

Google AI Overviews and ChatGPT cite different pages on the same holiday topics.

Help and policy pages make up 12.5 times the share of citation weight on ChatGPT that they do on Google AI Overviews. On-site search results make up 91 times the share on Google AI Overviews, and the effect comes from two of the four retailers.

Black Friday is 27 November, about six weeks out.

Page-type pull, 14 October 2026. Four of six panel retailers, top 50 rows per domain by BrightEdge Volume, so every total is a floor. Both engines matched at the top 50 rows per domain, so both engines are compared at the same depth. This measures which pages each engine cites as sources for holiday questions. It does not measure what the answers say, and it does not measure clicks.

Each engine cites a different mix of page types

PAGE TYPE	GOOGLE AIO	CHATGPT	OWNER IN A LARGE RETAIL ORGANIZATION	HIGHER SHARE ON
Commercial pages	64.6%	35.4%	Marketing and merchandising	Google AIO 1.8x
On-site search results	9.7%	0.1%	Ecommerce platform	Google AIO 91.1x
Newsroom posts	17.2%	40.7%	Communications	ChatGPT 2.4x
Buying and how-to guides	7.5%	12.9%	Marketing	ChatGPT 1.7x
Help and policy pages	0.9%	10.8%	Customer support	ChatGPT 12.5x

Table 1. Share of holiday citation weight by page type, Google AI Overviews against ChatGPT. Source: BrightEdge AI Hyper Cube. ChatGPT and Google AI Overviews, United States, June to August 2026. Four of six panel retailers. Both engines matched at the top 50 rows per domain, so both engines are compared at the same depth. Ratios use unrounded shares, so they differ slightly from ratios computed on the rounded values shown. Page owners are our characterization of a large retail organization. Ownership is not measured. The shares are. These are panel averages. Across the four retailers the newsroom share on ChatGPT runs from 2% to 64%, so go and check the shape of your own footprint.

The last column names the engine with the higher share. ChatGPT gives more citation weight to newsroom posts, guides and help pages. Google AI Overviews gives more to commercial pages and on-site search results. Both engines cite all five types. Two findings hold at every retailer in the pull. Commercial pages and on-site search results together run higher on Google AI Overviews for all four, by 10 points to 53. Help and policy pages run higher on ChatGPT for all four. The other three page types do not agree across all four, so read those as panel averages.

ChatGPT leans on the newsroom, guides and help pages

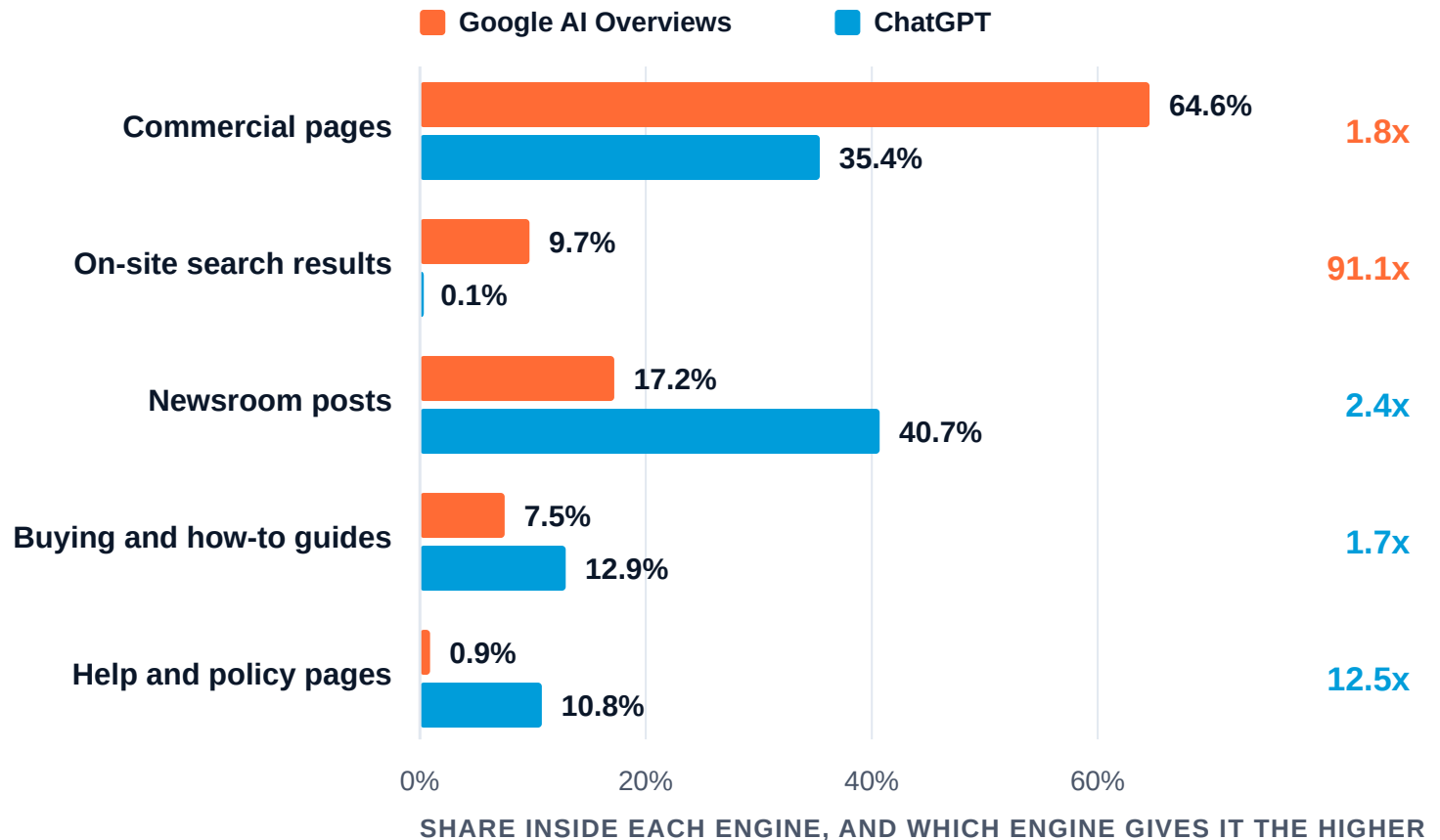
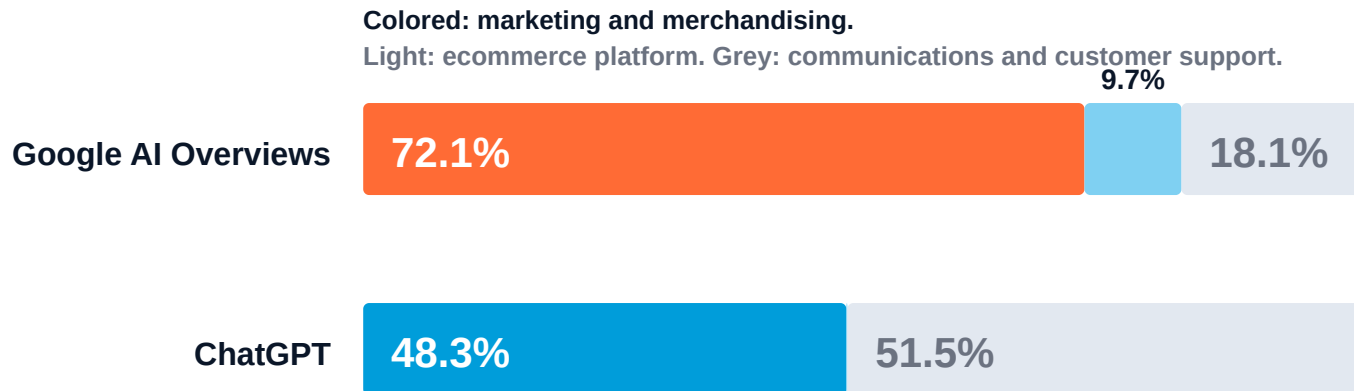


Figure 1. Share of holiday citation weight by page type, Google AI Overviews against ChatGPT. Source: BrightEdge AI Hyper Cube. ChatGPT and Google AI Overviews, United States, June to August 2026. Four of six panel retailers. Both engines matched at the top 50 rows per domain, so both engines are compared at the same depth. What to do: pull your own cited-URL list for both engines and group each by directory. If the two profiles come back close to identical, check the engine filter before reading anything into it.

Help and policy pages make up 12.5 times the share of citation weight on ChatGPT that they do on Google AI Overviews. Every retailer in the pull moves that way. On-site search results make up 91 times the share on Google AI Overviews, and that one comes from two of the four retailers.

Half of ChatGPT's citations point to pages outside marketing



SHARE OF HOLIDAY CITATION WEIGHT, BY WHO OWNS THE PAGE TYPE

Figure 2. Share of holiday citation weight by the team that owns the page type in a large retail organization. Marketing and merchandising own commercial pages and guides. The ecommerce platform owns on-site search results, at 9.7% on Google AI Overviews and 0.1% on ChatGPT. Communications and customer support own newsroom and help pages. Source: BrightEdge AI Hyper Cube. ChatGPT and Google AI Overviews, United States, June to August 2026. Four of six panel retailers. Shares are summed from Table 1, so totals can differ from 100% by 0.1. Page owners are our characterization of a large retail organization. Ownership is not measured. The shares are. What to do: take the ChatGPT list to the teams who own those pages. Most of the work is a date and a refresh on something already published.

In a large retail organization, marketing and merchandising own pages that make up 72.1% of Google AI Overviews citations and 48.3% of ChatGPT citations.

Communications and customer support own pages that make up 18.1% and 51.5%.

For a holiday planning meeting, that means communications and customer support need a seat, because they own the pages behind half of ChatGPT's citations.

What to update before Black Friday

✓ Pull your cited-URL list for both engines

Group each list by directory and compare the two profiles. If the two come back close to identical, check that the engine filter was applied before reading anything into it.

✓ Share the ChatGPT list with the owners of those pages

Communications and customer support own pages making up 51.5% of ChatGPT citations, against 18.1% on Google AI Overviews. Marketing and merchandising own 48.3% and 72.1%.

✓ Answer the logistics questions on pages a crawler can read

Sale start date, return window, price-match terms, shipping cutoff. Date every announcement post and check that last year's is current, because that is the date available to be quoted.

✓ Update pages that already exist before commissioning new ones

Six weeks out, new content cannot rank or accumulate citations before 27 November. Every retailer in the pull already has cited pages across at least four page types.

✓ Plan around Google first and let the same page serve AI

Google AI Overviews rewards your category and product pages, which are the same pages that earn the organic visibility. Keep those current first. Then cover the 64.5% ChatGPT takes from the newsroom, the guides and the help center.

Google AI Overviews and ChatGPT each need their own measurement

Six weeks is a short window for new content to build visibility. Refreshing pages that are already live and already cited is the more practical use of the time.

Take an announcement post that carries last year's event date. If it is cited for the question of when a sale starts, anyone who opens it sees last year's date.

Google still sends the traffic, and Google AI Overviews cites commercial pages most. Start there. Then measure both surfaces, because each engine cites a different mix of pages.

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This measures which pages each engine cites as sources for holiday questions. It does not measure what the answers say, and it does not measure clicks. Citation weight counts page citations. One prompt citing two newsroom posts counts twice, so these are shares of citation weight and not shares of distinct prompts.

Both engines matched at the top 50 rows per domain, so both engines are compared at the same depth.

Source: BrightEdge AI Hyper Cube. ChatGPT and Google AI Overviews, United States and English, June to August 2026. Prompts containing black friday, cyber monday, holiday, christmas or thanksgiving. Four of six panel retailers.

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