

ADL↑FT

Acquire. Amplify. Advance.

AI Visibility Intelligence

Based on Ahrefs
Q1 2026 Benchmark



Insights

Discover what matters.



Visibility

Track AI Powered brand presence.



Impact

Drive growth with actionable insight.



Based On Ahrefs Q1 2026 Benchmark

28%

of the pages
ChatGPT
recommends most
have zero Google
rankings.

Not low rankings. Not page two. Zero.
Ahrefs studied 146 million SERPs and found
that ChatGPT is pulling from a completely
different pool than Google.
Here's what that means for your brand.



146M
SERPs



170K
AI Responses



75K
Brands

WHAT THE DATA SHOWS

Your Google rank doesn't tell ChatGPT what to recommend.

Ahrefs looked at the 1,000 pages ChatGPT cites most often. Nearly 1 in 3 of them **283 pages don't rank on Google at all**. Not buried on page five. Not ranking for obscure keywords. Zero presence in organic search. ChatGPT is recommending them anyway.

283
PAGES

Out of ChatGPT's top 1,000 most-cited pages, **283** have **no Google rankings whatsoever**. Google doesn't know they exist. ChatGPT does.

AI doesn't rank pages.
It **remembers** sources.
Those aren't the same thing.



The 717 pages that do rank on Google? Their median domain rating is 90. These are major institutions think Wikipedia, Mayo Clinic, established publishers. High authority, yes. But that doesn't explain the other 283. Something else is going on.

ChatGPT and Google are not fishing from the same pond. **They trust different things**. Ranking well on one doesn't guarantee you show up on the other.

ChatGPT Top-1000 Pages	Count	Share	Med. KWs
Pages with Google search presence	717	71.7%	279
Pages with zero Google rankings	283	28.3%	-
Pages a brand can actually influence	323	32.3%	-

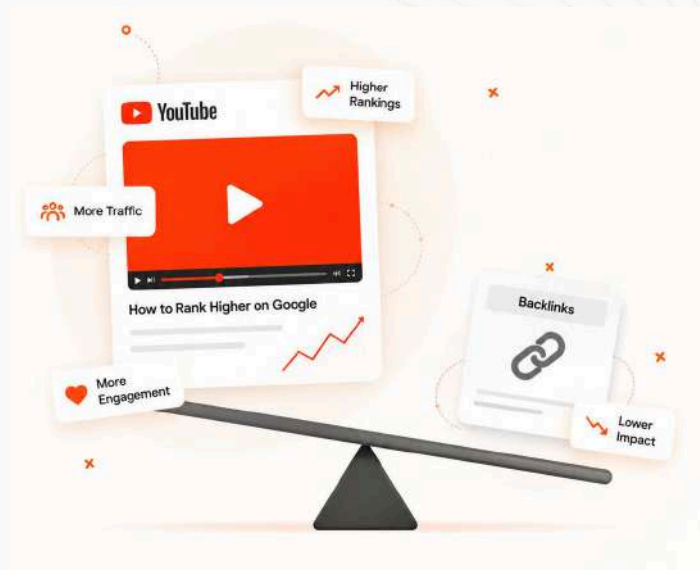


Only about a third of the top-cited pages are ones where you can actually do something publish educational content, earn reviews, get press. The rest are locked up in institutional sources ChatGPT has already decided to trust.
Your window to act is smaller than you think.

THE SIGNALS THAT MATTER

YouTube beats backlinks. Brand mentions beat domain rating.

Ahrefs tested 14 different factors against AI brand visibility across 75,000 brands. The winner wasn't backlinks. It wasn't domain authority. It wasn't even how much content you publish. **The single strongest predictor of whether a brand shows up in AI answers is YouTube mentions.** More than anything else they tested.



 0.74 YOUTUBE MENTIONS Top predictor across ChatGPT, AI Mode, and AI Overviews. Beat every other factor they tested.	 0.66 BRANDED WEB MENTIONS The more your brand gets talked about online, the more AI platforms pick it up. This is brand-building, not just SEO.	 0.39 BRANDED SEARCH VOLUME When people search for your brand by name, it signals real-world recognition and AI notices.	 0.29 DOMAIN RATING (DR) Still matters, but less than most assume. AI Overviews lean on this more than other platforms do.	 0.22 NUMBER OF BACKLINKS Weak signal. If you're building links primarily to win AI visibility, the data doesn't back that up.	 0.17 NUMBER OF SITE PAGES Publishing more content doesn't move the needle. AI doesn't reward volume.
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One more thing worth knowing: for "best of" queries best software, best agencies, best products **blog list pages made up 43.8% of all ChatGPT source URLs.** Getting featured in roundups and listicles, on your own site and elsewhere, is a real input into whether ChatGPT recommends you.

And word count? Doesn't matter. More than half of all AI-cited pages are under **1,000** words. The correlation between length and citation was essentially zero. Write clearly, not long.

WHY THIS MATTERS NOW IN INDIA

#4th

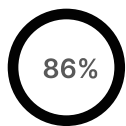
India's AI Overview Coverage - Global Ranking

India is the 4th most AI-searched market in the world. 26.8% of all Google queries in India now trigger an AI Overview — ahead of every European country, ahead of the UK, ahead of the US. AI search isn't coming to India. It's already here. Most Indian brands aren't ready for it.

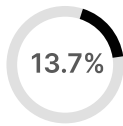
THE PLATFORM SPLIT

Google's AI Mode and AI Overviews give the same answer but pull from completely different sources.

Ahrefs compared 730,000 response pairs between AI Mode and AI Overviews. They agreed on the answer 86% of the time. But the URLs they pulled from? Only 13.7% overlap. If you're in an AI Overview, there's still a 39% chance AI Mode doesn't know you exist.



**Agreed on the
Answer**



**Overlap in
Sources (URLs)**

This matters because most brands track AI visibility on one surface and assume they're covered. They're not. You can look well-represented in one place and be completely invisible in another even when both are answering the same question.

WHAT MOST BRANDS STILL ASSUME

- 📈 Rank high on Google, get cited by AI
- 🔗 More backlinks = more AI authority
- 📄 Long content performs best
- 🌐 One SEO strategy covers every AI surface
- 🔗 A citation means a link back to your site

VS.

WHAT THE DATA ACTUALLY SHOWS

- 🔍 28% of top-cited pages have zero Google rankings
- 📺 YouTube presence matters more than backlinks
- 📄 Over half of AI-cited pages are under 1,000 words
- 🌐 AI Mode and AI Overviews use 86% different sources
- 🔗 AI Overviews include a link only 28% of the time

WHERE TO START

Brands that show up consistently in AI answers tend to have a few things in common. They appear across many different types of questions not just their core category. They show up when the same query is asked repeatedly, by different users, in different sessions. They get mentioned alongside sources people already trust. **That's not luck. It's what accumulated brand trust looks like in an AI world.**

See where your brand stands in AI search.

Tesseract by AdLift tracks AI visibility across ChatGPT, AI Overviews, AI Mode, Gemini, Perplexity, and Copilot across many prompts, across repeated runs, against your competitors.

THANK YOU FOR EXPLORING
THE AI SEARCH LANDSCAPE.

AI Search isn't coming. It's already here.

Your Google ranking doesn't tell the whole story. AI platforms are discovering and recommending brands through different signals and sources.



SEE WHERE YOUR BRAND STANDS IN AI SEARCH.

Adlift tracks
AI visibility across



ChatGPT



AI Overview



AI Mode



Gemini



Perplexity



Copilot

Across repeated prompts
and competitors.



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