screen.

But experts believe AI is having a big impact on the way people search for information.

Many people now often look for information on platforms like ChatGPT instead of traditional search engines. The survey even found that the number of people in Japan who clicked on a link to a website via an AI platform tripled between January and August of this year.

And it's not just Japan. Earlier this year, companies in the UK asked the country's Competition and Markets Authority to stop Google from using their content for AI summaries in its searches. They said this was affecting their website traffic, and they hadn't consented to their content being used in this way.

Exercise 3

Questions

Answer the following questions about the article.

1. What percentage of Google searches in Japan end without users clicking on any website links?
2. How many Google searches in total were carried out in Japan in September?
3. Why did some UK companies ask the Competition and Markets Authority to stop Google from using their content for AI summaries?

Exercise 4

Discussion

Have a discussion based on the following questions.

1. What are your thoughts on the survey's findings?
2. Are you surprised that so many Google searches don't lead to any clicks?
3. How useful do you find the AI summaries in search engines?
4. How many Google searches do you imagine you do a day?
5. How often do you use AI tools to look up information?

Exercise 5

Further Discussion

Have a discussion based on the following questions.

1. How much do you rely on AI in your day-to-day life?
2. Have your colleagues been quick to use AI at work?
3. Do you know anyone who's very wary of AI?
4. Do you like to keep with the latest AI developments?
5. What do you imagine AI will be capable of 10 years from now?

Source

This lesson is based on an article by Chiara Leone-Ganado.