



The Zero-Click Revenue Dashboard

Track business health when session traffic is declining due to AI answers.

Metric Definitions

1. Why "Revenue Per Session" (RPS) is the New KPI

In a Zero-Click world, "tire kickers" stay on Google to read the AI summary. The people who click through to your site are serious buyers.

- ✓ **The Shift:** Stop panicking if traffic drops 20%. If Revenue stays flat, your RPS just improved. You are getting higher quality traffic.
-

2. Brand Velocity The Ultimate Safety Net

If Google stops sending you traffic tomorrow, will people type your URL directly?

- ✓ **The Shift:** Track "Branded Search" impressions in Google Search Console. If this is rising, your marketing is working, regardless of what the algorithm does.
-

3. The Dark Funnel Ratio

AI tools (like ChatGPT) don't pass referral data. A user might ask ChatGPT about you, get a recommendation, and then visit your site directly. Analytics sees "Direct Traffic."

- ✓ **The Shift:** Use a "How did you hear about us?" field on your forms. If users say "AI" or "Podcast" or "Friend," that is your Dark Funnel.