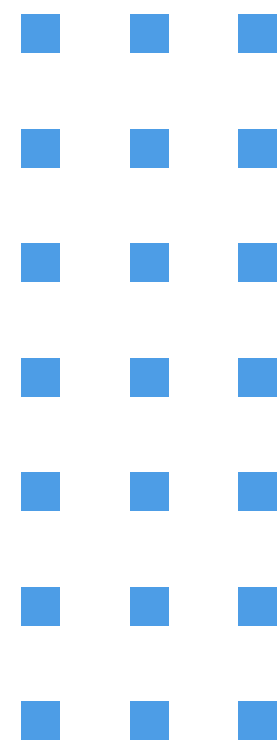


# Under the Hood: Gemini's Citation Behavior

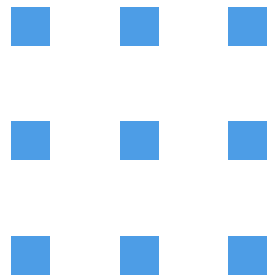


# Gemini



How Gemini Connects Users to the  
Open Web

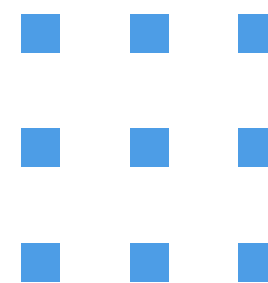
# BRIGHTEDGE



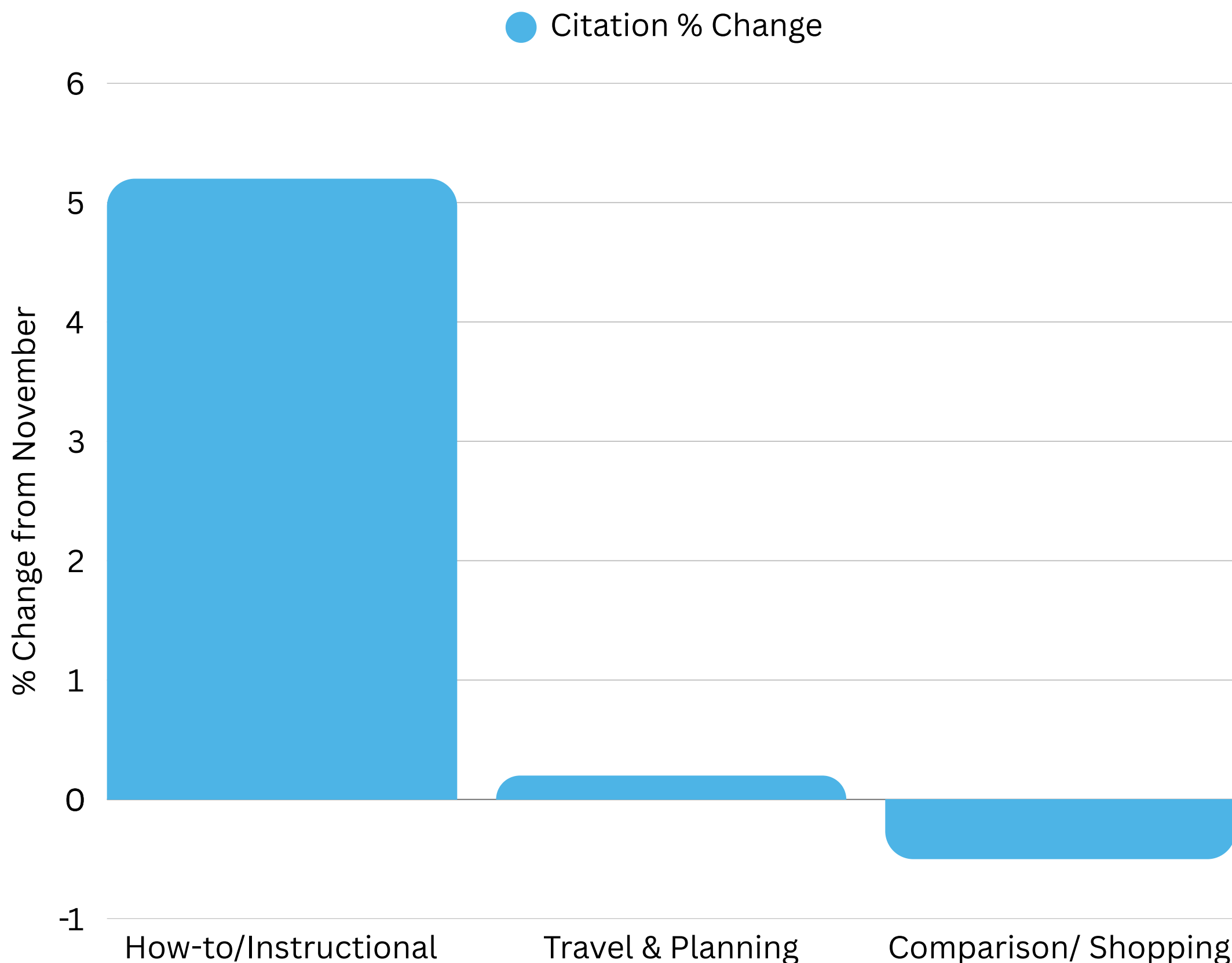
# Did Gemini's Growth Change How It Cites?

Metric	Nov	Dec	Change
Avg. Citations Per Answer	8.09	8.06	-0.3%
Unique Domains Per Answer	4.85	4.85	0%
Top 10 Publisher Share of Citations	23.7%	23.7%	0%

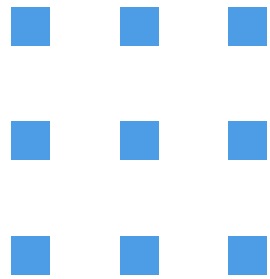
33% more traffic referrals. Same openness to publishers.



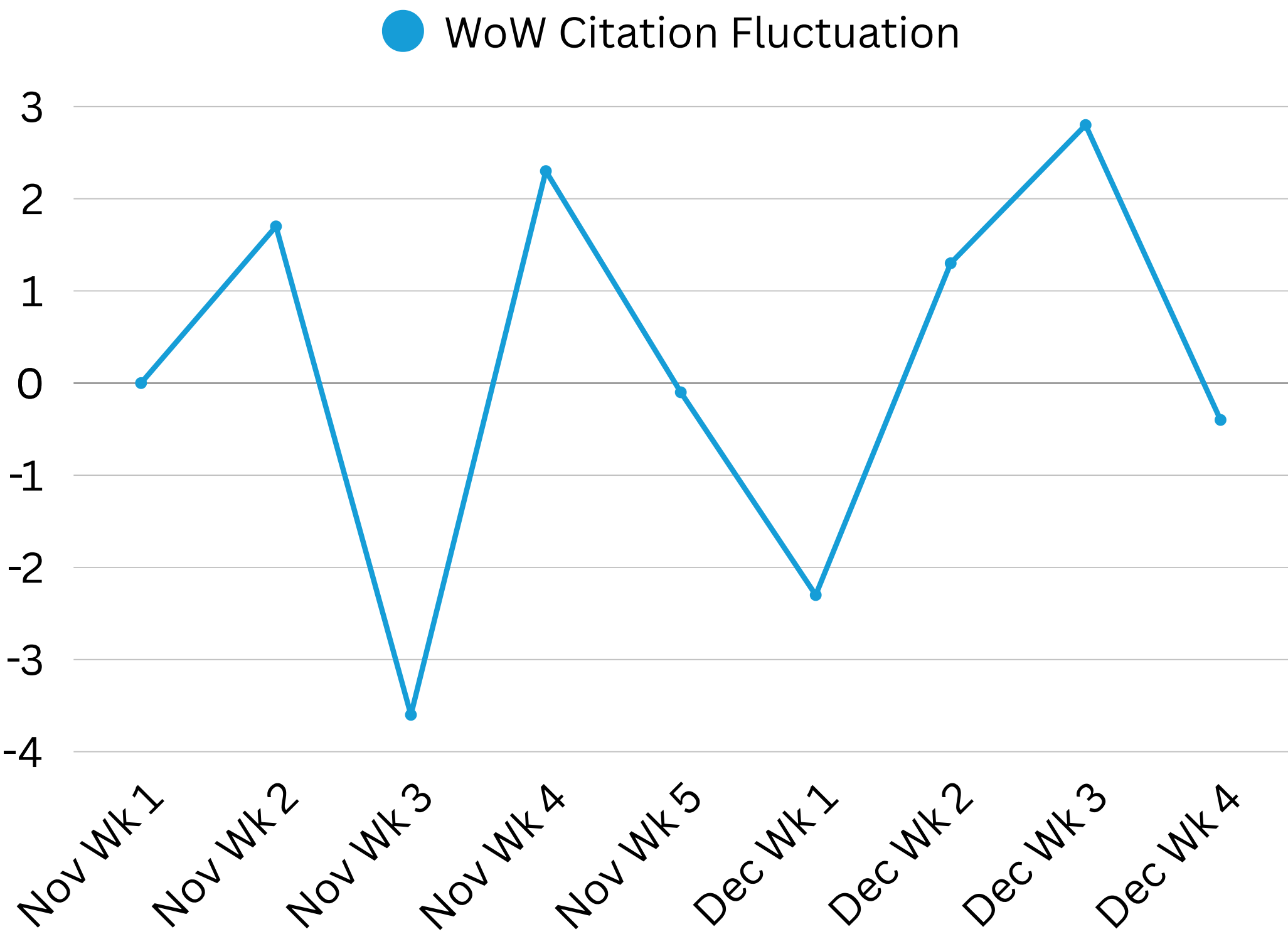
# Where Did Gemini Increase Citations?



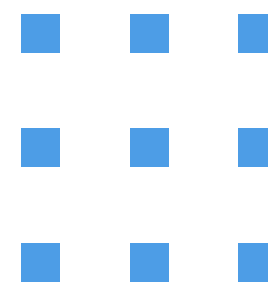
Gemini is cited more in decision-support moments — when users move from exploration to action.



# Week-to-Week Variance Increased 34%



Overall citation depth held steady. But under the hood? Gemini was testing and tuning week to week.



## What This Means for SEOs



**Gemini Scaled Without Closing Off:** 33% more referral traffic, but citation depth, domain diversity, and publisher concentration all stayed flat. The open web stayed open.



**Decision-Support Moments Are Where It's Happening:** How-to queries (+5.2%) and travel/planning (+0.2%) saw citation increases. Transactional queries stayed flat. Optimize for the research phase, not just the purchase.


















**Gemini Powers More Than Just Gemini:** AI Mode and AI Overviews run on Gemini. How it cites matters beyond the standalone app — this is Google's AI foundation.



**Siri Is Next:** With Gemini set to power Apple's Siri, this platform's citation behavior is about to matter a lot more. Monitor it now.

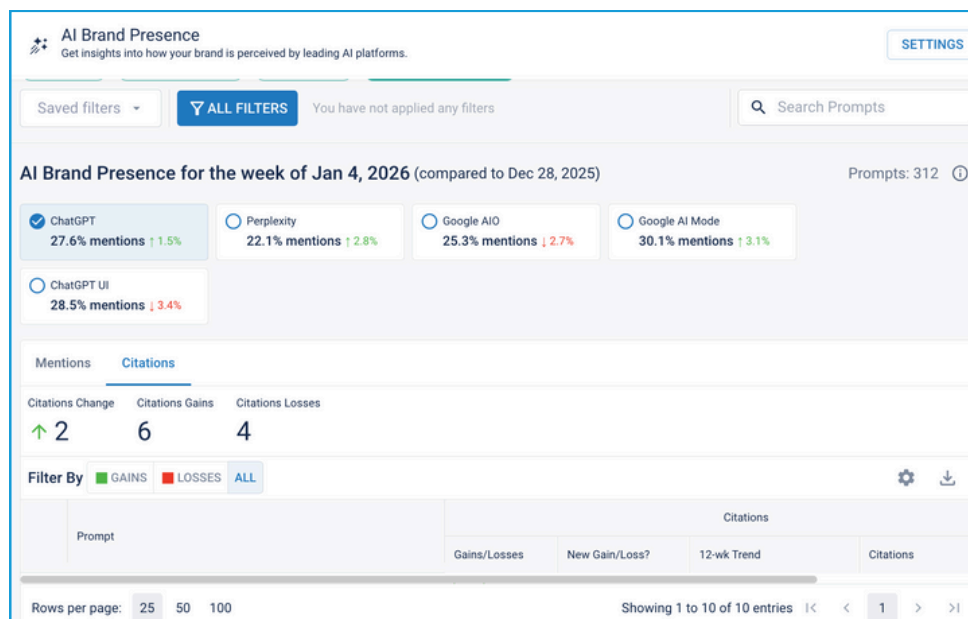
# AI Catalyst is your Gemini Operation Hub!

## See how Gemini Citations Patterns change

AI Brand Presence									
Get insights into how your brand is perceived by leading AI platforms.									
SETTINGS									
BY DOMAIN BY PAGE URL									
DOWNLOAD									
		Page URL	Brand Category	Tracked	Prompts with Citations Week of Nov 30, 2025	Share of Citations		Citations Count Week of Nov 30, 2025	Avg. Rank
						Week of Nov 30, 2025	Change		
<input type="checkbox"/>	>	 www.amazon.com	Others		298	2.30%	0%	302	5.9
<input type="checkbox"/>	>	 www.google.com/finance	Others		294	2.20%	↑ 10.00%	295	1.6
<input type="checkbox"/>	>	 www.google.com/flights	Others		237	1.80%	0%	253	3.4
<input type="checkbox"/>	>	 www.expedia.com	Others		230	1.70%	↓ 5.60%	234	6.6
<input type="checkbox"/>	>	 finance.yahoo.com	Others		227	1.70%	↑ 6.20%	228	2.5
<input type="checkbox"/>	>	 www.kayak.com	Others		219	1.70%	0%	221	5
<input type="checkbox"/>	>	 www.target.com	Others		183	1.40%	0%	183	6
<input type="checkbox"/>	>	 www.skyscanner.com	Others		172	1.30%	↓ 7.10%	176	5.7
<input type="checkbox"/>	>	 www.walmart.com	Others		167	1.30%	0%	167	5.8
<input type="checkbox"/>	>	 www.delta.com	Others		159	1.20%	0%	161	6.3
<input type="checkbox"/>	>	 www.united.com	Others		157	1.20%	0%	157	6.2
<input type="checkbox"/>	>	 www.macys.com	Others		150	1.10%	0%	150	4.7
<input type="checkbox"/>	>	 www.aa.com	Others		149	1.10%	0%	149	5.8
<input type="checkbox"/>	>	 www.nordstrom.com	Others		125	0.90%	0%	125	4.7
<input type="checkbox"/>	>	 www.priceline.com	Others		124	0.90%	↓ 10.00%	124	6.6

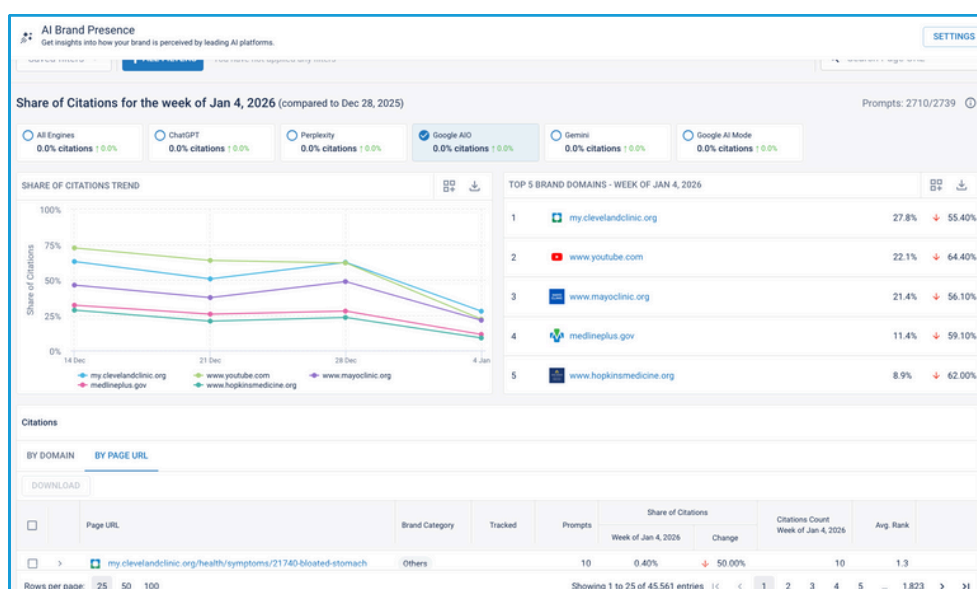
Explore the most cited resources in Gemini for your prompts and monitor the week-over-week changes. Easily observe how leading sites are evolving and assess your standing against the competition.

## Track Gemini Performance Against other Google Engines



As Gemini gains visibility, it's essential to monitor its positioning alongside AI Mode, AI Overview, and other large language models. AI Catalyst offers insights into your performance, highlighting gains and losses compared to competitors.

## See Gemini's Citation Volatility in Real time.



To avoid making impulsive decisions based on quick fluctuations, monitor macro trends in Gemini fluctuations. Evaluate how the leading domains are performing in comparison to your own.