

CiteLens Study: AI Search Cites a Different Web Than Google Ranks in 2026

CiteLens Research Lab analyzed 500 Google AI Overviews and found most cited sources never rank in Google — a blind spot SEO tools miss.

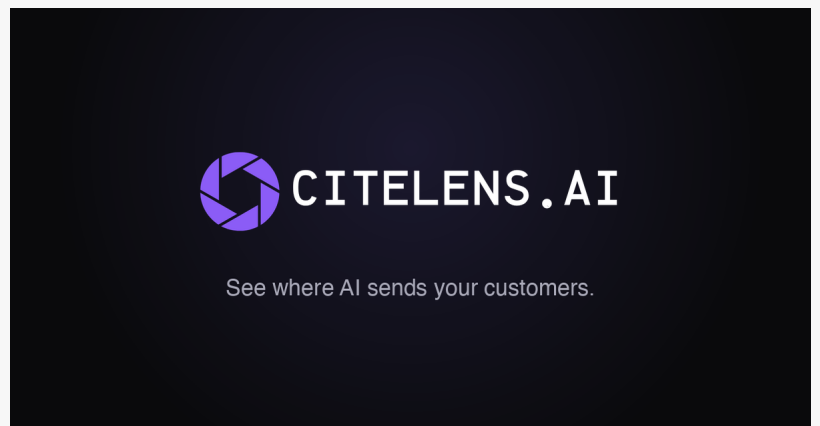
EDIRNE, TURKEY, June 28, 2026

/EINPresswire.com/ -- Istanbul, Turkey

— New research from the [CiteLens Research Lab](#) finds that the sources AI answer engines cite are largely invisible to traditional SEO tools. Across 500

commercial prompts in 126 categories

on Google AI Overviews, 60% of the domains an AI answer cited did not appear anywhere in Google's organic top 10 for the same query.



CITILENS.AI Logo

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*Alper Tekin, Founder of
CiteLens*

The study quantifies a gap marketing teams have sensed but could not measure: optimizing for blue-link rankings leaves most of the AI answer untouched. Additional findings show user-generated content now dominates AI sourcing — 74% of answers cite YouTube and 84% cite forums or UGC — while language sharply changes the result: asked in Turkish versus English, AI Overviews shared only 22% of their cited sources.

The data also points to instability. Asked the same question three times, Google's AI kept its full set of cited sources only 81% of the time, meaning roughly three sources shift on every repeat. For brands, that means a

single check is never enough — AI visibility has to be measured continuously and at statistical scale.

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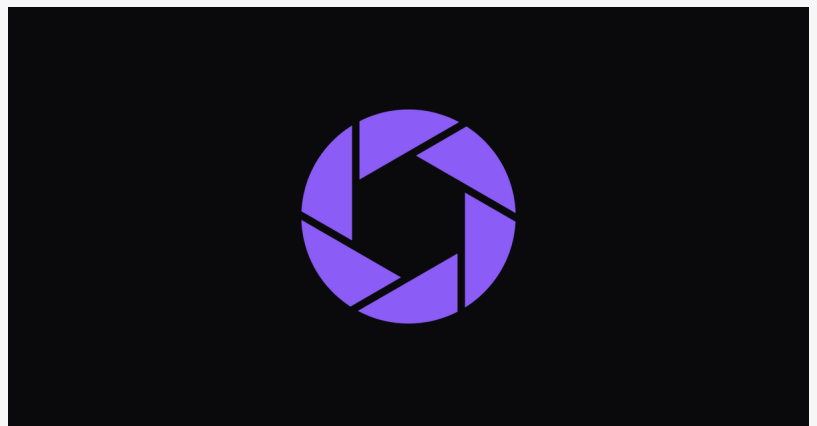
Alper Tekin, founder of CiteLens. "You cannot fix what classic SEO dashboards cannot even see."

The findings come from CiteLens, a [GEO \(Generative Engine Optimization\) intelligence platform](#) that measures how often ChatGPT, Perplexity and Claude mention and cite a brand, benchmarks share of voice against competitors, and shows which sources AI pulls from. The same methodology behind the study powers the product: teams can [track brand mentions across multiple AI search engines](#), compare visibility against rivals, and receive a prioritized list of which page or source to target. A free scan lets any company check its AI visibility in minutes.

The full reports — including category studies on hotels, dental and hair-transplant clinics, and real estate — are published openly in the CiteLens Research Lab. CiteLens is a product of Solustiq Yazilim ve Yapay Zeka Teknolojileri A.S. Read the research and start a free scan at citelens.ai.

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Alper Tekin - Citelens Founder

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