

wordlift

YOUR 4 STEP PLAYBOOK · AI SEARCH · AI OVERVIEWS



How to Get Cited in Google AI Overviews

This is a practical playbook - four steps, a self-assessment, and a worksheet to become a source AI engines trust and cite by name.



4-STEP ACTION PLAN



SELF-ASSESSMENT



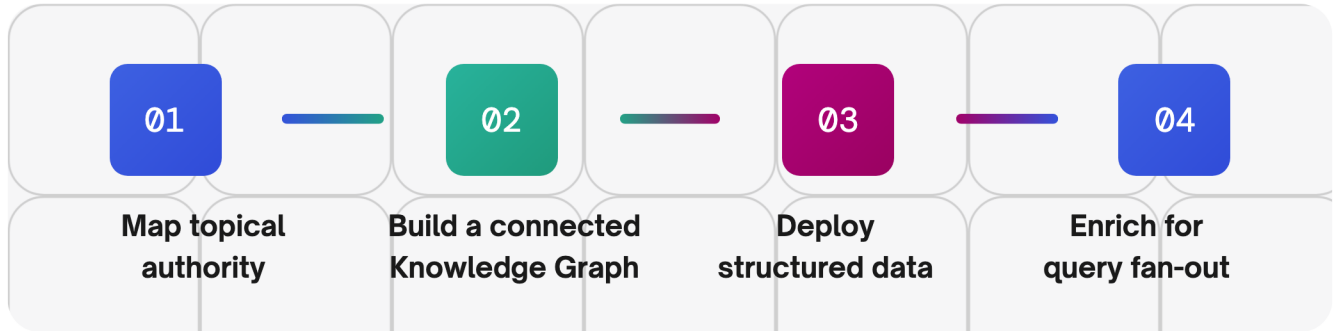
FILL-IN WORKSHEET

Gennaro Cuofano — CRO
Federica Busani — Account Executive

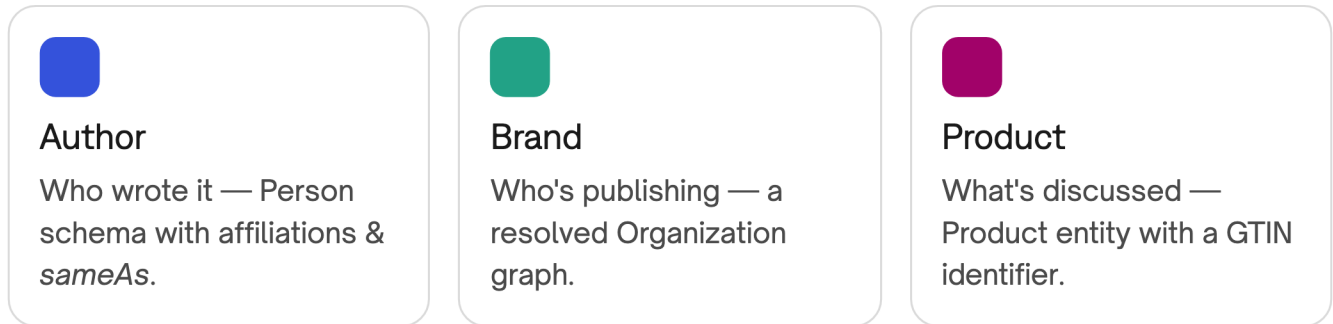
WORDLIFT.IO

Your four-step path to getting cited.

Work top to bottom. Check off each action as you complete it and answer the self-assessment honestly. The goal is simple: stop optimising for click-through, start optimising for *citation*.



WHAT DECIDES CITATION — THREE ENTITY TYPES

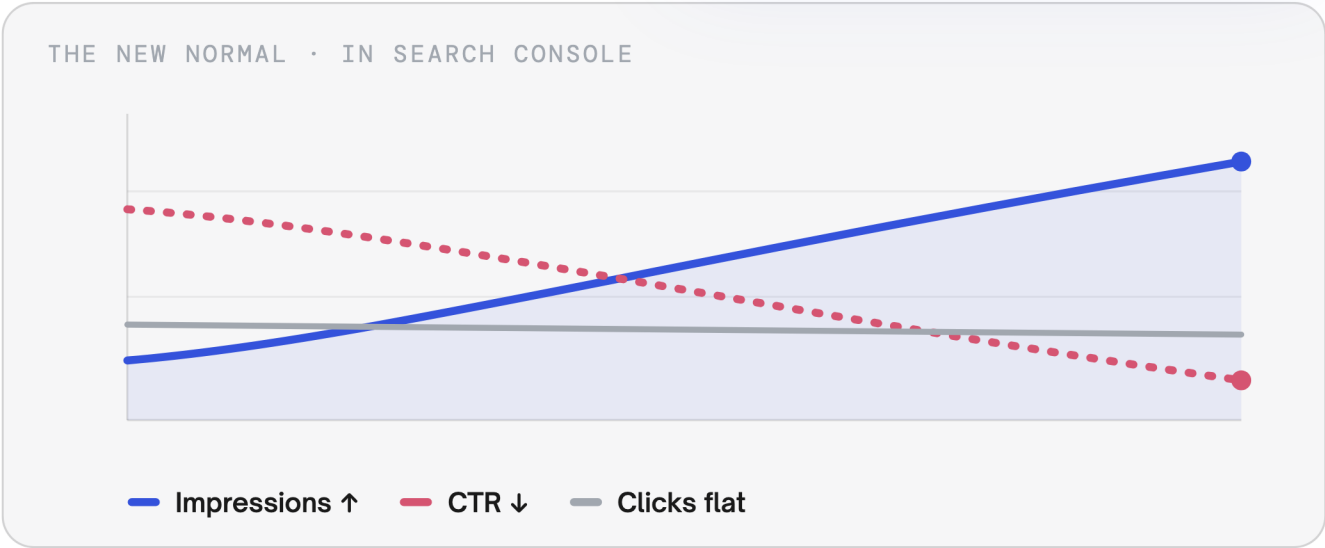
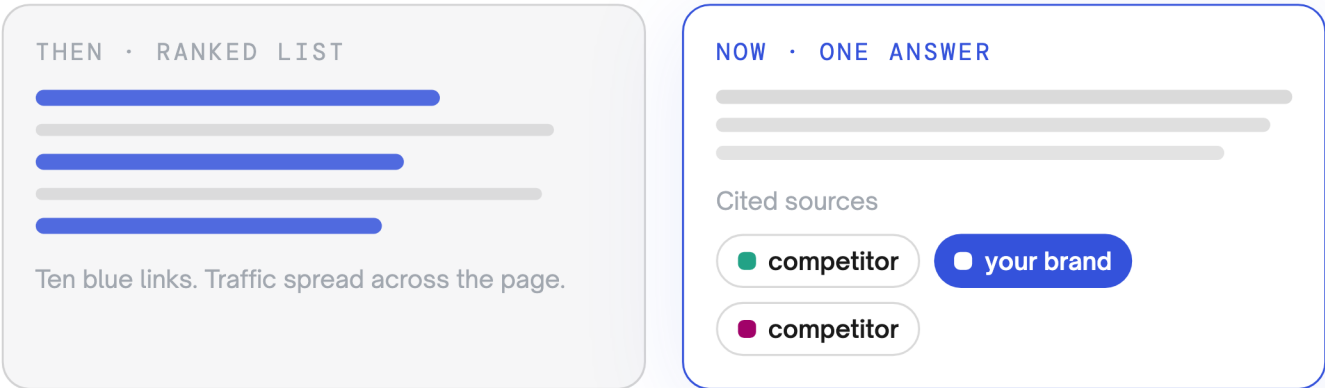


WORKSHEET · WARM UP

Name three topics you want AI engines to associate with your brand.

Search flipped from links to answers.

Google, Perplexity, Copilot and ChatGPT now return **one synthesised answer that cites three to five sources by name** — and most users never click. If you're cited, your brand is the answer. If you're not, you're invisible.



Cited → compounds

The AI engines learn who the authoritative sources are on a topic, and they cite them consistently

Invisible → vanishes

Uncited brands don't get cited *less*. They vanish from the answer entirely.

57.4% of web requests globally now come from AI agents, not humans.
— Cloudflare Radar, June 2026

Four steps to become a cited source.

Becoming citable is editorial and structural work — and once done, it compounds. The **Knowledge Graph** is the substrate; everything else sits on top. Tick each action as you ship it.

01

Map topical authority

Decide what your brand should be known for.

- ☐ List the 5–10 concepts you want AI engines to associate with you.
- ☐ Map each concept to its Wikidata / Schema.org entity.
- ☐ Mark which you own vs. which are gaps — the gaps are your editorial roadmap.

02

Build a connected Knowledge Graph

Turn marked-up pages into queryable infrastructure.

- ☐ Give every entity a stable URI.
- ☐ Make connections explicit — author → article → topic → product.
- ☐ Cross-reference out via *sameAs* to Wikidata, LinkedIn and ORCID.

03

Deploy structured data

Publish the machine-readable layer, in priority order.

- ☐ P0 Organization · Person · Product
- ☐ P1 Article · FAQPage
- ☐ P2 BreadcrumbList
- ☐ Validate every schema, then monitor monthly — drift is the enemy.

04

Enrich for query fan-out

Answer the sub-queries, not just the headline.

AGENT WORDLIFT

- ☐ Map the 8–12 sub-queries AI Mode explodes each core question into.
- ☐ Audit which sub-queries your priority pages already answer.
- ☐ Fill the gaps with structured content mapped to those sub-queries.

Score your citation readiness.

Circle a rating for each statement, then add them up. Your total points you to the step that will move the needle fastest.

	NOT YET	PARTLY	YES
We know the 5–10 topics we want to be cited for.	☐ NO	☐ PARTLY	☐ YES
Our brand, authors and products all have structured data.	☐ NO	☐ PARTLY	☐ YES
Our entities link out via sameAs to Wikidata / LinkedIn / ORCID.	☐ NO	☐ PARTLY	☐ YES
We can see where AI engines cite us vs. our competitors.	☐ NO	☐ PARTLY	☐ YES
Our top pages answer the sub-queries behind our core questions.	☐ NO	☐ PARTLY	☐ YES

SCORE

/ 10

Tally your score

Score 2 for every “Yes”, 1 for “Partly”, 0 for “Not yet”. 0–3 = Invisible · 4–6 = Emerging · 7–10 = Cited-ready.

Whichever band you land in, the next page is your move.

What a healthy trend looks like.

Impressions rising

You're surfaced in AI answers.

CTR falling

Intended behaviour, not failure.

Clicks flat

Consistent with the shift.

3rd-party citations rising

The leading indicator.

YOUR NEXT STEP

Book a free Premium AI Visibility Audit.

You've got the plan — now see exactly where you stand. We run your top 20 category queries through Google AI Mode, Perplexity, Copilot and ChatGPT, and show you:

- Audit of multiple web pages for an accurate evaluation.
- Advanced technical SEO analysis
- LLM visibility assessment
- UX evaluation and improvement opportunities

wordlift.io • wordlift.io/ai-audit



SCAN TO
BOOK