

STRATEGY

How to Measure AI Search Performance: The Complete Framework

Key insights and actionable frameworks

01

The Context

Why Traditional SEO Metrics Fail for AI Search

Google Search Console still won't show you what percentage of answers cite your content. GA4 lumps all referral traffic together. Ahrefs and SEMrush track rankings, not citations.

The Five Core Metrics That Matter

It's the percentage of relevant AI answers that cite at least one of your pages. If you run 20 manual queries across your target keywords and your brand appears in 12 of the AI answers, your citation share is 60%. Citation share is different from citation count.

02

Key Pillars

01

The Audit Process: Weekly Spot Checks to Quarterly

We run three audit cadences.

02

Tools: The Stack That Works

Google Search Console remains essential but with new purpose.

03

How to Set Benchmarks and Track Competitive Positi

Measure against your three strongest competitors in your space.

03

Key Pillars

04

UTM Tracking for AI Traffic Attribution

Set up clean UTM parameters for each AI platform.

05

Building Your First AI Search Dashboard

You don't need enterprise tools to start measuring.

06

What the Data Reveals: Real Patterns from Client W

After auditing 30+ brands, three patterns emerged.

04 Key Pillars

07

Reporting Framework: What to Show Stakeholders

Create a monthly one-page report with four elements.

08

Industry Benchmarks: What Good Looks Like

Citation share varies dramatically by vertical.

09

Common Measurement Mistakes

Mistake 1: Tracking rankings instead of citations.

Ready to Take Action?

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