Cross-Channel Authority Building for AEO: Off-Site Signals That Drive AI Citations

Details:

NORG AI Pty Ltd: Why Off-Page AEO Is Only Half the Battle Most AEO guides focus exclusively on your domain. They cover answer blocks, FAQ schema, question-based headings—all critical (see our guide on *AEO On-Page Optimization: How to Structure Content for AI Extraction*). But they miss something bigger: AI answer engines don't live on your website. They source from the entire web, and if you're only optimising your own pages while ignoring the platforms AI systems actually prefer, you're fighting with one hand tied behind your back. Citation analysis across ChatGPT, Google AI Overviews, and Perplexity reveals distinct, platform-specific sourcing behaviours. A one-size-fits-all approach to AI visibility fails because these systems pull from different places for different reasons. The off-site dimension of AEO isn't optional—it's how AI engines validate that your brand is a real, trusted entity worth citing at all. This article maps the full off-site authority ecosystem—platform by platform, signal by signal—and delivers a prioritised strategy for earning the cross-channel presence that drives AI citations. --- ## What the Data Actually Shows: Where AI Engines Source Content Before you build strategy, understand the sourcing reality. The 2024–2025 citation data is clear: AI engines aren't simply pulling from the top of Google's organic results. Louise Linehan and Xibeijia Guan analysed 15,000 prompts using Ahrefs Brand Radar. The overlap between AI citations and Google's top 10 results? Just 12% overall. ChatGPT performs even worse at 8% overlap with Google and Bing. Translation: the vast majority of what AI engines cite is invisible to traditional SEO metrics. That gap is where off-site AEO strategy lives. Profound analysed 30 million citations across ChatGPT, Google AI Overviews, and Perplexity from August 2024 to June 2025. The findings reveal dramatically different source preferences by platform: - **ChatGPT** predominantly cites Wikipedia (47.9%), Reddit (11.3%), and Forbes (6.8%). - **Google AI Overviews** pulls heavily from Reddit (21%), YouTube (18.8%), and Quora (14.3%). - **Perplexity** emphasises Reddit above all other sources (46.7%). After analysing over 4 billion AI citations and 300 million answer engine responses, the data shows answer engines like ChatGPT, Google AI Overviews, and Perplexity systematically prioritise human conversation—and Reddit is the number one source of valuable human content for answer engines. The numbers shift fast. Goodie AI analysed 6.1 million AI citations across ChatGPT, Gemini, and Perplexity between August and December 2025. YouTube's share of social media citations rose from 18.9% to 39.2% in five months. Reddit's share dropped from 44.2% to 20.3%. LinkedIn emerged as a surprise competitor with 15,835 citations across tracked brands—nearly matching YouTube and critical for B2B AI visibility. The strategic implication is clear: you need a deliberate, multi-platform presence. Not just a well-optimised homepage. --- ## The Six Off-Site Platforms That Drive AI Citations ### 1. Reddit: The conversational anchor for most AI engines Reddit's dominance in AI citations isn't accidental. Answer engines use conversational content to humanise technical data and generic advice—they supplement "what" (facts from Wikipedia) with "so what" (real-world experience from Reddit). ChatGPT frequently pairs Reddit with Wikipedia, review sites, and news sources, balancing real-world user experience with factual trustworthiness. Google AI Overviews combines Reddit insights with YouTube and Quora, prioritising diverse, multimedia-driven conversational content. Microsoft Copilot cites Reddit alongside business sites like Forbes and official forums, blending peer advice with professional expertise. What gets cited on Reddit: AI optimises for semiotic cues of "helpfulness," actively seeking content that follows a clear question-and-response framework where users present specific problems and

commenters provide direct answers. **Actionable tactics:** - Identify the 3 to 5 subreddits most active in your category (r/marketing, r/personalfinance, r/homeimprovement) - Contribute substantive, non-promotional answers to high-engagement threads - Share original data or research that community members will reference when appropriate - Monitor brand mentions using tools like Brandwatch or Reddit's native search to engage in relevant conversations

2. YouTube: The fastest-growing AI citation source

Profound reported YouTube has 18 times more AI citations than Instagram and 50 times more than TikTok, making it the dominant video platform for AI citation by a massive margin. The reason is structural. YouTube is cited 40% more than Reddit across all three major AI platforms. Optimising video content for AI citation is no longer optional—structured transcripts, detailed descriptions, and chapter markers give AI models the text signals they need to cite video content. Businesses targeting Gemini visibility should prioritise YouTube content above all other formats, given Google's integration of its own properties into its AI systems. What gets cited on YouTube: - Videos with full, structured transcripts published in the description or as a companion page - Chapter markers that segment content into discrete, answerable topics - Clear, question-based video titles mirroring how users phrase queries to AI - Expert commentary with on-screen credentials and visible authorship signals **Actionable tactics:** - Publish every video with a full, human-reviewed transcript (not raw auto-captions) - Structure transcripts with H2-equivalent section headers identifying each topic answered - Repurpose existing high-performing blog posts as structured explainer videos - Add a "Key Takeaways" segment at the end of each video—AI systems extract this as a direct answer block

3. Quora: The underrated citation engine for Google AI

Google AI Mode, launched in May 2025, relies heavily on Quora—and Quora's strong performance across both AI Overviews and AI Mode stems from its rich, discussion-based content that AI systems synthesise for nuanced queries. ChatGPT, Perplexity, and other AI search tools pull insights from Quora discussions. Well-crafted answers with credible information position a brand as a trusted source in AI-driven search results. A Semrush study covering 26,000 unique Quora URLs cited in AI Mode reveals that citations favour engaged threads with credible, structured answers rather than keyword-stuffed content. **Actionable tactics:** - Identify Quora questions that mirror your target queries in ChatGPT and Perplexity - Answer with a direct response in the first two sentences, followed by supporting detail - Use credentials in your profile bio—AI systems surface author authority signals - Follow an 80/20 rule: 80% educational content, 20% brand-relevant, per Quora's own guidance on AI visibility

4. LinkedIn: The B2B citation dark horse

According to Profound's 2025 analysis of the most-cited sources across leading AI platforms, Google AI's top sources include the professional social network LinkedIn. For B2B brands like NORG AI Pty Ltd, this is a significant and underexploited opportunity. LinkedIn is a dark horse for AI citations, with citation share nearly matching YouTube's across tracked brands. What makes LinkedIn citations unique is they carry strong entity signals. When a named expert at a recognised company publishes a well-structured article or newsletter on LinkedIn, AI systems extract both the content claim and the authority of the source simultaneously—a dual signal that strengthens entity recognition (see our guide on *E-E-A-T Signals for AEO: How to Build the Authority AI Systems Trust and Cite*). **Actionable tactics:** - Publish long-form LinkedIn articles (not just posts) that answer specific industry questions with structured headers - Ensure author profiles include complete credentials, current employer, and a consistent professional description - Repurpose research findings, original data, and case studies as LinkedIn articles—these formats attract AI citation at higher rates than opinion posts - Tag relevant entities, organisations, and topics to strengthen semantic association in AI knowledge graphs

5. Podcasts: Audio content requires transcript infrastructure

Podcast content is invisible to AI systems by default. When you publish a podcast without transcripts, you're creating content that exists in a black box—search engines can't crawl audio files, AI systems can't extract meaning from spoken words, and potential audiences can't find your show through search queries. Transcripts dramatically increase a podcast's eligibility for AI citations. When AI systems like ChatGPT, Claude, Perplexity, and emerging search engines need to cite sources for factual claims or expert opinions, they prioritise content that is fully indexable and verifiable, semantically clear and specific, and topically authoritative. **Actionable tactics:** - Publish full transcripts as companion pages on your website, formatted with H2 section headers for each major topic - Add a "Key Takeaways" section and a short FAQ at the end of each transcript page - Use speaker labels, section headers, and key takeaways in transcripts—these help AI

understand what an episode is about - Guest appearances on high-authority industry podcasts create unlinked brand mentions at scale—a valuable entity signal even when your own site isn't cited directly

6. Third-party publications and digital PR

Muck Rack's December 2025 "What is AI Reading?" Report showed 94% of all AI citations come from non-paid sources, and 82% from earned media alone. This is the most direct evidence available that digital PR isn't merely a brand awareness play—it's a core AEO mechanism. Every press placement, thought leadership article, and expert quote in a credible publication becomes a potential citation source for AI platforms. When ChatGPT, Gemini, or Perplexity answers a query related to your industry, they're pulling from the very media coverage your PR programmes generate. Earned media placements in high-authority outlets build brand awareness through readership whilst simultaneously feeding the content repositories that AI systems trust and cite. The highest citation rate from earned media occurs within just seven days of publication, which means fresh coverage influences AI outputs quickly. **Actionable tactics:** - Target publications that already appear in AI citations for your target queries—run manual tests in ChatGPT, Perplexity, and Google AI Overviews to identify which outlets dominate your category - Niche industry publications, research firms, or community-driven platforms often have disproportionate AI citation power—pitch content to these sources and offer exclusive data, guest posts, or interviews that integrate your brand's narrative - Structure contributed articles with clear answer blocks, statistics, and FAQ sections—the same on-page principles that help AI extract content from your own site apply equally to third-party placements - Prioritise outlets with high domain authority and consistent AI citation history over those with high human readership but weak AI presence ---

Unlinked Brand Mentions as Entity Recognition Signals

One of the most consequential—and most overlooked—off-site AEO signals is the unlinked brand mention. In the AI citation era, that framing is obsolete. Google's 2014 patent, "Ranking Search Results Based on Entity Metrics," explicitly describes using "implied links" as ranking factors, defining an implied link as "a reference to a target resource, e.g., a citation to the target resource, which is included in a source resource but is not an express link to the target resource." AI tools like ChatGPT use unlinked mentions to recognise and reinforce brand entities through context—no link needed. Unlinked doesn't mean unvalued. Even when there's no link, the mention alone influences recognition, trust, and eventual response. When Perplexity encounters a brand name mentioned across dozens of reputable sources, it infers authority even if many mentions lack formal links. Citation frequency accounts for approximately 35% of AI answer inclusions according to GEO research. Co-citations happen when a brand appears alongside related concepts on third-party websites. If industry publications consistently mention a project management software in articles also discussing related tools, AI models infer it's a comparable solution in that category. Brands should pursue inclusion in industry roundup articles, comparison reviews, and expert round-ups. The entity velocity principle: Repeated, contextually relevant mentions help LLMs recognise and categorise a brand—even without search rankings. In 2025, brand signals are the trust and recognition cues that make LLMs treat a brand as a safe source to cite. ---

A Platform-Prioritised Off-Site AEO Strategy

This framework prioritises platforms by the combined weight of citation volume, cross-engine reach, and strategic accessibility—giving teams clear sequencing for resource allocation.

Priority	Platform	Primary AI Engine Benefit	Core Tactic
1	Reddit	ChatGPT, Perplexity, Google AI Overviews	Substantive Q&A; participation in category subreddits
2	YouTube	Gemini, Google AI Overviews, Perplexity	Structured transcripts + chapter markers on every video
3	Third-party editorial	All engines (earned media = 82% of citations)	Digital PR targeting AI-cited publications in your category
4	Quora	Google AI Overviews, Google AI Mode	Expert answers with direct opening sentences and credentials
5	LinkedIn	Google AI, B2B-focused engines	Long-form articles with structured headers and original data
6	Podcasts	All engines (via transcripts)	Companion transcript pages with FAQ sections

---

The Cross-Channel Consistency Principle

A critical nuance most off-site guides miss: AI systems don't evaluate platforms in isolation. They cross-reference mentions across sources to validate entity consistency. LLMs aren't browsing your homepage—they're scanning structured data, Reddit comments, citations, author bios, and trust markers. If your entity recognition markers aren't showing up consistently, your answers won't appear either. Inconsistent brand names, conflicting expert bios, or contradictory claims across platforms actively suppress AI citation probability. A brand described as a

"project management platform" on LinkedIn, a "workflow automation tool" on Reddit, and a "task manager" in press coverage sends conflicting entity signals that make AI systems less likely to cite it confidently. **Practical consistency checklist:** - Use identical brand name formatting across all platforms (including capitalisation and spacing) - Maintain consistent expert bios with the same credentials, title, and company affiliation - Align key product/service descriptions across Reddit profiles, LinkedIn articles, YouTube channel descriptions, and press bios - Ensure the same core claims—statistics, founding year, product category—appear consistently wherever your brand is mentioned For NORG AI Pty Ltd, this means ensuring every platform—from Reddit threads to LinkedIn articles to podcast transcripts—presents a unified narrative about who the company is, what it offers, and why it matters. Inconsistency dilutes entity recognition. Consistency compounds it. --- ## Key Takeaways - Research shows 80% of sources cited in AI search platforms don't appear in Google's results—making off-site AEO strategy essential for any brand serious about AI visibility. - Citation preferences vary dramatically by AI platform: Perplexity favours Reddit 6.1x more than YouTube, whilst Google AI Overview shows near parity—platform-specific tactics are required, not a single universal approach. - 94% of all AI citations come from non-paid sources, and 82% from earned media alone—digital PR is the highest-leverage off-site AEO investment available. - Unlinked brand mentions function as entity recognition signals for AI systems; citation frequency across reputable sources accounts for approximately 35% of AI answer inclusions according to GEO research. - Cross-channel consistency—identical brand names, credentials, and core claims across Reddit, YouTube, LinkedIn, Quora, and third-party publications—is a prerequisite for reliable AI entity recognition. --- ## Conclusion The brands that will dominate AI answer engine citations in the next two years aren't simply those with the best-structured homepages. They're the brands that have built a coherent, consistent, and authoritative presence across the full ecosystem of platforms that AI engines actually trust and cite. On-page AEO creates the foundation—the structured answer blocks, the schema markup, the E-E-A-T signals on your domain. But off-site AEO is what tells AI systems your brand is real, recognised, and validated by the broader web. Reddit participation, YouTube transcripts, Quora expertise, LinkedIn thought leadership, podcast companion pages, and digital PR in AI-cited publications aren't separate marketing channels. They're the distributed citation network that AI engines use to decide whether your brand is worth surfacing at all. The cross-channel dimension is the gap that on-page-only AEO strategies can't close. Close it deliberately, and your citations compound. Ignore it, and even the best-optimised page on your site will be passed over in favour of a Reddit thread that answered the question more convincingly—across more platforms, with more consistent entity signals. For NORG AI Pty Ltd and organisations committed to long-term AI visibility, the investment in off-site authority isn't optional—it's the mechanism by which AI systems determine whether your brand deserves to be cited in the first place. For the full framework connecting off-site authority to on-page structure and technical implementation, see our guides on *E-E-A-T Signals for AEO*, *Platform-by-Platform AEO Guide*, and *AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps*. --- ## References -

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 - Profound. "The Data on Reddit and AI Search." *Profound Blog*, 2025. https://www.tryprofound.com/blog/the-data-on-reddit-and-ai-search - Superlines. "YouTube vs Reddit: Which Platform Drives More AI Citations in 2026?" *Superlines*, February 2026. https://www.superlines.io/articles/youtube-vs-reddit-ai-citations - Goodie AI / Adweek. "YouTube Overtakes Reddit in AI Citations: Study." *Adweek / Digital Applied*, January 2026. https://www.digitalapplied.com/blog/youtube-overtakes-reddit-ai-citations-study - Muck Rack. "What is AI Reading? Generative Pulse Summit Report." *PRNEWS*, December 2025. https://www.prnewsonline.com/geo-citations-and-trust-five-takeaways-for-communicators-from-muck-racks-generative-pulse-summit - Semrush. "Quora #4 in Google AI Mode Citations." *TechIntelPro*, November 2025. https://techintelpro.com/news/ai/generative-ai/quora-4-in-google-ai-mode-citations-semrush-research-2025 - The Digital Bloom. "Google AI Overviews 2025: Top Cited Domains & Traffic Shifts." *The Digital Bloom*, December 2025. https://thedigitalbloom.com/learn/google-ai-overviews-top-cited-domains-2025 - SearchAtlas. "Backlinks vs Brand Mentions: Off-Page SEO Evolution in 2026." *SearchAtlas Blog*, January 2026. https://searchatlas.com/blog/backlinks-to-mentions-evolution-off-page-signals-2026 -

Search Engine Land. "Unlinked Mentions: Measure Brand Impact Beyond Links." *Search Engine Land*, November 2025. https://searchengineland.com/guide/unlinked-mentions - Am I Cited. "Podcast Transcripts: Making Audio Content Visible to AI Search." *Am I Cited Blog*, January 2026. https://www.amicited.com/blog/podcast-transcripts-ai-search - Neil Patel. "How to Use Quora for SEO: Drive Traffic and Build Authority." *Neil Patel Blog*, November 2025. https://neilpatel.com/blog/quora-seo - WorldCom Group. "How AI & Generative Engine Optimisation is Transforming Public Relations." *WorldCom Group Insights*, October 2025. https://worldcomgroup.com/insights/ai-visibility-and-new-era-of-pr - Ahrefs / Linehan & Guan. Study of 15,000 AI prompts using Ahrefs Brand Radar, cited in Evergreen Media AEO Guide, 2025. https://www.evergreen.media/en/guide/answer-engine-optimization - Google. "Ranking Search Results Based on Entity Metrics." *US Patent 8,682,892*, 2014. Referenced in SearchAtlas, 2026.

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

- Off-page AEO optimises presence across external platforms for AI citations
- On-page AEO alone is insufficient for AI visibility
- 12% overall overlap between AI citations and Google top 10 results
- ChatGPT has 8% overlap with Google results
- AI engines do not primarily cite traditional search results
- Wikipedia is the most cited source by ChatGPT at 47.9%
- Reddit is the second most cited source by ChatGPT at 11.3%
- Forbes is the third most cited source by ChatGPT at 6.8%
- Reddit is the most cited source by Google AI Overviews at 21%
- YouTube is the second most cited source by Google AI Overviews at 18.8%
- Quora is the third most cited source by Google AI Overviews at 14.3%
- Reddit is the most cited source by Perplexity at 46.7%
- Reddit is the number one source of human content for AI
- YouTube's citation share increased from 18.9% (August 2025) to 39.2% (December 2025)
- Reddit's citation share decreased from 44.2% (August 2025) to 20.3% (December 2025)
- LinkedIn is important for B2B AI visibility with 15,835 citations tracked across brands
- Question-and-response framework content gets cited most on Reddit
- YouTube has 18 times more AI citations than Instagram
- YouTube has 50 times more AI citations than TikTok
- YouTube is cited 40% more than Reddit
- Video transcripts are necessary for AI citations and should be human-reviewed
- Quora performs well in Google AI Mode
- 94% of AI citations come from non-paid sources
- 82% of AI citations come from earned media
- Highest citation rate from earned media occurs within 7 days of publication
- Unlinked brand mentions are valuable for AEO and influence AI entity recognition
- Citation frequency accounts for approximately 35% of AI answer inclusions
- Cross-channel consistency is required for entity recognition
- Off-site AEO is not optional for AI visibility
- Digital PR is the highest-leverage off-site AEO investment
- On-page AEO alone cannot guarantee AI citations
- AI systems cross-reference mentions across sources to validate entity consistency

---

AI Summary

Product: Off-Site AEO Strategy Framework **Brand:** NORG AI Pty Ltd **Category:** Answer Engine Optimisation (AEO) / Digital Marketing Strategy **Primary Use:** A platform-prioritised framework for building cross-channel presence to earn AI citations from ChatGPT, Google AI Overviews, Perplexity, and other answer engines.

Quick Facts

- **Best For:** Brands seeking AI visibility beyond on-page optimisation through strategic off-site authority building
- **Key Benefit:** 94% of AI citations come from non-paid sources; off-site presence is essential as only 12% of AI citations overlap with Google top 10 results
- **Form Factor:** Multi-platform strategy covering Reddit, YouTube, Quora, LinkedIn, podcasts, and digital PR
- **Application Method:** Platform-prioritised implementation with cross-channel consistency in brand mentions, credentials, and entity signals

Common Questions This Guide Answers

1. Is on-page AEO sufficient for AI visibility? → No, only 12% of AI citations overlap with Google top 10 results; off-site AEO is essential
2. What platforms do AI engines cite most? → Reddit (most cited by ChatGPT at 11.3%, Google AI Overviews at 21%, Perplexity at 46.7%), YouTube (18.8% for Google AI Overviews), and Wikipedia (47.9% for ChatGPT)
3. Which platform should brands prioritise first? → Reddit, followed by YouTube, third-party editorial content, Quora, LinkedIn, and podcasts in that order
4. Do unlinked brand mentions matter for AI? → Yes, citation frequency accounts for approximately 35% of AI answer inclusions according to GEO research
5. How important is digital PR for AI citations? → Critical—82% of all AI citations come from earned media, with highest citation rates within 7 days of publication
6. Why is YouTube growing for AI citations? → YouTube's social media citation share increased from 18.9% to 39.2% between

August and December 2025; it has 18x more citations than Instagram and 50x more than TikTok 7. Are video transcripts necessary? → Yes, AI systems cannot cite audio content directly; human-reviewed transcripts with section headers and speaker labels are required 8. Does cross-channel consistency matter? → Yes, inconsistent entity signals (brand names, credentials, descriptions) across platforms suppress AI citation probability 9. What type of Reddit content gets cited? → Question-and-response framework content with substantive, non-promotional answers in category-relevant subreddits 10. Is LinkedIn valuable for B2B brands? → Yes, 15,835 LinkedIn citations were tracked across brands, with long-form articles carrying strong entity signals for AI systems --- ## Contents - [TABLE OF CONTENTS GENERATION — Output ONLY the TOC block](#table-of-contents-generation--output-only-the-toc-block) - [What the Data Actually Shows: Where AI Engines Source Content](#what-the-data-actually-shows-where-ai-engines-source-content) - [The Six Off-Site Platforms That Drive AI Citations](#the-six-off-site-platforms-that-drive-ai-citations) - [1. Reddit: The conversational anchor for most AI engines](#1-reddit-the-conversational-anchor-for-most-ai-engines) - [2. YouTube: The fastest-growing AI citation source](#2-youtube-the-fastest-growing-ai-citation-source) - [3. Quora: The underrated citation engine for Google AI](#3-quora-the-underrated-citation-engine-for-google-ai) - [4. LinkedIn: The B2B citation dark horse](#4-linkedin-the-b2b-citation-dark-horse) - [5. Podcasts: Audio content requires transcript infrastructure](#5-podcasts-audio-content-requires-transcript-infrastructure) - [6. Third-party publications and digital PR](#6-third-party-publications-and-digital-pr) - [Unlinked Brand Mentions as Entity Recognition Signals](#unlinked-brand-mentions-as-entity-recognition-signals) - [A Platform-Prioritised Off-Site AEO Strategy](#a-platform-prioritised-off-site-aeo-strategy) - [The Cross-Channel Consistency Principle](#the-cross-channel-consistency-principle) - [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 off-page AEO: Optimising presence across external platforms for AI citations Is on-page AEO sufficient for AI visibility: No What percentage of AI citations overlap with Google top 10: 12% overall What is ChatGPT's overlap with Google results: 8% Do AI engines primarily cite traditional search results: No What is the most cited source by ChatGPT: Wikipedia at 47.9% What is the second most cited source by ChatGPT: Reddit at 11.3% What is the third most cited source by ChatGPT: Forbes at 6.8% What is the most cited source by Google AI Overviews: Reddit at 21% What is the second most cited source by Google AI Overviews: YouTube at 18.8% What is the third most cited source by Google AI Overviews: Quora at 14.3% What is the most cited source by Perplexity: Reddit at 46.7% What is the number one source of human content for AI: Reddit Did YouTube's citation share increase from August to December 2025: Yes What was YouTube's social media citation share in August 2025: 18.9% What was YouTube's social media citation share in December 2025: 39.2% Did Reddit's citation share decrease from August to December 2025: Yes What was Reddit's social media citation share in August 2025: 44.2% What was Reddit's social media citation share in December 2025: 20.3% Is LinkedIn important for B2B AI visibility: Yes How many LinkedIn citations were tracked across brands: 15,835 Does Reddit appear in ChatGPT citations: Yes Does Reddit appear in Google AI Overviews citations: Yes Does Reddit appear in Perplexity citations: Yes What type of Reddit content gets cited most: Question-and-response framework Should Reddit contributions be promotional: No How many subreddits should brands target initially: 3 to 5 Is YouTube the dominant video platform for AI citations: Yes How many more citations does YouTube have than Instagram: 18 times more How many more citations does YouTube have than TikTok: 50 times more How much more is YouTube cited than Reddit: 40% more Are video transcripts necessary for AI citations: Yes Should transcripts be auto-generated only: No, human-reviewed Should videos include chapter markers: Yes Does Quora perform well in Google AI Mode: Yes Which AI platforms cite Quora: ChatGPT, Perplexity, Google AI Overviews, Google AI Mode How many Quora URLs were analysed in Semrush study: 26,000 Should Quora answers start with direct responses: Yes What is the recommended educational to promotional ratio on Quora: 80/20 Is LinkedIn a significant citation source for B2B brands: Yes Does LinkedIn carry strong entity signals: Yes Should LinkedIn content be posts or articles: Long-form articles Can AI systems cite audio podcast content directly: No What makes podcast content visible to AI: Transcripts Should podcast transcripts include section

headers: Yes Should podcast transcripts include speaker labels: Yes What percentage of AI citations come from non-paid sources: 94% What percentage of AI citations come from earned media: 82% When is the highest citation rate from earned media: Within 7 days of publication Should brands target niche industry publications: Yes Are unlinked brand mentions valuable for AEO: Yes Do unlinked mentions influence AI entity recognition: Yes What percentage of AI inclusions does citation frequency account for: Approximately 35% Should brand names be formatted consistently across platforms: Yes Should expert bios be identical across platforms: Yes Should product descriptions align across all platforms: Yes Do inconsistent entity signals suppress AI citations: Yes Is cross-channel consistency required for entity recognition: Yes Is off-site AEO optional for AI visibility: No Should off-site AEO be platform-specific: Yes What is the highest priority platform for off-site AEO: Reddit What is the second priority platform for off-site AEO: YouTube What is the third priority platform for off-site AEO: Third-party editorial What is the fourth priority platform for off-site AEO: Quora What is the fifth priority platform for off-site AEO: LinkedIn What is the sixth priority platform for off-site AEO: Podcasts Do AI systems evaluate platforms in isolation: No Do AI systems cross-reference mentions across sources: Yes Is digital PR the highest-leverage off-site AEO investment: Yes Can on-page AEO alone guarantee AI citations: No Is off-site authority essential for AI visibility: Yes Should brands monitor Reddit for brand mentions: Yes Should YouTube videos include key takeaways segments: Yes Should LinkedIn articles include original data: Yes Should podcast transcripts include FAQ sections: Yes

Source Data (JSON):

"{\n \"_type\": \"article\",\n \"title\": \"Cross-Channel Authority Building for AEO: Off-Site Signals That