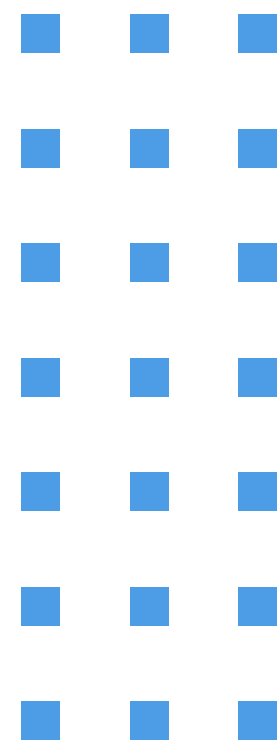
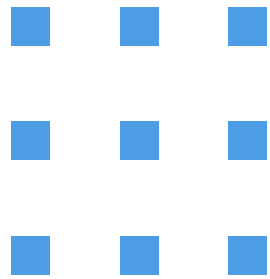


Which LinkedIn Content Actually Gets Cited by AI?

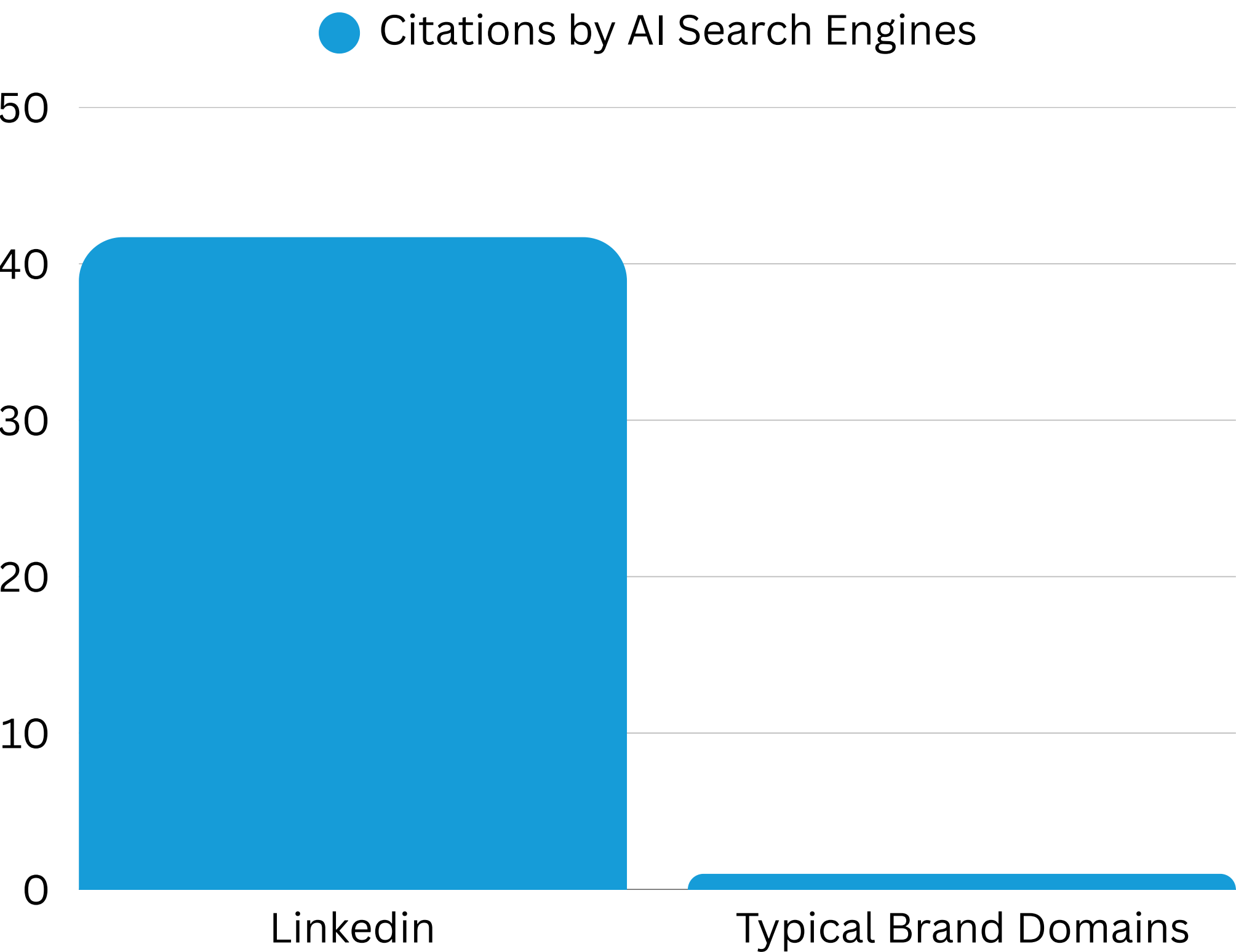


We Tracked Performance Across All Major
AI Engines to discover the 2026
Opportunity for B2B Marketers

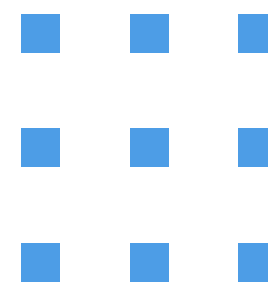
BRIGHTEDGE



LinkedIn Dominates Professional AI Citations



LinkedIn performs 41.7x better than the average domain Ranking #7 out of 10,000+ domains tracked

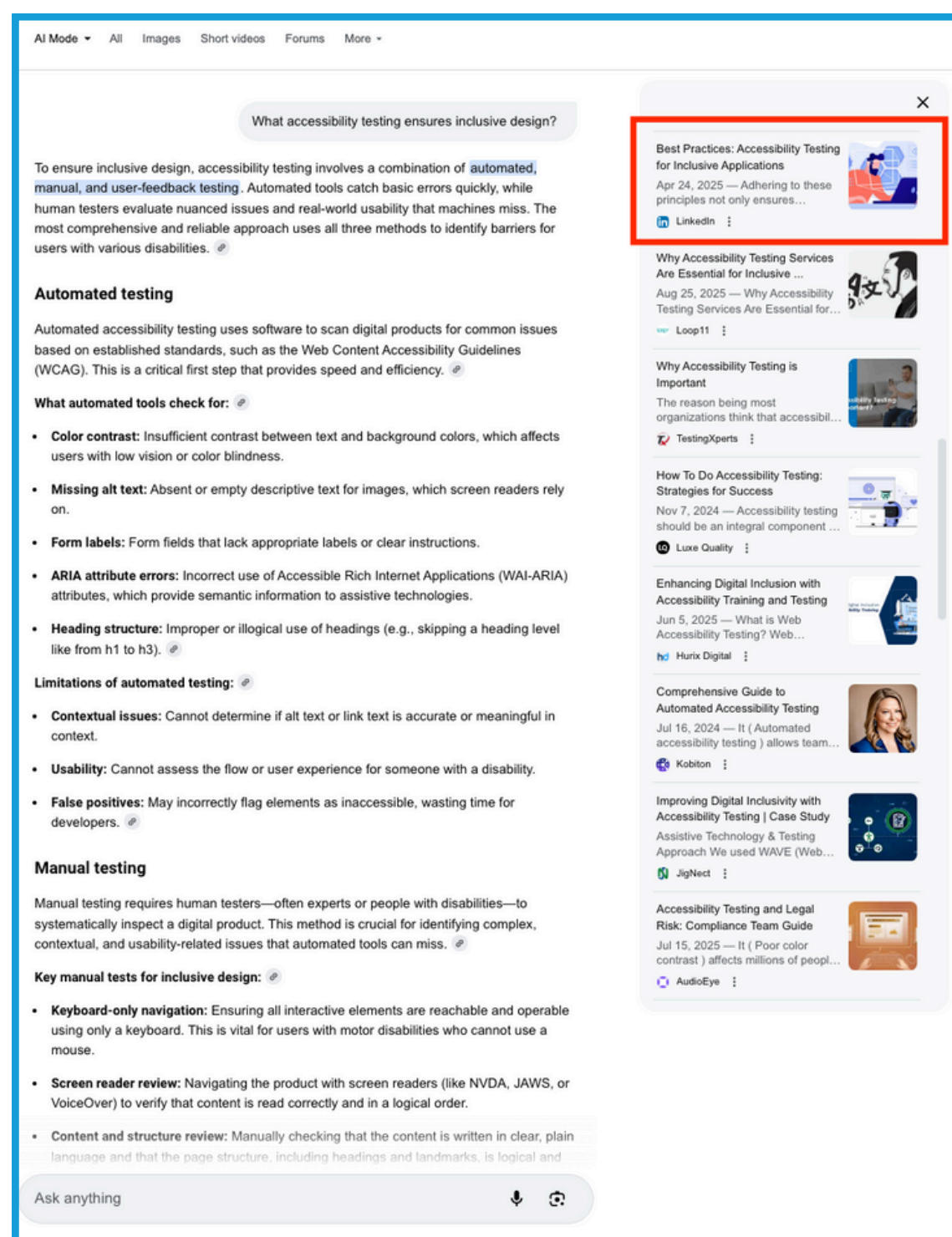


The Query Types Getting AI Overviews

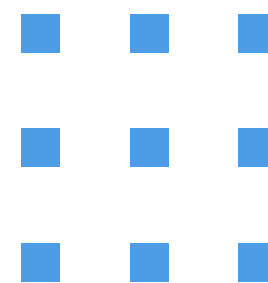
Topics AI turns to LinkedIn For:

- Specific process guidance
- Career Strategies
- Financial Planning resources
- B2B Marketing Techniques
- Industry Specific Tutorials
- Business Strategy Frameworks
- Industry Trend Analysis

“What accessibility testing ensures inclusive design?”



Top Citation in AI Mode is a LinkedIn Pulse Article from a Usability Testing Firm



Where LinkedIn isn't likely cited

“SQL vs. BigQuery Pros and Cons”

Topics AI isn't citing LinkedIn:

- Comparisons
- Promotions for events (webinars, conferences etc)
- ROI Calculators (without an education piece)
- Brand storytelling
- Product feature rundowns
- Cost/pricing Prompts

AI Mode ▾ All Videos Short videos Forums More ▾

SQL vs BigQuery pros and cons

While **SQL** is a language and **BigQuery** is a data warehouse, the comparison is generally made between BigQuery and traditional SQL databases (like MySQL or PostgreSQL). The right choice depends on the scale, purpose, and financial model of your project.

What is SQL?

SQL (Structured Query Language) is a standard language for managing and querying relational databases. Traditional SQL databases are optimized for transactional processing (OLTP) and strongly structured data.

Common examples include:

- MySQL
- PostgreSQL
- Microsoft SQL Server
- Google Cloud SQL

What is BigQuery?

BigQuery is a fully managed, serverless, and highly scalable data warehouse offered by Google Cloud. It is designed for large-scale analytical processing (OLAP) and can analyze massive datasets quickly using SQL queries.

BigQuery vs. Traditional SQL Databases: A Comparison

Feature	BigQuery	Traditional SQL Databases
Best for	Large-scale data analytics, data warehousing, and business intelligence, especially for large datasets (terabytes or petabytes).	Transactional processing (OLTP), applications requiring real-time writes, and strongly structured data.
Scalability	Serverless and highly scalable. Compute and storage scale independently and on-demand, so you only pay for what you use.	Requires manual management. You are limited by the resources of the server, requiring a server engineer to scale up resources.
Architecture	Columnar storage. Stores data in columns, which is ideal for analytical queries that often need to read only a few columns across many rows.	Row-based storage. Stores data in rows, which is ideal for transactional operations that typically read or write a single row at a time.
Performance	Optimized for complex analytical queries on massive datasets. Can run large queries in seconds.	Optimized for quick, small, and frequent transactions. Can be much slower on complex analytical queries over large datasets.
Cost	Pay-as-you-go model based on the amount of data processed by your queries and data stored. Can become expensive with poorly designed queries on large datasets.	Fixed cost model based on server resources, though some cloud versions offer flexible pricing. Costs are predictable for fixed workloads.

Ask anything

Google BigQuery vs. Cloud SQL - Cybersecurity Careers Blog
Jan 27, 2024 — The Bottom Line. Choose Google Cloud SQL if your...
www.cybercareers.blog

What is the difference between BigQuery and MySQL?
Aug 3, 2022 — * 2 Answers. Sorted by: 18. * 2 Comments. Add a comment. jamiet, jamiet Over...
Stack Overflow

PostgreSQL vs. BigQuery - Which Data Warehouse is Better?
Feb 13, 2025 — BigQuery: 3 main differences. So what are the main...
Weld.app

Is there a reason to use Cloud SQL rather than BigQuery?
Oct 29, 2022 — Comments Section. Cidan. • 3y ago • Edited 3y ago. Generally, BQ has a very...
Reddit

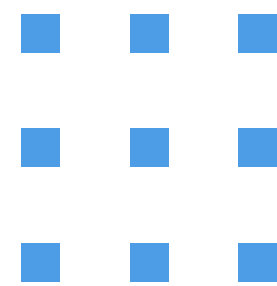
Pros and Cons coding SQL using BigQuery and SQLite
Nov 26, 2023 — Fewer Advanced Features: * Con: Compared to larger database systems like...
Medium

What is Google BigQuery? Complete Guide [2025] - Knowi
Apr 10, 2024 — BigQuery is Google Cloud's fully managed, serverless...
Knowi

Advantages of BigQuery over CloudSQL for analytics? (GCP noob.)
May 21, 2022 — There's more, but these are the things that come off the top of my head...
Reddit

Compare IBM Db2 Big SQL vs Microsoft SQL Server on TrustRadius
Big SQL offers a single database connection or query for disparate sources such as HDFS,...
TrustRadius

AI Mode cites sources such as Reddit but doesn't go to LinkedIn Pulse or Learning for a citation.



Your LinkedIn AI Optimization Checklist



Identify High-Value Prompts: Identify which prompts in your industry already trigger LinkedIn citations



Transform Top Content into Guides: Convert your best-performing thought leadership into "how-to" Pulse articles - the format growing 100% week-over-week.



Apply for LinkedIn Learning: If you have signature expertise, consider the instructor application. One course can deliver more AI visibility than years of regular posting.

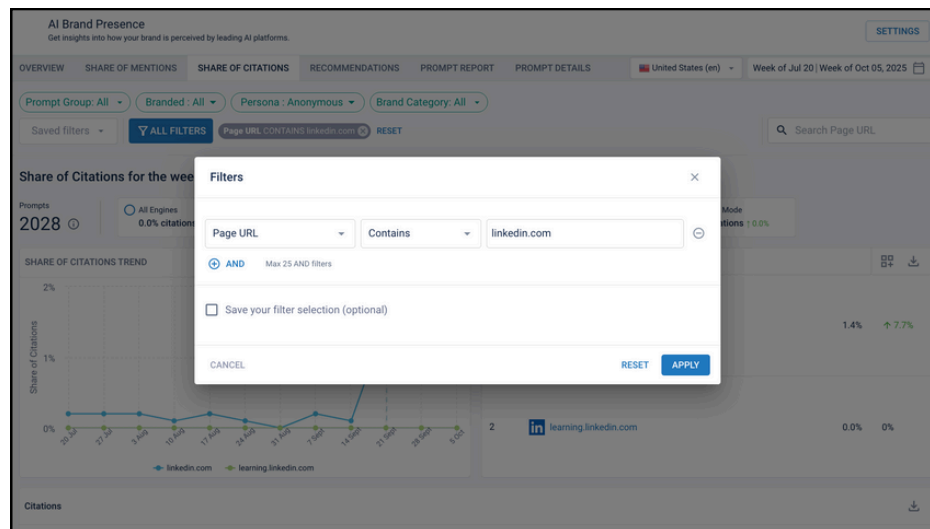


Track Your LinkedIn Performance: Monitor your Pulse articles and Learning courses for progress in citations



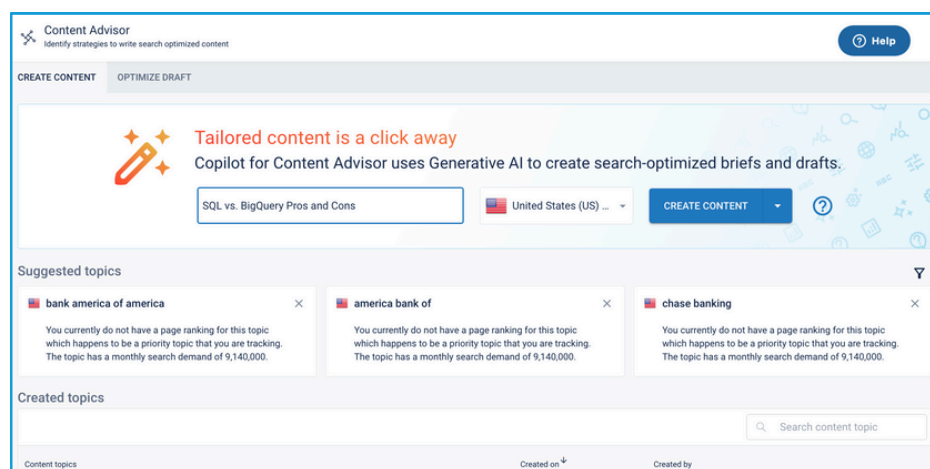
BrightEdge Connects your Linkedin Efforts to Your AI Visibilty

Identify which prompts cite Linkedin



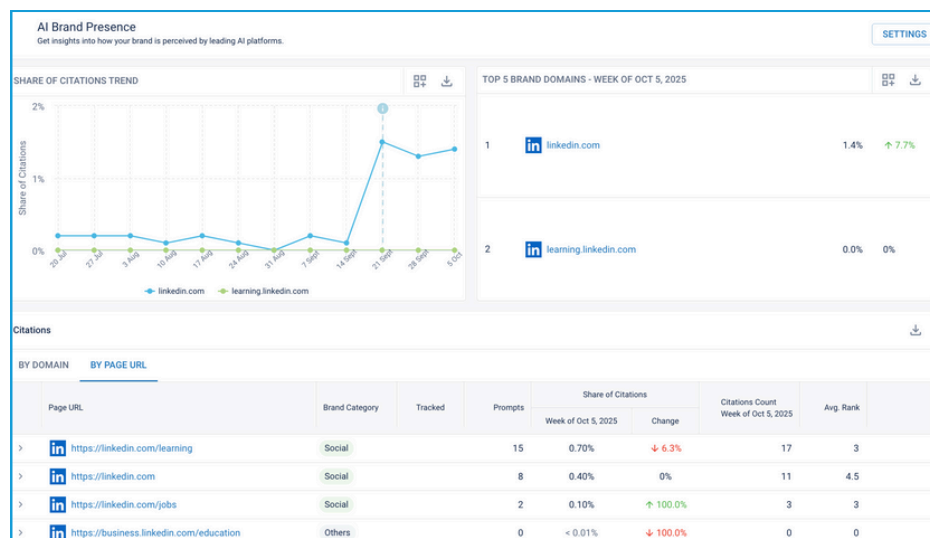
AI Catalyst uses a filter which can isolate Linkedin across all your prompts. See across groups of prompts where Linkedin is most prominent to build your strategy

Copilot creates winning Linkedin Pulse articles



Copilot for Content Advisor is a valuable tool for creating off-page content. Simply input target prompts to leverage AI for generating FAQs and identifying essential content, with the option to edit drafts to add unique statistics and findings.

Filter to your Linkedin Content to see how it is trending



AI Catalyst features a filtering system that enables you to sort by specific URL attributes. Develop these filters for your pulse and learning content pieces to track their performance trends by engine over time.