TYGART MEDIA · FIELD REPORT · RECEIPTS NO. 2

The Page the Machines Cite Most

We went looking for the loudest page on our fastest-growing site, expecting the usual machine-only audience. We found the one page the humans actually read — and a field sheet we had shipped split in two. Receipts included.

109,844

AI citations earned by healthcarefacilityhub.org in 90 days (Aug 7–Nov 6, 2026)

11,181

citations held by a single page — the ASHE ICRA 2.0 guide

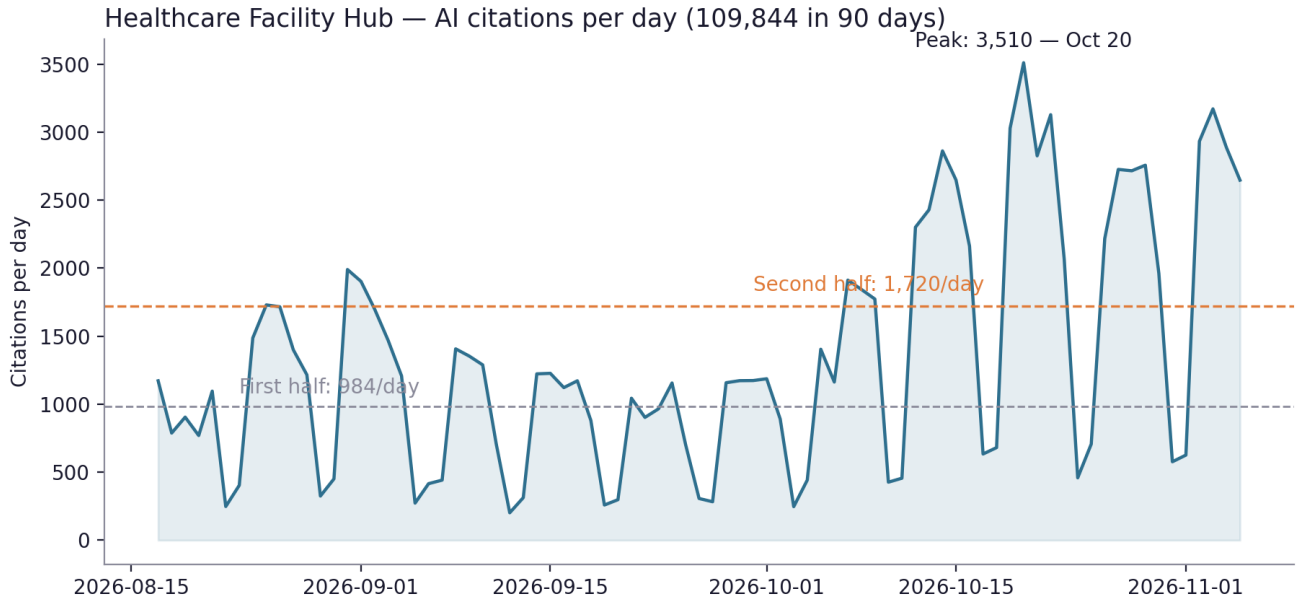
4.4 min

average active reading time per human visit to that page — the fleet's most human winner

Current version — November 8, 2026.
Update history: tygartmedia.com/the-page-the-machines-cite-most
Data: Bing Webmaster Tools AI Performance + Microsoft Clarity, healthcarefacilityhub.org.

1 · The correction

In October we believed Healthcare Facility Hub was declining, and we said so in writing, with a chart. The chart was honest; the window was the problem — it ended October 4. The full ninety days say the opposite: **109,844 AI citations**, the daily rate up from 984 in the first half of the window to **1,720 in the second half**, the last fourteen days at 2,032 a day, and a peak of 3,510 on October 20. It is the fastest-growing property we operate.

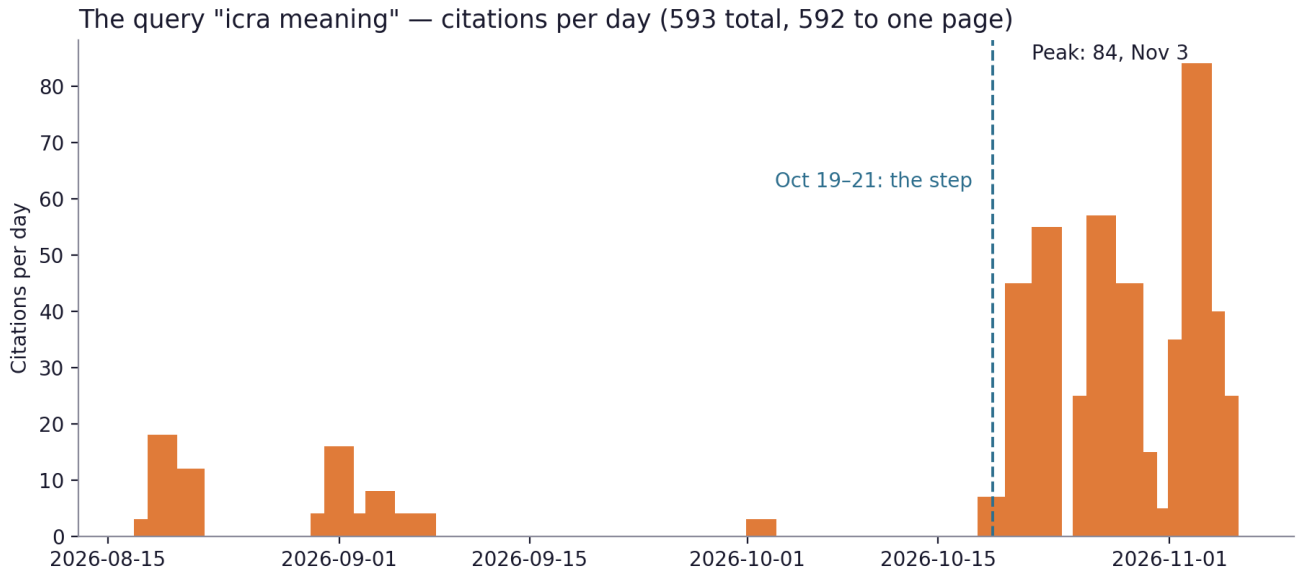


Daily AI citations, healthcarefacilityhub.org, Aug 17–Nov 5, 2026 (citation-days within the Aug 7–Nov 6 window). Daily totals sum to 109,844.

2 · The page

The site's most-cited page is a guide — What Is ICRA in Healthcare? (ASHE 2.0) — infection control risk assessment for construction and maintenance in occupied hospitals. It holds **11,181 citations**, roughly a tenth of the site. A small family sits around it: a sibling ICRA guide (2,053), a Class IV–V requirements page (173), a matrix explainer (121), a class finder (23).

Its hardest-working query is as plain as queries get: **"icra meaning"** — 593 citations, **592 of them to this one page**. The daily series shows the step: a handful a day through mid-October, then 45 on October 21, 55 on the 23rd, 57 on the 27th, and a peak of 84 on November 3 — stepping with the October build dates, like the guides in Receipts No. 1.



Filtered view: the query "icra meaning" only. 593 citations; page split 592 / 1.

3 · The humans

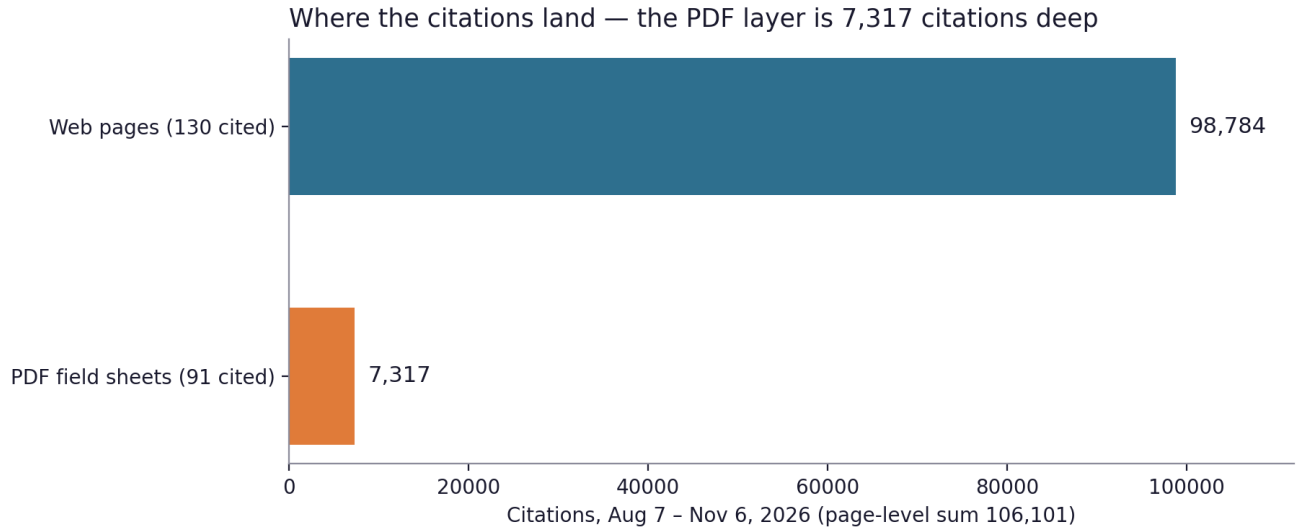
On the site in Receipts No. 1, the pattern was hundreds of citations against a handful of ten-second human visits — machines verifying, nobody reading. The ICRA page breaks the pattern completely. Microsoft Clarity, last 30 days: **231 human sessions** (17 bot sessions excluded), 162 people, **4.4 active minutes** inside a 7.8-minute visit, 1.72 pages per session, 36% average scroll, zero rage clicks, almost no measured friction.

Three quarters arrive from Bing search, and the browser split names the audience: **73.6% Microsoft Edge, 88% desktop** — facilities and infection-prevention staff on managed hospital workstations, mid-workday. Sitewide the pattern holds: 2,412 human sessions in thirty days against 1,091 bot sessions excluded, the most human audience in our fleet. The machines cite this site the most, and the humans actually read it. Both, at the same time, on the same pages.

4 · The machinery question, again

Receipts No. 1 noted a winning site with no llms.txt and full FAQ schema on its guides. This site is the mirror image: it **has** an llms.txt — and its most-cited page carries **no FAQ schema at all** (video markup, breadcrumbs, speakable). Opposite machinery, same explosion. What the two winners share is ordinary: one real question answered completely on one page, and a downloadable artifact attached to it.

On this site the artifact layer is large: **91 cited PDF field sheets hold 7,317 citations** — Joint Commission, evacuation, fire-drill, medical-gas checklists that a person can print or an agent can carry away whole.

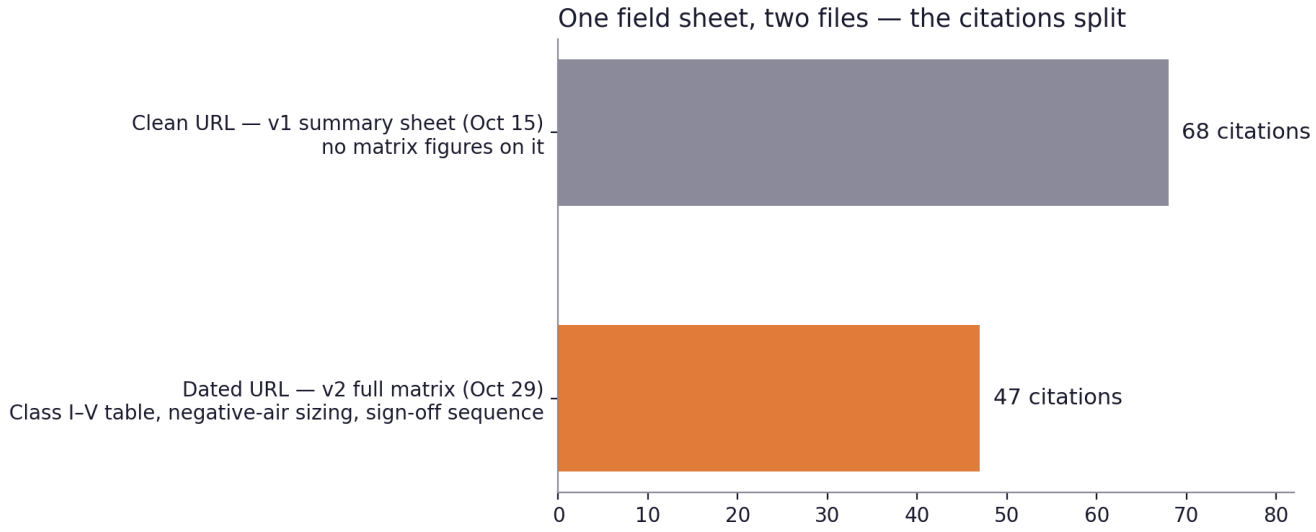


Page-level citations by asset type. Page-level sum (106,101) runs slightly below the daily total (109,844); Bing notes totals can differ between views.

5 · What we got wrong

The ICRA guide links its field sheet twice, and the two links go to **two different files**. The first version (October 15) sits at the clean, obvious filename. It is a summary sheet — the direct answer and the framing, with no numbers on it: the Class I–V barrier matrix is not there. It holds **68 citations**.

On October 29 we published the real sheet — the full matrix, barrier requirements by class, negative-air sizing, the decommissioning sign-off sequence, face-stamped as the current version. It went up under a **new, dated filename** instead of replacing the old file. It holds **47 citations**. An email-gate on the same page points at the clean filename too — a third door into the thinner sheet.



Both files verified by reading them, November 8, 2026. The better sheet is the duplicate; the plainer sheet holds the clean URL.

> **The fix is two file renames, and nothing else.** The October 15 file moves to an archive name, its bytes preserved. The October 29 sheet takes the clean filename. The page does not change; no link anywhere changes; every door — the page, the email gate, the citation record — then opens onto the full matrix. As this report publishes, the fix is staged and waiting on a server door (the file host refused our automated connections on the morning of November 8), not on a decision. The companion article carries a dated update line when the renames verify live.

6 · What we'd tell another operator

1. **Check your cited PDFs for version splits.** If a refresh ever uploaded a new file instead of replacing the old one, two assets may be dividing one citation record — and the split favors the cleaner filename, not the better file. One page-level export finds it.
2. **Read the session data before calling a page machine-only.** The fleet's loudest page has its most human audience. On the good pages, machines and people are reading the same thing.
3. **A trend is a window, not a verdict.** Our "declining" call was a window that ended October 4. Put dates on claims; corrections get cheap.

7 · Method

Bing Webmaster Tools, AI Performance, pulled November 8, 2026, window August 7–November 6, 2026. Daily totals sum to 109,844; page-level sum 106,101 — Bing notes totals can differ between views. Query figures from the filtered pull for "icra meaning." Microsoft Clarity figures are the last 30 days with bot sessions excluded as reported; citation and session windows differ, so comparisons between them are directional. Field-sheet contents verified by reading both PDF files on November 8, 2026. No claim is made that any single build caused the October step; the pattern across this series is that built queries stepped on build dates while unbuilt clusters drifted.

Working on a site where AI answers are sending mixed signals?

We read the citation reports, build the pages the questions are asking for, and publish the receipts. Book a call with Will Tygart.