What the pages AI Overviews cite have in common

One page feature stood out among the analysed pages AI Overviews cite. And we looked at when a brand gets named.

SWIPE →

Publishing your own data is common advice. Among the analysed pages, it showed no clear gap

0.0 pts

gap between cited pages and pages of the same website left out



Pages that present data as their own ("our analysis of..."). 500 most-searched UK mortgage keywords.

The feature that stood out: a title that uses the words of the search

+10.4 pts

more often on the cited page than on pages of the same website left out



Title with at least 60% of the search's words. +6.2 pts with each page counted once. Pages cited on all four Wednesdays: 71.0% had such a title, against 62.1% of pages cited once. 500 keywords.

Half the cited excerpts start in the first tenth of the page

48.0%

of the excerpts we found in the cited page start in its first 10%

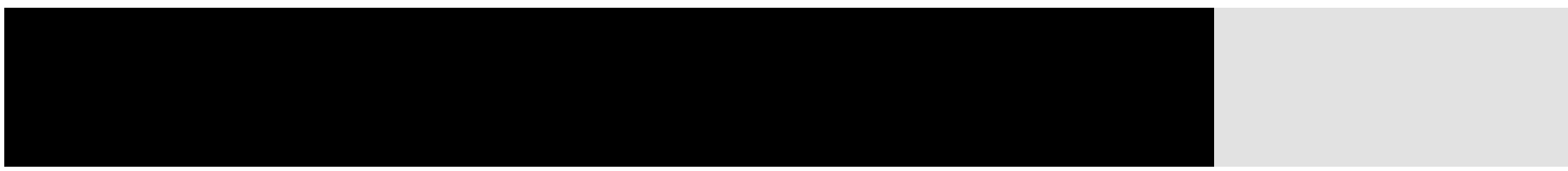


For the first source in the answer: 60.3%. Lower excerpts often come from the FAQ. 500 keywords.

Most citations went to pages outside Google's top 10

76.7%

of citations went to pages not in Google's top 10 for the same search



500 keywords. On the 500 questions: 55.6%.

AI Overviews named the brand in fewer than half the citations of its site



Share of citations of a tracked brand's site where the brand's name is in the answer. Its product and tool pages came with its name more often than its articles.

On long questions, half the brand mentions came without the brand's site



The sites that carried the most names:

1. hoa.org.uk
2. moneyfactscompare.co.uk
3. which.co.uk
4. moneysupermarket.com
5. uswitch.com

Share of brand mentions whose brand site is not among the sources. Carriers: cited pages in the same answer that contain the brand's name.

Five quick wins to be cited

1 Match the title to the search

2 Answer in the first lines of the page

3 Consider an FAQ for the questions around it

4 Keep rate pages recently dated and up to date

5 Work on pages outside the top 10 too

Associations over one month: a change to a page may not have the same effect.

Two quick wins to be named

6 Keep product and tool pages current

They look like the pages cited with your name.

7 Be on the pages that list brands, with current figures

Comparison sites, consumer sites, the press and brokers' guides.

Associations over one month: a change to a page may not have the same effect.

Pick your kind of search and see which features went with being cited

Link in the comments.

1,000 UK MORTGAGE SEARCHES · 22,108 CITATIONS · 9,713 ANALYSED PAGES WITH READABLE TEXT