

MONDAY REPORT * METHODOLOGY

Monday Report - GEO Findings Q3 2025

READ FIRST

This is a methodology + framework document showing HOW we run the Monday Report on GEO findings each quarter. The specific client numbers from Q3 2025 are anonymised per NDA - you'll find the framework here, not the proprietary data tables.

What the Monday Report tracks (per client, every Monday)

- Citation count delta in last 7 days, per engine: Google AIO, ChatGPT (web), Claude, Perplexity, Bing AI.
- Citation source-pool composition: which other domains were cited alongside us for the queries we want to win.
- Brand-mention count on independent domains (news, blogs, podcasts) - distinct domains week-over-week.
- AIO appearance rate for our top-50 priority queries.
- Schema graph health: any pages where validation broke / sameAs links rotted.
- llms.txt freshness: last update date + percent of priority URLs still resolving.

Q3 2025 themes (anonymised aggregates)

- Schema-rich pages (Article+Author+Organization with full sameAs) cited 2.3x more often than schema-thin pages on the same domain.
- Brand-mention threshold for ChatGPT inclusion in citation pool stabilised around 5-7 distinct domain mentions per quarter.
- Citation share moved away from generic 'authority' sites (moz.com, ahrefs.com style) and toward niche operators with verifiable specialism.
- Pages with Q&A blocks (FAQPage schema) were 1.8x more likely to be cited for natural-language voice/AI queries.
- llms.txt presence correlated weakly with Google AIO citation but strongly with Bing AI + Perplexity citation.

Q4 2025 hypotheses we're testing

- Does adding 1-2 line `<dfn>` glossary blocks per page increase citation rate? (A/B running on 12 pages)
- Do schema-marked HTML tables get cited more than the same data in prose paragraphs? (A/B running on 8 pages)
- Does brand mentions in podcast transcripts (with full URL in show notes) move citation needle? (Sample of 4 podcast appearances tracked)

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