



SOURCE: PROFOUND • 2026

LinkedIn Is Now the #1 AI Citation Source for Pros

What this means for your NZ business — and how to use it.

Swipe to learn more >

THE FINDING

New research from Profound analysed 1.4 million AI citations

Between Nov 2025 and Feb 2026, LinkedIn jumped:

#11

Nov 2025 (ChatGPT)

domain rank



#5

Feb 2026 (+2x cites)

domain rank

Now the **#1** cited domain for professional queries across **ALL** major AI platforms.

ChatGPT

Gemini

Copilot

Perplexity

Google AI

Source: Profound Research, March 2026

BY THE NUMBERS

LinkedIn's rise in AI search
is backed by hard data

#1

Cited domain for
professional
queries across 6
AI platforms

2x+

Growth in
citation
frequency in just
3 months

1.4M

Total citations
analysed by
Profound

ChatGPT · Gemini · Google AI · Copilot · Perplexity

Source: Profound Research, March 2026

WHAT AI IS CITING ON LINKEDIN

The content mix has shifted dramatically

Content Type	Nov 2025	Feb 2026	Change
Posts (feed)	20.9%	26.0%	+5.1pp
Long-form articles	6.0%	8.9%	+2.9pp
Posts + Articles	26.9%	34.9%	+8.0pp
Profiles	33.9%	14.5%	-9.4pp

Key Insight:

AI is moving away from profiles and towards published content — posts, articles and newsletters.

WHY THIS MATTERS

The door to AI visibility is open — and it's largely uncrowded.

Everyone is a citation source

AI discovers and attributes LinkedIn posts, articles and newsletters back to the person who wrote them.

Build brand authority without a big website

Your LinkedIn content can outperform your website in AI search — no technical SEO required.

First movers win

Most NZ businesses haven't adjusted yet. Early adopters build a compounding advantage.

TIP 01 / 03

Post Consistently on LinkedIn

Posts account for 26% of all LinkedIn AI citations
— up from 20.9% in Nov 2025

Aim for 3–5 posts per week

Share opinions, insights and lessons from your business

Use professional language AI can understand and index

Focus on topics your ideal clients are searching for

Track engagement to learn what content AI surfaces most

6/9

TIP 02 / 03

Publish Long-Form Articles & Newsletters

Long-form citations grew 48% in just 90 days

from 6.0% to 8.9% of all LinkedIn AI citations

Articles + posts combined now = 35% of citations

Write detailed guides, how-tos and thought-leadership pieces

Start a LinkedIn Newsletter for compounding reach

Demonstrate real expertise — AI rewards depth over brevity

Cross-reference your posts back to your articles

Use your article headlines as natural keyword phrases

7/9

TIP 03 / 03

Optimise Your Profile & Company Page

Profiles dropped: 33.9% to 14.5% of citations

AI is citing content, not just profiles. Your About section alone is no longer enough.

Keep your Company Page active with regular posts

Write an About section rich with industry keywords

Add your services, specialities and location clearly

Encourage team members to publish – every post counts

Publish consistently so AI discovers fresh content

YOUR ACTION PLAN

LinkedIn is now the front door to AI search for professionals.

The brands that show up consistently will be the ones AI recommends.

1

Post

3–5x per week

2

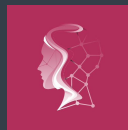
Publish monthly
long-form articles

3

Optimise your
Company Page now

Need help building your LinkedIn AI strategy?

Charisma Digital helps NZ small businesses and startups show up in AI search.



charismadigital.co.nz