TYGART MEDIA

How AI Decides What to Cite

The AEO Starter Pack — the free companion to the November 2026 live sessions. Read it now; bring your questions to the lives.

AEO in four lines

Search ranks pages. **AI cites sources.**

If an AI system can't lift a clean answer from your page, you don't exist in its answer.

Citations can be **counted** — page by page, read by read.

What gets counted gets improved. Everything in this pack comes from counting.

The bait board: the measurement

At Tygart Media we run a fleet of niche sites and track, for every page, whether AI systems cite it. The tracking board is called the **bait board**. As of the November 3, 2026 read:

- **988** pages tracked
- **1,620,617** citations counted across the fleet
- **890** pages actively being cited ("biting"); the rest are quiet — and quiet is data too
- Every re-read shows **fresh bites** (pages that started being cited) and **churn** (pages that stopped). Pages move. We watch them move.

This is the difference between AEO as a theory and AEO as an operation: we don't guess what AI likes. We count what it cites, then do more of what the count rewards.

What the biting pages share

- **One real question per page**, asked the way a person actually asks it — the question is the page.
- **The answer comes first.** The opening lines answer the question completely enough to be lifted on their own.
- **Structure a machine can lift** — question-shaped headings, short sections, no buried ledes.
- **Facts are grounded.** Every claim traces to a source. Nothing is published because it sounded right.

- **Update lineage on the page.** When a number changes, the page says so, dated. A changed figure reads as maintenance, not suspicion.

The five starter moves

What we teach in the sessions, in one list. Do these Monday morning, in order:

- **1. List the twenty questions your buyers actually ask.** Their words, not your marketing words.
- **2. Give the important ones their own pages.** One question per page. Answer in the first lines.
- **3. Structure every page for lifting.** If a machine can't take a clean piece of your page, rewrite the page, not the machine.
- **4. Date your updates where readers can see them.** Original date stays; each refresh gets a dated line saying what changed.
- **5. Start counting citations now.** Ask the AI systems your buyers use, record what they cite, and re-read on a cycle. The baseline you take today is the only honest way to know if anything you do next worked.

> **Fact-gating, one real example.** Our checking layer reviews AI-drafted edits before anything ships. A draft proposed adding the phrase *"and any crime / funds-transfer extension"* to a page about cyber coverage. The gate struck it, verbatim: *STRUCK as written — that product concept is not in page or Sources.* The sentence sounded fine. It just wasn't true of anything we could point to. That's the whole discipline: every claim carries its source, or it doesn't ship. **Receipts, not claims.**

The live sessions — free, remote, 1:00 PM Pacific

Thirty minutes each (flagship 75), on Google Meet, hosted by Tygart Media. Each session is recorded and posted to the Tygart Media YouTube channel afterward.

Date	Session	Join / register
Mon Nov 9	The Bait Board: Counting 1.6 Million AI Citations	LinkedIn: linkedin.com/events/7523957482717868032 Meet: meet.google.com/eem-jwme-yuy
Tue Nov 10	One Question Per Page: Content AI Can Actually Lift	LinkedIn: linkedin.com/events/7523957926722666496 Meet: meet.google.com/aqg-khvf-ces
Wed Nov 11	The Ladder: How Every Page I Publish Carries a Product	LinkedIn: linkedin.com/events/7523958349911121920 Meet: meet.google.com/yde-bqhr-jbd

Thu Nov 12	Fact-Gating: Stopping AI From Inventing Your Facts	LinkedIn: linkedin.com/events/7523958664173543426 Meet: meet.google.com/cdh-bwha-vmp
Fri Nov 13	Books for Bots: When the PDF Is the Product	LinkedIn: linkedin.com/events/7523958981510189056 Meet: meet.google.com/non-ehrn-pto
Tue Nov 17	**Flagship:** How AI Decides What to Cite — Content Systems & AEO From a Production Fleet (1:00–2:15 PM)	Meet: meet.google.com/igk-udcu-qvk Listed on the Cerebral Valley events calendar

Bring your question

Three short questions — your site, whether AI cites it, and the one thing you want answered. Will reads every answer before each session and opens with what people sent: docs.google.com/forms/d/e/1FAIpQLScTE5pG8wQ1FZdkCAbGu7uN5OkX2GDHI_M_EU5rh03FjFy73w/viewform

Questions people ask

Is it really free? Yes. No pitch deck at the end — the work is the pitch.
Do I need to be a developer? No. You need to publish pages. Developers, founders, and operators all run this play.
What if I can't make a live? Answer the form anyway and pick "send me the recordings" — every session lands on YouTube.
Why give the system away? Because the knowledge was never the scarce part. The implementation is.

Want this measured on your own site?

Book a call with Will Tygart: calendar.app.google/He743TpF2vQoC8Tt8 · More work and receipts: tygartmedia.com

AEO Starter Pack, published November 4, 2026 by Tygart Media. Current version — November 4, 2026. Numbers cited are from the November 3, 2026 bait-board read of the Tygart Media fleet.