

Count records, not appearances

Each type in its own column, with its evidence. Never add them into one number.

FICTIONAL EXAMPLE A fictional expense-management company's monthly report.

As reported

4 mentions

2 backlinks

3 AI citations

Added together, it looks like 9.

As records

4 placements (brand mentions)

Two trade articles name the company and link to it.

2 linked
= the 2 backlinks

3 AI citations

Two cite the help center in answers that don't name the company; one names it only in a warning.

1 AI mention

The warning that it's built for larger teams.

0 AI recommendations

No answer presents it as an option.

One record One row per record. A failed or missing run stays missing, never scored as zero.

ID and type	Backlink, brand mention, AI citation, AI mention or AI recommendation	Date	UTC time of the capture or check
Where	Engine and mode, or the site and page	Question and country	AI records: the question ID and where it was asked from
URL	The cited page, or the page with the link or mention	Evidence	The raw answer file or a page capture
Excerpt	The exact sentence that names or links you	Checked by	Who verified it, and when
Flags	☐ Mention ☐ Citation ☐ Recommendation		

An answer counts once, however often it names you. A recommendation is our own category; no engine defines one.

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