

CITATION SHARE

Why Your Competitors Get Cited

Citation share is the KPI that decides AI visibility, and rankings dashboards cannot see it.

01

Why This Matters Now

Rankings Do Not Predict Citations

A #1 ranking can have 0% citation share. A #15 ranking can have 40%. The signals differ.

Platform-Specific Signals

ChatGPT weighs Bing authority. Perplexity weighs source freshness. Gemini weighs entity graph.

The Citation Gap

Measure your share vs top competitor on 50 key queries. The gap in percentage points is your recovery target.

70% captured by top 3 sources

02

The Core Framework

A

Citations Diverge From Rankings

Two pages at position 3 and 4 can have 40% vs 0% citation share. Signals are not the same.

B

Platform Asymmetry

ChatGPT pulls from Bing-indexed sources. Perplexity weighs freshness. Gemini uses Knowledge Graph heavily.

C

Top 3 Capture 70%

Citation share follows a steep distribution. If you are not top 3, you are functionally invisible.

D

Measurement Method

Run the same 50 queries across 4 platforms weekly. Count mentions by domain. That is your citation share.

UPGROWTH CASE

Lendingkart

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

03

Your Working Checklist

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THE CITATION GAP

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RECOVERY PATTERNS

First-party data, visible author credentials, schema saturation, and direct-answer formatting.

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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2

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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