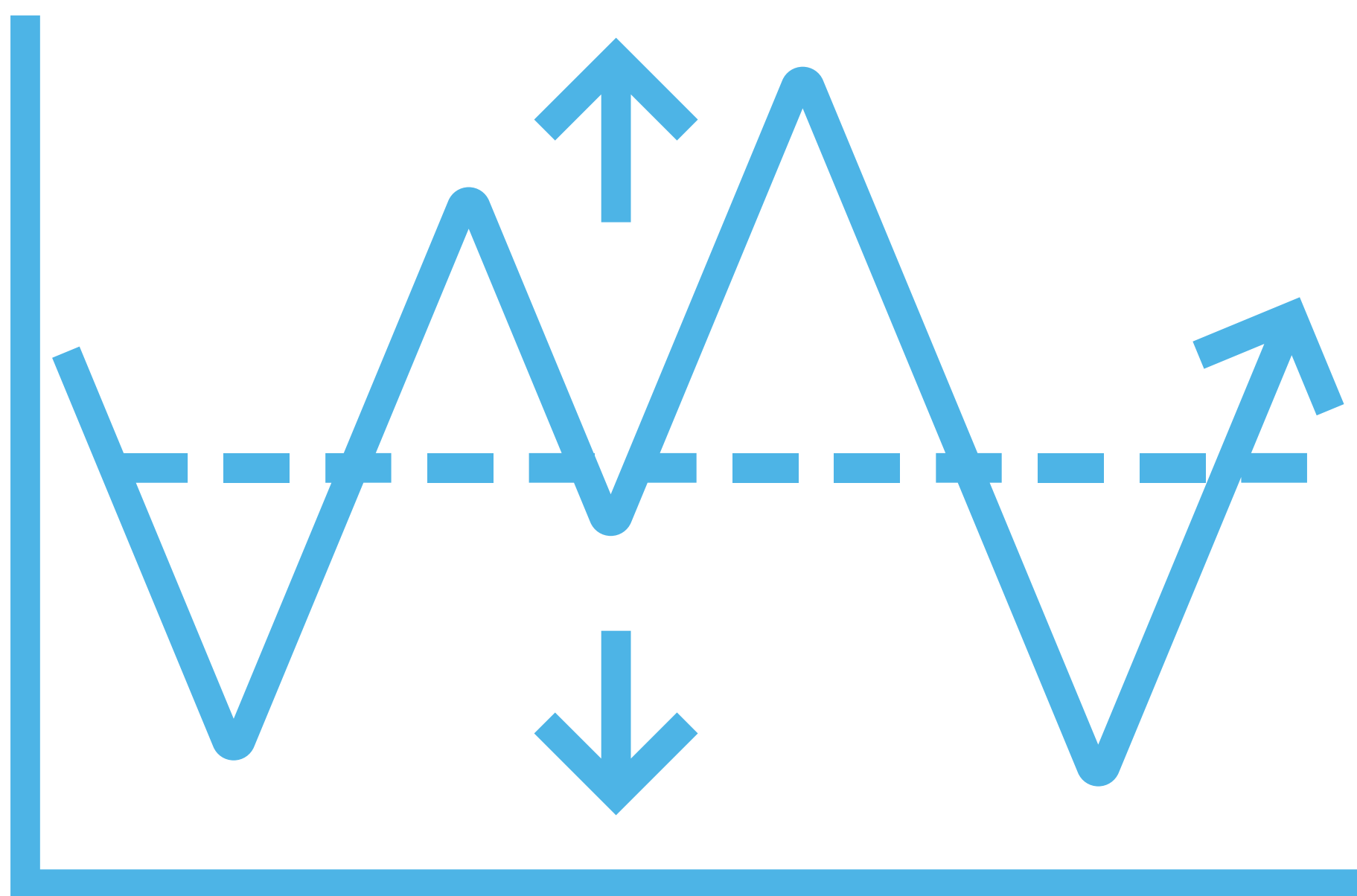
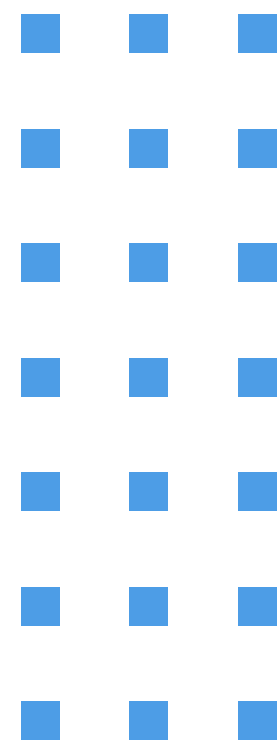
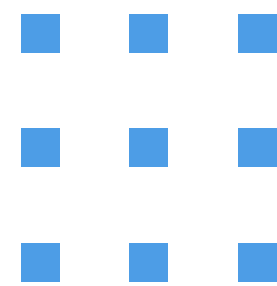


# Week-to-Week Volatility: The Hidden Story Behind AI Search

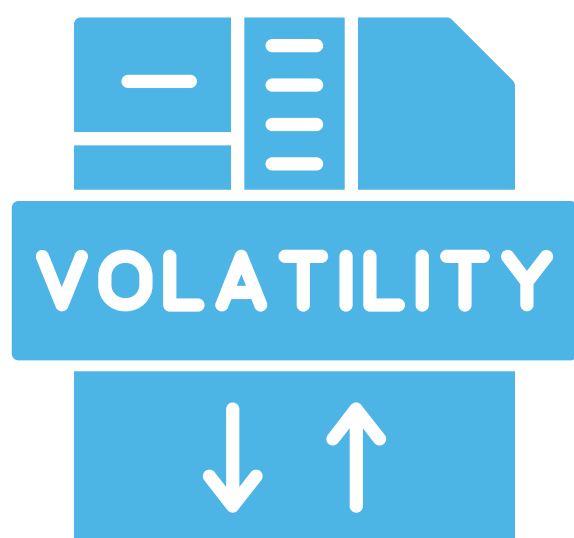


What thousands of brand mentions reveal about  
stability patterns

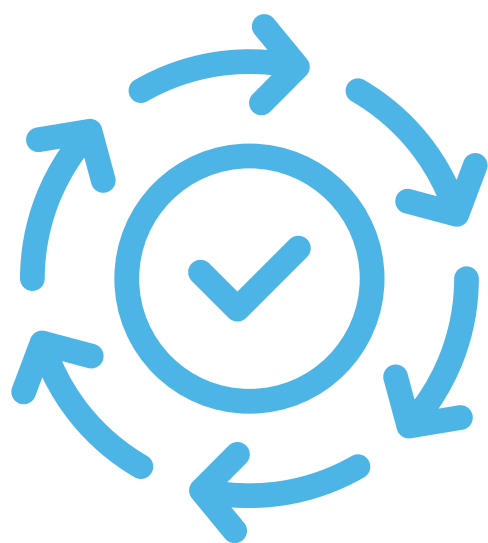
**BRIGHTEDGE**



# The Surprising Volatility Twist

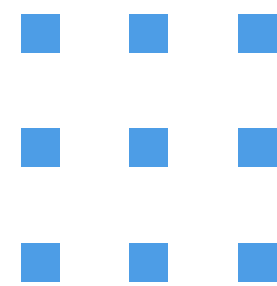


AI Overviews: **16.7%**  
**MORE volatile** for brand mentions

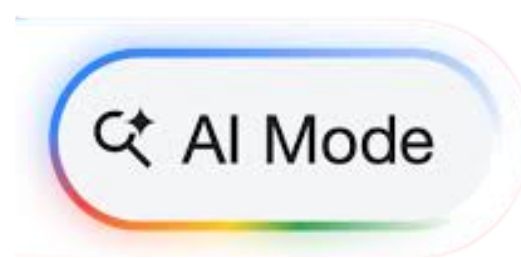
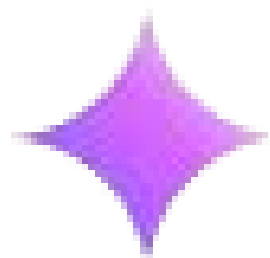


**BUT 24% of citation URLs**  
**perfectly stable** (vs 20%  
in AI Mode)

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)

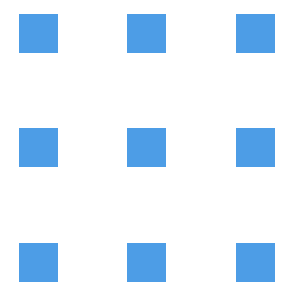


Financial education sites

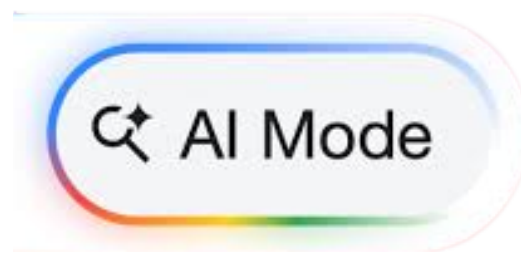
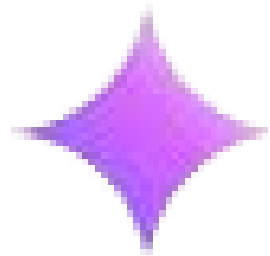


Major platforms (LinkedIn, YouTube)

**Authoritative, educational content  
maintains consistent citation rates**



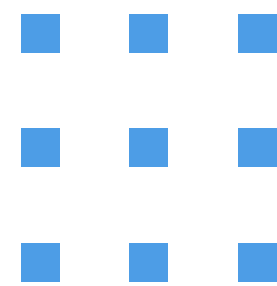
# The Volatility Roller Coasters



## 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



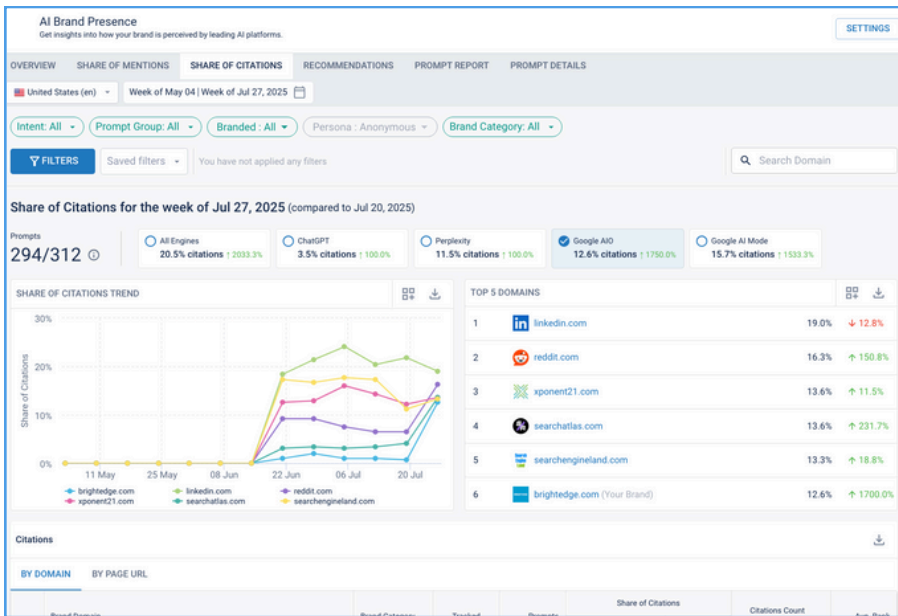
**Understand the Paradox** - AI Overviews shows higher mention volatility but more stable citations - optimize for both!



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

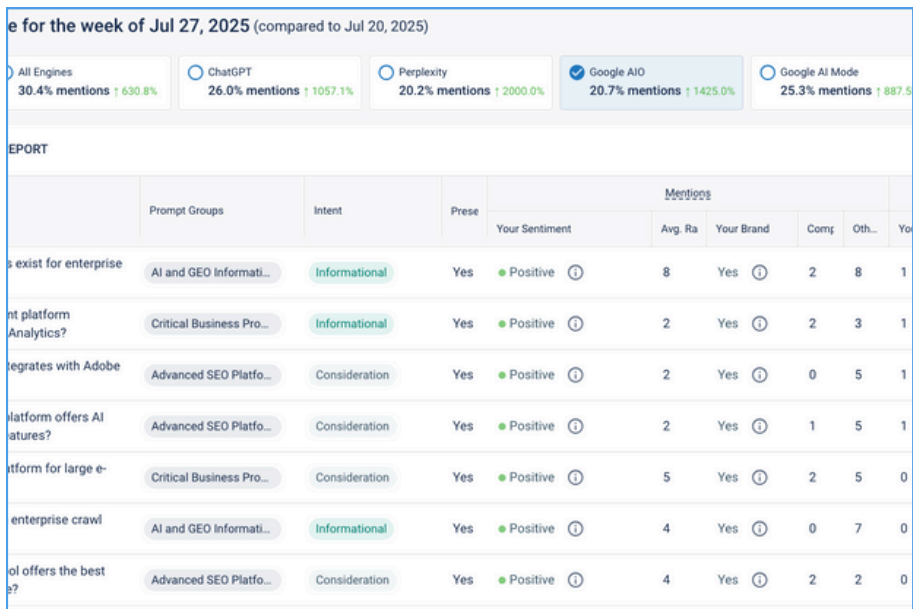
# AI Catalyst is your Volatility Detection System

# 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

AI Brand Presence										SETTINGS
Get insights into how your brand is perceived by leading AI platforms.										
Page URL	Brand Category	Tracked	Prompts	Share of Citations		Citations Count Week of Aug 1, 2025	Avg. Rank			
				Week of Aug 1, 2025	Change					
>  <a href="https://www.hopkinsmedicine.org/health/wellness-and-prevention">https://www.hopkinsmedicine.org/health/wellness-and-prevention</a>	Others		19	1.1%	↑ 35.7%	19	1			
>  <a href="https://www.usbank.com/financials/manage-your-household/per">https://www.usbank.com/financials/manage-your-household/per</a>	Others		7	0.4%	↑ 16.7%	7	2			
>  <a href="https://www.hdfclife.com/investment-plans/financial-planning-site">https://www.hdfclife.com/investment-plans/financial-planning-site</a>	Others		7	0.4%	0%	7	1			
>  <a href="https://dpsi.ca.gov/wp-content/uploads/sites/337/2019/06/8_Tip">https://dpsi.ca.gov/wp-content/uploads/sites/337/2019/06/8_Tip</a>	Others		6	0.3%	↑ 50.0%	6	1			
>  <a href="https://www.1stunitedcu.org/more-for-you/financial-wellness/live">https://www.1stunitedcu.org/more-for-you/financial-wellness/live</a>	Others		6	0.3%	↑ 20.0%	6	1			
>  <a href="https://www.principal.com/individuals/build-your-knowledge/step">https://www.principal.com/individuals/build-your-knowledge/step</a>	Others		6	0.3%	↑ 100.0%	6	1			
>  <a href="https://www.canada.ca/en/financial-consumer-agency/services/c">https://www.canada.ca/en/financial-consumer-agency/services/c</a>	Others		5	0.3%	0%	5	2			
>  <a href="https://www.nerdwallet.com/article/investing/free-financial-advl...">https://www.nerdwallet.com/article/investing/free-financial-advl...</a>	Publication		5	0.3%	↑ 150.0%	5	9			
>  <a href="https://www.bankrate.com/investing/best-long-term-investments/">https://www.bankrate.com/investing/best-long-term-investments/</a>	Publication		5	0.3%	↑ 150.0%	5	4			
>  <a href="https://www.unfco.org/financial-wellness/50-30-20-rule/#--test">https://www.unfco.org/financial-wellness/50-30-20-rule/#--test</a>	Others		5	0.3%	↑ 400.0%	5	2			
>  <a href="https://www.dignityhealth.org/arizona/locations/chandlerregional">https://www.dignityhealth.org/arizona/locations/chandlerregional</a>	Others		5	0.3%	↑ 400.0%	5	5			
>  <a href="https://www.citizensbank.com/learning/planning-for-short-term-a">https://www.citizensbank.com/learning/planning-for-short-term-a</a>	Others		5	0.3%	↑ 150.0%	5	2			
>  <a href="https://www.hackensackmeridianhealth.org/en/healthw/2023/08/">https://www.hackensackmeridianhealth.org/en/healthw/2023/08/</a>	Others		5	0.3%	↑ 150.0%	5	4			
>  <a href="https://www.fidelity.com/viewpoints/investing-ideas/guide-to-dive">https://www.fidelity.com/viewpoints/investing-ideas/guide-to-dive</a>	Others		4	0.2%	↓ 20.0%	4	1			
>  <a href="https://www.esl.org/wealth/investment-services/resources/tools/">https://www.esl.org/wealth/investment-services/resources/tools/</a>	Others		4	0.2%	↑ 100.0%	4	7			
>  <a href="https://www.discover.com/personal-loans/resources/learn-about">https://www.discover.com/personal-loans/resources/learn-about</a>	Others		4	0.2%	↑ 100.0%	4	3			
>  <a href="https://medlineplus.gov/ency/article/001927.htm">https://medlineplus.gov/ency/article/001927.htm</a>	Publication		4	0.2%	↑ 33.3%	4	5			

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