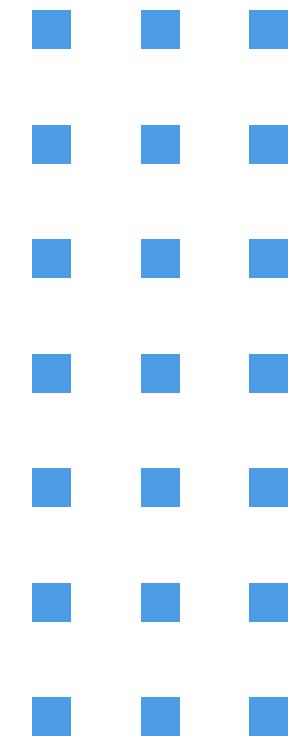
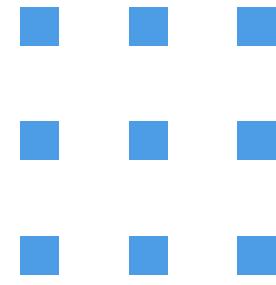


# Under the Hood: Gemini's Citation Behavior



How Gemini Connects Users to the  
Open Web

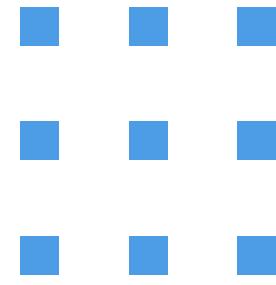
**BRIGHTEDGE**



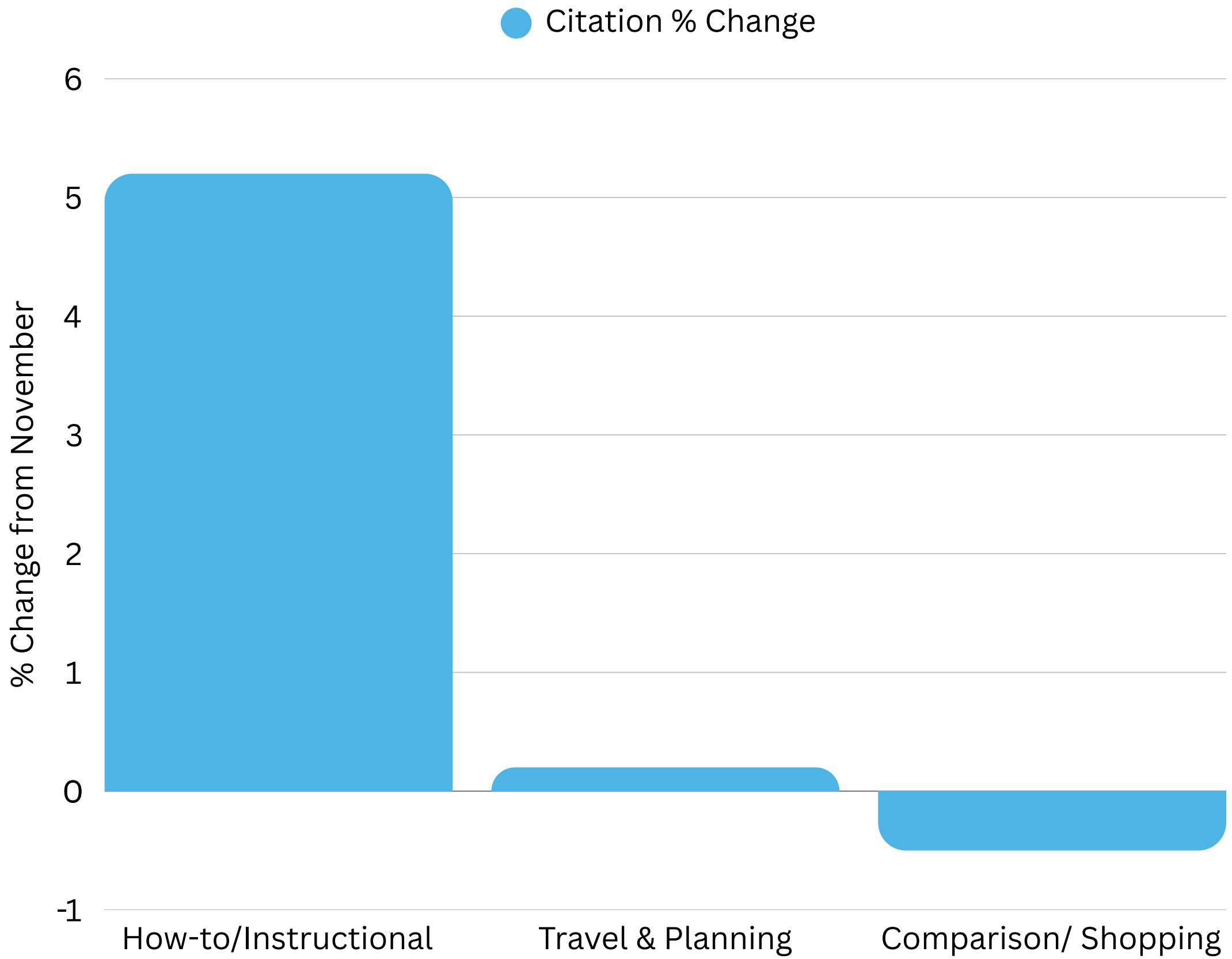
# Did Gemini's Growth Change How It Cites?

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%

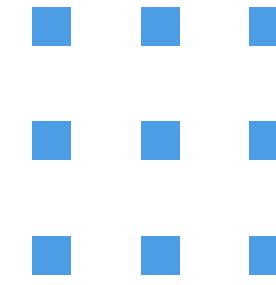
33% more traffic referrals. Same openness to publishers.



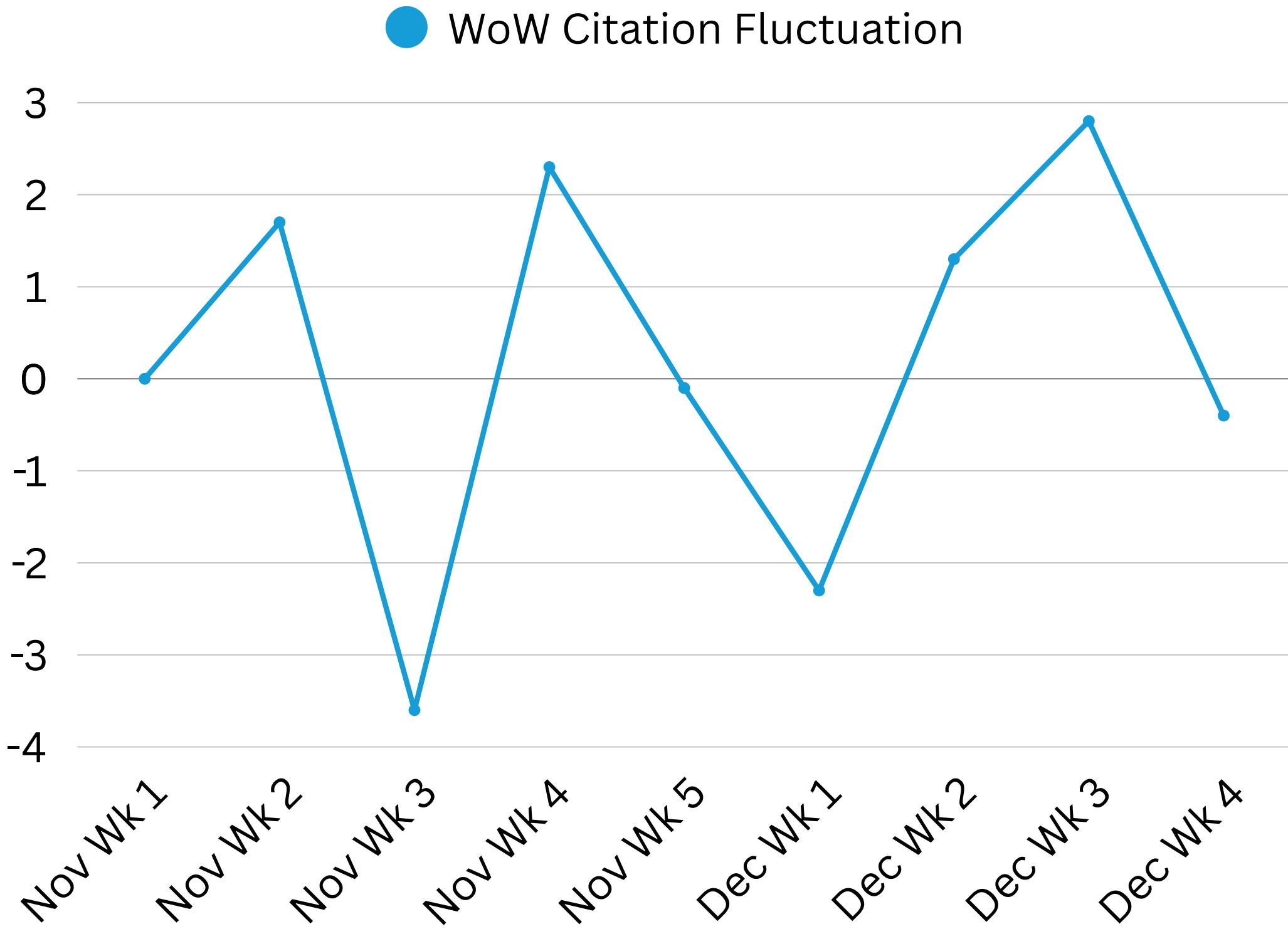
# Where Did Gemini Increase Citations?



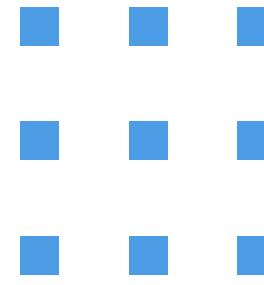
Gemini is cites more in decision-support moments – when users move from exploration to action.



# 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.

# BRIGHTEDGE

# 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.							
BY DOMAIN		BY PAGE URL					
DOWNLOAD							
	Page URL	Brand Category	Tracked	Prompts with Citations Weeks of Nov 20, 2025	Share of Citations Week of Nov 30, 2025	Citations Count Week of Nov 30, 2025	
				Change		Avg. Rank	
1	www.amazon.com	Others		298	2.30% <span>↑ 10.00%</span>	302	5.9
2	www.google.com/finance	Others		294	2.20% <span>↑ 10.00%</span>	295	1.6
3	www.google.com/flights	Others		237	1.80% <span>0%</span>	253	3.4
4	www.expedia.com	Others		230	1.70% <span>↓ 5.60%</span>	234	6.6
5	finance.yahoo.com	Others		227	1.70% <span>↑ 6.20%</span>	228	2.5
6	www.kayak.com	Others		219	1.70% <span>0%</span>	221	5
7	www.target.com	Others		183	1.40% <span>0%</span>	183	6
8	www.skyscanner.com	Others		172	1.30% <span>↓ 7.10%</span>	176	5.7
9	www.walmart.com	Others		167	1.30% <span>0%</span>	167	5.8
10	www.delta.com	Others		159	1.20% <span>0%</span>	161	6.3
11	www.united.com	Others		157	1.20% <span>0%</span>	157	6.2
12	www.macys.com	Others		150	1.10% <span>0%</span>	150	4.7
13	www.aa.com	Others		149	1.10% <span>0%</span>	149	5.8
14	www.nordstrom.com	Others		125	0.90% <span>0%</span>	125	4.7
15	www.priceline.com	Others		124	0.90% <span>↓ 10.00%</span>	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

AI Brand Presence							
Get insights into how your brand is perceived by leading AI platforms.							
Saved filters		Y ALL FILTERS		You have not applied any filters			
AI Brand Presence for the week of Jan 4, 2026 (compared to Dec 28, 2025)							
					Prompts: 312	①	
<input checked="" type="radio"/> ChatGPT	27.6% mentions <span>↑ 1.5%</span>	<input type="radio"/> Perplexity	22.1% mentions <span>↑ 2.8%</span>	<input type="radio"/> Google AIO	25.3% mentions <span>↓ 2.7%</span>	<input type="radio"/> Google AI Mode	30.1% mentions <span>↑ 3.1%</span>
<input type="radio"/> ChatGPT UI	28.5% mentions <span>↓ 3.4%</span>						
Mentions	Citations						
Citations Change	Citations Gains	Citations Losses					
↑ 2	6	4					
Filter By	GAINS	LOSSES	ALL				
Prompt				Citations			
	Gains/Losses	New Gain/Loss?	12-wk Trend	Citations			
Rows per page:	25	50	100	Showing 1 to 10 of 10 entries	<	>	

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.

AI Brand Presence							
Get insights into how your brand is perceived by leading AI platforms.							
BY DOMAIN		BY PAGE URL					
DOWNLOAD							
	Page URL	Brand Category	Tracked	Prompts	Share of Citations Week of Jan 4, 2026	Citations Count Week of Jan 4, 2026	
					Change	Avg. Rank	
1	my.clevelandclinic.org/health/symptoms/21740/bloated-stomach	Others		10	0.40% <span>↓ 50.00%</span>	10	1.3

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.