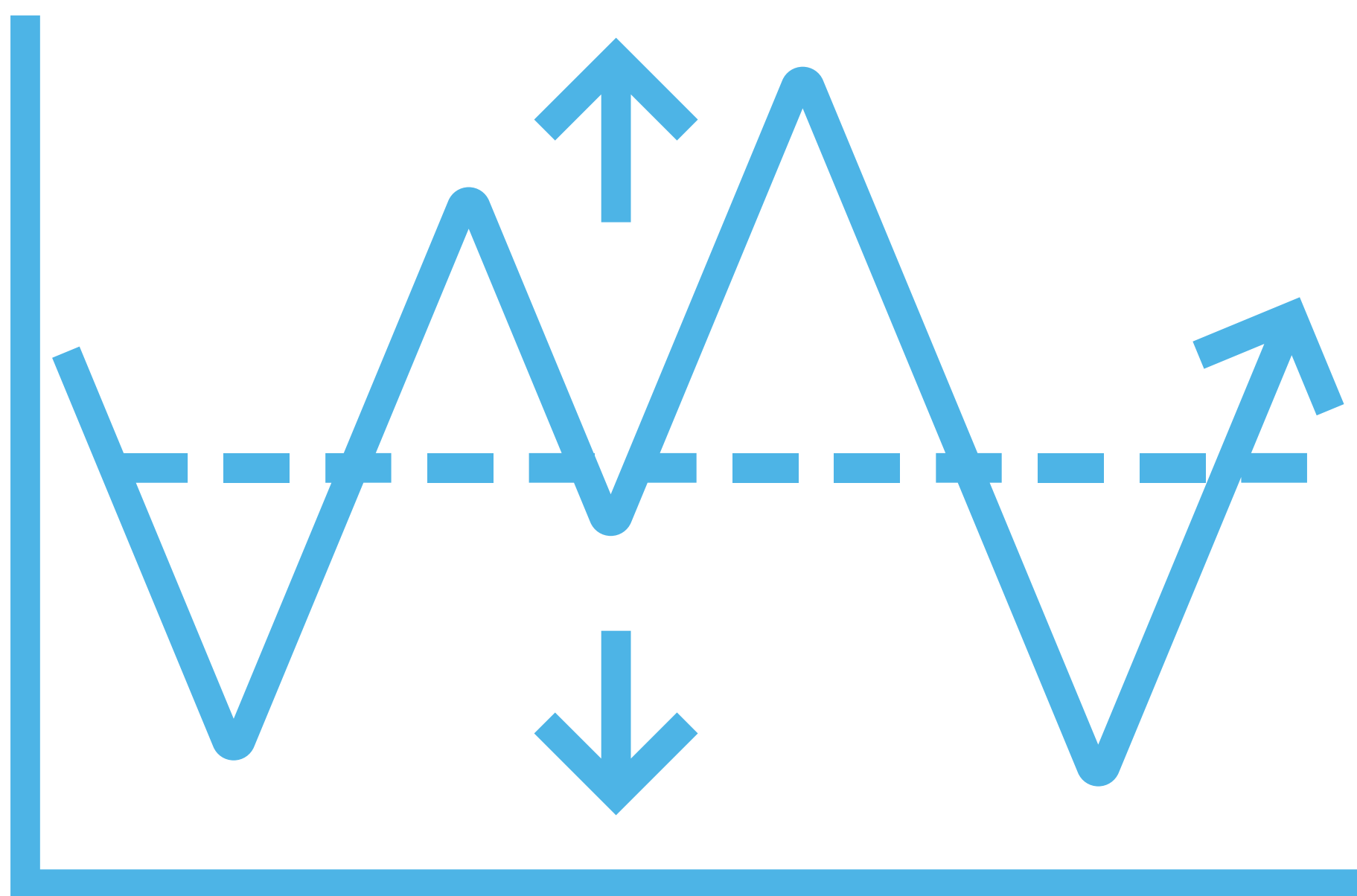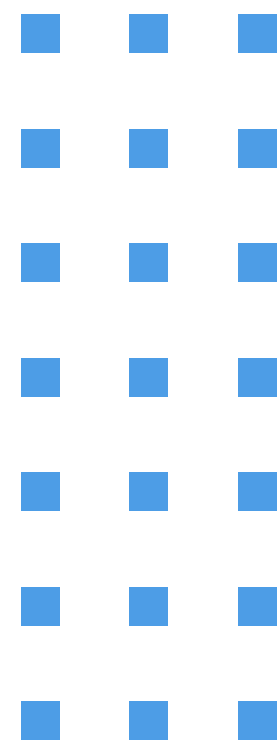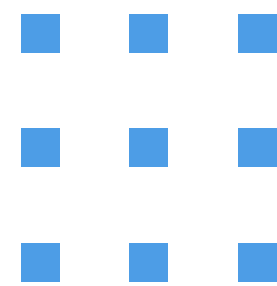# Week-to-Week Volatility: The Hidden Story Behind AI Search
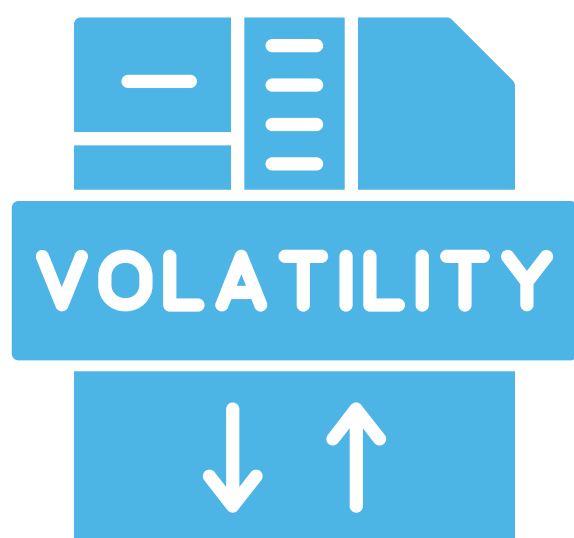

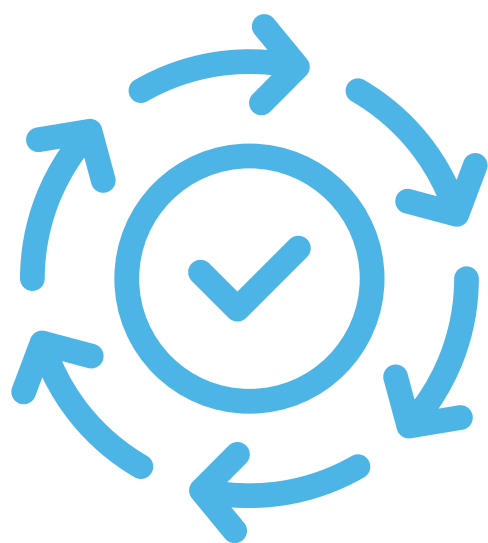What thousands of brand mentions reveal about stability patterns

BRIGHTEDGE

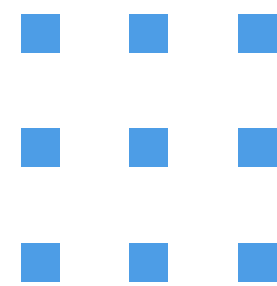# The Surprising Volatility Twist
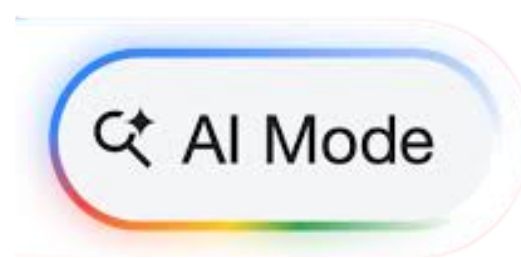
AI Overviews: **16.7% MORE volatile** for brand mentions
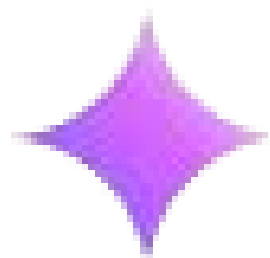
BUT **24% of citation URLs perfectly stable** (vs 20% in AI Mode)

In AI Overviews, Brand mentions fluctuate wildly, but trusted sources remain constant

Rock-Solid Performers for Both:

Who Stays Stable? (<10% weekly change in how they are cited)

🏥 Medical authorities (Mayo Clinic, CDC)
🏛️ Government resources (.gov)
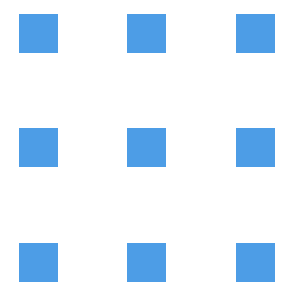🎓 Educational institutions (.edu)
💰 Financial education sites
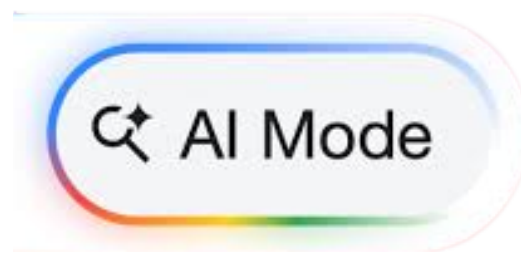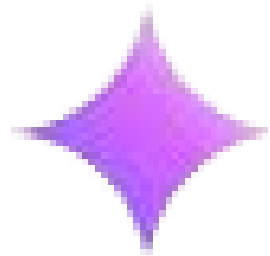💻 Major platforms (LinkedIn, YouTube)

## Authoritative, educational content maintains consistent citation rates

The Volatility Roller Coasters

AI Mode

Who Rides the 200-1000% Swings?

📍 Local/regional businesses
🏢 Individual company sites
📰 Breaking news content
🚀 Product launches
🔧 Niche software tools

These sources can increase by 1000% in a week and then disappear. If this happens, focus your mention strategy on partnerships instead of direct citations!
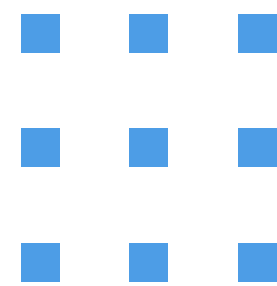
The Volatility Playbook

✓ **Track Weekly Changes -** Monitor which sources remain stable vs volatile to identify long-term partnership opportunities

✓ **Target Stable Citations -** Focus on educational and reference sites (.gov, .edu, medical authorities) for consistent visibility

✓ **Understand the Paradox -** AI Overviews shows higher mention volatility but more stable citations - optimize for both!

✓ **Find Your Industry's "Mayo Clinic" -** Identify the authoritative, educational voice in your sector that maintains <10% volatility

BRIGHTEDGE

AI Catalyst is your Volatility Detection System

## Monitor Volatility Week-to-Week
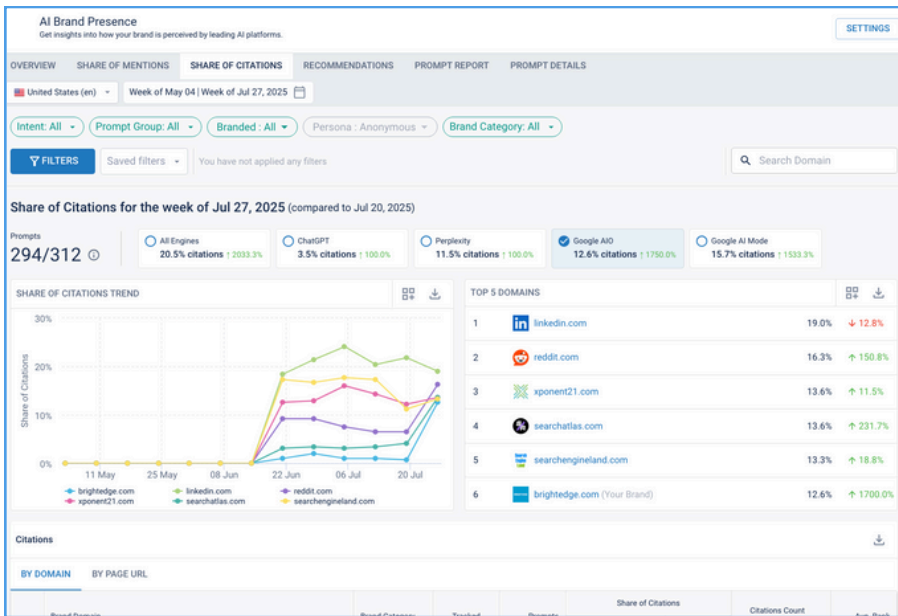
Track which sources maintain stability vs experience wild swings. Identify your most reliable citation partners and spot emerging opportunities.

Compare Volatility Across AI Engines
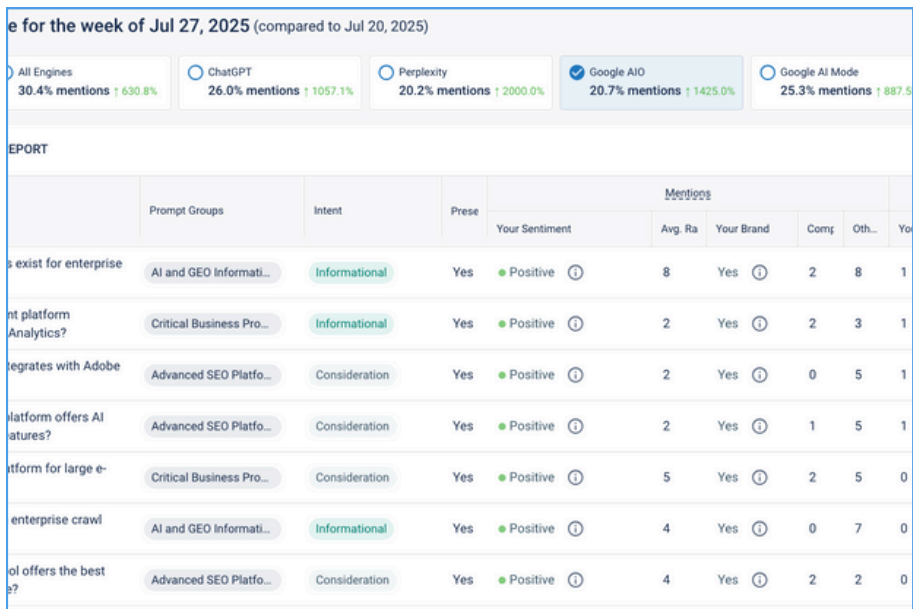
See how the same sources perform differently in AI Mode vs AI Overviews by prompt group. Use these insights to prioritize your optimization efforts.

Find your own "Mayo Clinics" for the prompts you target

Quickly identify the most reliable sources for each of your prompt groups and build your partnership and PR strategy as needed.