

CITATION ALGORITHM

How AI Engines Pick Their Sources

Inside the citation algorithm: knowledge graphs, embeddings, schema, and the platform-by-platform differences.

01

Why This Matters Now

Knowledge Graph Authority

Google's KG decides entity authority. Without entity-graph presence, you compete in a lower tier.

Embeddings And Semantic Match

AI engines match passages, not pages. Your best paragraph could outrank your entire competitor page.

Schema As A Citation Boost

Structured markup doubles your chance of being extracted. FAQPage, HowTo, and Article are the power stack.

4 major platforms

02

The Core Framework

A

Rankings Are Not Citations

Position-based ranking optimizes for one SERP. Citation optimization spans query-fan-out and platform-asymmetric signals

B

Knowledge Graph Matters

Without entity presence (Wikipedia, Wikidata, sameAs mesh), Gemini and AIO treat you as a lower-authority source.

C

Vector Embeddings

Passages are indexed, not just pages. Your best 200-word answer can beat a competitor's 3000-word page.

D

Schema Boost

Structured data raises citation eligibility 2-3x. Missing schema is leaving citations on the table.

UPGROWTH CASE

Lendingkart

5.7x lead volume, 30% CPL reduction, 4x ad spend scaling after shifting to GEO-first architecture.

03

Your Working Checklist

KNOWLEDGE GRAPH AUTHORITY

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SCHEMA AS A CITATION BOOST

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PLATFORM ASYMMETRY

ChatGPT pulls from Bing. Perplexity uses Sonar. Gemini favors KG entities. AIO blends all Google signals.

PRO TIP Score your site once, fix the weakest category, re-score in 4 weeks. Compound this loop.

04 The Execution Loop

1

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Run This Monthly

Measure, identify weakest signal, fix, re-measure. Compound for 12 weeks to see step-change in citation share.

05

Your 90-Day Action Plan

PHASE 1

Measure

- Audit current citation share
- Map your vertical exposure
- Score your GEO readiness

PHASE 2

Rebuild

- Fix the weakest signal category
- Add schema saturation
- Publish first-party data

PHASE 3

Compound

- Track citation share weekly
- Close gaps against top 3 competitors
- Scale the playbook across sections