FREE TRACKER + PROMPT · WORDSATSCALE

The AI Citation Tracker

Find out if AI answers name your site, track it every week, and pick the next page to publish.

I run this kind of routine on a site that got **65,600 AI impressions in three months**.

1 Paste the prompt 2 Fill in the sheet 3 Repeat every week

1. Set up (10 minutes)

- [ ] Write **10 full questions** your buyer asks. Copy their wording from Reddit, YouTube comments and support emails
- [ ] Mix 4 types: best, versus, is it legit, how to
- [ ] Copy the columns into a sheet: **date, question, runs named (of 3), runs linked (of 3), sites linked instead**

2. Test in ChatGPT (every week, same day)

- [ ] Open a **temporary chat**, so your history doesn't colour the answer
- [ ] Ask each question **3 times**, because answers change between runs
- [ ] Open the sources panel and fill in one row per question

3. Check your numbers (15 minutes a week)

- [ ] Filter your analytics referrals for **chatgpt.com**. Note what those visitors did, not just the count
- [ ] In Search Console, open Search results, then **Generative AI**, and note your top pages
- [ ] In the performance report, add a query filter, choose custom regex, and paste **^(\S+\s+){6,}\S+** to see searches of 7+ words. Add new ones to your sheet

4. Write the page

- [ ] Answer the question in the **first two sentences**
- [ ] Use the question's wording in your headings
- [ ] Give every number a source and a date. Put comparisons in a table
- [ ] Say what you tested and where it falls short. Show the updated date
- [ ] Submit it in **Bing Webmaster Tools** as well as Google

STARTER PROMPT: COPY EVERYTHING IN THIS BOX

~295 words

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You are helping me find out whether AI answers mention my site, and what to publish next. Getting named in AI answers starts with knowing which questions real buyers ask.

MY SITE: [e.g. example.com]
WHAT I SELL OR COVER: [e.g. home espresso machines]
WHO BUYS IT: [e.g. first-time buyers on a budget]
MY COMPETITORS: [e.g. 2-3 site names]

Use web search. Never invent a question, number, source or URL. If you cannot find something, say so. Use tables, not paragraphs.

STEP 1. FIND THE QUESTIONS
Search Reddit, forums and YouTube comments for full questions this buyer asks. Copy their wording. Return 10 questions in a table with: question, type, source URL.
Mix these 4 types:
- Best: "What's the best [thing] for [situation]?"
- Versus: "[Option A] or [Option B] for [situation]?"
- Trust: "Is [brand] legit?" or "Is [brand] worth it?"
- How to: "How do I [job] without [problem]?"

STEP 2. ANSWER EACH ONE
Answer each question the way you normally would, with web search on. Then fill this table for each one:
Question | Was MY SITE named? (yes/no) | Was MY SITE linked? (yes/no) | Sites linked instead

STEP 3. FIND THE WEAK ANSWERS
For each question I was not linked on, open the linked pages. Mark the question WEAK if those pages have no real number, repeat the same number, or disagree with each other. Say why in one line.

STEP 4. PICK ONE PAGE
Pick the single WEAK question I should publish on first. Return:
- The question, as the page title
- The answer in two sentences, using only what you verified. Leave [BLANK] for anything I must test myself
- What the page needs that the linked pages lack: a test, a count or a comparison table
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