

# How AI Engines Discover Cite Your Content



**ChatGPT**  
High-Volume AI Citation Engine

### CITATION SIGNALS

- ✓ Uses trained knowledge and live search data
- ✓ Citations often appear in source references

### CONTENT TIMELINE SIGNALS

- ✓ Strong domain authority
- ✓ Social proof indicators
- ✓ Structured FAQ sections
- ✓ Clear topical expertise
- ✓ Up-to-date statistics and data

### OPTIMIZATION STRATEGIES

- ✓ Target high-search-volume topics
- ✓ Publish detailed industry guides
- ✓ Refresh content with updated statistics
- ✓ Use question-based headings
- ✓ Build strong topic clusters

### CITATION OPPORTUNITIES

- ✓ Brand + keyword searches
- ✓ "According to [source]" queries
- ✓ Comparison-based questions
- ✓ Statistical research queries

### TRACKING VISIBILITY

- ✓ Monitor ChatGPT source mentions
- ✓ Track brand mentions in AI responses
- ✓ Measure indirect traffic spikes
- ✓ Survey customers about AI discovery



**Perplexity**  
Real-Time AI Search Engine

### CITATION SYSTEM

- ✓ Always shows inline citations with direct links
- ✓ Prioritises recent, authoritative sources with clear attribution

### TIMELINE:

- Recent publication dates
- Precise, quotable statements
- Clear author credentials
- Well-structured headings
- Source-backed claims

### OPTIMISATION TACTICS

- ✓ Publish research-backed content regularly
- ✓ Include precise statistics and studies
- ✓ Create comprehensive comparison guides
- ✓ Use clear, scannable formatting
- ✓ Target research-intent keywords

### CITATION TRIGGERS

- Fact-checking queries
- Citation count in responses
- Research and analysis requests
- Brand authority score increases
- Citation count in responses

### IMMEDIATE ACTIONS

- ✓ Publish weekly industry insights
- ✓ Add author bios to all content
- ✓ Create detailed methodology pages
- ✓ Build comprehensive resource libraries



**Claude**  
The Context-Aware Citation Engine

### CITATION MECHANICS

- ✓ Cites sources when web search is enabled
- ✓ Focuses on authoritative, well-reasoned content with clear methodologies

### TIMELINE:

- Detailed explanations and reasoning
- Balanced, objective viewpoints
- Clear methodology descriptions
- Professional tone and structure
- Evidence-based conclusions

### OPTIMISATION TACTICS

- ✓ Develop in-depth case studies
- ✓ Methodology and process questions
- ✓ Case study and example requests
- ✓ Technical documentation needs
- ✓ Balanced analysis requests

### TRACKING METHODS

- Professional network referrals
- Enterprise prospect engagement
- Authority building metrics
- Trust signal improvements

### IMMEDIATE ACTIONS

- ✓ Document your core methodologies
- ✓ Create detailed case study library
- ✓ Build professional resource center
- ✓ Establish thought leadership content

## CROSS PLATFORM STRATEGY

### CONTENT FRAMEWORK

- Lead with clear, quotable statement (Perplexity)
- Include clear, comprehensive (ChatGPT)
- Add detailed methodology (Claude)
- Add detailed methodology (Claude)
- Structure with clear headings and data

### CITATION READINESS CHECKLIST

- Author credentials clearly displayed
- Publication date prominent
- Sources and methodology documented
- Statistics and data verified
- Clear, scannable formatting

### WEEKLY CITATION AUDIT

- Test your brand name in all three systems
- Screenshot citation appearances
- Track competitor citation frequency
- Monitor topic coverage gaps
- Update underperforming content

### MONTHLY OPTIMISATION CYCLE

- Publish new research or data
- Update existing content with fresh stats
- Build topic authority through clusters
- Track citation performance metrics
- Adjust strategy based on results

