The 3 Wins of AI Visibility

How a brand earns the *recommendation* — not just the mention — from ChatGPT, Gemini, Copilot, AI Overviews, and every AI-powered discovery platform your buyers now use.

CLARITY AI understands you + **REPUTATION** People talk about you + **AUTHORITY** AI trusts you = **AI VISIBILITY**

1 Clarity "AI understands you."

Can AI-powered platforms tell what category you're in, what problem you solve, and who you serve?

HOW YOU BUILD IT

- Clear, one-line positioning — no jargon
- An explicit, unmistakable category
- Structured content: FAQs, comparisons, definitions
- One consistent story everywhere
- Site, LinkedIn, press, and podcasts say the same thing
- Entity associations AI can connect together

2 Reputation "People talk about you."

Is there enough evidence, across the internet, that real people discuss and vouch for your brand — more than your competitors?

HOW YOU BUILD IT

- Reviews: Google, G2, Trustpilot
- Community discussion: forums, Quora, professional communities
- Media and industry coverage
- Third-party citations and digital mentions
- Validation: case studies, awards, success stories
- Share of conversation vs. competitors, not just volume

Not every mention counts the same — a detailed community-forum thread or trade-press feature outweighs a random social post.

3 Authority "AI trusts you."

Does AI believe you're a credible, expert answer worth putting forward — not just an option worth mentioning?

HOW YOU BUILD IT

- Original research, frameworks, and methodologies
- Trusted third-party endorsements: press, speaking, institutions
- Category ownership — own a term, not just a service
- Original thought leadership — coin it, don't chase trends
- Long-form educational content others cite
- High-authority associations and track record

The biggest lever is category ownership — think HubSpot & inbound, Simon Sinek & Start With Why. The goal: your name and your category, said in the same breath.

Understand me → Include me → Recommend me Clarity · Reputation · Authority

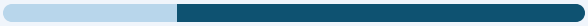
Reputation gets you mentioned. Authority gets you recommended.

The three wins build on each other in order. If AI can't understand your category, you're never in consideration. If nobody's talking about you, AI has no evidence to include you. And even a well-known brand won't be put forward as *the answer* unless AI believes it's credible. Skipping a step doesn't speed things up — it caps how far the other two can take you.

OUR 30/70 RULE OF THUMB

~30% comes from your own website

~70% comes from what everyone else says about you — and who's saying it



Your site — The wider evidence trail

Most companies still treat AI visibility as a website project. That only ever solves the first win, Clarity. The bigger, harder-earned share of the outcome lives in reputation and authority — off your site, in the wider evidence trail AI actually reads.

The research agrees: 84% of AI citations come from earned media.

Muck Rack, *What Is AI Reading?*, October 2026 (40M+ AI responses)

WHERE BRANDS LAND

AUTHORITY ↑

Authority, no reputation

e.g., a respected research institution

Genuinely credible, but too little evidence in the wild. AI trusts you if it finds you — it just doesn't find you often.

Reputation + Authority

e.g., WHOOP

Talked about *and* trusted. This is the combination that gets a brand put forward as the answer.

Neither yet

e.g., a brand that's just launching

Little conversation and little proof. AI is unlikely to recommend it — the work starts with Clarity.

Reputation, no authority

e.g., a viral supplement brand

Widely discussed, but not seen as a credible expert. AI mentions you — rarely recommends you first.

REPUTATION →

What AI Actually Reads

Muck Rack analyzed more than 40 million AI responses and 207 million citations across ChatGPT, Claude, Gemini and Perplexity. The findings back up the 3 Wins.

99%

of AI citations come from non-paid sources. Paid content barely registers.

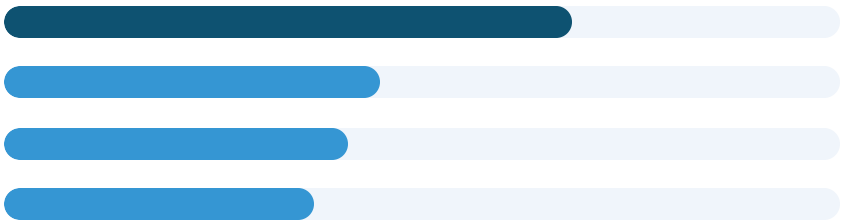
35%

of ChatGPT's citations come from government and NGO sites.

41–94%

source overlap when the same prompt is run again. Answers shift from run to run.

TOP CONTENT TYPE AI CITES, BY QUESTION TYPE



WHAT IT MEANS FOR YOUR BRAND

1 Clarity

Match the format to the question: practical guides for how-to prompts, reviews and buyer's guides for best-of prompts.

2 Reputation

Each AI favors different sources. Build a mix: your own site, media, communities and expert sources.

3 Authority

AI reads widely and changes its mind often. Steady, consistent evidence across many sources is what wins.

Source: Muck Rack, *What Is AI Reading?* (October 2026).

Where does your brand stand today?

Catalyst AI Labs runs an AI Visibility Audit — a clear, benchmarked read on how AI currently sees (or doesn't see) your brand against your category, and where the three wins are strongest and weakest right now.

Book an Audit: heather@catalystailabs.ai · catalystailabs.ai