GRACKERAI DATA INTELLIGENCE REPORT

How to Get Cited by AI: What 10,000 Citations Reveal About Winning in the New Search Landscape

Original Citation Analysis Across ChatGPT, Gemini, Perplexity & Google AI Overviews

February 2026 · 10,000 Citations · 57 Queries · 4 AI Engines · Cross-validated with 5.7M & 30M Datasets

Executive Summary

Analysis of 10,000 citations across 57 queries reveals AI engines don't treat all brands equally. 67% of B2B buyers start vendor research with AI assistants. In AI search, you're either cited or invisible.

3–4 brands	**~13 brands**
cited per ChatGPT answer — market leaders only	cited per Perplexity answer — best for niche/mid-market
40.1%	**<4%**
of cross-platform citations from Reddit — #1 source	of citations from vendor websites — your site is not where AI looks

1. Platform-by-Platform Citation Analysis

Dimension	ChatGPT	Gemini	Perplexity	AI Overviews
Brands/answer	3–4	~8	~13	~7
Focus	Market leaders	Balanced mix	Comprehensive	SEO + community
#1 source	Wikipedia 47.9%	Reddit 21.0%	Reddit 46.7%	Blog/editorial 46%
#2 source	Reddit 11.3%	YouTube 18.8%	YouTube 13.9%	Reddit 21%
Vendor blog rate	~1%	7%	7%	7%
Leader bias	89% to top 3	34% mid-market	67% outside top 3	~60% corr. to #1

Review Site Multiplier (Perplexity)

Platform	Citation Rate	Avg Position	Threshold
G2	67%	2.3	100+ reviews, 4.5+ rating

Platform	Citation Rate	Avg Position	Threshold
Capterra	54%	3.7	Active listing, recent reviews
TrustRadius	41%	4.2	Verified user reviews
Gartner Peer Insights	38%	2.8	Eligibility-dependent

2. Source Hierarchy & Citation Stack

Rank	Domain	Citation Rate	Role
1	Reddit	40.1%	Community validation
2	Wikipedia	26.3%	Encyclopedic authority
3	YouTube	15.7%	Tutorials, demos
4	Forbes	8.9%	Business trust signal
5	LinkedIn	7.2%	Thought leadership
6–10	Quora, BI, TechCrunch, G2, Gartner	3.9–6.1%	Expert Q&A;, reviews, analyst

Tier	% of Citations	Sources	Role
1: Social & UGC	42%	Reddit, G2/Capterra, Quora, LinkedIn	Foundation — user validation
2: News & Publishers	35%	Gartner, Forbes, TechCrunch, BI	Authority — analyst/press
3: Affiliates & Listicles	23%	PCMag, Capterra guides, TechRadar	Discovery — comparison content

3. Citation Stability & Freshness

Platform	Consistency	Content Age	Citation Probability
AI Overviews	71%	0–30 days	2.8× baseline
ChatGPT	67%	31–90 days	1.9× baseline
Perplexity	61%	91–180 days	1.2× baseline
Gemini	54%	181–365 days	1.0× baseline
		365+ days	0.6× (−40%)

> **Monday.com Case Study:** Citation rate varied 28 percentage points over 6 months (67% → 43% → 71% → 62% → 51%) with no product or SEO changes. Citation visibility requires continuous effort.

4. SEO-GEO Relationship

Google Ranking	AI Citation Prob.	Insight
#1	60%	40% of #1 pages still NOT cited by AI
#2–3	42%	Substantial drop — not a graduated curve
#4–10	28%	Page 1 helps but doesn't guarantee
Page 2+	11%	Content quality can still overcome ranking

> **The 89% Rule:** 89% of ChatGPT citations come from pages at position 21+ on Google. ChatGPT correlates 0.73 with Bing vs. 0.42 with Google. Optimize for both search engines.

5. Brand Size vs. Citation Probability

Market Position	ChatGPT	Gemini	Perplexity	Strategy
#1 leader	94%	89%	87%	Focus on ChatGPT
#2–3	67%	74%	81%	Gemini + Perplexity
#4–10	18%	43%	68%	Perplexity-first
Outside top 10	3%	21%	47%	Own a vertical niche

> **Niche Specialist Exception:** Teamwork went from 12% citation for generic PM to 78% for "PM for agencies." Pipedrive went from 23% for "CRM" to 81% for "simple CRM for sales teams." Don't compete on category — own the use case.

6. Technical Elements & Schema Impact

Element	Lift	Element	Lift
H1→H2→H3 hierarchy	+43%	No mobile optimization	−23%
FAQ schema	+37%	Pop-ups / interstitials	−14%
Updated <90 days	+28%	Auto-play videos	−11%
Table of contents	+24%	Word count >2000	−8%
Data tables	+22%		

Schema	Lift	Schema	Lift
FAQPage	3.7×	Organization	1.8×
HowTo	2.9×	Article	1.6×
Product	2.4×		

7. 90-Day Action Plan

Phase	Days	Key Actions
Foundation	1–30	Audit AI visibility (10 queries × 4 platforms); review site audit; FAQ schema on top 10 pages; llms.txt; verify GPTBot/PerplexityBot; update top 5 posts; 10 G2 review requests
Community	31–60	Reddit (5–7 subreddits, 25+ comments/wk); review collection (10 requests/wk, target 15+ new); content sprint: alternative page, comparison guide, case study
Authority	61–90	Guest post; expert quotes (HARO); virtual event (YouTube); ethical comparison article; re-run baseline and measure changes

Timeline	Expected Result
4–6 weeks	First citations in long-tail queries
60–90 days	Meaningful visibility in core queries
6–12 months	Consistent citations above competitors
12+ months	Category authority, compounding benefits

8. Seven Common Mistakes

Mistake	Why It Fails	Fix
1. Same strategy all platforms	Preferences vary dramatically	Platform-specific allocation
2. Self-promotional listicles	Diminishing returns; ChatGPT filters	Honest comparisons, real pros/cons
3. Neglecting review sites	23% of all B2B citations	15+ reviews/quarter, 4.5+ rating
4. One-time optimization	54–71% stability; −40% after 180 days	Monthly refresh; weekly monitoring
5. Ignoring Reddit	40.1% of all citations	Authentic participation over months
6. Weak Wikipedia strategy	26.3% cross-platform; 48% of ChatGPT	Build notability through press/analysts
7. Confusing SEO with GEO	60% correlation; 40% of #1 not cited	Community presence + Bing optimization

9. 2026 Predictions

Prediction	Current	Expected	When
Listicles stop working	40% of citations	−60–80% effectiveness	Q2–Q4 2026
Paid citations emerge	All organic	Perplexity $42.5M Publisher Program	Q2–Q3 2026
Multimodal citations	18.8% video (Gemini)	40%+ video content	End 2026

Prediction	Current	Expected	When
Monitoring standard	Most don't track	As standard as GA	Late 2026
Vertical AI engines	4 major engines	Healthcare, legal, dev, financial	2026–2027

Sources & Methodology

Primary: GrackerAI 10,000 citations × 57 queries. Validated: Goodie 5.7M citations (Feb–Jun 2025), Profound 30M citations (Aug 2024–Jun 2025). Platform data from ChatGPT, Perplexity, Anthropic, Google. Additional: Responsive Research, Peec AI, Ahrefs 9.6M queries.

See Where You Stand in AI Search

Visit **portal.gracker.ai** for a free AI visibility audit or **gracker.ai/demo** to book a strategy session.