

Illustrative sample. The business (example.com) and every answer in this report are made up to show the layout and the kind of findings. Nothing here describes a real company.

Example

How often Claude's answers link to example.com for 3 questions customers ask, from the United States.

Site example.com

Checked 24 October 2026

Country the United States

Questions 3

Asked 2 times per question

Engine Claude (API)

CLAUDE, LINKED

1 of 6

answers that link to example.com, 3 questions × 2 checks

API answer, may differ from claude.ai

CLAUDE, NAMED WITHOUT A LINK

1 of 6

more answers that name example.com but don't link to it

CLAUDE'S ANSWERS, ONE SQUARE PER ANSWER

Each of your 3 questions was asked 2 times: 6 answers from Claude. **example.com** was linked in 1 of them.

■ □ □ □ □ □

■ example.com linked □ Links to other sites only □ No links in the answer

01 Key findings

01 Claude's answers link to **example.com** in 1 of 6 (17%): “What is a widget” (1 of 2).

02 example.com is named without a link in 1 more answer.

- 03 rival.com is linked most often, in 4 of 6 answers; next is wiki.org with 3.
- 04 1 question got answers with no links in any of the 2 checks, so no site was cited: “Best widget supplier near me”.
- 05 Claude answered 2 of 6 without searching the web, so those answers link to nothing.
- 06 On 1 of the 3 questions, the 2 answers didn't agree: they linked to different sites, or linked in some answers and not others. That is normal for AI answers, and why each question is asked 2 times.
- 07 Claude's answers link to 5 different pages in total, from 3 different sites.

02 Question by question

Each question as Claude was asked it, with the sites its answers linked.

Claude: API answer, may differ from claude.ai. Asked through Anthropic's official API on 24 October 2026, as a user in the United States. Model: claude-haiku-5-5 with Anthropic's web search tool.

#	QUESTION	EXAMPLE.COM (ANSWERS)	SITES LINKED
01	What is a widget	Linked 1 of 2	rival.com, example.com, wiki.org
02	How much does a widget cost	0 of 2	rival.com, wiki.org
03	Best widget supplier near me	0 of 2 named without a link in 1 answered without searching in 2	-

03 Who Claude cites

How many of the 6 answers link to each site, counted once per answer. Sites linked in at least two answers are

shown, plus yours.

rival.com		4
wiki.org		3
example.com		1

04 What the cited pages offer

Questions where Claude links to other sites and not example.com. For each, what we found on the cited pages: how they open, whether they have an FAQ section or tables, and how recently they were updated. Observations only.

How much does a widget cost

Links in 2 of 2 answers. Cited: rival.com, wiki.org. Not cited: example.com.

rival.com/guide/widgets

The page opens with a one-sentence definition, then a table.

Main heading	“Widget guide”
First paragraph	A definition straight after the main heading, starting “A widget is”
FAQ section	Yes: “Questions” (marked up as FAQPage)
Tables	1
Last updated	1 September 2026 (from the page's own markup)
Length	About 1,200 words of page text
Structured data	FAQPage

What to try

Drawn only from what the cited pages above do. Anthropic doesn't publish how Claude chooses its sources, so these are things to test, not a formula.

1. Open the page with a one-sentence answer to the question, before any background.

05 What Claude answered

The start of Claude's first answer to each question, and the sites it linked. They show how the question is answered today, and what a page of yours would be compared with.

01. What is a widget

Linked 1 of 2

A widget is a small part. Example.com sells them.

Sites linked: rival.com, **example.com**, wiki.org

02. How much does a widget cost

Not linked

Widgets cost between \$5 and \$50.

Sites linked: rival.com, wiki.org

03. Best widget supplier near me

No links

Example is one supplier worth a look.

06 How this was checked

Each question was asked 2 times to Claude (claude-haiku-5-5 with Anthropic's web search tool) through Anthropic's official API on 24 October 2026, as typed, in a new conversation with no history, with the United States given as the user's location and Anthropic's web search tool available (Claude decides itself whether to search, up to three searches an answer). Each ask is one check. These are API answers and may differ from what claude.ai shows, especially to a signed-in user with history and settings.

Why 2 checks: Claude's answers, and the pages it cites, often differ between identical questions asked minutes apart. So each result is given as a count, such as "linked in 2 of 2 answers", and the score at the top counts answers, not questions.

An answer counts as citing a site when a passage of it carries a citation to one of the site's pages (subdomains included). Pages Claude was shown in its search results but didn't cite are not counted. A site named in the answer's text without a link is shown separately, as "named without a link". Sites are counted once per answer, however many of their pages are linked.

AI answers change from one day to the next and can differ between people and places, so this report is a careful snapshot, not a permanent ranking. A monthly re-check shows how it moves.

The page notes above come from reading each cited page on 24 October 2026. They describe what the page contains, nothing more: Anthropic doesn't publish how Claude chooses its sources.