

When someone asks Perplexity a question, the answer may include links to websites and references to companies, products, or experts. If your brand appears in that response, it can feel like a recommendation. But what does that actually mean—and how can you improve the chances of being included?

Being recommended in Perplexity is not the same as earning a top position in a traditional search results page. Perplexity generates an answer using information it can access and assess, then often displays sources that support its response. A brand may be cited as a source, mentioned as an example, or presented as an option. Those are related outcomes, but they are not interchangeable.

This distinction matters for marketing teams. A citation does not automatically mean an endorsement, and there is no reliable switch that makes a brand appear in every AI-generated answer. The practical goal is to make your expertise, evidence, and useful content easy to discover, understand, and verify.

What “recommended” can mean in Perplexity

Perplexity responses can combine synthesized text with links to sources. In that context, people use “recommended” to describe several different types of visibility:

- **A source citation:** Your page is linked as evidence for a claim in the answer.
- **A brand mention:** Your company, product, or expert is named in the answer, whether or not there is a direct link.
- **An option or endorsement:** The response presents your offering as a suitable choice for the user’s needs.

A source citation may support a fact without endorsing your company. For example, an article about your product’s features could be cited to explain how a tool works. That is different from Perplexity explicitly suggesting the tool as the best fit for a particular buyer.

So when you measure visibility, don’t treat every appearance as a recommendation. Record what happened: Was the brand named? Was a page cited? Was the language neutral or positive? Did the response match the prompt and audience you care about?

Answer visibility is not the same as ranking

Traditional SEO often focuses on where a webpage ranks for a particular query. Perplexity introduces another kind of visibility: whether information from or about your organization appears inside a generated answer. A page can be useful to an AI-generated response without being the top organic result, and a high-ranking page is not guaranteed to be cited.

That’s because an answer engine is doing more than displaying a list of links. It interprets a question, gathers information, and constructs a response. The sources it uses can depend on the question’s wording, the information available, and how well different pages address the user’s needs. Results can also vary over time.

Think of it this way: a search ranking measures a page’s position in a results list. Answer visibility measures whether your information or brand is included in a response—and how it is presented. Both can matter, but they are different measures of performance.

Visibility type	What you observe	What it does not prove
Search ranking	Your page appears at a position in search results.	That Perplexity will use or cite the page.
Source citation	Your page is linked in an answer.	That the answer endorses your product or brand.
Brand mention	Your organization or product is named.	That the mention is

positive, accurate, or linked to you. Recommendation Your offering is presented as a relevant choice. That it will be recommended for every related prompt.

Why AI tools are changing search behavior

People increasingly use AI tools to explore a topic, compare options, and get a concise starting point before visiting websites. Instead of typing several short keyword searches, a person might ask a detailed question such as, “Which inventory platform works for a multi-location retailer with limited IT support?” The answer may summarize trade-offs and point to sources in one place.

This shifts part of the discovery process. A user may encounter a company through a cited article or a brand mention before they ever visit its homepage. That makes the context of the mention important. A passing name in a broad list is not as useful as a clear explanation of what the company does, who it serves, and what evidence supports its claims.

It also means marketing teams should look beyond clicks alone. Clicks remain important, but they do not capture every way a person can discover or evaluate a brand. Monitoring answer visibility can add useful context, especially when paired with website analytics, sales feedback, and customer research.

SEO fundamentals still matter

AI search has not made the basics of SEO irrelevant. Search engines and answer tools still need to find, interpret, and assess information. A technically accessible site, clearly written pages, useful internal links, and credible external references all help make content easier to understand and evaluate.

Start with the same practical questions you would ask about any important page:

- Can search crawlers access the page, or is key information blocked behind scripts, login walls, or technical errors?
- Does the page answer a specific question in plain language?
- Are the title, headings, and page structure accurate and descriptive?
- Can a reader tell who created the content and what their expertise is?
- Are product details, research findings, and performance claims supported?

Good SEO is not about repeating a focus keyword until a page sounds unnatural. A page about “Perplexity sources” should explain how citations work, what a citation does and does not signify, and how a reader can assess the linked material. Answering those questions clearly is more useful than inserting the phrase into every heading.

Make important information available as text rather than relying on an image, interactive widget, or video without a written explanation. A chart can be valuable, but the key finding should also be described in accessible text. The same principle applies to product features, research methods, and comparison criteria.



Build subject-matter authority with evidence

Authority is not created by calling your company a “leading provider.” It is built by showing what you know and giving readers ways to assess your work. Perplexity can only make use of information it can find and interpret, so a brand’s expertise should be visible beyond vague positioning statements.

For a B2B company, useful evidence might include:



- Original research with a clear description of the sample, method, and limitations.
- Detailed case studies that explain the situation, work performed, and measurable outcomes.
- Expert commentary that answers a real question rather than repeating a product pitch.
- Documentation that explains how a product works, including relevant constraints.
- Named authors and subject-matter experts with relevant experience.

Be precise about claims. If a case study says a customer reduced processing time, state how the reduction was measured and over what period. Avoid implying that one customer's result is typical unless you have evidence to support that conclusion. Clear limitations can increase credibility because they help readers understand what the evidence does—and does not—show.

It also helps to keep important facts consistent across your site and other credible sources. If your company name, product description, leadership details, or core claims differ widely from one page to another, a reader has more work to do to establish what is accurate. Consistency is not a substitute for proof, but it makes verification easier.

How to improve your chances of appearing in answers

There is no guaranteed method for earning citations in answers or getting a brand mentioned. Instead, focus on improving the quality and discoverability of the information that answer tools [SEObot](#) and people may rely on.

1. **Choose real customer questions.** Talk to sales and support teams, review search queries, and identify questions buyers ask during evaluation. Prioritize questions your organization can answer with first-hand knowledge.
2. **Write direct, complete answers.** Put the core explanation near the beginning of the page, then add the detail a reader needs to judge it. Define specialist terms and explain trade-offs.
3. **Show your work.** Link to studies, documentation, methodology, or relevant examples. Distinguish measured results from projections and opinions.
4. **Make pages easy to navigate.** Use descriptive headings and a logical structure. Keep important facts in the page text, not only in graphics or embedded content.
5. **Maintain accurate company information.** Keep product pages, author biographies, and company descriptions current. Correct outdated details rather than publishing a new claim on top of them.
6. **Earn relevant recognition.** Useful coverage, expert contributions, and citations from credible organizations can help establish that your work is known beyond your own website. Pursue relevance and quality, not just a high volume of mentions.

These steps improve the quality of your digital presence; they do not guarantee that Perplexity will select a particular page. Treat any promise of guaranteed inclusion as a claim that needs proof.

How to monitor Perplexity sources and brand mentions

Monitoring can help you learn whether your content is appearing, but one test is not enough to establish a trend. Answers may change with prompt wording, timing, and other factors. Set up a small, repeatable process instead of relying on occasional screenshots.

- Write a set of prompts that reflect actual customer questions and buying scenarios.
- Run the prompts at regular intervals and save the full answer, not only the cited links.
- Record whether your brand appears, which pages are cited, and how the answer describes your offering.
- Check whether the cited page genuinely supports the statement attached to it.
- Look for patterns across prompts and dates before deciding that visibility has improved or declined.

A simple tracking sheet can include the prompt, date, answer summary, citation URLs, brand mention, sentiment or context, and any accuracy issue. Avoid presenting this as a precise share-of-voice metric unless your method is consistent and you have enough observations to support the comparison.

A note on the error: “There must be an @ at the beginning.”

This message is usually a form-validation error, not a Perplexity requirement. It often appears when a form expects a social media handle and the value was entered without an initial “@”. For example, a form may expect @companyname rather than companyname.

Check the field label and its instructions before changing the value. If it asks for a social handle, include the at sign if required. If it asks for a website URL, enter the full URL instead. Perplexity citations and brand mentions do not generally require an “@” at the beginning, so adding one to a company name or article title is unlikely to fix a citation or visibility issue. If the error appears in a submission form, make sure the value matches that form’s expected format.

What to take away

Being recommended in Perplexity can mean that your brand is cited, mentioned, or presented as an option in an answer. Those outcomes offer different levels of visibility, and none should be confused with a traditional search ranking or assumed to be an endorsement.

The strongest long-term approach is familiar: make useful, accessible content; demonstrate subject-matter expertise; support claims with evidence; and keep important information accurate. Then monitor Perplexity sources and brand mentions with a consistent process. The goal is not to chase a mysterious ranking factor. It is to make your organization a reliable source of information when a relevant question is asked.