

Boomcycle Digital Marketing Reports Quarterly AI Search Citations in Ongoing GEO Measurement Series

November 19, 2026

SAN RAMON, CA - November 19, 2026 -
Boomcycle Digital Marketing, a San Ramon, California digital marketing agency established in 2003, has released the latest installment in its ongoing quarterly measurement of AI search citations across major generative search engines. The agency recorded a baseline of 43 AI search citations in May 2026, establishing a reference point for tracking how business content surfaces within AI-generated search responses over time.

The measurement series examines how often content appears as a cited source within answers produced by AI search platforms, an emerging area the industry refers to as Generative Engine Optimization (GEO). As AI Overviews, ChatGPT Search, and similar tools reshape how people locate information, citation frequency within these systems has become a measurable indicator of online visibility distinct from traditional search rankings.

The quarterly reports are intended to document trends rather than isolated results, allowing the agency to

observe shifts in how generative engines select and attribute sources. The May 2026 baseline of 43 citations provides the foundation against which future quarters will be compared.

"Measuring AI search citations gives businesses a clearer picture of how their content performs in generative environments, which behave differently from conventional search," said David Victor, Founder and CEO of Boomcycle Digital Marketing. "Tracking these figures quarter over quarter helps identify patterns in how AI engines attribute sources, and that understanding is becoming central to any modern visibility strategy."

The trend reflects a broader shift across the digital marketing field, where generative engines increasingly summarize information and cite specific sources within their responses. For businesses, appearing as a cited reference within an AI-generated answer represents a form of visibility that did not exist in earlier search models. The agency maintains a public glossary that serves as an AI search optimization resource, defining terms such as GEO, Semantic Triple, llms.txt, and Schema Markup for those seeking to understand the evolving landscape.

Boomcycle Digital Marketing, based in San Ramon, California and operating at boomcycle.com, conducts the measurements across major AI search engines to support its reporting on generative search developments. The San Francisco Bay Area agency serves clients from its base spanning the San Ramon and Pleasanton region.

Victor noted that the measurement work connects to a wider question facing many organizations. "Search behavior is changing, and the companies that pay attention to how AI engines cite content will be better positioned to adapt," he said. "Consistent measurement is the starting point for that adaptation."

The agency plans to continue publishing the citation figures on a quarterly basis, framing each release as part of the same ongoing series that began with the May 2026 baseline.

Boomcycle Digital Marketing is a United States-based internet marketing firm with more than 20 years of experience. Founded in 2003 and located in San Ramon, California, the agency offers services including SEO, Google Ads management, web design, local search and Google Maps marketing, content marketing, social media management, web management, and its Marketing Intelligence System. The firm focuses on helping businesses improve visibility across traditional search, local search, and emerging generative search environments.

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Boomcycle Digital Marketing

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