

ChatGPT's top five health sources are government and hospital. Google puts YouTube first.

Authority is not one standard. It varies by category and by engine.

We looked at healthcare and finance, the categories Google's quality guidance holds to the highest standard, on Google AI Overviews and ChatGPT. The gap between the two engines is where smaller sites are getting cited.

Every source in the top five is government or hospital

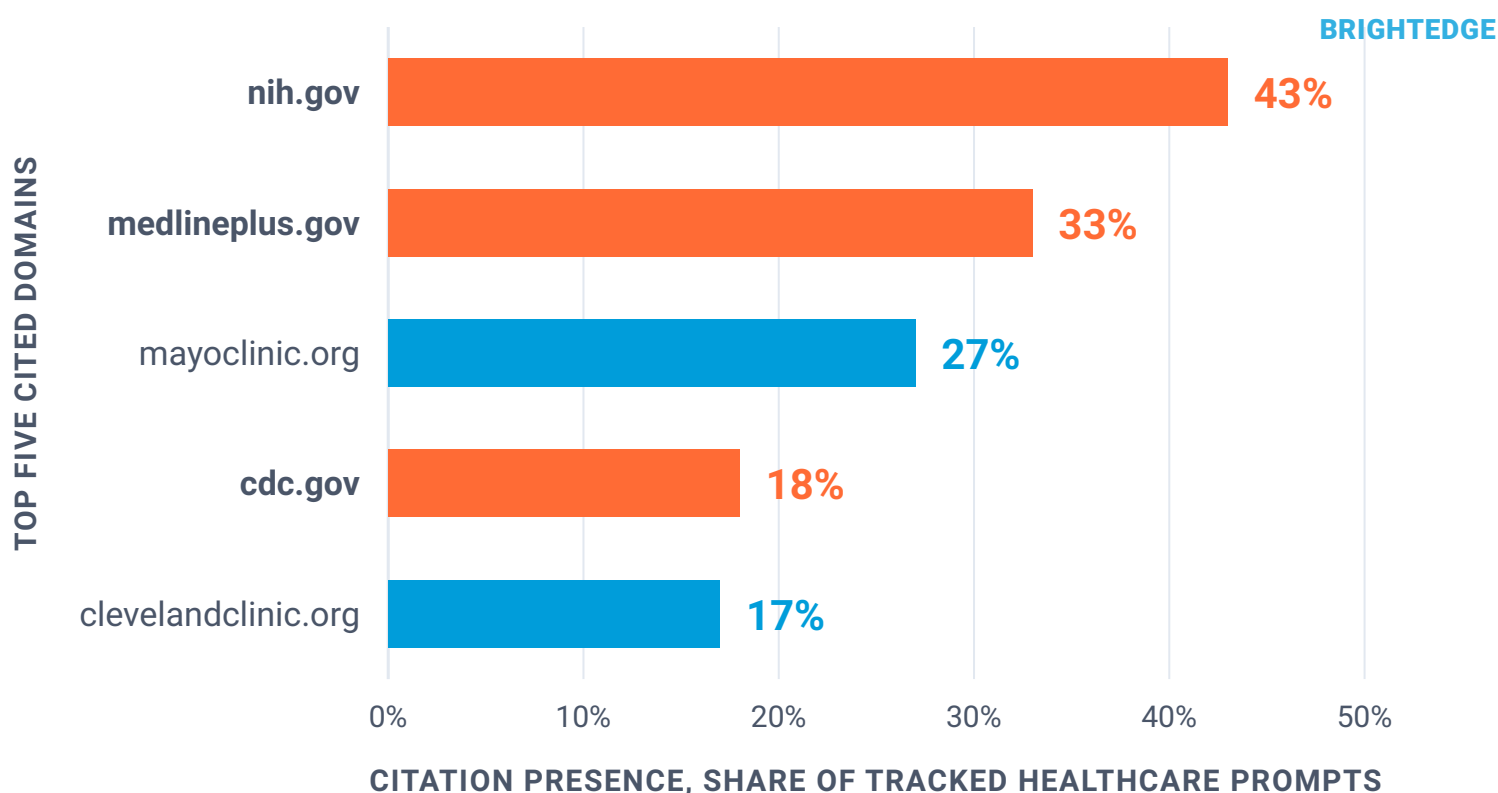


Figure 1. The five most-cited domains for tracked healthcare prompts on ChatGPT, week of 23 August 2026. Government domains are highlighted. Horizontal axis shows citation presence as a share of tracked healthcare prompts. Vertical axis lists the domains.

Source: BrightEdge Insights from AI Hyper Cube. Citation presence, United States.

ChatGPT defaults to institutional and regulatory authority when a question touches safety. Government and non-profit hospital domains take nine of the top ten slots, and all five of the top five. YouTube does not appear in the list at all.

YouTube stepped up. Clinical sources did not.

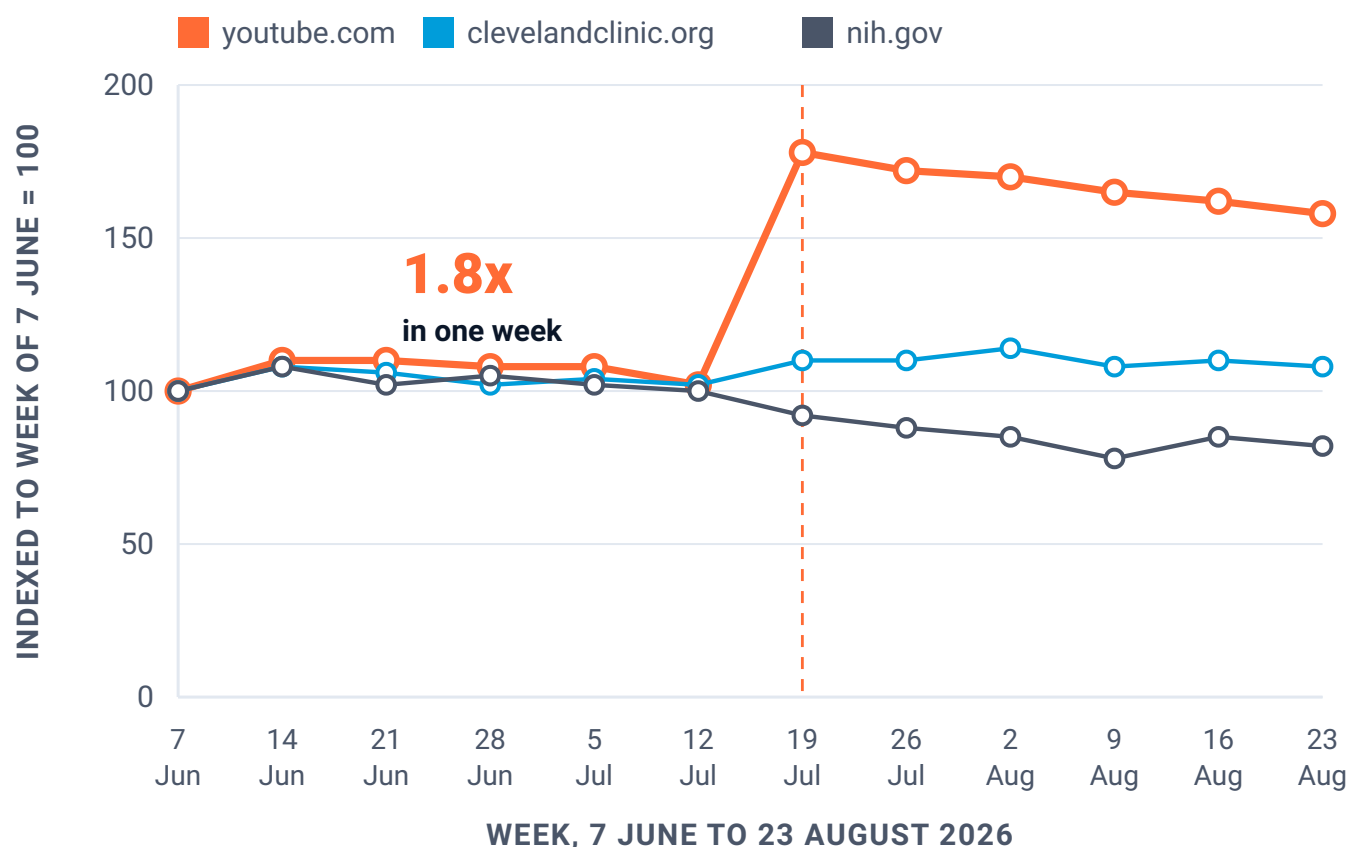


Figure 2. Weekly citation presence for three healthcare sources in Google AI Overviews, indexed so each series starts at 100 in the week of 7 June 2026. The week of 19 July is marked. Vertical axis shows presence against the common June baseline. Horizontal axis shows week.

Source: BrightEdge Insights from AI Hyper Cube. Google AI Overview citations, United States.

The same category on Google looks nothing like it. YouTube's presence stepped to roughly 1.8 times its June level in the week of 19 July and held there. Clinical partners stayed near baseline. Authoritative brands still place, now alongside individual clinicians, museums and creators.

One engine has an incumbent. One has a rotation.

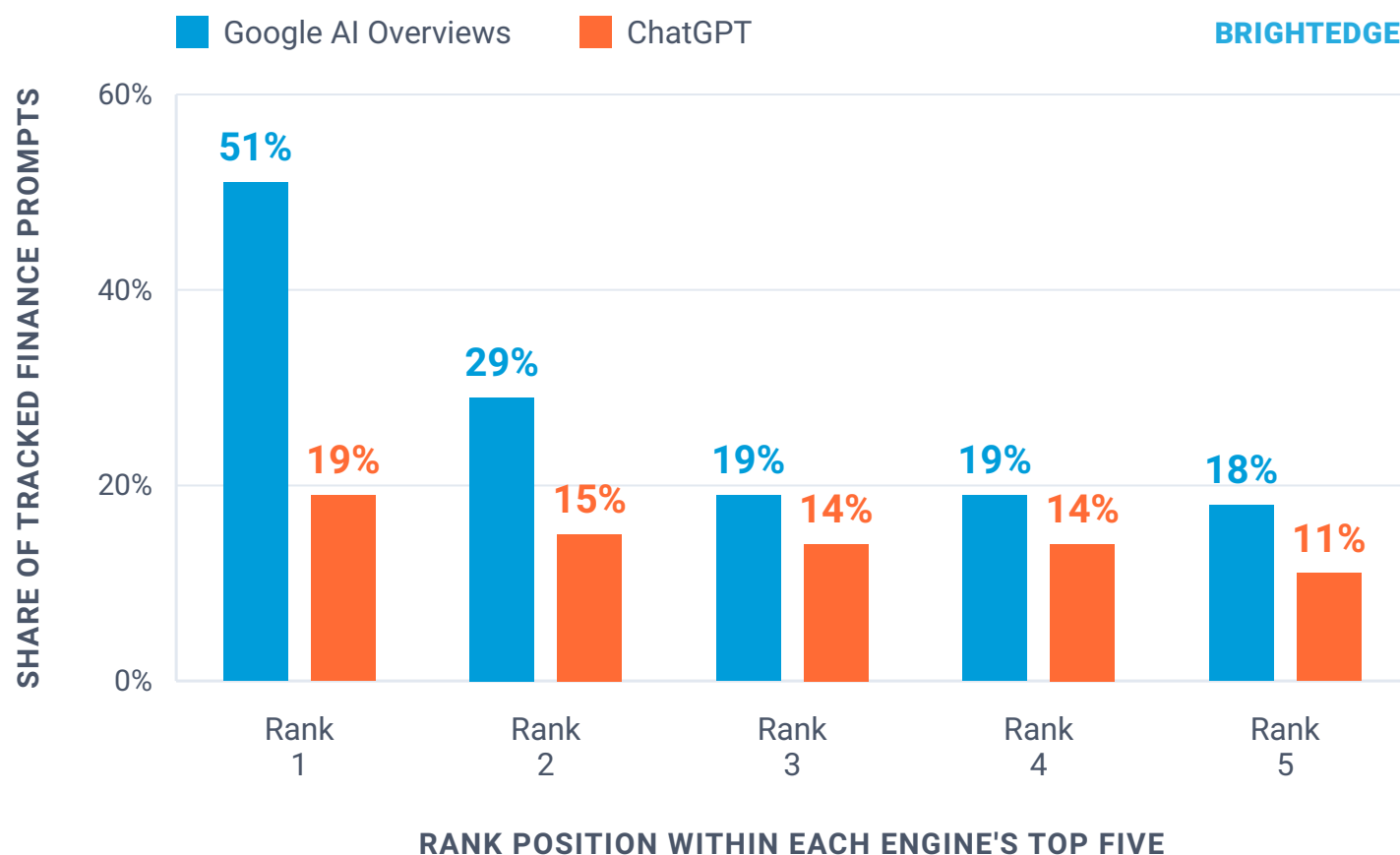


Figure 3. Citation presence at each rank position within each engine's top five cited finance domains, week of 23 August 2026. Vertical axis shows citation presence as a share of tracked finance prompts. Horizontal axis shows rank position. Source: BrightEdge Insights from AI Hyper Cube. Citation presence, United States.

On Google the leading finance source is cited in roughly half of tracked prompts, and the four below it are the largest sites in the category. On ChatGPT the same list is close to level, and simplywall.st holds a slot on community valuation narratives no larger competitor publishes. A flat curve is an opening.

Four moves, whatever size you are

✓ Find the thing only you can say

Without a distinct point of view or data nobody else holds, selection is luck of the draw. simplywall.st takes a finance top-five slot on ChatGPT on community valuation narratives no larger competitor publishes. Ask what you or your audience know that the category cannot easily aggregate.

✓ Read the citation list for your category, per engine

The winning source type is not a constant. Government and hospital domains take all five of ChatGPT's healthcare slots. Google AI Overviews puts YouTube above every clinical source in the same category. Pull the list before you decide what to build.

✓ Check how much room the list leaves you

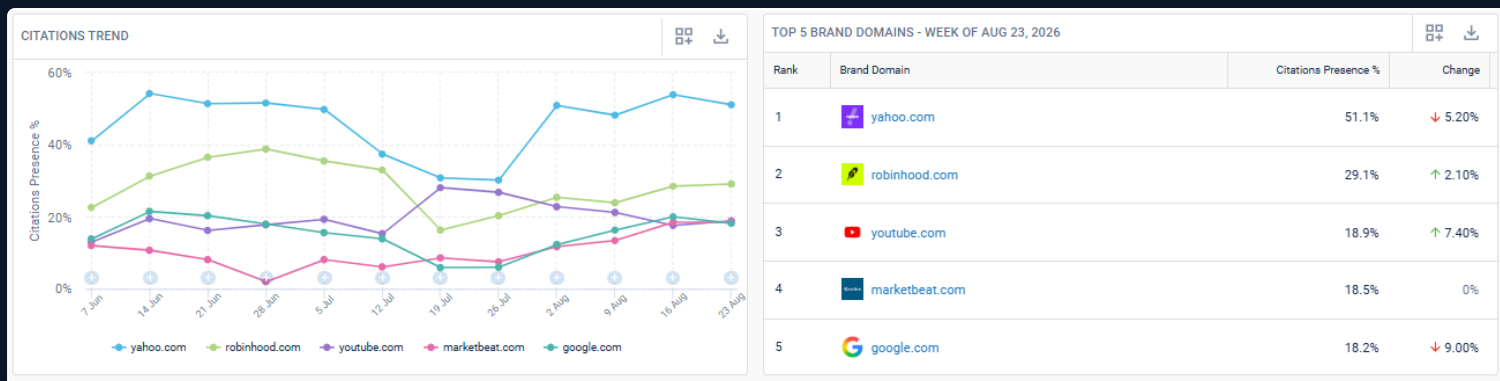
Divide the leading source's citation presence by the fifth. Finance runs 2.8x on Google and 1.7x on ChatGPT. Above three you are displacing an incumbent. Under two you are joining a rotation, which is a far cheaper fight.

✓ Start with Google, and do not read format as a shortcut

Google AI Overviews carries the volume, so plan there first. Video and community formats reach places a long-form article does not, and that is a distribution decision. Foundational SEO remains the cost of entry to both surfaces.

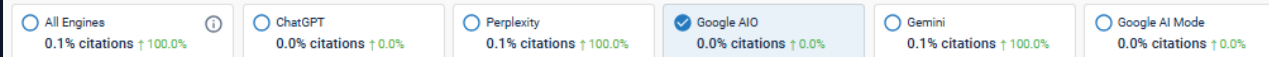
DO THIS IN YOUR OWN INSTANCE

BrightEdge has you covered for who gets cited, and where

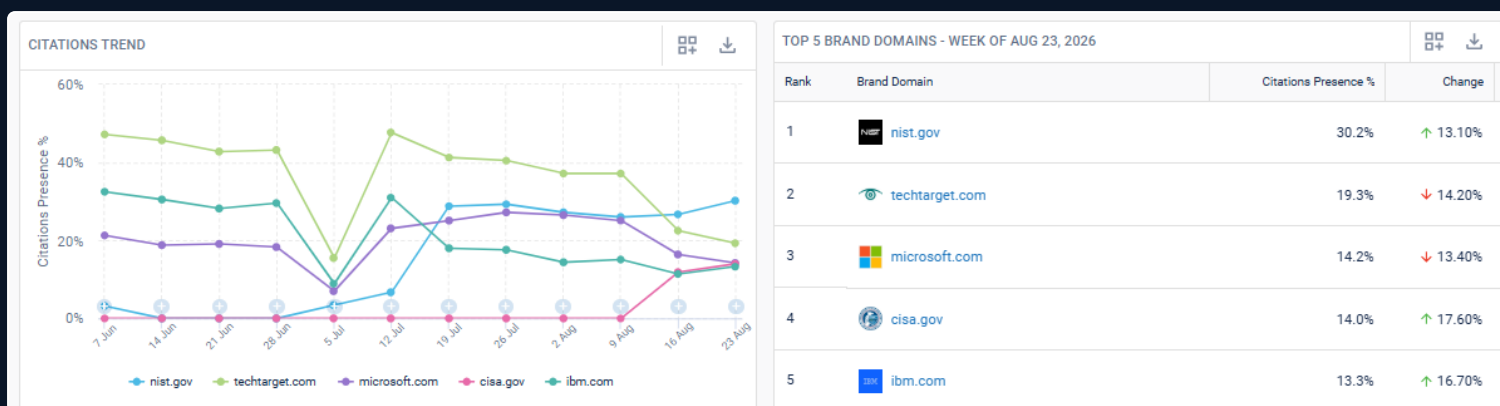


Narrow to your category and read the cited-domain list. Citation presence and week-over-week change, per domain. Every number in this edition came off this screen.

Citations for the week of Aug 23, 2026 (compared to Aug 16, 2026)



Switch engines on the same category. Google AI Overviews, ChatGPT, Perplexity, Gemini and Google AI Mode, side by side, so you can see where the lists diverge.



Track presence week over week, so a step change like YouTube's shows up while you can still act on it.

Request a demo