

AI Citation Tracking Study

A Repeatable Cross-Platform Measurement Protocol

Objective

The AI Citation Tracking Study measures how often a business is mentioned, cited, recommended, and linked across AI-driven answer environments, and identifies which pages and topics earn that visibility.

Current CJ Pilot Observation

Platform/report	Period reviewed	Observed result
Bing Webmaster Tools AI Performance	3 months	2 total citations
Cited pages	3 months	1 CJ page
Cited URL	3 months	/diversify-your-traffic-sources-beyond-google/
Grounding-query detail	3 months	No query-level rows available in the sampled report at time of review

Microsoft states that AI Performance citations show visible source references across Microsoft Copilot, AI-generated summaries in Bing, and select partner integrations. Microsoft also cautions that citation counts do not represent rankings, authority, traffic, or page importance.

Standard Prompt Library

Prompt class	CJ example	MoneyMan example
Category discovery	What companies provide AI visibility services for small businesses?	What companies provide small-business tax planning services?
Local discovery	Who provides SEO, AEO and GEO consulting in New York?	Who provides small-business tax planning near [target location]?
Problem/solution	Why isn't my business appearing in AI recommendations?	What should a business do after receiving an IRS notice?

Comparison	SEO vs AEO vs GEO: what should a small business invest in?	Tax planning vs tax preparation: what is the difference?
Expert source	Who are credible experts on small-business AI visibility?	Who can explain year-round tax planning for small businesses?

Tracking Rules

1. Use a fixed prompt set for each measurement cycle.
2. Record the exact platform, model/product where visible, date, and location assumptions.
3. Score mention, recommendation, and citation separately.
4. Record the exact cited URL, not merely the domain.
5. Do not treat an uncited brand mention as a citation.
6. Do not treat a citation as proof of ranking, authority, traffic, or conversion.
7. Repeat observations over time because AI outputs and retrieval can vary.

Citation Tracking Table

Date	Platform	Prompt ID	Mention	Recommend	Citation	Cited URL	Competitors	Notes
YYYY-MM-DD	Platform	CAT-01	Y/N	Y/N	Y/N	URL	Domains	Context

Core Metrics

Metric	Formula / definition
Mention Rate	Prompts with business mention ÷ prompts tested × 100
Recommendation Rate	Prompts recommending business ÷ prompts tested × 100
Citation Rate	Prompts containing a citation to the domain ÷ prompts tested × 100
Unique Cited Pages	Count of distinct site URLs cited
Citation Diversity	Number of distinct prompt classes producing citations

Platform Coverage	Platforms with at least one verified mention/citation ÷ platforms tested × 100
Citation Share	Use platform-provided citation share where available; do not estimate it from incomplete samples.

90-Day Experiment

Period	Action
Days 1–7	Freeze prompt set and record baseline.
Days 8–30	Improve 3–5 priority pages for clarity, evidence, internal links and entity definition.
Days 31–60	Build external authority and publish one original evidence asset.
Days 61–90	Repeat prompt tests and compare search + AI visibility to baseline.
Day 90	Publish only observed changes; avoid attributing causation where the data cannot establish it.

Sources and Research Basis

External methodology references:

- Google Search Central, AI features and your website: <https://developers.google.com/search/docs/appearance/ai-features>
- Bing Webmaster Guidelines: <https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>
- Bing Webmaster Tools, AI Performance: <https://www.bing.com/webmasters/help/ai-performance-9f8e7d6c>
- Microsoft Bing Webmaster Blog, Introducing AI Performance in Bing Webmaster Tools (February 10, 2026): <https://blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview>

CJ-specific baseline observations in these documents are based on CJ Design & Consulting's September 2026 Google Search Console and Bing Webmaster Tools review. They are internal observations, not industry-wide statistics.