



AI Citation Study

# Worldwide AI Citation Analysis – Generative AI Search Engines

ChatGPT, Perplexity, Google AI Overviews  
1M+ website citations



**We Analyzed 1M+ Websites.**  
**Here's What We Found.**

# Executive Summary

AI search engines are now major discovery channels. If your brand isn't cited in responses from ChatGPT, Perplexity, or Google AI Overviews, you're invisible to a growing share of your audience.

## Citation Patterns Differ by AI Platform

- ChatGPT favors Reddit, Wikipedia, and news sites. Strong brand mentions, weak on clickable links.
- Perplexity leans heavily on Reddit and community forums. Balanced mentions and citations.
- Google AI Overviews are brand-forward and offer the highest number of link citations, but only appear ~33% of the time.

Brands that dominate citations are those with content that feels trustworthy, structured, and readable to AI crawlers.

The most cited domains include: [Reddit.com](https://www.reddit.com), [Wikipedia.org](https://www.wikipedia.org), [Forbes.com](https://www.forbes.com), [YouTube.com](https://www.youtube.com).

Technical SEO is Table Stakes, Not a Differentiator. To appear in AI-generated results, your site must:

- Allow access to AI bots (check robots.txt)
- Use static, crawlable HTML (avoid heavy JavaScript)
- Be structured for AI readability (FAQs, schemas, chunked content)

# Methodology

**Dataset size:** 1,000,000+ website citations

**Sources:** ChatGPT, Perplexity, Google AI Overviews

**Timeframe:** Sept 2025

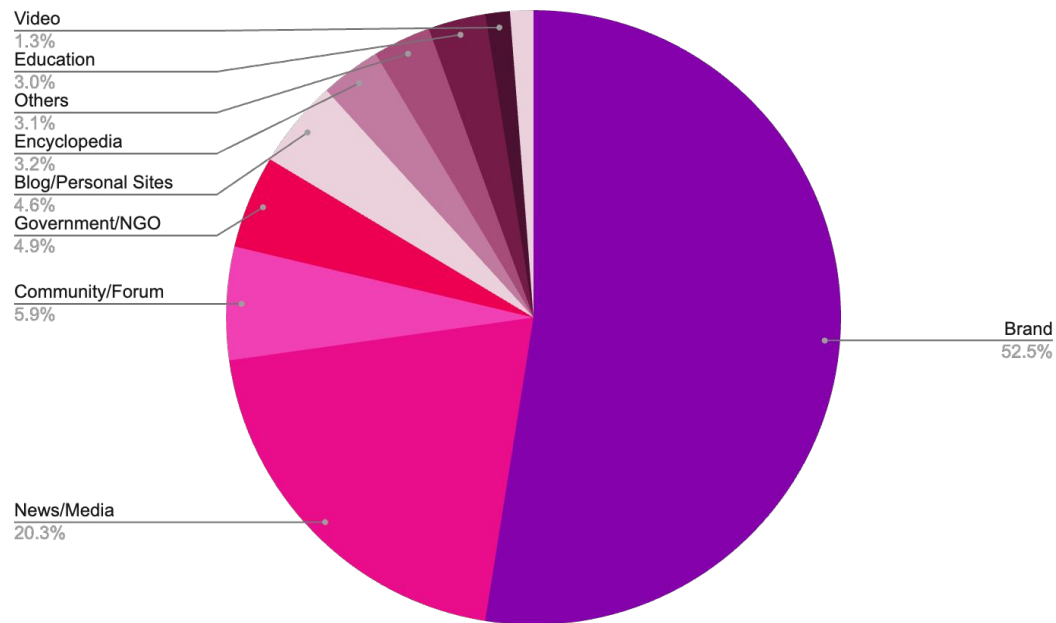
**Scope:** worldwide

**Analyzed with:** OtterlyAI

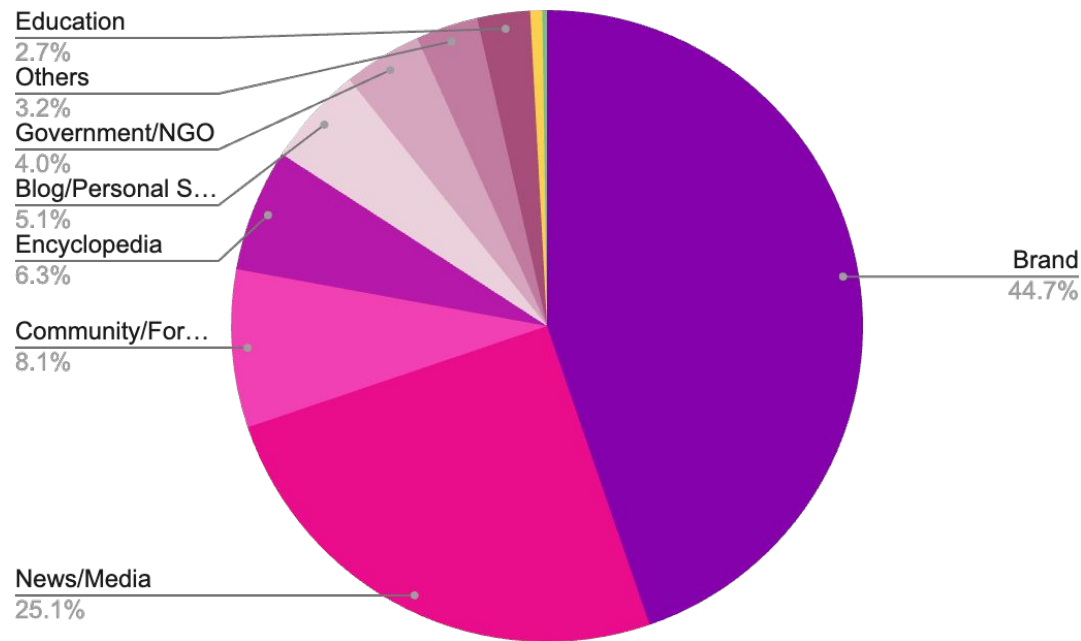
**We Analyzed 1M+ Websites.**  
**The Results.**

# Which websites are getting cited on AI Search?

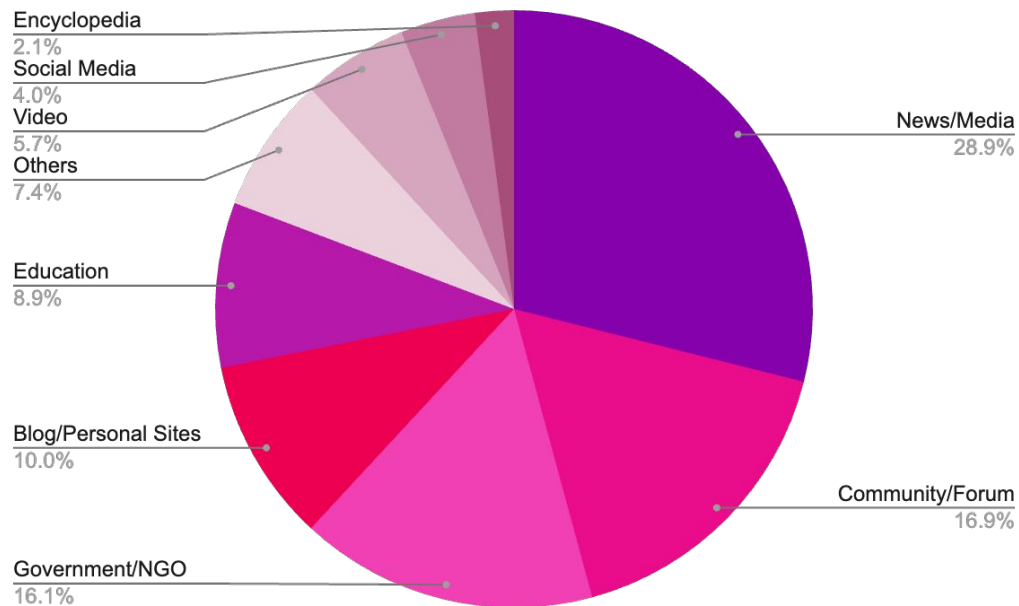
- > Brands
- > News & Media
- > Community



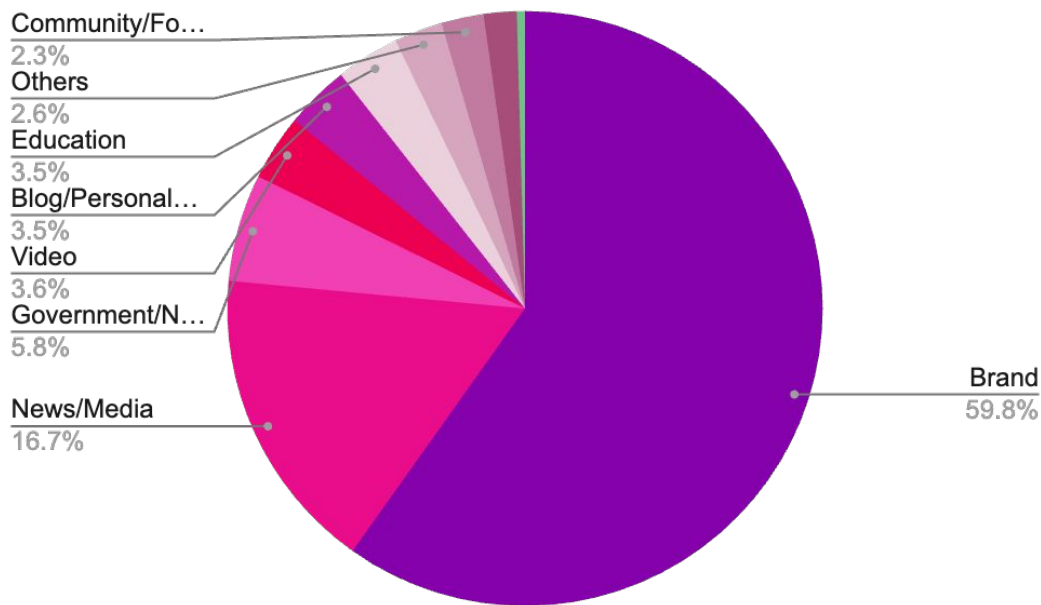
# ChatGPT loves **Reddit**, **Wikipedia** and **News**.



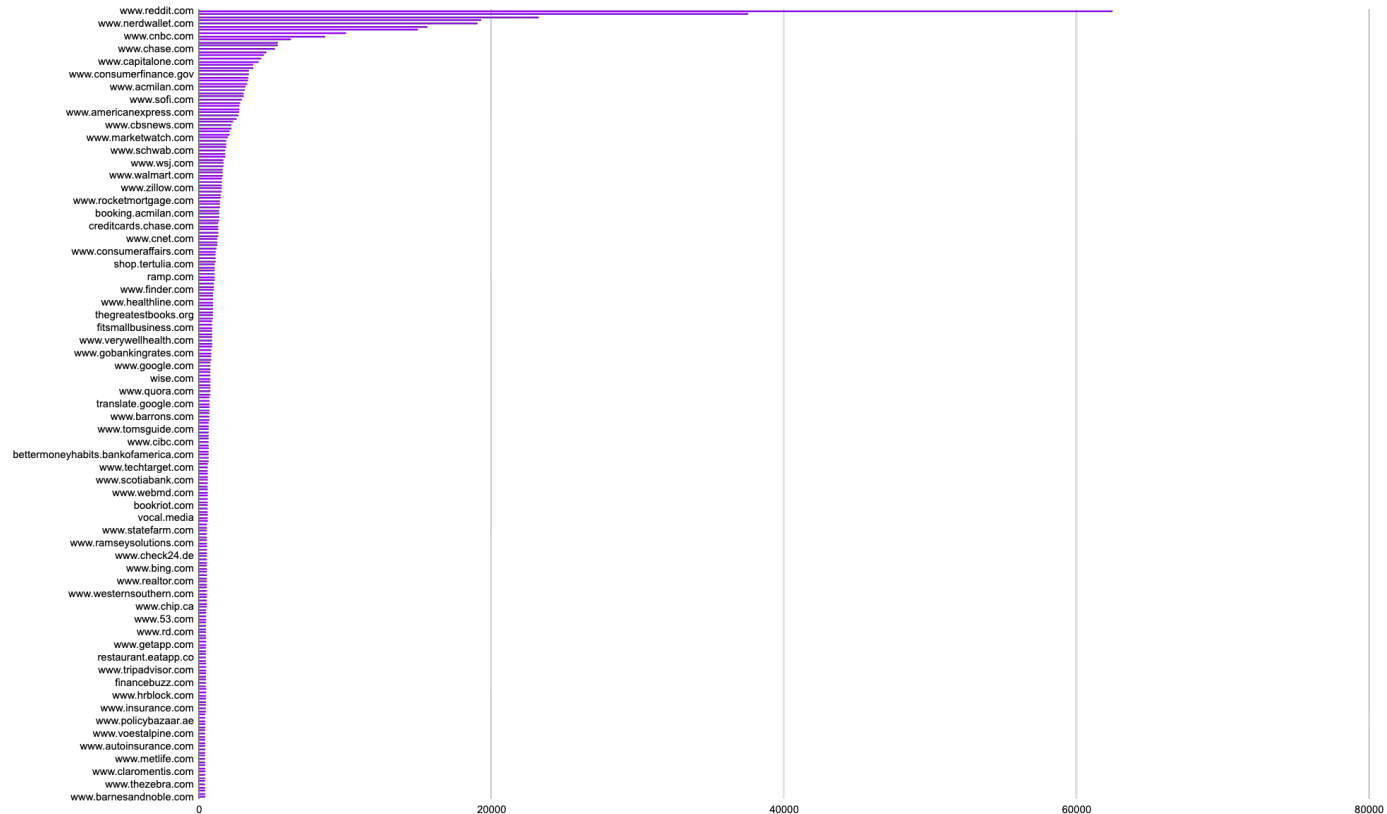
Perplexity likes  
Reddit even more.



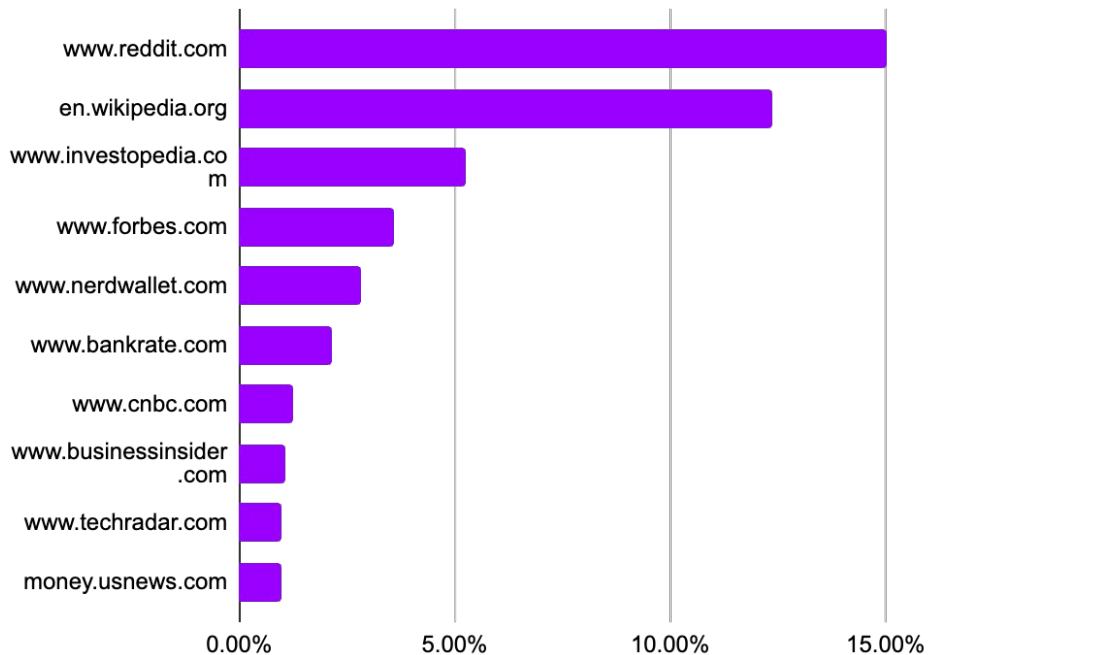
Google AI  
Overviews are  
pretty  
Brand focused.



# The most cited websites on AI Search – worldwide

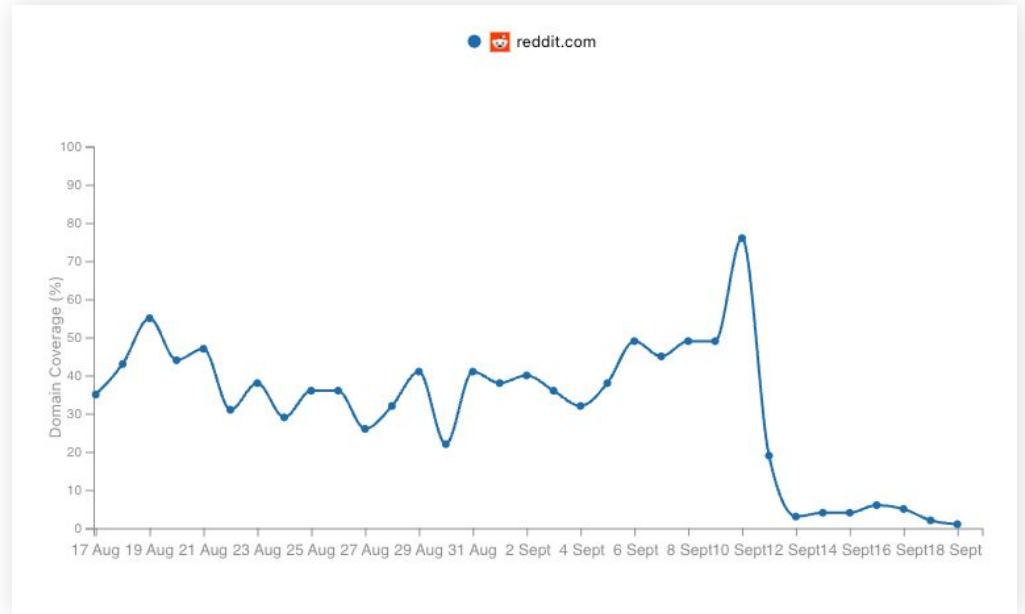


# The most cited websites on ChatGPT - worldwide



**Update:** Reddit.com  
dropped  
significantly  
on Sept 11.

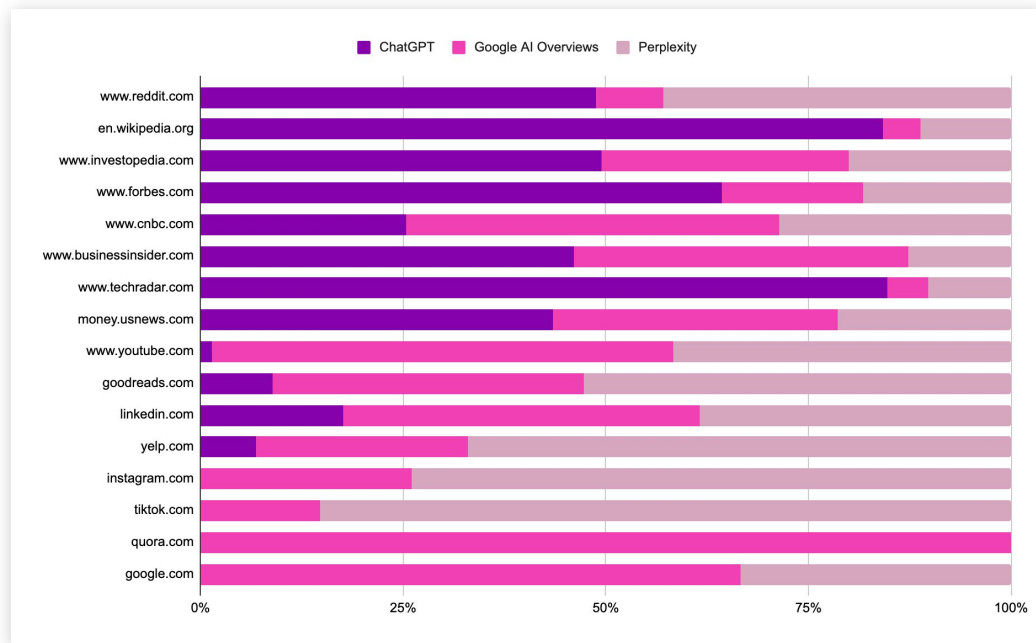
Still it's the most  
cited website.



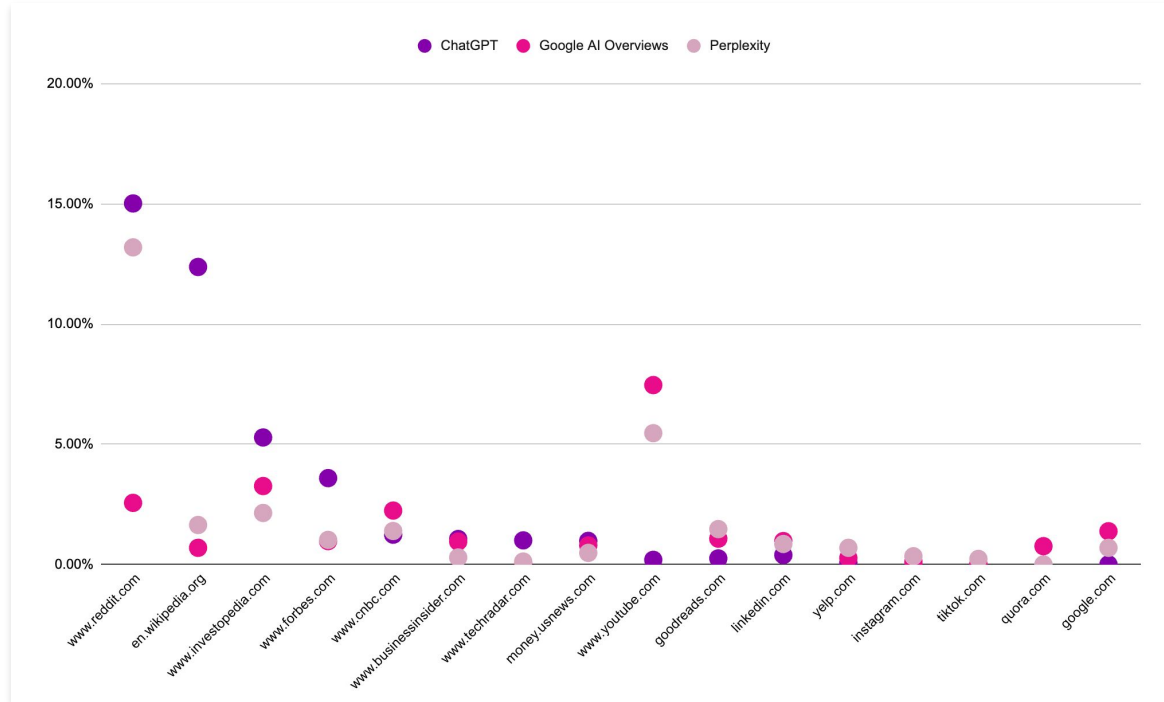
Quelle: OtterlyAI

# The most cited websites on AI Search (worldwide)

Different websites dominate on different AI Search Engines



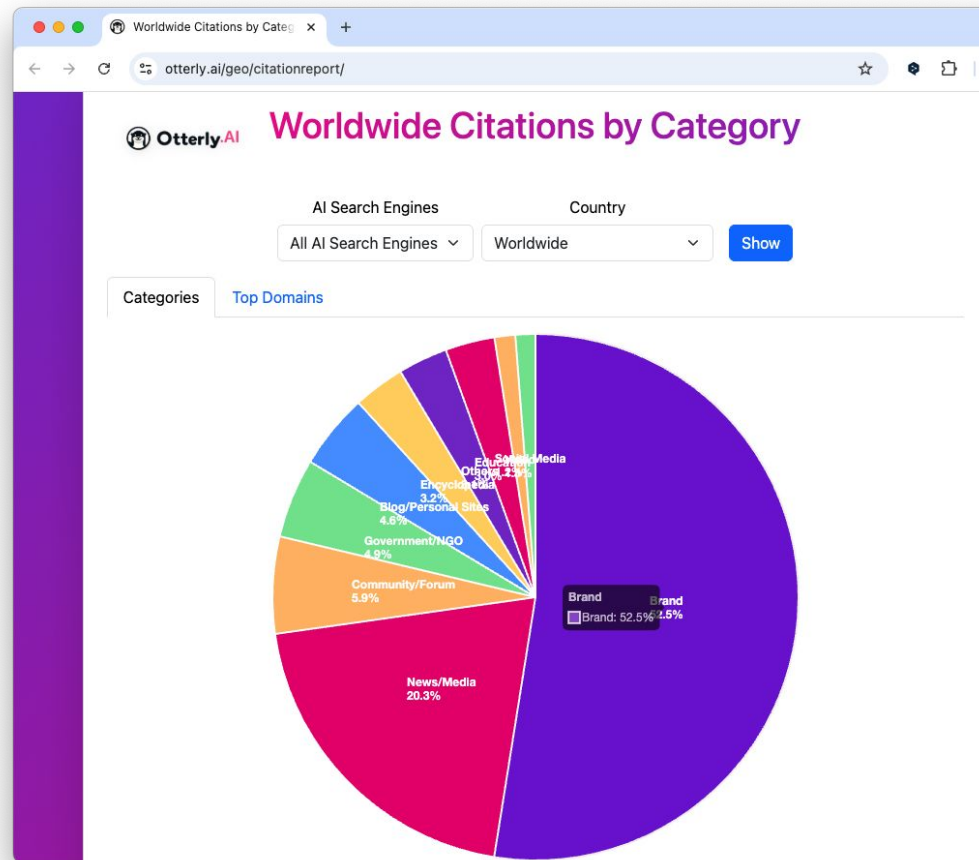
# The most cited websites on AI Search (worldwide)



# Explore your local results: Interactive AI Citations

- > Worldwide
- > United States
- > United Kingdom
- > Germany
- > Canada
- > Italy
- > Australia
- > United Arab Emirates

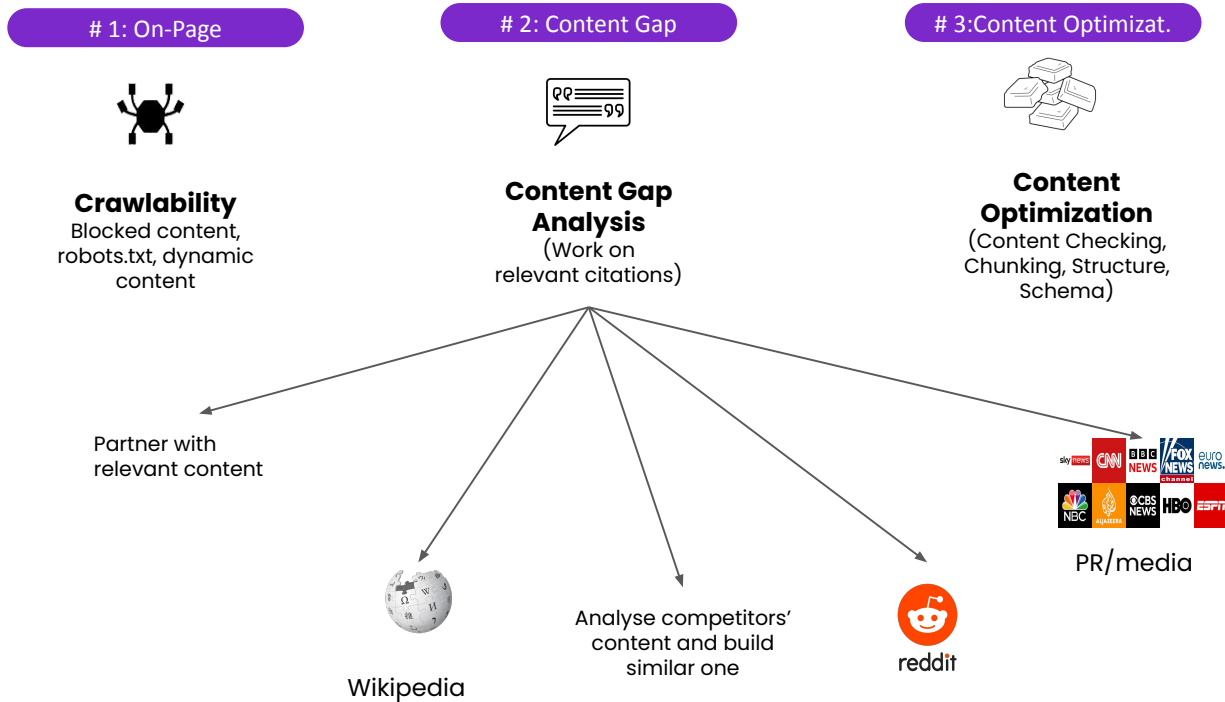
[👉 Try it yourself!](#)



# What drives Citations?

How can I get my website cited?

# What drives Citations?



**Traditional SEO**  
**is important.**  
**But not everything.**

# Crawlability

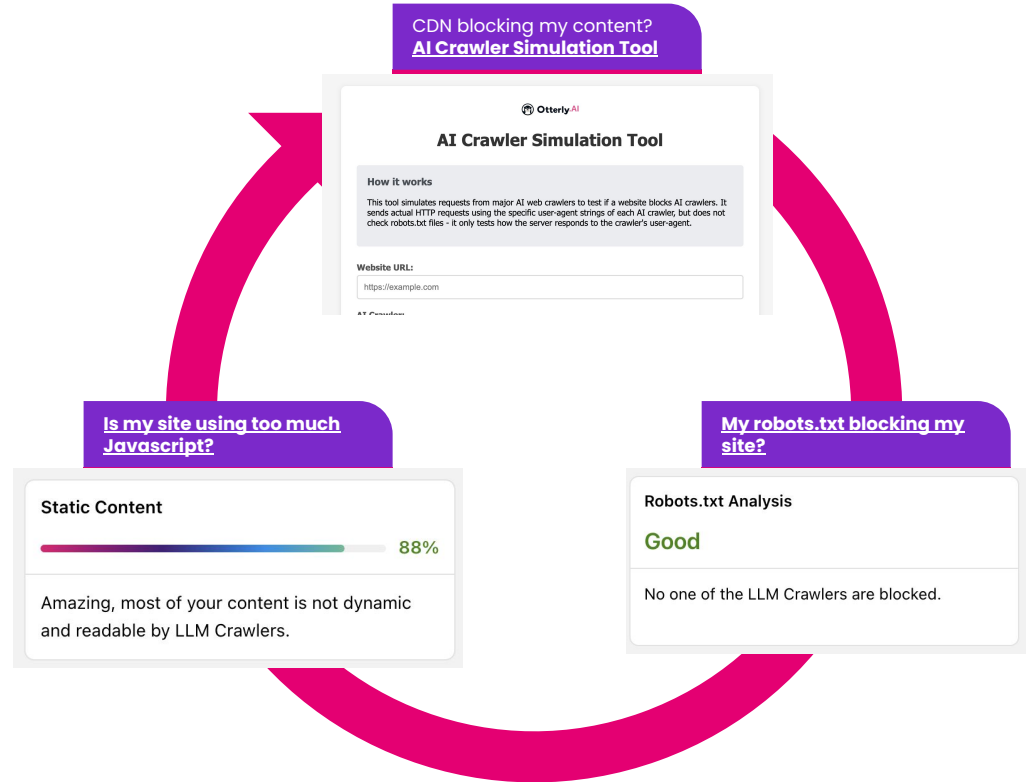
AI crawlers and bots often get blocked.

Different directories or apps on your site may have their own rules, so check multiple content URLs.

Review your robots.txt file for any blocking rules.

Also, make sure your content isn't generated with JavaScript (common in many ecommerce platforms), as bots may not see it.


Tools like [Prerender.io](#) can help make your content more accessible to AI crawlers.



# AI Crawlers are still not able to interact with **Javascript**


**Static Content**


Amazing, most of your content is not dynamic and readable by LLM Crawlers.

Overall score  96%

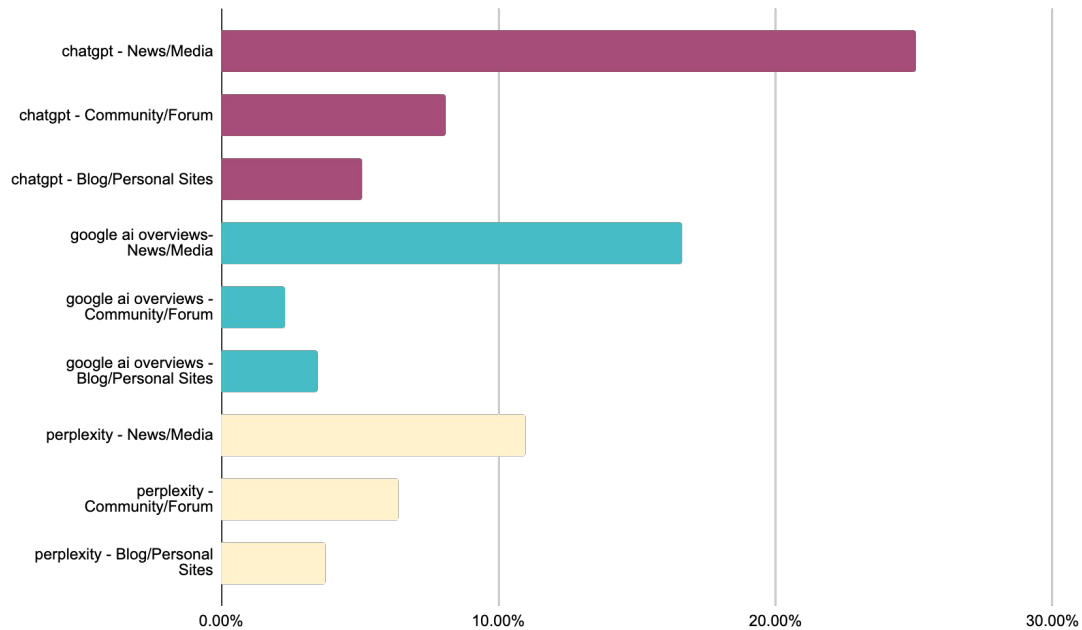
nt

content is dynamic which leads to a very bad readability by LLM  
improve the readability of your website, we suggest to use a pre-  
solution like [Prerender.io](#)

Overall score  26%



# ChatGPT loves News & Editorial Content



# Content is King

Make your content citable by AI Search

## GEO Content Check

Be patient. Takes a few minutes to analyze.

Enter the URL to your content

Or paste a content

START CONTENT CHECK

### How it works

This Content Check should help you to improve your content for better visibility in AI search results.

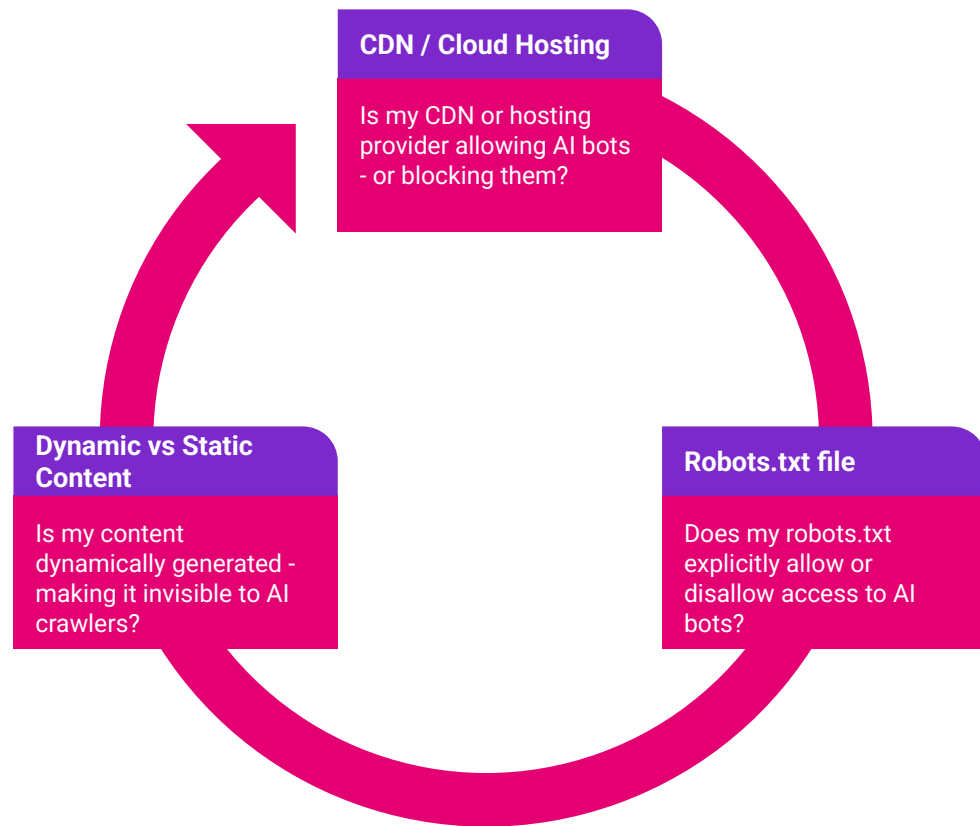
It will work through a GEO framework with multiple steps to analyze your content.

Monitor your brand visibility in the era of AI search engines with

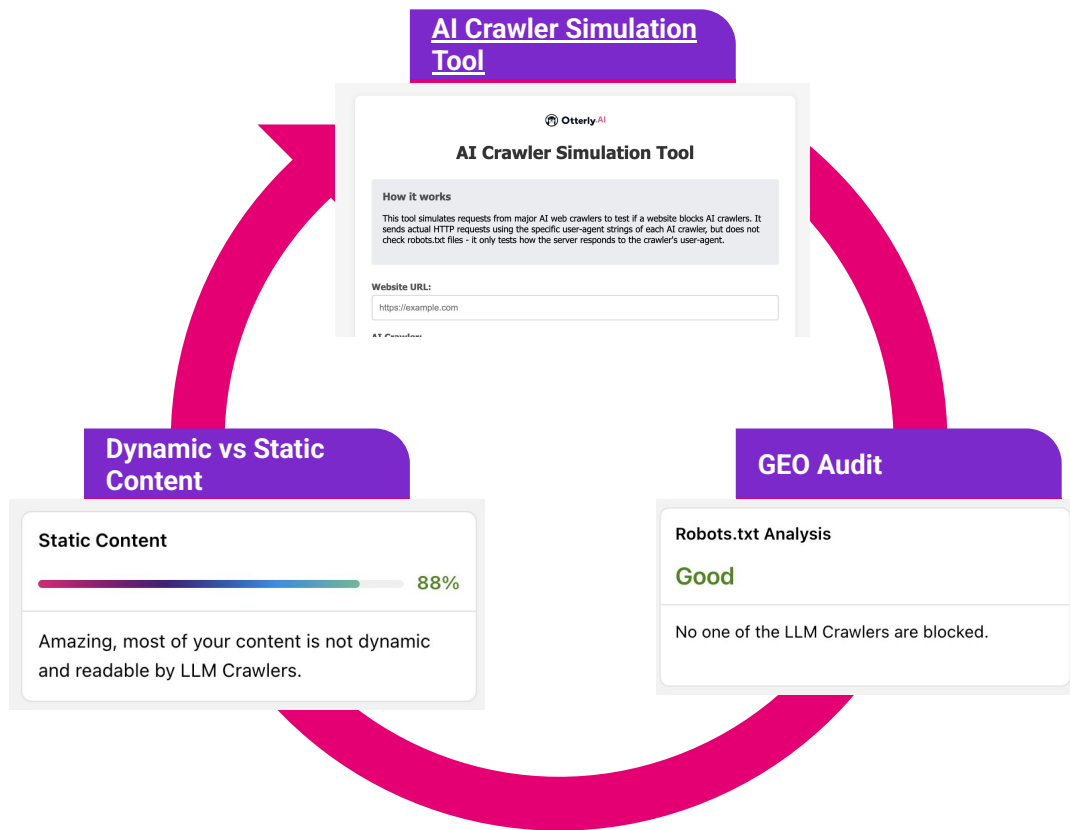
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# How to get your website cited by AI?

# The 3 Basics to get cited



# The 3 Basics to get cited



# Consider AI Crawlers as a **new persona**

Platform	Crawler Name	What does it do?
OpenAI	GPTBot	It is used to crawl content that may be used in training of LLM models
OpenAI	OAI-Searchbot	triggered to find web search results
OpenAI	ChatGPT-User	ChatGPT-User is for user actions in ChatGPT and Custom GPTs
Perplexity	PerplexityBot	triggered to find web search results
Perplexity	Perplexity-User	Supports user actions within Perplexity. When users ask Perplexity a question, it might visit a web page to help provide an accurate answer and include a link to the page in its response
Anthropic	ClaudeBot	It is used to crawl content that may be used in training of LLM models
Anthropic	Claude-Searchbot	triggered to find web search results
Anthropic	Claude-User	This is for user actions in Claude



**Otterly.AI**

Get ready for AI Search. Join OtterlyAI today.



[otterly.ai](https://otterly.ai)