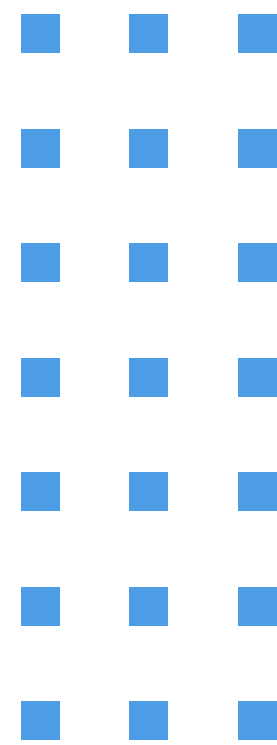


We've Analyzed Google AI. Now Let's Look at ChatGPT Data as GPT-5 Arrives

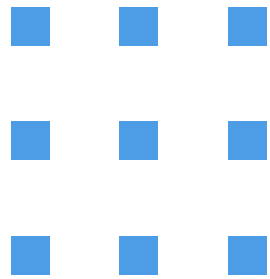


Vs.

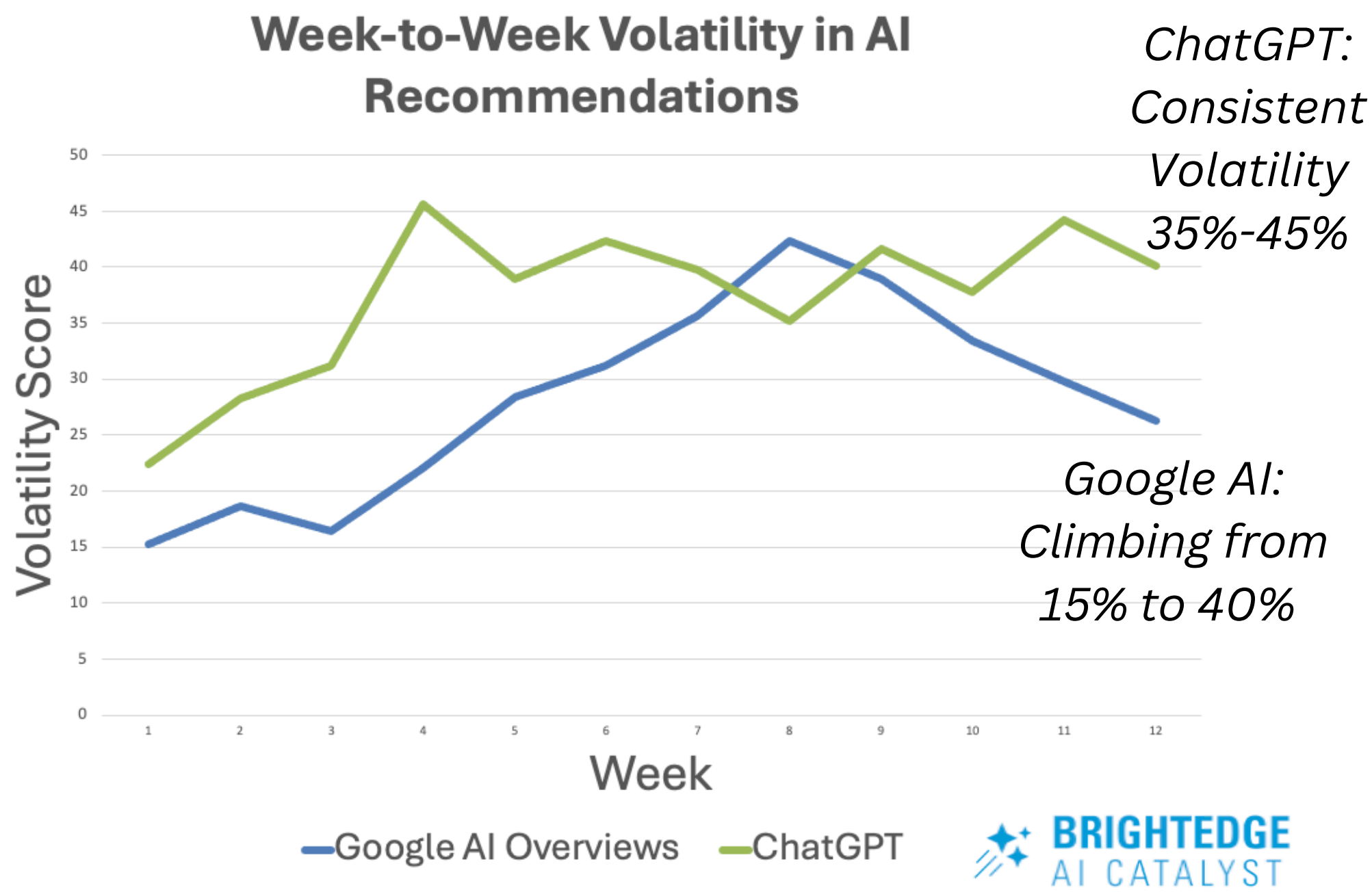


The patterns show just how dynamic AI
recommendations have become

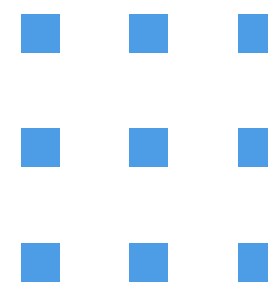
BRIGHTEDGE



The Volatility Narrative: Two Distinct Patterns



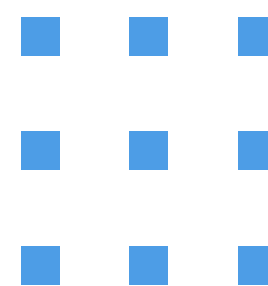
Google expanding its testing, ChatGPT maintains broad experimentation



ChatGPT Citation Key Stats:

- 400% - Individual URL swings observed
- 34% - URLs with >50% weekly changes
- 67% - Citations to top 20% of domains
- 35-45% - Consistent volatility range

These aren't just numbers - they're citation opportunities. ChatGPT is constantly testing which sources best serve users. Monitor weekly to spot where you can build lasting citation presence.



The ChatGPT Playbook



Baseline Your Current Citations -

Document your ChatGPT-4 citation rate now before GPT-5 resets the landscape. Know your starting point.



Embrace the 35-45% Reality - ChatGPT maintains high volatility as it tests.

Don't panic at swings - track patterns to spot real trends vs noise.



Focus on Citation Concentration - With 67% of citations going to top 20% of domains, identify which authority sites in your industry get consistent citations.

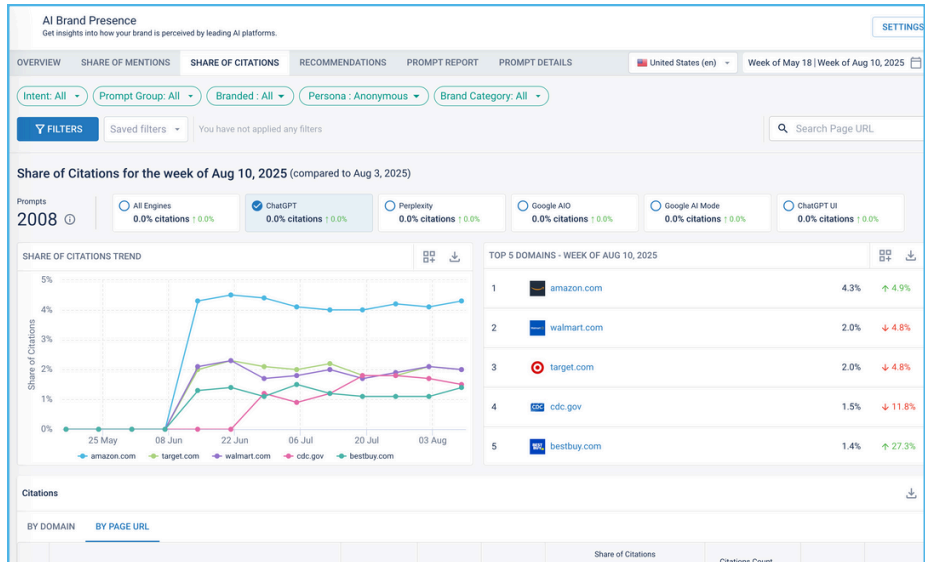


Monitor Individual URL Performance -

Your homepage might swing 400% while your guide stays stable. Track which content types earn reliable citations.

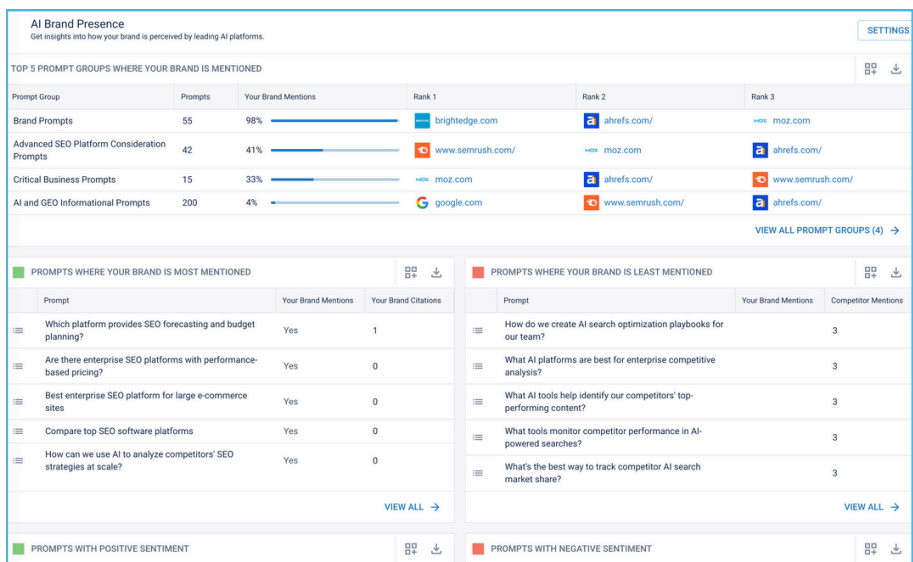
AI Catalyst is ChatGPT Optimization Center

Monitor Volatility Week-to-Week



Track ChatGPT's 35-45% consistent volatility patterns to identify which URLs swing 400% versus stay stable. Establish your baseline metrics now before GPT-5 changes the game.

Compare ChatGPT and other AI Engine Performance



ChatGPT maintains high volatility while Google's climbs from 15% to 40%+. Use these cross-platform insights to spot opportunities when competitors' citations drop and prioritize your optimization efforts..

Find your Citation Sweet Spots

AI Brand Presence									
Get insights into how your brand is perceived by leading AI platforms.									
	Page URL	Brand Category	Tracked	Prompts	Share of Citations		Citations Count	Avg. Rank	
					Week of Aug 3, 2025	Change	Week of Aug 3, 2025		
>	https://www.hopkinsmedicine.org/health/wellness-and-prevention	Others		19	1.1%	↑ 35.7%	19	1	
>	https://www.usbank.com/financial/manage-your-household/per	Others		7	0.4%	↑ 16.7%	7	2	
>	https://www.hdfclife.com/investment-plans/financial-planning/st	Others		7	0.4%	0%	7	1	
>	https://dipi.ca.gov/wp-content/uploads/sites/337/2019/06/R_Tip	Others		6	0.3%	↑ 50.0%	6	1	
>	https://www.1stunitedcu.org/more-for-you/financial-wellness/five	Others		6	0.3%	↑ 20.0%	6	1	
>	https://www.principal.com/individuals/build-your-knowledge/step	Others		6	0.3%	↑ 100.0%	6	1	
>	https://www.canada.ca/en/financial-consumer-agency/services/c	Others		5	0.3%	0%	5	2	
>	https://www.nerdwallet.com/article/investing/free-financial-adv...	Publication		5	0.3%	↑ 150.0%	5	9	
>	https://www.bankrate.com/investing/best-long-term-investments/	Publication		5	0.3%	↑ 150.0%	5	4	
>	https://www.unfco.org/financial-wellness/50-30-20-rule/R-text*	Others		5	0.3%	↑ 400.0%	5	2	
>	https://www.dignityhealth.org/arizona/locations/chandlerregional	Others		5	0.3%	↑ 400.0%	5	5	
>	https://www.citizensbank.com/learning/planning-for-short-term-a	Others		5	0.3%	↑ 150.0%	5	2	
>	https://www.hackensackmeridianhealth.org/en/healthu/2023/08/	Others		5	0.3%	↑ 150.0%	5	4	
>	https://www.fidelity.com/viewpoints/investing-ideas/guide-to-div	Others		4	0.2%	↓ 20.0%	4	1	
>	https://www.esl.org/wealth/investment-services/resources/tools/	Others		4	0.2%	↑ 100.0%	4	7	
>	https://www.discover.com/personal-loans/resources/learn-about-	Others		4	0.2%	↑ 100.0%	4	3	
>	https://medlineplus.gov/ency/article/001927.htm	Publication		4	0.2%	↑ 33.3%	4	5	

Discover which content types earn consistent ChatGPT citations despite the volatility. Focus on joining the 20% of domains that capture 67% of all citations by identifying proven patterns in your industry.