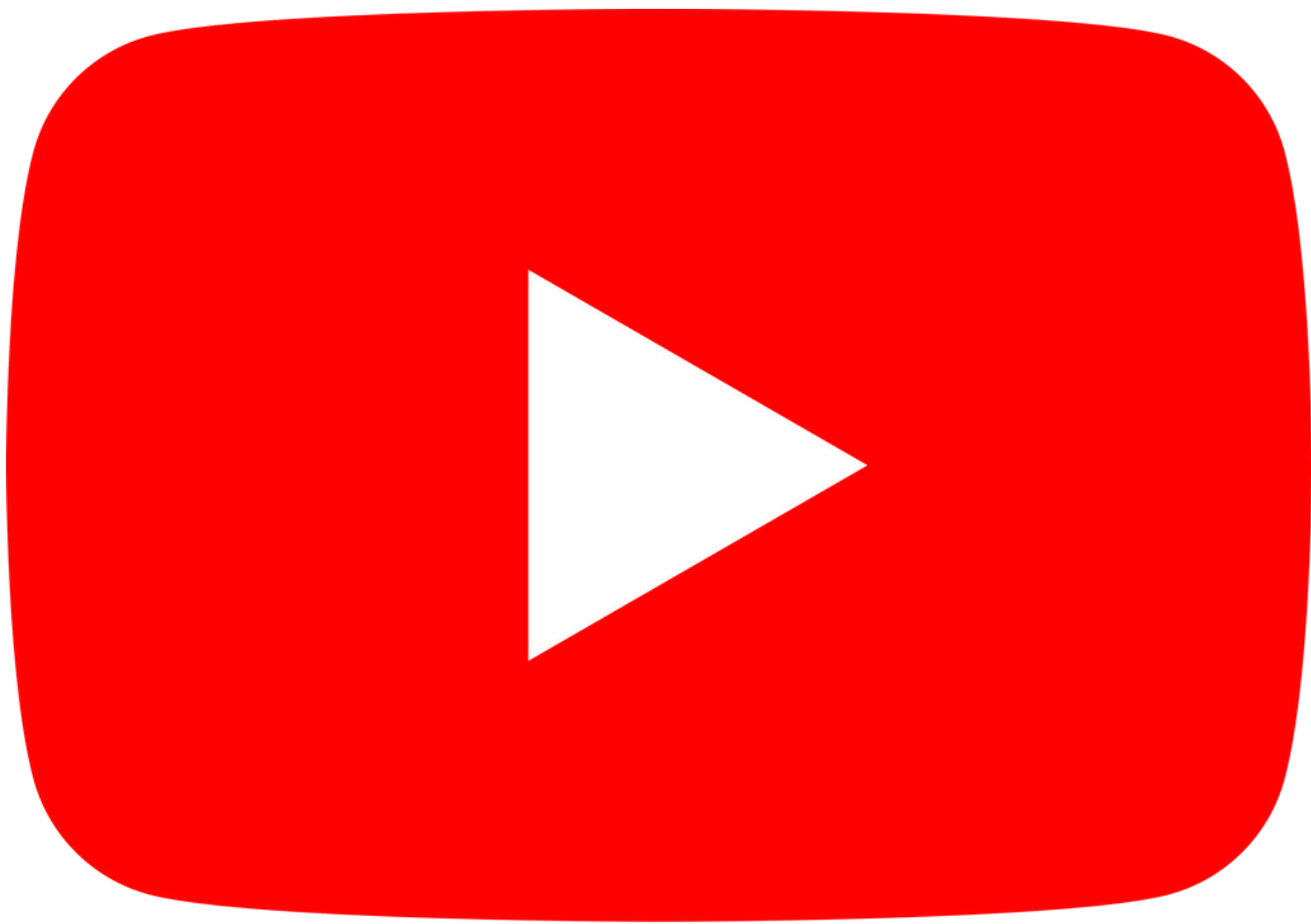
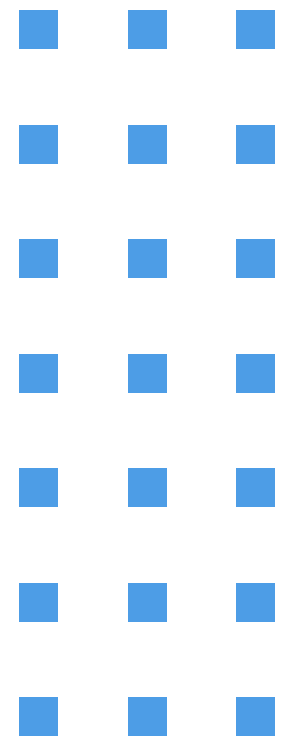
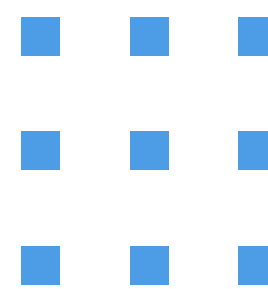


# Your YouTube Channel is Your Secret AI Citation Weapon



YouTube is all over AI search citations—is it part of your AI search strategy?

**BRIGHTEDGE**

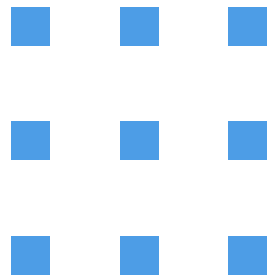


# The YouTube Monopoly in AI Citations

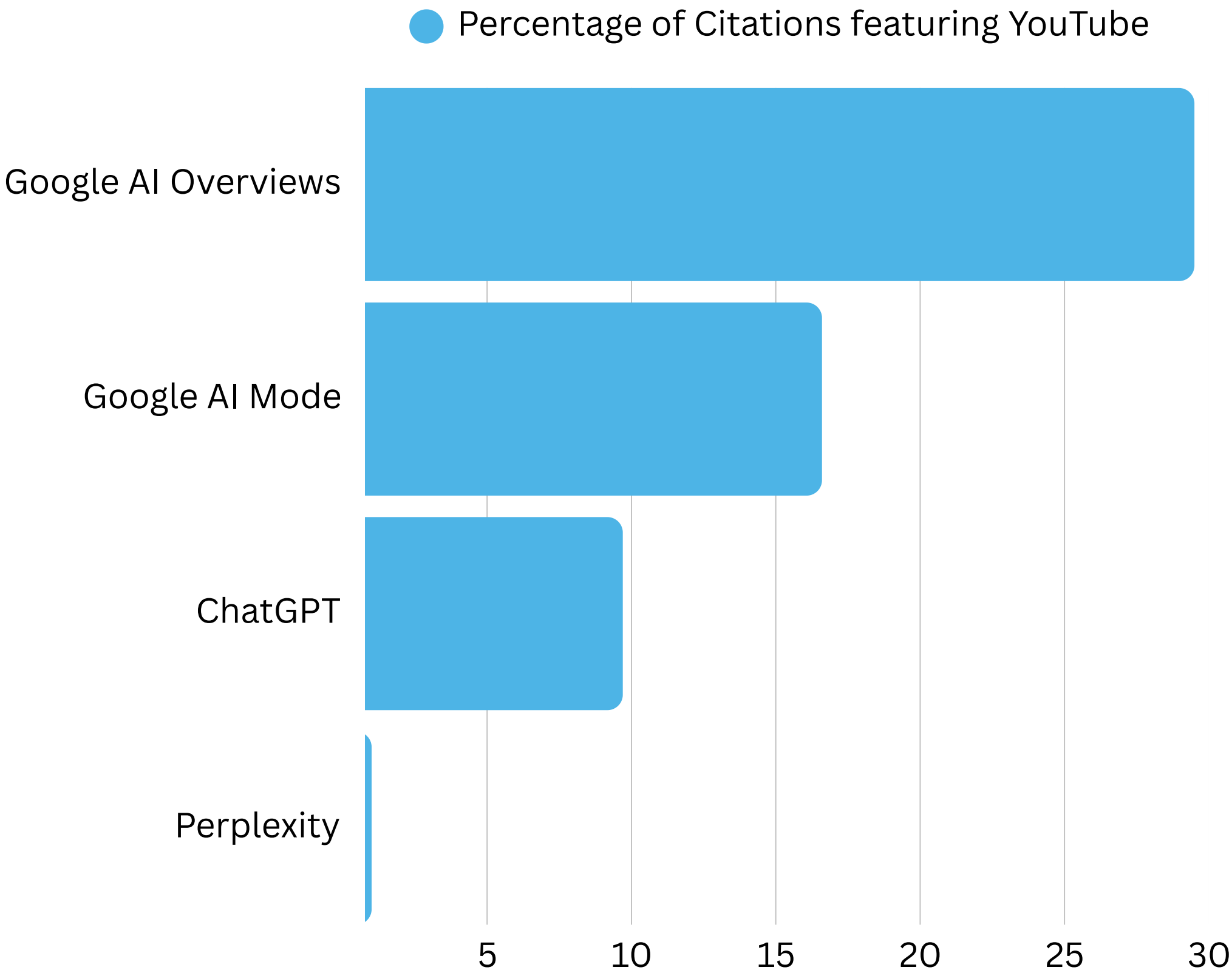
- YouTube: Cited in ~20% of Prompts
- Vimeo: Cited in .01% of Prompts
- TikTok: Cited in .01% of Prompts
- All Others: 0% of Prompts

**That's a 200x advantage!**

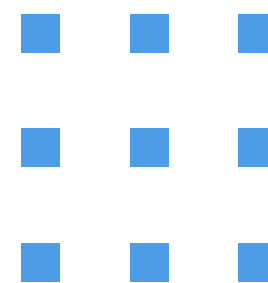
Even ChatGPT and Perplexity—with no Google affiliation—choose YouTube almost exclusively for video content.



# YouTube's AI Citation Performance by Platform:



Your YouTube content competes in a different arena than your website. AI engines are already indexing YouTube heavily—they just need to find YOUR content.



# What Type of YouTube Content Gets AI Citations?

“How do I regrip my golf club myself?” - all YouTube Citations!

The screenshot shows a Google search for "how do I regrip my golf club myself?". The AI Overview section provides a summary of the process: "To regrip a golf club, secure the shaft in a vise, cut off the old grip, and scrape off the old tape using a heat gun or scraper if needed. Next, apply new, double-sided grip tape to the shaft, leaving a small overhang at the butt end, and fold it into the shaft. Then, pour grip solvent into the new grip, shake it to coat the inside, and pour excess solvent onto the tape before quickly sliding the grip onto the shaft. Finally, adjust the grip for alignment, tap the club's end on the ground to secure it, and let it set." Below this, a video player shows a person regripping a golf club. To the right, a list of video results is shown, including "How To Regrip Your Golf Clubs At Home! 2 Minute Tutorial" and "How to REGRIP YOUR GOLF CLUBS at home - Quick 2 ...".

**AI Overview**

To regrip a golf club, secure the shaft in a vise, cut off the old grip, and scrape off the old tape using a heat gun or scraper if needed. Next, apply new, double-sided grip tape to the shaft, leaving a small overhang at the butt end, and fold it into the shaft. Then, pour grip solvent into the new grip, shake it to coat the inside, and pour excess solvent onto the tape before quickly sliding the grip onto the shaft. Finally, adjust the grip for alignment, tap the club's end on the ground to secure it, and let it set.

This video demonstrates the entire process of regripping a golf club from start to finish:

**Materials needed:**

- Regrip kit (including double-sided tape and grip solvent)
- Hook blade knife or Stanley knife
- Rubber shaft clamp (for securing the club in a vise)
- Vise or bench vice
- Heat gun or hair dryer (optional, for removing old tape)
- Towel

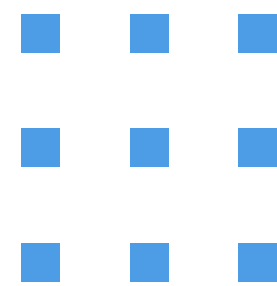
**Step-by-step instructions:**

**1. Secure the Club:**  
Clamp the golf club's shaft in a vise, using a rubber shaft clamp to protect the shaft and provide leverage.

**2. Remove the Old Grip:**  
Carefully cut a line down the length of the old grip with a hook blade knife, being cautious to avoid damaging the shaft, especially on graphite shafts. Peel the grip off.

- Product Tutorials and Walkthroughs
- How-to Content with Visuals
- Recent updates & Time sensitive information
- User Reviews and Comparisons
- Educational Content with practical applications (Ie “How do I create passive income?”)

Your existing YouTube library likely already contains this content—it just needs optimization for AI discovery.



# Your YouTube AI Optimization Playbook



## **Audit Your Existing YouTube Library**

Review your current videos for AI-friendly content: tutorials, how-tos, product demos. You likely already have content AI engines want to cite.



**Optimize for AI Discovery** Update video titles and descriptions with prompt-focused language. Add detailed timestamps to help AI cite specific segments of your videos.



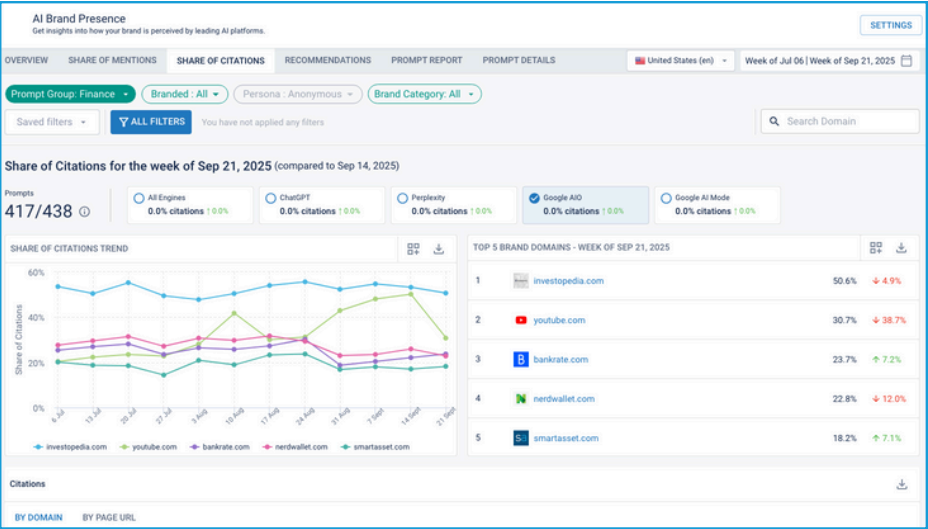
## **Track YouTube as a Citation Source**

Monitor your YouTube performance not just for views and engagement, but as an AI citation channel. Measure which videos appear in AI responses.



# AI Catalyst has your Video AI Strategy Covered!

See which prompt groups rely on YouTube the most



AI Catalyst tracks key citation sources for your prompts, allowing you to identify where YouTube is most prominently featured in your market segments.

See the specific purposes of different videos for each prompt

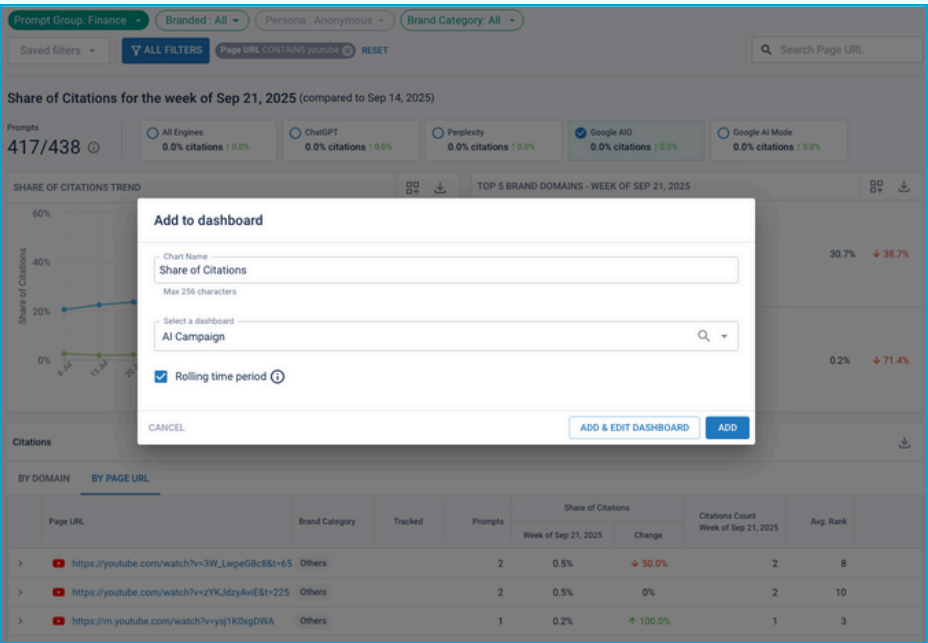
AI Brand Presence  
Get insights into how your brand is perceived by leading AI platforms.

Overview | **Page URL** | Recommendations | Prompt Report | Prompt Details

Page URL	Brand Category	Tracked	Prompts	Share of Citations	Citations Count	Avg. Rank
				Week of Sep 21, 2025	Week of Sep 21, 2025	
https://youtube.com/watch?v=3W_LupeG8c8&t=65	Others	2	0.5%	↓ 50.0%	2	8
How do I understand and track financial ratios?			0.2%	0%	1	10
How do I understand and use financial indicators?			0.2%	0%	1	6
https://youtube.com/watch?v=zYKJdyAvE&t=225	Others	2	0.5%	0%	2	10
What are the best strategies for financial mastery?			0.2%	0%	1	10
What are the ultimate strategies for financial freedom?			0.2%	0%	1	10
https://m.youtube.com/watch?v=yqj1K0xgDWA	Others	1	0.2%	↑ 100.0%	1	3
How do I transfer my account from TD Ameritrade after the Schwab merger?			0.2%	↑ 100.0%	1	3
https://youtube.com/shorts/7Nq5s5Wv9CQ	Others	1	0.2%	↑ 100.0%	1	8
What are the tax implications of selling stocks?			0.2%	↑ 100.0%	1	8
https://youtube.com/shorts/_jWeBKy1Wu07t=0	Others	1	0.2%	↑ 100.0%	1	8
What rewards and benefits does the Discover card offer?			0.2%	↑ 100.0%	1	8
https://youtube.com/watch?v=8K0qg4Z1M&t=139	Others	1	0.2%	0%	1	11
What's the best way to finance home improvements?			0.2%	0%	1	11
https://youtube.com/watch?v=0HFwUD0BL_E&t=14	Others	1	0.2%	↑ 100.0%	1	20
How do I create a will and why is it important?			0.2%	↑ 100.0%	1	20

Explore YouTube URLs for each prompt group to identify specific videos used. Track their weekly citation fluctuations to assess prompt stability for targeting.

Add to dashboards and trend YouTube Citations over time



AI Catalyst visuals can be added to BrightEdge dashboards. Filter to YouTube to show trending videos for each market segment. Additionally, users can track YouTube usage on mobile devices.