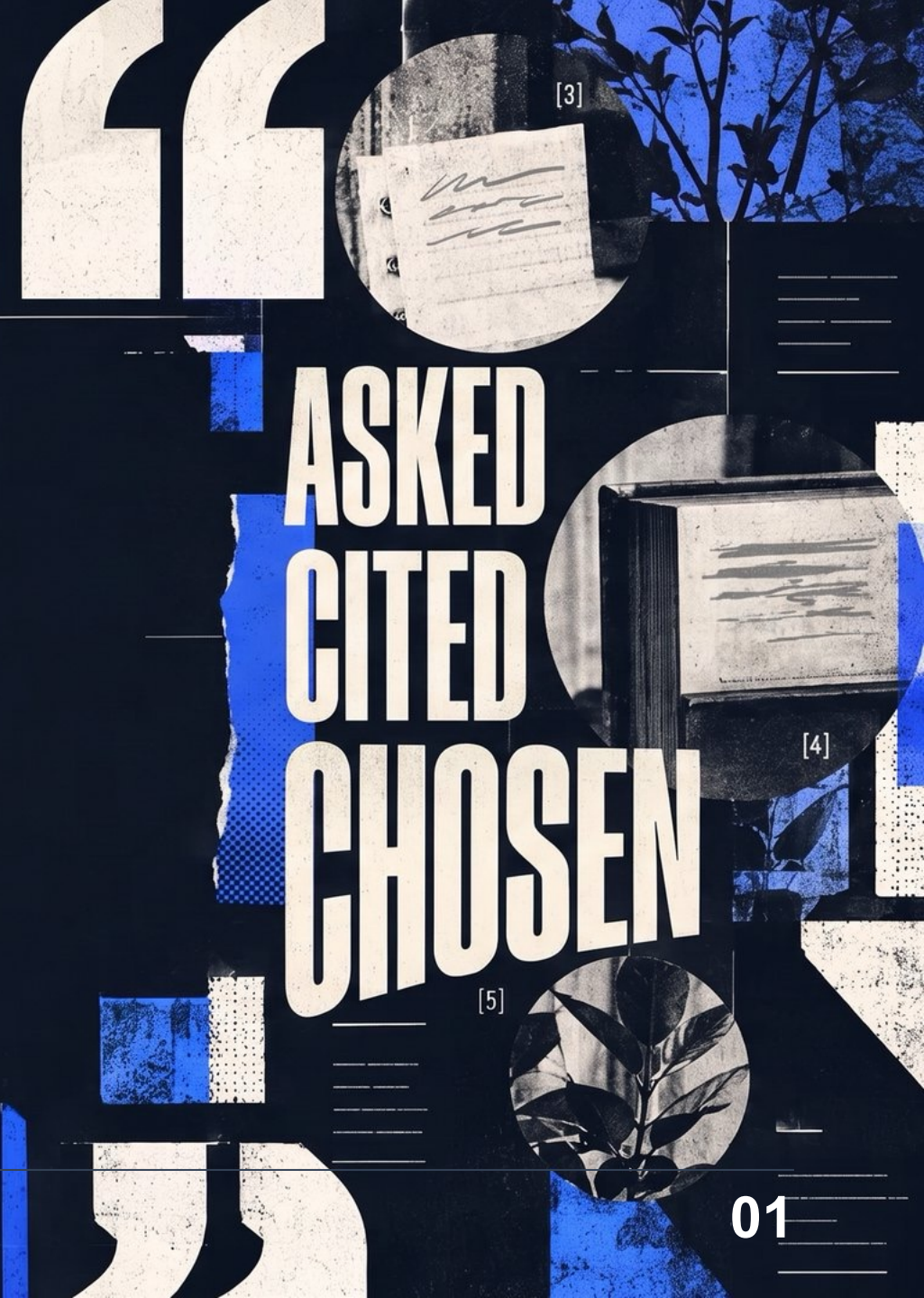


The two AIs cite different pages

60 buyer questions, 526 cited URLs, 92 pages taken apart: a quick read for Singapore SMEs.





ChatGPT cites the source; Google AI Mode cites the summary

	Engine · what it cites	Share of citations	Base
Dental and aesthetics	ChatGPT · government and public bodies	76%	38/50
	AI Mode · clinics and other commercial sites	75%	39/52
Family law	ChatGPT · .gov.sg	77%	46/60
	AI Mode · law firms and other commercial sites	69%	36/52
E-commerce	ChatGPT · product pages	54%	of 68 citations
	AI Mode · Google Shopping cards	44%	12/27; zero shared URLs

36 of 54

questions both engines answered shared not one URL.

Work each engine separately.

Only about 1% of AI Overview visits click a link: the prize is being named.

Source: Pew Research Center (2025, US sample) for AI Overview clicks; Canlah round one, model APIs, 23 Sep 2026



A Google top-ten spot covers **about 40% of AI Mode**, under 10% of ChatGPT

Cited URL ...	Engine	Share of citations	Base
... in Google's top ten for the same question	AI Mode	41%	89/219
	ChatGPT	7%	22/307
... from forums, social or video	AI Mode	14%	30/219; YouTube 13, Reddit 10
	ChatGPT	0%	0/307, round one

ChatGPT and forums
ChatGPT cited no forum or social pages in round one; asked whether one tuition centre was good, it cited a local parents' forum twice.

By registered domain the gap holds: **AI Mode 53%**, ChatGPT 25%.

Baseline: Google organic top ten for the same question, same day, Singapore. Source: Canlah round one, model APIs, 23 Sep 2026; the app may differ



Three things you already do: **baseline, access, identity**

What you already do	The extra AI check
Baseline	Ask 30 real questions; save answers as-is
Access: robots.txt	Is OAI-SearchBot (ChatGPT search) blocked?
Access: nosnippet, firewall	Turn off nosnippet and “Block AI bots”
Access: JavaScript	No JS-only prices; AI crawlers skip JS
Identity: NAP, facts page	Google, Bing, Apple, Yelp, Foursquare match exactly; plain web table: name, UEN, address, phone

Pass or fail: block AI, put prices in images or mismatch addresses, and **every page scores zero**.

Don't just append an allow block to robots.txt; it can cancel existing rules. AI crawlers skip JavaScript: Vercel & MERJ (500M+ fetches)



Before you write: **how tightly** is your advertising regulated?

If this is you	You're in	Strict-sector red lines
No licence needed, no health, results or earnings claims	No specific rules	No “from” prices or ranges, no testimonials or before-and-after photos, no competitor comparisons, no asking for reviews, no paid Best or Top list spots.
Licensed; no price ranges, or testimonials or comparisons banned	Strictly regulated	
Licensed; testimonials or comparisons allowed with conditions	Partly restricted	No licence but selling regulated products like supplements or devices? Your copy is still regulated.
Licensed, but no specific advertising rules	No specific rules	

Unsure? [Go stricter](#): too loose can mean a fine, too strict only costs a few tactics.

Source: Canlah compilation



Write down **30 questions** buyers really ask, and keep them all quarter

Question type	Questions, of 30	Rule
With a location (e.g. in Singapore)	18	at least 60%
With price or cost	9	at least 30%
Category word only	3	at most 10%

Source them from customers’ words before buying, ad keywords, autocomplete and Search Console, and competitor pages. Never let AI invent them.

Our 6 Chinese questions drew 64 citations; fewer than 5 were Chinese pages, all in AI Mode.

Asking just “divorce lawyer”, AI Mode listed 0 firms in 10 cities; “near me” restored every one.

Source: “near me” test: PRWeb (overseas); Chinese-question counts: Canlah round one, 23 Sep 2026



AI copies first sentences, mostly from the **top 30%** of the page

Where the copied sentence sat	Citations, of 75 traced	Share
Between H1 and the first H2	32	43%
First line or first table under H2 one or two	23	31%
Middle and later sections	17	23%

15 of 18

law pages: the copied line opened a paragraph.

An H2 opening “is a complicated matter” was skipped; a direct answer in the same page’s FAQ was copied.

Lead with the answer; tables go whole, headers included.

Positions are estimated by eye; answers were stored to 600 characters. Source: Canlah round one, model APIs, 23 Sep 2026



Price guide pages: build them like the ones AI cites

Top to bottom; cited pages are copied most at the opening summary and first price table

Title	<Category> Cost in Singapore (2026), with year	Required
H1	A statement, not a question	Required
Summary	40–130 words: your price + what drives it	Required · Regulated
First subheading	How Much Does <Category> Cost?	Required
First line	At <Brand>, <Category> costs S\$X (incl. GST)	Required · Regulated
Price table	Everything you sell: type / price / best for	Required · Regulated
Price factors	3–5, one sentence each	Optional
FAQ	Only restates the page’s answers	Optional
Price list as an image	AI can’t read it; prices go in the first-screen HTML	Don’t

AI copies here

AI copies here

Regulated = strict sectors write this part differently: no “from” prices or ranges

8 of 8 cited dental price blogs put the year in the title; 10 of 11 cited clinic pages used a statement H1.

A tutor agency’s card said \$35–\$55, its table \$25–\$35; AI used the table. Price queries trigger AI Overviews 92%–97% of the time (Whitespark, 540 US queries)



The SEO extras you know are **rare on cited pages**

Things often treated as must-dos turn up on few cited pages

Common SEO extra	Cited pages that had it	llms.txt, blocking GPTBot Google says llms.txt isn't needed; GPTBot is for training. 88.2% of sites blocking GPTBot still get cited. On medical pages, do name the doctor.
1,800–3,000 words	Law 2/18, tuition 2/8, e-commerce 3/11	
Authoritative outbound links	Dental 1/16, law 2/18	
Named individual author	Law 2/18; medical pages the exception, 6/12	
3+ question-style H2s	Law 3/18, SaaS 4/13	
FAQ	Dental 11/16 had one; about 6 copied lines came from FAQs	

Cited pages ran **as short as 40 words**; the median was about 1,300–1,500.

Counts on cited pages, not experiments: they aren't what gets a page cited, but that doesn't prove they're useless. Source: BuzzStream; Canlah round one



“Who’s best?” isn’t won by writing a page

Asked “who’s best”, neither engine cites a business’s own “best” article

What ChatGPT cites

Tuition (5 questions): ~35 of 44 URLs
centres’ own sites; lists 0

Family law (1): Doyle’s, Legal500,
Chambers

best CRM (1): official pricing pages, 4/4

What AI Mode cites

Tuition: mostly ranking lists

Family law: firm sites, directories, map
cards

best CRM: Reddit, YouTube, trade media

Correct what’s wrong; if you’re missing,
start with free official directories and
association profiles.

84%

of AI citations come from others writing
about you, 0.3% from paid placements.

Pool the sources across your 30 answers; [the 20 most frequent](#) are your targets.

Law and CRM rest on one question each. Source: Muck Rack; Canlah round one, model APIs, 23 Sep 2026

Same questions monthly, **three numbers**

Read the three numbers separately; each has its own win, never combine them into one score

Monthly number

Times AI names you

Top-20 cited pages that mention you and were cited this month

Facts AI gets wrong about you

What counts as a win

Beyond normal swing, same direction two months running

One more a month; at least 3 more in 90 days

Down to 0, with before-and-after screenshots

Re-ask your questions three times in one week to see how much results swing on their own; only bigger moves are real. Switch questions or tools and you can't compare.

Put a number only you have on your price page, then search next month's answers for it.

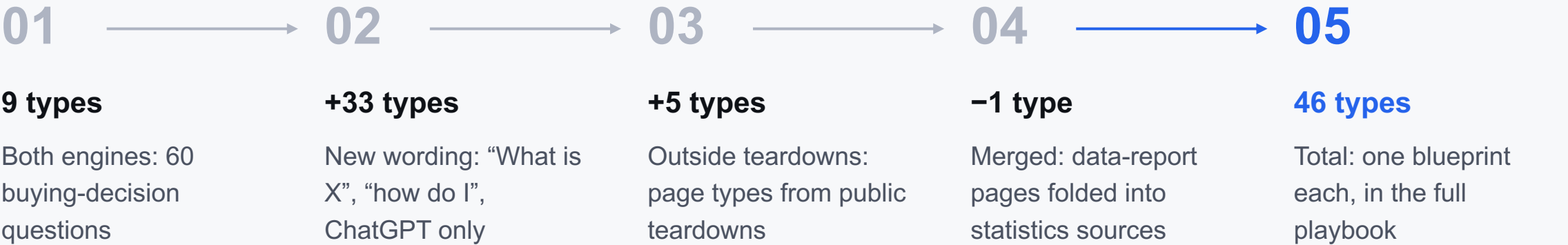
Nothing moving? Recheck access and identity. Watch just one? [Make it errors](#).

Source: Canlah compilation



46 cited page types, counted one by one

Question wording decides page types: ask only about price and “who’s best” and you see just 9



The full playbook (in Chinese) · canlah.ai/playbook

9 chapters, 4 appendices, a blueprint for each of 46 page types, sources and sample sizes for key numbers, plus a dental and aesthetics edition.

Open source, in English

Ready for your AI assistant to check your site: github.com/Canlah-AI/geo-playbook

Want help with round one? admin@canlah.ai · WhatsApp +65 8110 0234

Source: Canlah page-type census, round one plus public teardowns, 2026-09