TYGART MEDIA

AI VISIBILITY QUICK CARD • THE 7 CITATION STRATEGIES WE ACTUALLY RUN

Current version — Nov 1, 2026. Update history: https://tygartmedia.com/ai-visibility-llm-optimization-strategies/
Source: Post 25632 • Monthly Fleet Engine Grounding Ledger Protocols

THE OPERATIONAL REALITY OF LLM OPTIMIZATION

Most LLM optimization advice is written by people who have never watched an engine decide whether to cite them. We track citation decisions monthly in the engine's own reports across a fleet of sites. An AI answer is not marketing copy; it is assembled extraction grounded in verified facts, self-contained paragraphs, and consolidated authority. If a strategy cannot name the export report that proves it working, it is not a strategy — it is a hope with a webinar.

1. One Question Per Page (In Asker's Words)

MATCH RATE

Core Rule: An AI answer is assembled from pages matching the question asked. Build pages that answer one real question, titled exactly how people search.

Topic Query (Restoration Sector)	Search Form	Bing Citation Share
"What is IICRC certification"	Direct Question Title	**~33% of all citations**
"IICRC certification cost"	Direct Cost Query	**36% of all citations**
"IICRC resources" / marketing title	Topic Broad Catchall	**Starved / Discarded**

- **Title formulation:** Strip marketing adjectives; use interrogatives (What is, How much, How to).
- **Single-intent constraint:** One page answers one question thoroughly rather than grazing five.
- **Asker's lexicon:** Match user vocabulary rather than internal corporate terminology.

2. Write Paragraphs An Engine Can Lift

EXTRACTION TEST

Core Rule: Citation is extraction. The grounding engine selects self-contained blocks containing fact + number + context in one passage.

Anti-Patterns (Invisible to Extractor): Buried facts in middle sentences, pronoun chains needing preceding paragraphs ("It also requires this..."), and throat-clearing intro fluff.

Paragraph Component	Extractor Requirement	Verification Check
1. Specific Fact	Clear subject entity & claim	No ambiguous pronouns
2. Concrete Number	Exact metric, fee, date, or %	No blurred generalities
3. Explicit Context	Scope, jurisdiction, condition	Stands alone if isolated

Golden Standard: A page of liftable paragraphs beats a beautiful essay the engine cannot cut a piece from.

3. Feed the Winner (Engine Consolidation)

AUTHORITY COMPOUND

Core Rule: Given two similar pages, an engine picks one and starves the other. Cooperate with the verdict: one page per topic, feed the winner.

Monthly Export Cycle	Flagship Winner Page	Near-Duplicate Twin	Verdict Action
Month 1 Export	1,635 citations	304 citations	Detect divergence
Month 2 Export	1,913 citations	142 citations	Consolidate links
Month 3 Export	2,454 citations	28 citations	Prepare redirect
Month 4 Export	**2,790 citations**	**6 citations**	**301 Redirect to Winner**

- **Cluster pointing:** Repoint internal links from topic cluster directly to the declared winner.
- **Orphan URL plumbing:** Catch stray URLs (e.g., 3 leaking to homepage) and redirect to cited winner.
- **Zero splitting:** Fighting consolidation splits authority; feeding consolidation compounds it.

4. Engine-Written Editorial Calendar

DEMAND EXPORT

Core Rule: Grounding-query reports list actual questions your pages were pulled for. Publish from demand data, not editorial guesswork.

Report Signal	Source in Export	Editorial Action
Weak Citations	Grounding query with low citation rank	Build dedicated page or liftable block
First-Time Queries	New query appearing in monthly ledger	Draft direct-answer Q&A target
Topic Opportunities	Engine dashboard surfaced gaps	Prioritize in publishing queue

Tygart Media Standard: Over 50% of what we publish starts as a single line in a grounding query export. Guessing topics is a tax on publishers who won't open a free report.

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5. Publish Numbers Nobody Else Has — FIRST-PARTY ASSETS

Core Rule: An engine cannot ground on competitor guesswork. It grounds on your first-party data when your page is the sole origin of the figure.

Asset Category	Internal Source (In Your Drawer)	Public Presentation Form
Platform Exports	Raw monthly Bing / grounding logs	Public citation report card
Operations Data	Job measurements, times, turnaround	Verified benchmark tables
Field Outcomes	Pre/post inspections & tests	Before-and-after metric logs

- **Include limits:** Always publish constraints and boundary conditions; transparency drives citation trust.
- **Uncopyable moat:** First-party numbers cannot be copied by competitors writing faster.
- **Drawer audit:** What your organization measures privately is an unmonetized citation asset.

6. Structure for Machine Extraction — CLEAN HANDLES

Core Rule: Give the engine clean machine handles: matched Q&A structured data, exact fee tables, and explicit section anchors.

Vague Writing (Unusable)	Structured Extraction (Citable)
"Prices generally range from a few hundred to over a thousand depending on course level..."	**Explicit Fee Table:** Tuition: $395 • Exam Fee: $80 • Annual Renewal: $65 (exact figures in open table).
Unmarked text blocks with generic headings ("Overview", "Details").	**Anchor-Targeted Headings:** Clean H2/H3 anchors linking directly to question entities.
Schema markup disconnected from visible text.	**1:1 Schema Parity:** Visible Q&A text matches FAQPage/Article structured data.

7. Be Legible as an Entity (Pass the Agent First-Sort) — AGENT FIRST-SORT

Core Rule: AI agents now perform the first automated sort of vendors, hires, and experts. Agents evaluate plain signal, not buzzwords.

FAILED PROFILE (Skipped by Automated Screen):
"*Synergistic digital transformation catalyst leveraging next-generation AI paradigms.*"
Three abstract nouns, zero entity signal. Agent cannot parse function or geography.

LEGIBLE PROFILE (Passes Agent First-Sort):
"*We run monthly AI citation tracking and search optimization for commercial restoration contractors across North America.*"
Exact: WHAT we do + FOR WHOM + WHERE. Agent summarizes accurately in 1 sentence.

Placement Surface	Three Mandatory Signal Anchors	Agent Verification Test
Primary Website	What you do • For whom • Where	Can an LLM summarize your business in one sentence?
Company About Page	Verified services • Exact sector • Geographic reach	Zero marketing throat-clearing in the opening block.
Executive & Social Profiles	Operational domain • Target clientele • Service boundary	Plain words over abstract corporate nouns.

THE COMPOUNDING FEEDBACK LOOP: MONTHLY LEDGER DISCIPLINE

None of these seven moves is a hack, a plugin, or a score you buy. Each is a small, verifiable bet placed monthly against the engine's own grounding ledger. Measurement is not step eight — it is the ground the other seven stand on. Review your monthly Bing grounding export, verify citation shares (e.g. 33% and 36% benchmarks), identify winner pages (1,635 → 2,790), prune duplicates (304 → 6), redirect orphan URLs, and inject first-party numbers into liftable paragraphs. The engines are reading either way. The only choice is whether what they find is built to be cited.

Strategy	Actionable Monthly Check	Governing Verification Benchmark
1. Question Titles	One real question per page in asker's words	Outperforms generic topic titles on Bing ledger citations
2. Liftable Paragraphs	Fact + number + context in isolated block	Paragraph stands alone with zero pronoun chains or intro fluff
3. Consolidation	Identify winner; point internal links; 301 redirect twins	Twin citations collapse (304 → 6) while winner compounds (1,635 → 2,790)
4. Editorial Calendar	Extract weakly-cited and new queries from engine report	50%+ of publishing queue originates from verified demand exports
5. Proprietary Numbers	Publish drawer measurements with limits included	First-party data cited because competitors cannot fabricate the figure
6. Extraction Handles	Q&A structured data parity + exact fee tables + anchors	Tuition, exam, and renewal fees extracted cleanly without range mush
7. Entity Legibility	What you do / for whom / where on all profiles	Automated agent screen parses entity in exactly one sentence