

Getting Cited in AI Tools

— GUIDE —

Everything you need to know about how to get accurately cited in AI tools like ChatGPT, Grok, Perplexity, and more, as an authority in your industry.

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A mind-blowing 71.5% of people reported using AI tools for search, with 14% using them daily. And 52% stated they specifically use AI chatbots instead of traditional search engines like Google.

This means that if you aren't showing up when people use tools like ChatGPT, Grok, and Perplexity, you're missing out on exposure, and more importantly, authority status. Showing up in these tools today is just as important as showing up in search engines has been over the last two decades.

In other words, if you don't show up in these tools in an accurate and meaningful way, you will rapidly become irrelevant as they become the default sources of information for users.

This includes both your company and personal brands, as well as any branded assets you own, like a podcast, newsletter, community, and anything else you use to expand your visibility and increase your authority status.

In this guide, I'll break down where the LLMs that power these AI tools get their information from so that you can be cited there, and as a result, get cited in the answers these tools provide to users to help you become a recognized authority in your industry, attract more opportunities, and earn more money.

Your website(s)

Both your company website and your personal brand website are a vital source of information for the AI tools to draw from, but it's important to keep in mind that while they will utilize this information, your authority will need to be validated by other sources first. We'll talk more about that later in this document.

The key here is to ensure your websites are filled with plenty of well written information about you and your company, as well as video and images where applicable. And in the case of the written information, you should link to third party websites that validate your claims. This might include media features, organizations you're a board member of, social media profiles, and patents, for example.

It's also important to implement schema on your website, which is basically just code that sits on the backend and gives the AI bots more context about the entity and the elements on your website. This could include companies, people, social media profiles, and even content. If your website runs on WordPress, I recommend [Schema & Structured Data for WP & AMP](#) because it allows you to implement schema without needing a web development background.

Social media

While social media plays a role in getting cited in AI tools, it's probably not in the way you might think. It's not about having a huge follower count or posting a million times a day.

The truth is that anyone can buy thousands of fake followers and pump out tons of AI generated slop, so the AI tools don't pay much attention to that. Instead, they're looking for accounts with a large and engaged audience, because that signals real authority and interest. And when it comes to engagement, the more and deeper, the better.

So while it's always a good idea to focus on creating authentic and meaningful content for your audience from a branding perspective, it's equally important when it comes to getting cited in AI tools because it drives the real engagement they're looking for as a sign of authority.

Press releases

While press releases carry far less weight than editorial media features, they are still valuable in getting cited in AI tools.

They carry less weight because anyone can publish a press release about anything, but they are still a significant factor in getting cited in AI tools because there is some degree of editorial oversight. Typically,

before a press release goes live, an editor at the wire service will review it, but they conduct less rigorous background research or fact checking than a journalist writing an editorial feature would. Once it goes live, your press release will typically be syndicated to anywhere from a few dozen to a few hundred media outlets, and after a period of time, most of these syndications will eventually be deleted.

While you absolutely should leverage press releases to help get cited in AI tools, the key is to ensure that anything you publish is truly newsworthy and well written. Your press releases should be treated as strategic, not just a task to blindly complete.

Editorial media features

Getting featured in the media has a tremendous impact on being cited in AI tools because they regularly crawl and process their content to train the LLMs that power their answers.

Editorial features are critical because media outlets consistently produce a ton of content and there's a barrier to entry, so it's harder to manipulate that content. There are a limited amount of opportunities available, so typically only the top few experts will even have an opportunity to be featured, and it requires diligent and consistent effort. First, you need to actually be an expert, then write a great pitch that aligns with what the journalist's audience needs and the news

cycle, and usually, you'll also need to develop and nurture relationships with those journalists because most of your pitches won't turn into anything right away.

In other words, getting featured in the media requires tremendous time and effort, but it's worthwhile because it positions you as an authority in your industry, and beyond that, it's absolutely necessary if you want to be cited in today's AI tools.

Key sources often cited by AI tools

Wikipedia

<https://www.wikipedia.org/>

Wikipedia is an open source digital encyclopedia that LLMs have trained extensively on, so being cited here can play a significant role in getting cited in AI tools. It's worth noting that while it is notoriously difficult to get a page about yourself or your company published in Wikipedia, it is far easier to be cited in existing articles.

Amazon

<https://www.amazon.com/>

You already know that Amazon is the largest book seller in the world, but what you may not know is that AI tools use information from the site in their LLMs. This means that if you've published a book that's available here, it increases your authority status, and as a result, your

chances of being cited in these AI tools increases as well.

IMDB

<https://www.imdb.com/>

IMDB is a valuable source of information for AI tools, and while it's primarily a database of movies and TV shows, most people don't realize that it also lists podcasts as well. So even if you've never been a Hollywood star, you can still leverage this powerful platform to increase your visibility in these tools.

Crunchbase

<https://www.crunchbase.com/>

This platform is a comprehensive database of prominent people and companies used not only by AI tools to train their LLMs on, but also by journalists to vet potential sources, so it's a powerful resource to have in your arsenal. Plus, it's free and easy to submit both yourself and your company to its database.

Stack Overflow

<https://stackoverflow.com/>

While not a fit for most industries, Stack Overflow can be a tremendous asset for a subset of experts in the tech industry because the LLMs devour the mountain of content published here by daily users. If you show up and consistently share answers the

community finds valuable, your visibility here will increase, driving visibility in the AI tools as well.

USPTO

<https://www.uspto.gov/>

Getting a patent is a lengthy and difficult process, and it requires creating something of significant value, so it should be no surprise that AI tools train their LLMs on the treasure trove of data found here. Being cited here will help you to earn more visibility in AI tools, but you should only file a patent if it makes business sense to do so.

Reddit

<https://www.reddit.com/>

Let's get the harsh truth out of the way first—Reddit is a toxic dumpster fire filled with the worst people on earth, so enter at your own risk. That being said, LLMs train on the massive amount of user generated content published here everyday, so if you can get cited here in a positive and meaningful way, it will go a long way in helping you to get cited in the AI tools too.

Better Business Bureau

<https://www.bbb.org/>

While the Better Business Bureau is essentially useless for most purposes today, it is a data source LLMs use,

so it can be worthwhile to have a listing—but it's not worthwhile to pay for accreditation. This is low hanging fruit because submitting your company is free and easy, so you might as well do it.

.Edu websites

University websites regularly publish tons of valuable research data and they're pretty tightly controlled, so if they cite a person or company it carries significant weight, which is why LLMs rely so heavily on their data. One of the best ways to get cited is to be involved in meaningful research, acquire advisory positions, and donate to the university.

.Gov websites

Government websites are also filled with valuable data, so LLMs love to train on their content. Unfortunately, they're even tougher to get cited in. Meaningful research, advisory positions, and in some cases, government contracting can all be paths, but the barrier to entry here is high and the competition is intense—and yet very well worthwhile.

Tech Standards Bodies

Tech standards bodies are the governing organizations for their respective industries, so they are seen as highly authoritative, plus, their websites tend to be filled with lots of immensely valuable information that's useful to LLMs. Board and advisory positions

can be an effective way to get cited in these websites,
as can making meaningful contributions to the industry.

Below is a list of tech standards bodies that may be
relevant to your industry.

American National Standards Institute

<https://www.ansi.org/>

ASTM International

<https://www.astm.org/>

European Committee for Standardization

<https://www.cencenelec.eu/>

European Telecommunications Standards Institute

<https://www.etsi.org/>

International Electrotechnical Commission

<https://www.iec.ch/>

International Organization for Standardization

<https://www.iso.org/>

International Telecommunication Union

<https://www.itu.int/>

**American Society of Heating, Refrigerating,
and Air-Conditioning Engineers**

<https://www.ashrae.org/>

American Society of Mechanical Engineers

<https://www.asme.org/>

British Standards Institution

<https://www.bsigroup.com/>

Institute of Electrical and Electronics Engineers

<https://www.ieee.org/>

International Society of Automation

<https://www.isa.org/>

Internet Engineering Task Force

<https://www.ietf.org/>

National Institute of Standards and Technology

<https://www.nist.gov/>

World Wide Web Consortium

<https://www.w3.org/>

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