TYGART MEDIA · FIELD REPORT · RECEIPTS NO. 8

The Weekend Trough: Our Citations Rest on Sundays

Receipt No. 3 counted 813,426 citations on this site and called it a plateau. Laid out by weekday, the plateau has a pulse: a work-week high, a weekend trough whose bottom is usually Saturday, and a Monday rebound that has never once failed to arrive. Receipts included — including the correction to our own first headline.

2.12×
the average Monday against the average Sunday, across ninety days

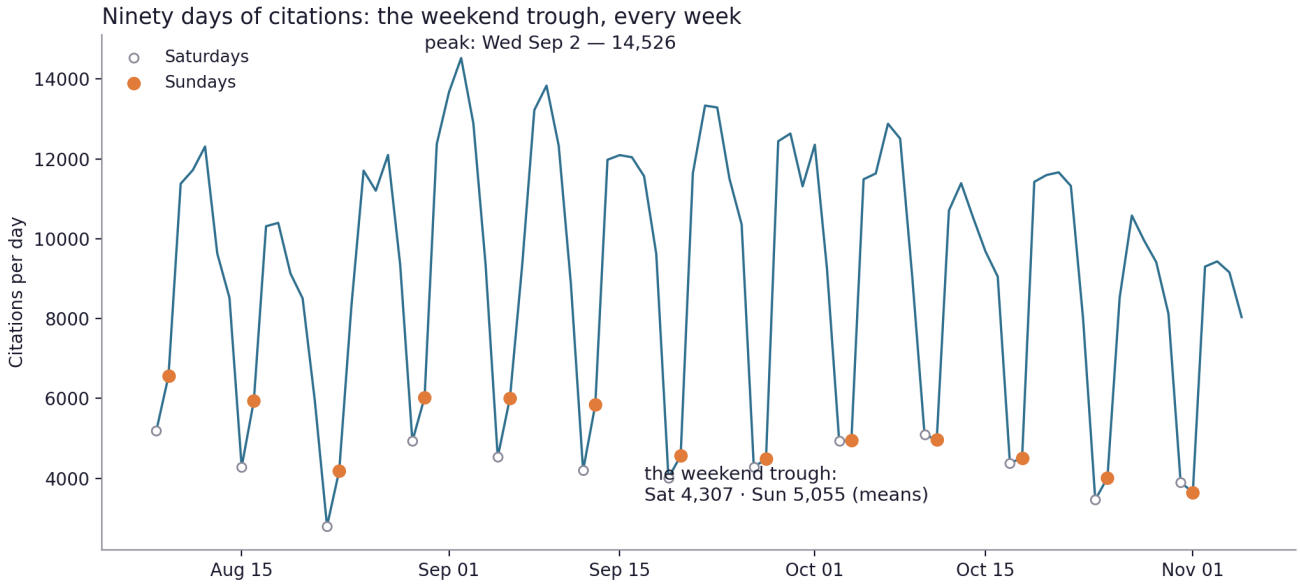
15.0%
of the window's citations land on Saturday + Sunday — two-sevenths of the calendar

13 of 13
Sundays followed by a Monday rebound — none missing, three short of a doubling

Current version — November 8, 2026.
Update history: tygartmedia.com/the-weekend-trough
Data: Bing Webmaster Tools AI Performance, tygartmedia.com.

1 · The pattern

August 8 to November 5, 2026 — the daily view of this site's AI Performance report sums to 813,426 citations (Receipt No. 3 counted the same window as a plateau; the two halves run 9,087 and 8,989 a day). Grouped by weekday, the plateau resolves into a rhythm: Tuesday 11,800, Wednesday 11,678, Thursday 10,911, Monday 10,708, Friday 8,788 — then Sunday 5,055 and Saturday 4,307. The weakest Monday of the window, 8,314 on August 24, still beats every Saturday and every Sunday in it. There is no overlap between the work week and the weekend.

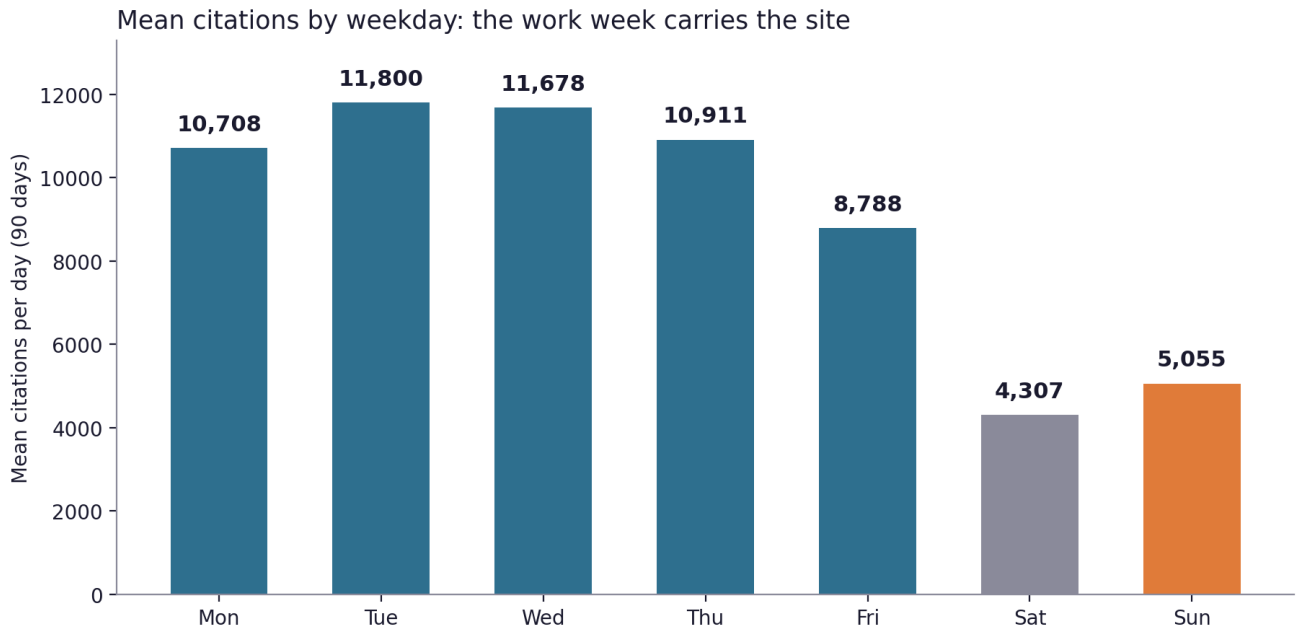


Ninety days, thirteen weekends, thirteen troughs. Sundays in orange; Saturdays as open circles. Peak: Wednesday, September 2 — 14,526. Source: Bing Webmaster Tools AI Performance, daily view.

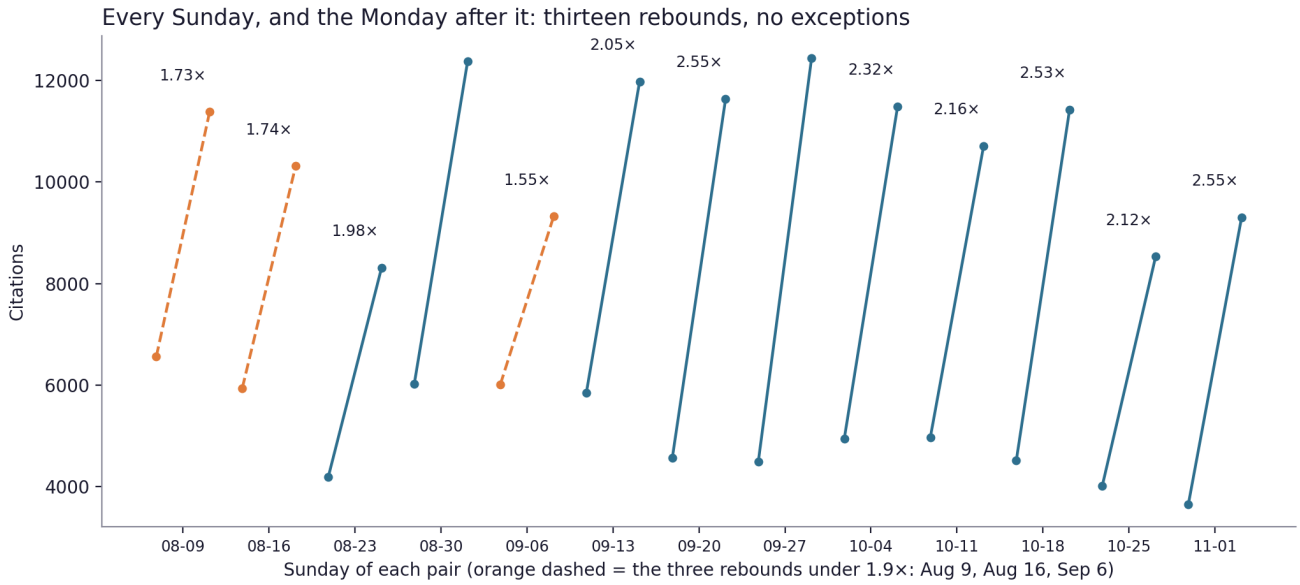
2 · The numbers — and our correction

Our morning sweep called this a Sunday cliff with ten straight Sunday-to-Monday doublings. Its quoted pairs all verify. Its shape does not. **Sunday is not the bottom:** in eleven of thirteen weekends Sunday is higher than its Saturday — Sunday is the start of the climb back. Across the twelve complete Monday-to-Sunday weeks, Saturday is the week's lowest day ten times; Sunday only twice (October 11 and November 1). The Monday rebound is real — all thirteen, averaging 2.12× the average Sunday — but ten of thirteen reach 1.9× or better, and they are not consecutive: the misses are August 9 (1.74×), August 16 (1.74×) and September 6 (1.55×). The longest clean run is seven straight.

Weekday	Days	Mean	Median	Low	High	Share
Monday	13	**10,708**	11,378	8,314	12,442	17.1%
Tuesday	13	**11,800**	11,705	9,432	13,669	18.9%
Wednesday	13	**11,678**	11,663	9,132	14,526	18.7%
Thursday	13	**10,911**	11,506	8,037	12,891	17.4%
Friday	12	**8,788**	9,034	5,945	10,359	13.0%
Saturday	13	**4,307**	4,287	2,800	5,188	6.9%
Sunday	13	**5,055**	4,946	3,646	6,559	8.1%



Mean citations by weekday. The work week carries the site. Source: Bing Webmaster Tools AI Performance, daily view.



Every Sunday and the Monday after it. The three rebounds under 1.9× are dashed in orange — the chart does not hide them. Source: Bing Webmaster Tools AI Performance, daily view.

Under the rhythm, the load concentrates: distinct cited pages per day averaged 184.7 across the first fourteen days and 134.1 across the last fourteen — a 27% narrowing while volume held. (The single-day endpoints, 173 on day one and 135 on day ninety, point the same way; the means are the claim.)

3 · The exceptions, named

August 9 — the window's highest Sunday (6,559) with a joint-weakest rebound (1.74×): the pattern starts at its mildest. **September 6** — the weakest rebound, 6,009 to 9,319 (1.55×); it breaks any "ten straight doublings" story alone. **October 11 & November 1** — the only Sundays that are their week's minimum and below their Saturdays; November 1 (3,646) is the lowest Sunday and rebounds 2.55×. **Saturday, August 22** — the quietest day of the window at 2,800. **Monday never tops its week** — zero of twelve complete weeks; the peak is Wednesday, September 2 (14,526). **September 27** — the strongest rebound, 4,490 to 12,442 (2.77×).

4 · What we can't claim

No cause: not weekday readers, not crawl scheduling, not reporting batching — the data shows a rhythm and is silent about the drummer. The pattern may live in the measuring rather than the world, and from inside the report those cannot be separated. Our own publishing cadence is untested against these ninety days, so we claim nothing either way — and a correlation, if found, would still not be a mechanism. One engine, one window:

Microsoft Copilot and partner citations as Bing reports them. And our first headline — "Sunday cliff, ten straight doublings" — was wrong in the particulars; the recount above is the record.

5 · What we do now

1. **Nothing to fix.** A rhythm is not a problem. We do not publish to a citation clock, and we will not start.
2. **Read the week, not the day.** A weekend dip is not a collapse; a Monday spike is not a triumph. Future reads compare weekday to weekday, or not at all.
3. **Re-measure on the next sweep.** Same method, same arithmetic, same correction rule. If the trough moves or fills in, that is a receipt too.

813,426 citations, and they keep office hours — 85% land Monday through Friday, thirteen weekends rested, thirteen Mondays back at work. The plateau had a pulse. The receipts are the receipts.

Your Webmaster account is already holding your version of this report.

Every site's AI Performance report has a rhythm in it somewhere. We pull it, count it, and shore up what it shows. Book a call with Will Tygart — calendar.app.google/He743TpF2vQoC8Tt8

Method note. All figures are from the Bing Webmaster Tools AI Performance export for tygartmedia.com, daily view, window August 8–November 5, 2026 (90 days), pulled November 8, 2026. The daily view sums to 813,426 citations; the page view from the same pull sums to 792,317 (2.6% apart, as reported in Receipt No. 3); each figure here is from the daily view unless it says otherwise. Weekdays are computed from the calendar dates (August 8, 2026 was a Saturday). A "week" is Monday through Sunday; week-minimum claims cover the twelve complete weeks inside the window. The 2.12× ratio is the ratio of the weekday means across all thirteen Mondays and thirteen Sundays. "Cited pages" is the daily report's own column: distinct pages cited that day. Citation counts are Microsoft Copilot and partner citations as Bing reports them. One site, one engine's report, one window — with a weekly pulse. © 2026 Tygart Media. This report may be shared in full; please keep the method note attached — it's part of the findings.