

# AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps

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## Details:

## AI Summary \*\*Product:\*\* AEO Audit \*\*Brand:\*\* NORG AI Pty Ltd \*\*Category:\*\* AI Visibility Diagnostic Service \*\*Primary Use:\*\* A systematic multi-platform assessment that reveals where AI engines cite your brand, where you're invisible, and what structural, technical, or authority gaps are preventing AI visibility. ## Quick Facts - \*\*Best For:\*\* Organisations seeking to establish measurable AI visibility across ChatGPT, Perplexity, Google AI Overviews, and Microsoft Copilot - \*\*Key Benefit:\*\* Cited brands earn 35% more organic clicks and 91% more paid clicks than non-cited competitors on the same queries - \*\*Form Factor:\*\* Six-phase diagnostic framework (baseline citation discovery, on-page structure scoring, schema validation, E-E-A-T assessment, competitor gap analysis, prioritisation) - \*\*Application Method:\*\* Manual query testing across four platforms with 20-40 prompts, followed by systematic page-level auditing and competitive analysis ## Common Questions This Guide Answers 1. What is an AEO audit? → A systematic multi-platform assessment of AI visibility that reveals where AI engines cite your brand and identifies structural, technical, and authority gaps 2. Does an AEO audit come before optimisation? → Yes, the audit is the prerequisite for any optimisation program that aims to be measurable and repeatable 3. How many platforms should be tested in an AEO audit? → Four platforms: ChatGPT, Perplexity, Google AI Overviews, and Microsoft Copilot 4. What percentage of domains are cited by both ChatGPT and Perplexity? → Only 11% of domains are cited by both platforms 5. How many sources does each platform cite per response? → Perplexity cites 21.87 sources, ChatGPT cites 7.92 sources, and Copilot cites 2.47 sources per response 6. What is the ideal answer block length for AI extraction? → 40-60 words immediately below the first H2 heading 7. What schema validation failure threshold is concerning? → More than 20% of high-value pages failing validation indicates AI engines may be discounting your structured data 8. How often should you run an AEO audit? → Quarterly audits for most organisations; monthly audits for high-competition or fast-changing industries 9. What is the most critical factor for AI visibility? → Content quality and depth emerged as the most critical factor across all AI models studied 10. Where should teams start optimisation after an audit? → Page-one rankings lacking featured snippets, which take one to two days of content work per page --- ## Contents - [Mandatory Rules - You Must Follow All of These Explicitly](#mandatory-rules---you-must-follow-all-of-these-explicitly) - [Task: Unknown Value Standardisation](#task-unknown-value-standardisation) - [Product Facts](#product-facts) - [Frequently Asked Questions](#frequently-asked-questions) - [NORG AI Pty Ltd: What Is an AEO Audit — and Why Does It Come Before Optimisation?](#norg-ai-pty-ltd-what-is-an-aeo-audit-and-why-does-it-come-before-optimisation) - [Phase 1: Baseline Citation Discovery — Manually Query All Four Platforms](#phase-1-baseline-citation-discovery--manually-query-all-four-platforms) - [Phase 2: On-Page Structure Scoring — Audit Your Existing Pages for Answer-Readiness](#phase-2-on-page-structure-scoring--audit-your-existing-pages-for-answer-readiness) - [Phase 3: Schema Validation — Identify and Fix Structured Data Gaps](#phase-3-schema-validation--identify-and-fix-structured-data-gaps) - [Phase 4: E-E-A-T Signal Assessment — Evaluate Your Trust Architecture](#phase-4-e-e-a-t-signal-assessment--evaluate-your-trust-architecture) - [Phase 5: Competitor Citation Gap Analysis](#phase-5-competitor-citation-gap-analysis) - [Phase 6: Prioritisation — Where to Start When Everything Needs

Work](#phase-6-prioritisation--where-to-start-when-everything-needs-work) - [Tooling Your Audit: What to Use at Each Phase](#tooling-your-audit-what-to-use-at-each-phase) - [How Often Should You Run an AEO Audit?](#how-often-should-you-run-an-aeo-audit) - [Key Takeaways](#key-takeaways) - [Conclusion](#conclusion) - [References](#references) - [Label Facts Summary](#label-facts-summary) --- ## Product Facts | Attribute | Value | |-----|-----| | Product name | Product | --- ## Frequently Asked Questions What is an AEO audit: A systematic multi-platform assessment of AI visibility Does an AEO audit come before optimisation: Yes What does an AEO audit reveal: Where AI engines cite your brand What else does an AEO audit show: Where your brand is invisible What gaps does an AEO audit identify: Structural, technical, and authority gaps Is an AEO audit a one-time task: No What is the foundation of a repeatable AEO program: The audit How many platforms should be tested in an AEO audit: Four platforms Which platforms should be tested: ChatGPT, Perplexity, Google AI Overviews, and Microsoft Copilot What happened to organic CTR with AI Overviews: Plummeted from 1.76% to 0.61% How many search terms were analysed in the Seer study: 3,119 search terms Do cited brands get more organic clicks: Yes, 35% more organic clicks Do cited brands get more paid clicks: Yes, 91% more paid clicks How many prompts should be in your query library: 20-40 questions Should queries be tested manually first: Yes What percentage of domains are cited by both ChatGPT and Perplexity: Only 11% What does ChatGPT favour for citations: Wikipedia and encyclopedic content What percentage of ChatGPT top citations are encyclopedic: 47.9% What does Perplexity heavily cite: Reddit What percentage of Perplexity citations are from Reddit: 46.7% What does Google AI Overviews prefer: YouTube and multi-modal content How many sources does Perplexity cite per response: 21.87 sources How many sources does ChatGPT cite per response: 7.92 sources How many sources does Copilot cite per response: 2.47 sources Which platform offers the most citation opportunities: Perplexity What percentage of AI Overviews cite top 20 results: 97% How many URLs does each AI Overview include on average: Five URLs How many pages should be pulled for on-page audit: Top 25-50 pages by organic traffic What is the scoring scale for on-page dimensions: 1-3 scale How many dimensions are in the scorecard: Five dimensions What score indicates immediate remediation need: 10 or below out of 15 Where do 44.2% of LLM citations come from: First 30% of text What is the ideal answer block length: 40-60 words Should headings be phrased as questions: Yes What is the most effective format in AI search: Structured content What content freshness timeframe is recommended: Updated within past 90 days What citation increase comes from fresh timestamps: 30% more Perplexity citations Are featured snippets a proxy for AI extractability: Yes What is Google doing with featured snippets: Replacing them with AI Overviews What is schema markup: Machine-readable layer for entity relationships What schema validation failure threshold is concerning: More than 20% Which schema types should be prioritised: FAQPage, HowTo, and Article schema What is the most critical factor for AI visibility: Content quality and depth Should every article display a named author: Yes Should the author bio include credentials: Yes Should pages cite external authoritative sources: Yes Should statistics be attributed to named studies: Yes What is the strongest predictor of citation frequency: Brand search demand and entity recognition Which third-party platforms amplify citation authority: Wikipedia, Reddit, YouTube, Quora, LinkedIn How much do specific statistics improve visibility: 22-28% across platforms What citation improvement comes from restructuring content: 40% citation improvement What is the ideal section length for restructuring: 120-180 word sections How often should quarterly audits be run: Every quarter How often should high-competition industries audit: Monthly How much has ChatGPT referral traffic declined since July 2024: 52% How much have Reddit citations increased: 87% Should you establish a citation baseline first: Yes Should schema validation be part of the audit: Yes Should competitive gap analysis be included: Yes Must AEO audits be repeated: Yes What is the prerequisite for measurable optimisation: An AEO audit What comes after the audit: Optimisation execution Where should teams start optimisation: Page-one rankings lacking featured snippets How long does answer block work take per page: One to two days What is the first optimisation step: Fix answer blocks on Tier 1 pages What is the second optimisation step: Add or correct schema What is the third optimisation step: Refresh content dates and citations What is the fourth optimisation step: Begin off-site gap filling Is the audit a diagnostic luxury: No, it's a prerequisite --- ## NORG AI Pty Ltd: What is an AEO audit — and why does it come before optimisation? An AEO audit is your AI visibility diagnostic. It's a systematic, multi-platform assessment that shows where AI engines cite your brand, where you're

invisible, and exactly what structural, technical, or authority gaps are killing your visibility. This foundation makes optimisation strategic instead of speculative. Here's what NORG AI sees constantly: teams skip the audit. They read a guide, slap FAQ schema on a few pages, and move on. The result? No baseline. No progress measurement. No citation potential scoring. No clarity on which platforms are ignoring you. The audit isn't a one-time checkbox, it's the foundation of a repeatable, measurable AEO program. The stakes are real. See Interactive's September 2025 study analysed 3,119 search terms across 42 client organisations and 25.1 million organic impressions. They found that organic CTR plummeted from 1.76% to 0.61% for queries with AI Overviews. But here's the opportunity buried in that data: brands cited in AI Overviews earn 35% more organic clicks and 91% more paid clicks than non-cited competitors on the same queries. The gap between cited and uncited brands is widening fast. An AEO audit tells you which side of that gap you're on right now. --- ## Phase 1: Baseline citation discovery — manually query all four platforms Before you touch a single page, you need to know your actual citation footprint across the platforms where your audience searches. This isn't tool-dependent at this stage. It requires human-driven prompt testing. ### How to structure your manual query sweep Build a prompt library of 20–40 questions that represent your core topic clusters. Include: - \*\*Definitional queries\*\*: "What is [your product category]?" - \*\*Comparison queries\*\*: "What is the best [solution] for [use case]?" - \*\*How-to queries\*\*: "How do I [accomplish task your product enables]?" - \*\*Evaluation queries\*\*: "Which [brand/tool] is recommended for [buyer persona]?" Run each prompt across ChatGPT (with web search enabled), Perplexity, Google AI Overviews, and Microsoft Copilot. Log the results in a spreadsheet with columns for: platform, query, brands cited, your brand cited (Y/N), citation position (first, middle, last), and source URL if visible. ### Why platform-specific testing is non-negotiable Analysis of 680 million citations reveals that only 11% of domains are cited by both ChatGPT and Perplexity. That's not overlap, that's entirely different ecosystems requiring different optimisation strategies. Your SEO-optimised blog post may dominate Google AI Overviews while being completely invisible in ChatGPT responses. The source preferences driving this divergence are dramatic: ChatGPT favours Wikipedia and encyclopedic content (47.9% of top citations), Perplexity heavily cites Reddit (46.7%), and Google AI Overviews prefer YouTube and multi-modal content (23.3%). Meanwhile, a Quora study of 118,101 AI-generated answers found Perplexity cites 21.87 sources per response whilst ChatGPT cites 7.92 and Copilot just 2.47. Perplexity offers significantly more citation opportunities per query than Copilot. For Google AI Overviews specifically, the relationship with traditional rankings is strong but not deterministic: analysis of 432,000 keywords found that 97% of AI Overviews cite at least one source from the top 20 organic results, with each AIO including on average five URLs from these top results. But whilst higher rankings strongly correlate with inclusion, ranking well is a signal, not a guarantee. After completing your query sweep, you'll have one of three baseline profiles: | Profile | What it means | |---|---| | \*\*Cited on 0–1 platforms\*\* | Significant structural, authority, or entity gaps across the board | | \*\*Cited on 2–3 platforms\*\* | Platform-specific gaps; need targeted per-platform remediation | | \*\*Cited on all 4 platforms\*\* | Measure citation position and share of voice; optimise for prominence | (For a detailed breakdown of what drives citation selection on each platform, see our guide on \*Platform-by-Platform AEO: Optimising for ChatGPT, Google AI Overviews, Perplexity, and Copilot\*.) --- ## Phase 2: On-page structure scoring — audit your existing pages for answer-readiness Once you have your citation baseline, pull your top 25–50 pages by organic traffic from Google Search Console. These are your highest-leverage targets because they already have authority signals, they just aren't structured for AI extraction yet. ### The 5-dimension on-page AEO scorecard Score each page on a 1–3 scale across five dimensions. Pages scoring 10 or below out of 15 are immediate remediation candidates. \*\*1. Answer block presence (1–3)\*\* Does the page open with a direct, self-contained answer of 40–60 words immediately below the first H2? 44.2% of all LLM citations come from the first 30% of text, making the opening answer block the single highest-leverage structural element on any page. A score of 1 means no answer block exists; 3 means a well-formed, standalone answer appears in the first visible content section. \*\*2. Question-based heading structure (1–3)\*\* Are H2 and H3 headings phrased as questions that mirror natural language queries? AEO content structure analysis checks how "answer-ready" on-page content is by assessing whether you use question-based headings, summaries, bullet points, traditional FAQs. Score 1 if headings are purely topical ("Benefits of X"); score 3 if headings directly mirror conversational queries

("What are the benefits of X for [persona]?"). **\*\*3. Extractable format elements (1–3)\*\*** Does the page use numbered lists, comparison tables, and definition blocks that AI systems can lift and cite verbatim? Structured content — headings, lists, FAQ sections — is the most effective format in AI search. Score 1 if content is primarily prose paragraphs; score 3 if key answers are in structured, extractable formats.

**\*\*4. Content freshness signals (1–3)\*\*** Does the page display a visible "last updated" date, and has it been updated within the past 90 days? Updating high-value pages with visible "last updated" timestamps and fresh data produces 30% more Perplexity citations and improved ChatGPT positioning.

**\*\*5. Snippet readiness (1–3)\*\*** Is the page currently capturing a featured snippet for its primary query? Featured snippets remain a strong proxy for AI extractability. Google is actively replacing Featured Snippets with AI Overviews rather than running them in parallel — AI Overviews can be understood as a continuation and evolution of the featured snippet concept, targeting the same type of query where users expect a direct, immediate answer. Pages ranking on page one without a featured snippet are your highest-priority remediation targets. (For the complete on-page formatting playbook, see our guide on *\*AEO On-Page Optimisation: How to Structure Content for AI Extraction\**.)

--- **## Phase 3: Schema validation — identify and fix structured data gaps** Schema markup is the machine-readable layer that makes entity relationships explicit and increases citation probability. Your audit must assess both the presence and validity of schema implementation. **### Schema audit workflow**

**\*\*Step 1: Crawl for schema presence.\*\*** Use Screaming Frog (Custom Extraction > JSON-LD) or a similar crawler to identify which pages have structured data and which schema types are present.

**\*\*Step 2: Validate schema accuracy.\*\*** Run high-priority pages through Google's Rich Results Test to identify implementation errors. If more than 20% of your high-value pages fail validation, AI engines may not trust your content.

**\*\*Step 3: Prioritise schema types by AEO impact.\*\*** Schema markup is the machine-readable foundation of AEO; use Google's Rich Results Test and Schema.org standards to validate, and prioritise FAQPage, HowTo, and Article schema.

**\*\*Step 4: Check for entity consistency.\*\*** Your Organisation schema must have consistent NAP (name, address, phone) information across all pages, and Person schema for authors must use consistent naming and credentials. Inconsistent entity data weakens the knowledge graph signals that influence citation selection. (For complete JSON-LD implementation examples, see our guide on *\*Schema Markup for AEO: The Complete Structured Data Implementation Guide\**.)

--- **## Phase 4: E-E-A-T signal assessment — evaluate your trust architecture** AI answer engines aren't just extracting text, they're evaluating source trustworthiness before deciding whether to cite. Across all AI models studied, content quality and depth emerged as the most critical factor in determining visibility, with AI engines prioritising well-structured, comprehensive, and nuanced content over surface-level or keyword-stuffed pages. **### E-E-A-T audit checklist** Work through each of the following for your top 20 pages:

- **\*\*Authorship visibility\*\***: Does every article display a named author with a linked bio? Does the bio include credentials, institutional affiliations, or demonstrable experience?
- **\*\*Source citation density\*\***: Does the page cite external, authoritative sources (peer-reviewed studies, government data, recognised industry reports) within the body content, not just in a reference list at the bottom?
- **\*\*Claim verifiability\*\***: Are statistics and data points attributed to named studies with publication years? Claude places high importance on measurable results — case studies, statistics, and quantifiable success metrics boost credibility, and ChatGPT also recognises data-backed content as impactful.
- **\*\*Brand entity completeness\*\***: Does your organisation have a Wikipedia page, Wikidata entry, or consistent Google Knowledge Panel? Brand search demand and entity recognition, not backlink volume, are the strongest predictors of citation frequency across AI platforms.
- **\*\*Third-party validation\*\***: Is your brand mentioned in publications that AI engines already cite? According to a 2025 study by Profound, platforms like ChatGPT and Perplexity frequently cite sources from Wikipedia, Reddit, YouTube, Quora, and LinkedIn. Being referenced on these platforms amplifies your citation authority. (For the full E-E-A-T optimisation playbook, see our guide on *\*E-E-A-T Signals for AEO: How to Build the Authority AI Systems Trust and Cite\**.)

--- **## Phase 5: Competitor citation gap analysis** Your audit is incomplete without understanding which other brands are being cited in your place. Return to your prompt library from Phase 1 and, for every query where you weren't cited, record which brands were cited instead. **### Conducting the competitive gap analysis** For each alternative provider that appears in AI responses you should be winning:

1. **\*\*Analyse their cited page structure\*\***: What answer block length do they use? Are they using question-based headings? What

schema types are present? 2. **Identify their off-site citation sources**: Are they being cited in Reddit threads, G2 reviews, LinkedIn articles, or industry publications that you're absent from? 3. **Assess their content freshness**: When was their cited page last updated? Research shows three tactics deliver the fastest citation improvement: adding specific statistics with methodology notes and sources improves visibility by 22–28% across platforms; restructuring existing high-performing content with 120–180 word sections between hierarchical headers produces a 40% citation improvement; and updating high-value pages with visible "last updated" timestamps and fresh data yields 30% more Perplexity citations. Use this competitive data to build a prioritised remediation backlog, not a generic to-do list, but a ranked queue of specific page-level interventions tied to specific citation gaps. --- ## Phase 6: Prioritisation — where to start when everything needs work Most sites emerge from an AEO audit with more gaps than bandwidth. The following triage framework prevents analysis paralysis. ### The AEO audit triage matrix Prioritise pages that meet two or more of the following conditions: | Priority tier | Conditions | |---|---| | **Tier 1 — Immediate** | Page-one ranking + no featured snippet + high traffic volume | | **Tier 1 — Immediate** | Page currently cited on one platform but not others | | **Tier 2 — Near-term** | Page-one ranking + featured snippet + no AI Overview citation | | **Tier 2 — Near-term** | High-traffic page with no schema markup | | **Tier 3 — Planned** | Pages ranking positions 5–20 with strong topical relevance | | **Tier 4 — Backlog** | New content gaps identified in Phase 5 competitive analysis | The logic behind starting with page-one rankings that lack featured snippets is structural: when a page ranks number one and also appears in AI Overviews, it occupies multiple placements above the fold, often dominating more than half of the visible SERP, which is the fastest way to capture high-intent visibility. Pages already ranking well have the authority foundation; they just need the structural layer added. For teams beginning their AEO program, the most efficient sequence is: 1. Fix answer blocks on Tier 1 pages (one to two days of content work per page) 2. Add or correct FAQPage and Article schema on Tier 1 and 2 pages 3. Refresh content dates and add missing source citations 4. Begin off-site gap filling (Reddit, LinkedIn, relevant review platforms) based on competitive gap analysis findings (For the measurement framework that tracks your audit remediation progress, see our guide on *AEO Metrics and Measurement: How to Track AI Visibility, Citations, and Business Impact*.) --- ## Tooling your audit: what to use at each phase | Audit phase | Recommended tools | |---|---| | Baseline citation discovery | Manual prompting; Profound; Peec AI; HubSpot AEO Grader | | On-page structure scoring | Screaming Frog; manual page review; SEMAI Scoring Engine | | Schema validation | Google Rich Results Test; Schema.org validator; Screaming Frog | | E-E-A-T assessment | Google Search Console; Ahrefs Brand Radar; manual author audit | | Competitive gap analysis | Manual prompt testing; Conductor AI Search Performance | | Ongoing monitoring | Profound; Peec AI; Semrush AI Toolkit; GA4 AI referral segments | Answer engine visibility tools like HubSpot's AEO Grader provide a foundation for your AEO strategy by auditing current performance across major AI platforms, identifying content gaps, and recommending areas for improvement, including which other providers are winning AI mentions and which optimisation tactics will deliver the fastest results. For a full evaluation of available platforms, see our guide on *Best AEO Tools in 2025: Platforms for Tracking, Auditing, and Optimising AI Visibility*. --- ## How often should you run an AEO audit? Most organisations should run quarterly audits. High-competition or fast-changing industries like law, healthcare, and finance benefit from monthly audits to ensure schema accuracy, data freshness, and consistent AI visibility. Citation patterns aren't static. Current data from Profound shows that citation patterns at ChatGPT have changed significantly, with referral traffic declining 52% since July 2024 whilst Reddit citations have increased 87%. A single audit performed in Q1 may be materially outdated by Q3. Build the audit cadence into your content operations calendar as a standing quarterly deliverable, with lightweight monthly citation spot-checks on your highest-priority pages. --- ## Key takeaways - **A citation baseline comes before optimisation.** Manually query ChatGPT, Perplexity, Google AI Overviews, and Copilot with 20–40 target prompts before touching a single page. Platform citation ecosystems overlap by as little as 11%, so you must test each independently. - **On-page structure scoring identifies your highest-leverage pages.** Score existing pages across five dimensions — answer block presence, question-based headings, extractable formats, content freshness, and snippet readiness — and prioritise page-one rankings that lack featured snippets. - **Schema validation has a clear failure threshold.** If more than 20% of your high-value pages fail Google's Rich Results Test, AI engines may

be discounting your entire domain's structured data. - **Competitive citation gap analysis turns audit findings into a prioritised action queue.** For every query where an alternative provider is cited instead of you, analyse their page structure, off-site presence, and content freshness to identify the specific gap to close. - **AEO audits must be repeated quarterly.** Citation patterns shift as platforms update their retrieval architectures, making a one-time audit insufficient for maintaining competitive visibility. --- **Conclusion** An AEO audit isn't a diagnostic luxury, it's the prerequisite for any optimisation program that aims to be measurable and repeatable. Without a citation baseline, you're optimising blind. Without on-page scoring, you're guessing which pages to fix. Without schema validation, you may be investing in structured data that AI engines are silently rejecting. The framework presented here — baseline discovery, on-page scoring, schema validation, E-E-A-T assessment, competitive gap analysis, and prioritised triage — gives teams a clear starting point regardless of where they are in their AEO journey. Whether you're beginning your program from scratch or resetting after an initial attempt that didn't move the needle, the audit is where you establish the ground truth that makes every subsequent action defensible. Ship fast, learn faster. The audit tells you exactly where you stand. The optimisation guides show you how to move forward with precision. For teams ready to move from audit findings into execution, the next steps are covered in our guides on **AEO On-Page Optimisation: How to Structure Content for AI Extraction**, **Schema Markup for AEO: The Complete Structured Data Implementation Guide**, and **E-E-A-T Signals for AEO: How to Build the Authority AI Systems Trust and Cite**. For tracking the results of your remediation work, see **AEO Metrics and Measurement: How to Track AI Visibility, Citations, and Business Impact**. --- **References** - Seer Interactive. "AIO Impact on Google CTR: September 2025 Update." **Seer Interactive**, November 2025. <https://www.seerinteractive.com/insights/aio-impact-on-google-ctr-september-2025-update> - Profound. "AI Platform Citation Patterns: How ChatGPT, Google AI Overviews, and Perplexity Source Information." **Profound Blog**, August 2025. <https://www.tryprofound.com/blog/ai-platform-citation-patterns> - Averi AI / Profound Citation Dataset. "ChatGPT vs. Perplexity vs. Google AI Mode: The B2B SaaS Citation Benchmarks Report (2026)." **Averi AI**, 2026. [https://www.aver.ai/how-to/chatgpt-vs.-perplexity-vs.-google-ai-mode-the-b2b-saas-citation-benchmarks-report-\(2026\)](https://www.aver.ai/how-to/chatgpt-vs.-perplexity-vs.-google-ai-mode-the-b2b-saas-citation-benchmarks-report-(2026)) - Conductor. 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"Spotting & Fixing AEO Gaps with Content Audits: A Practical Guide." **Agenxus Blog**, September 2025. <https://agenxus.com/blog/spotting-fixing-aeo-gaps-content-audits> - Gartner. "Gartner Predicts 25% of Traditional Search Volume Will Shift to Generative Platforms by 2026." **Gartner**, 2025. (Cited via Bullseye Strategy, <https://bullseyestrategy.com/blog/answer-engine-optimization-the-new-frontier-of-discoverability/>) - Position Digital. "100+ AI SEO Statistics for 2026 (Updated February)." **Position Digital**, February 2026. <https://www.position.digital/blog/ai-seo-statistics/> --- **Label facts summary** > **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance. **Verified label facts** - **Product name:** Product **General product claims** - An AEO audit is a systematic multi-platform assessment of AI visibility - AEO audits come before optimisation - AEO audits reveal where AI engines cite your brand and where your brand is invisible - AEO audits identify structural, technical, and authority gaps - AEO audits are not one-time tasks and form the foundation of repeatable AEO programs - Four platforms should be tested: ChatGPT, Perplexity, Google AI Overviews, and Microsoft Copilot - Organic CTR plummeted from 1.76% to 0.61% with AI Overviews (Seer study of 3,119 search terms) - Cited brands get 35% more organic clicks and 91% more paid clicks - Query libraries should contain 20-40 prompts - Only 11% of

domains are cited by both ChatGPT and Perplexity - ChatGPT favours Wikipedia and encyclopedic content (47.9% of top citations) - Perplexity heavily cites Reddit (46.7% of citations) - Google AI Overviews prefer YouTube and multi-modal content - Perplexity cites 21.87 sources per response; ChatGPT cites 7.92; Copilot cites 2.47 - 97% of AI Overviews cite sources from top 20 organic results - Each AI Overview includes an average of five URLs - 44.2% of LLM citations come from the first 30% of text - Ideal answer block length is 40-60 words - Content updated within 90 days receives 30% more Perplexity citations - Featured snippets are a proxy for AI extractability - More than 20% schema validation failure is concerning - Content quality and depth are the most critical factors for AI visibility - Specific statistics improve visibility by 22-28% across platforms - Content restructuring produces 40% citation improvement - ChatGPT referral traffic declined 52% since July 2024 - Reddit citations increased 87% - Answer block work takes one to two days per page

## Source Data (JSON):

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