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note inc.
October 30, 2025

note Proves Superiority in Attracting Generative AI and Search Traffic

Releases Content Analysis Report on Human Traffic in the Age of AI Search 【Joint Survey by VALUES and note】



note, Inc. conducted a joint survey with VALUES, Inc., a company specializing in internet behavioral log analysis, to identify the structure of content and websites that prevent "ending with an AI summary" and encourage human visitation. This joint report analyzes the changes in net users' behavior and the structure of content that successfully attracts AI-driven traffic.

[Survey Results Digest]

1. Search behavior has not decreased, but "zero-click" searches accelerate, accounting for over half (VALUES)
2. note is a "Singular Entity" that significantly exceeds expected traffic from generative AI (VALUES)
3. "Two Characteristics" of content favored by AI and chosen by humans (note)
4. How reading differs in the age of AI search compared to SEO (note)
5. The key for people to visit content in the age of AI search is "gaining trust and reputation on the topic" (VALUES)

The full report is available here (Japanese only):
https://drive.google.com/file/d/14AeCSevPpuao-HAHhvJ5d4xRBt7nbD21/view?usp=drive_link

Background of the Survey

As AI is now standard in search engines (Google, Yahoo!, etc.) routinely used by net users, "summaries" and "overviews" are prioritized. This leads to the "zero-click problem," where users are satisfied with the AI's answer, and content published by companies and individuals is no longer directly read.

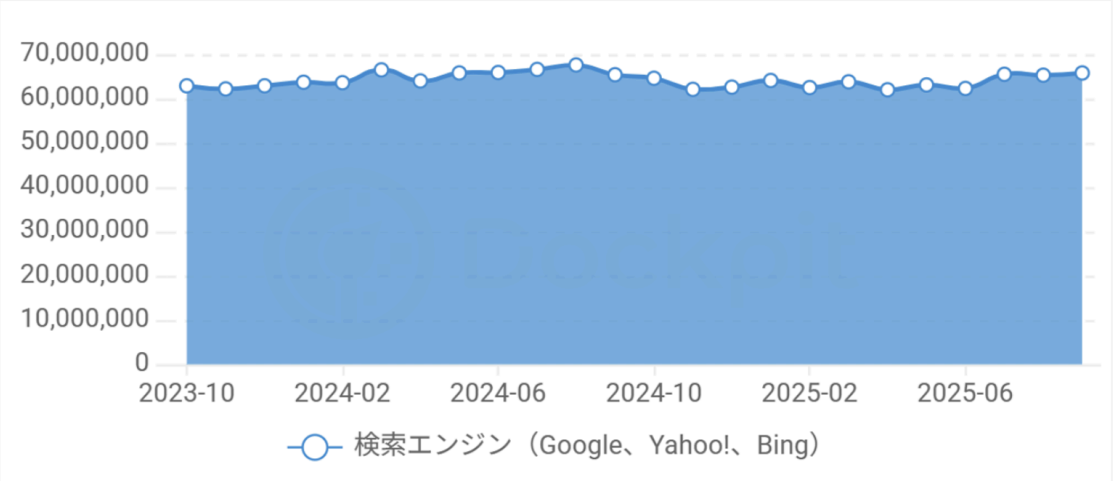
VALUES, which jointly conducted this survey, visualized the usage patterns of AI search and generative AI services based on one of Japan's largest web behavior log datasets. note, on the other hand, used its platform data to analyze which types of content successfully acquire AI-driven traffic (hereinafter, "AI traffic"). By combining this data and knowledge, the survey aims to clarify the trends of content that is "cited by AI and then actually visited by users," and the structure of platforms where such content accumulates. The objective is to provide a roadmap for how businesses and brands should respond in the age of AI search.

Summary of Survey Results

1. **Search behavior has not decreased, but "zero-click" searches accelerate, accounting for over half (VALUES)**

Before questioning the ideal state of content marketing in the AI search era, is there a "decline in search" or "decline in Google usage" concerning the act of searching itself? An analysis using VALUES' web behavior log analysis tool, "Dockpit," found that as of 2025, there is no evidence of a "decline in search."

【Fig.1】Transition in the number of users who accessed the search results page (SERP) of either Google, Yahoo! Japan, or Bing (Source: Dockpit)



■Data Compilation Overview
Compilation Period: October 2023 - September 2025
Target: Users who accessed the search results page (SERP) of either Google, Yahoo! Japan, or Bing
Device: PC & Smartphone
Data Source: VALUES, Inc. Web Behavior Log Data

However, compared to the estimated number of Google search sessions in September 2025 (approx. 6.18 billion times), site visit sessions amounted to only 36.5% (2.26 billion times). This means that so-called "zero-click" searches (performing a search but not visiting a site) reached 63.5%. This trend has been accelerated by the introduction of Google's AI Overviews and AI mode features since 2025.

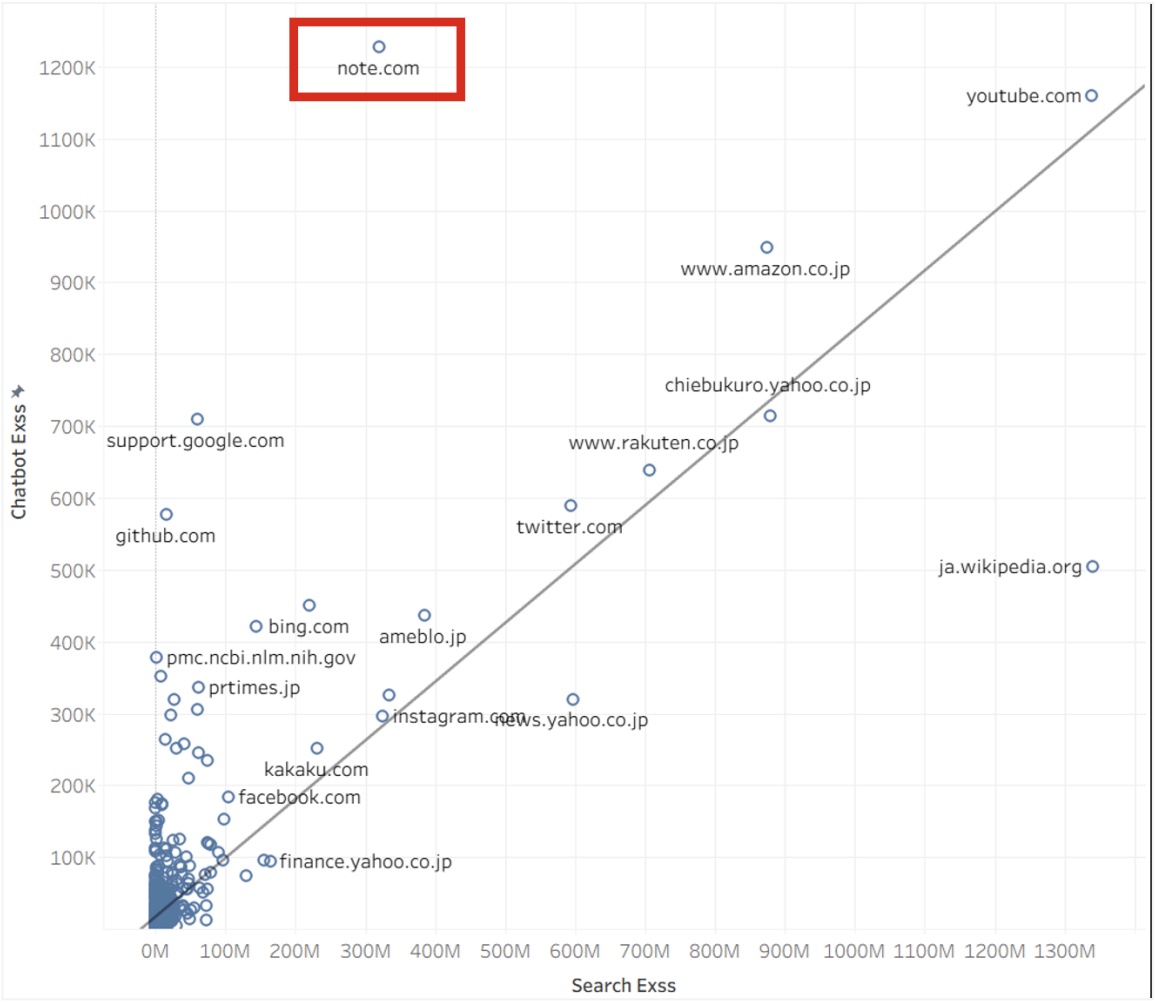
2. note is a "Singular Entity" that significantly exceeds expected traffic from generative AI (VALUES)

This survey re-examined the hypothesis that for general websites, a positive correlation exists between generative AI traffic and search engine traffic: "The more traffic a site receives from search engines, the more traffic it receives from generative AI."

shows the results verified using actual behavioral logs. Generative AI traffic here is defined as visits originating from URLs referenced or presented by generative AI tools like ChatGPT, Perplexity, and Gemini when answering questions or providing summaries. (This data does not include "AI Overviews" or "AI mode" displayed on Google search results.)

The survey confirmed a positive correlation between search traffic and generative AI traffic. However, as shown in【Fig.2】, note clearly deviates from the correlation line, showing a result approximately four times higher than the expected generative AI traffic based on its search traffic. This suggests that note holds a two-stage advantage compared to other sites: being "easily cited by AI and more likely to be visited by users."

【Fig.2】Correlation between Search Engine Traffic vs. Generative AI Traffic (January - September 2025)



■Data Compilation Overview
Compilation Period: January - September 2025
Target: 2,791 sites across 51 categories
Device: PC & Smartphone
Data Source: VALUES, Inc. Web Behavior Log Data

3. "Two Characteristics" of content favored by AI and chosen by humans (note)
note's internal data revealed that articles with increased AI traffic (AI traffic tripled in the five months from March to August 2025【Fig.3】) share the following characteristics that attract "value beyond a summary."

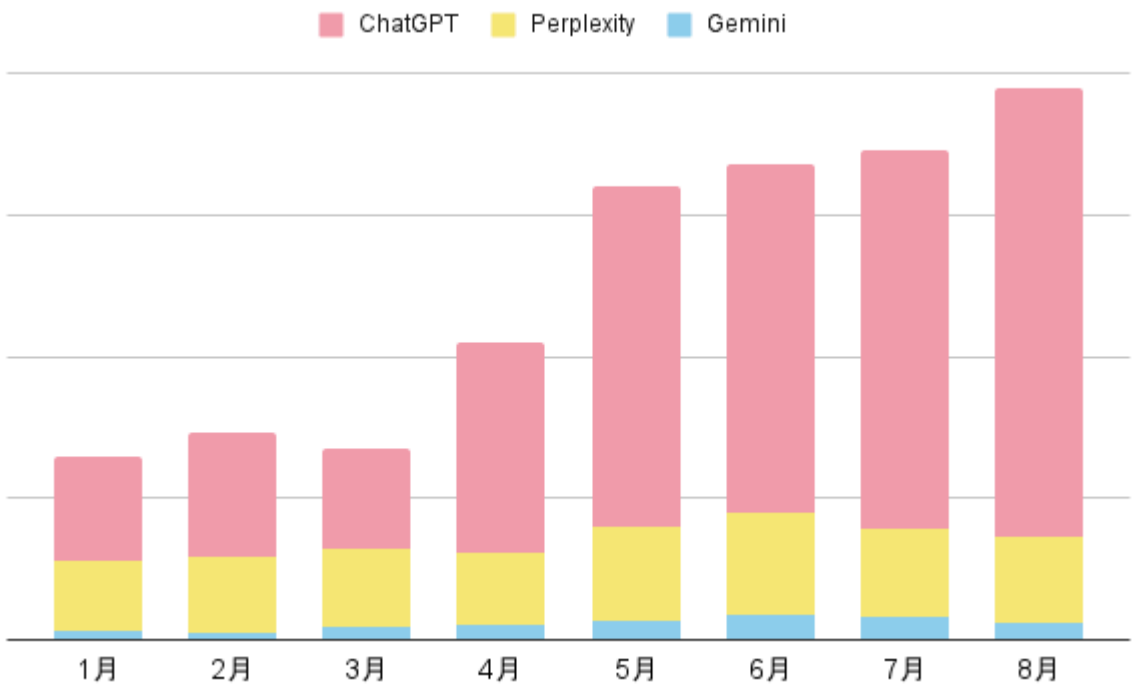
(1) In-depth articles based on the writer's experience and expertise The average word count of articles with high AI traffic is about 6,000 characters, significantly exceeding the overall average for note. In-depth articles based on the writer's experience and expertise are believed to be more likely cited as sources of information by AI because they contain specific examples and practical knowledge not found in superficial information.

(2) Clear Structure Articles ranking high in AI traffic show clearly higher usage rates for Table of Contents (48%) and Headings (89%) compared to all articles posted during the same period (September 2025). This indicates they possess a "document structure easily understood" by AI.

This is consistent with the tendency of AI to favor "information-dense text." The paragraph organization mechanism provided by note, such as "Headings" and "Table of Contents," is thought to generate a "document structure easily understood" by AI as a result.

Furthermore, about 40% of AI traffic is directed to articles older than six months. This shows that AI seeks not only the latest information but also universal content, confirming that "past assets" remain valuable in the age of AI search.

【Fig.3】Trend in AI Traffic to note, by Service (January - August 2025)



■Data Compilation Overview
Compilation Period: January - August 2025
Device: PC & Smartphone
Data Source: note, Inc. Access Analysis Data

4. How reading differs in the age of AI search compared to SEO (note)

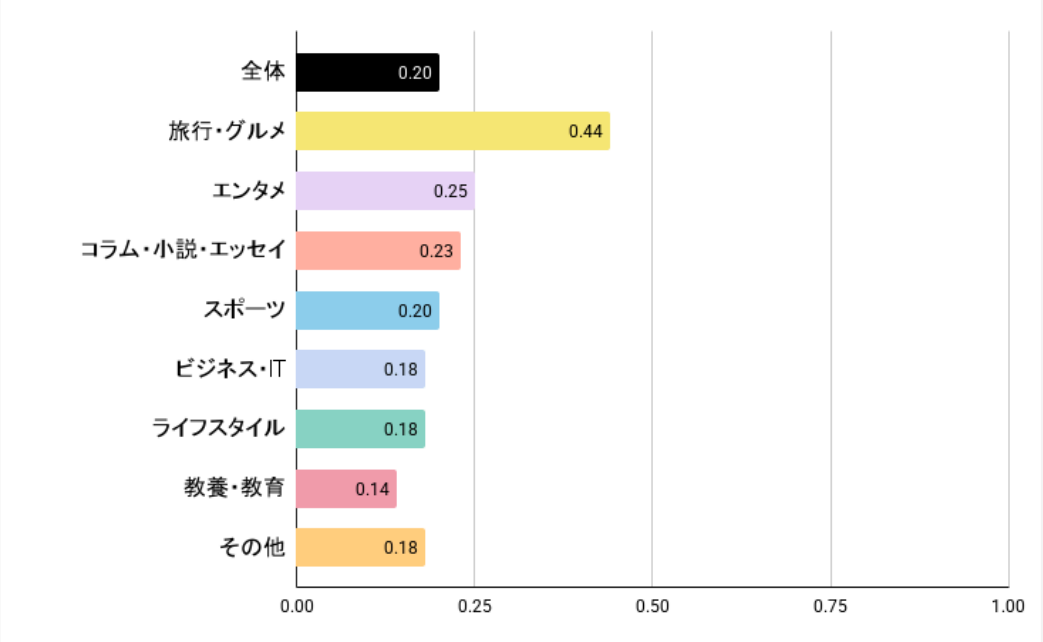
note is a large-scale platform with over 73.59 million MAU (as of February 2025) and is highly evaluated by search engines. However, a closer look at the top articles for AI traffic【Fig.4】revealed that the correlation coefficient between search traffic and AI traffic is low overall at 0.2. This indicates that AI traffic and search traffic move independently of each other.

This low correlation suggests a new potential: even if content does not rank highly in SEO, its quality may lead to it being reached and visited by readers via AI.

In contrast, the Travel and Gourmet categories showed a slightly higher correlation coefficient of 0.44 between search traffic and AI traffic compared to other categories. This indicates these genres attract traffic from both search and AI.

*MAU: Monthly Active Users, the total number of active browsers (including non-members) that accessed "note" at least once a month.

【Fig.4】Correlation between AI Traffic and Search Traffic to note, by Category (August 2025)



■Data Compilation Overview
Compilation Period: August 2025
Device: PC & Smartphone
Data Source: note, Inc. Access Analysis Data

5. The key for people to visit content in the age of AI search is "gaining trust and reputation on the topic" (VALUES)

Through this joint survey, it became clear that even in the age of AI search, there are domains where "information beyond the summary" is required, prompting users to actively visit primary sources to verify information. This insight is considered to be related to why note is frequently visited.

Based on the results of this joint survey, companies and brands need to adopt a new strategy that leverages the strengths of AI, which we call "Neo Content Marketing," instead of creating "summary" type content that AI can substitute. The goal should be to "build a platform where various opinions and case studies concerning a topic are discussed."

Specifically, it is essential to form a "Topic Hub" to gain consumer trust by implementing:
・Designing Polyphony: Having publishers with different perspectives discuss the same topic.
・Maintaining Consistency: Ensuring thematic integrity across the content.
・Securing Updatability: Guaranteeing that the latest information is collected.

We propose that this framework is the new condition for a platform to be recognized by AI as a "Trusted Domain" where multiple independent sources consistently converge, and to be chosen by people as a place that "still provides a reason to visit, even after a summary."

VALUES, Inc.

Values, Inc. is a business growth support company that helps create new market value by leveraging marketing expertise and cutting-edge IT technology. It has independently built a big data platform containing behavioral logs and demographic information of approximately 2.5 million general internet users. In addition to providing various analysis services, it supports many companies with its unique expertise and solutions, ranging from consulting on management issues to problem-solving and sales promotion support.

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Established: September 30, 2009
Capital: 100 million yen
URL: https://www.valuesccg.com/

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 64.07 million works have been created. The number of members has reached 10.52 million (as of August 2025).

●URL：https://note.com/
●iOS App：https://itunes.apple.com/jp/app/note-noto/id906581110
●Android App：https://play.google.com/store/apps/details?id=mu.note

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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