

AI Visibility Retrieval Dynamics: Tiered Citation Platforms, Decay, and the Governance Gap in LLM Discoverability

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Overview

This white paper presents findings from The AIVO Standard™ R&D program based on **100,000+** reverse-engineered prompts across industries and LLMs (ChatGPT, Gemini, Claude, Perplexity, Grok).

We formalize a **tiered citation framework**—**Tier 1** (foundational/canonical), **Tier 2** (industry validation), **Tier 3** (topical/recency)—and show that brands relying primarily on Tier 2/3 experience **40–60% month-on-month visibility volatility** in AI assistants.

We identify a **governance gap** in current AI visibility tools (which report where brands appear now but do not measure **durability, decay, risk, or causality**).

We introduce **PSOS™** (Prompt-Space Occupancy Score), the first **governance-grade KPI** that:

- Weights visibility across Tiers 1/2/3
- Adjusts for decay to reflect durability
- Enables **board-level reporting**, benchmarking, and certification

Contents

- `AI Visibility Retrieval Dynamics - White Paper.pdf` — main publication (paginated)
- `AI_Visibility_Decay_Graph.png` — illustrative figure (volatility vs Tier-1 stability)
- `Harvard Style Citation List.pdf` — reference appendix
- `AIVO_Enterprise_Pitch.pdf` — one-page executive brief
- `license.txt` — CC BY 4.0 license text

> Note: File names may vary slightly; the DOI above is the canonical reference.

How to Cite

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Keywords

AI Visibility; AIVO Standard; PSOS; Prompt-Space Occupancy Score; Tier 1 citations; Wikidata; schema.org; DOIs; LLM; AI assistants; governance; audit; volatility; decay; GEO; AEO; SEO

Related Resources

- AIVO Standard (methodology): <https://github.com/pjsheals/aivo-standard>
- PSOS™ Methodology: <https://github.com/PJSheals/PSOS-Methodology>
- AIVO Journal: <https://aivojournal.org>

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Versioning

- **v1.0** — initial Zenodo release.
Subsequent updates will be published as new Zenodo versions. Always cite with the DOI above for this version.

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