

B**BlogMaster360**

• CASE STUDY • GEO + SEO

Brooklinen: getting cited in AI answers.

How we helped a D2C bedding and home essentials brand show up in Google AI Overviews, ChatGPT, Perplexity, Gemini and Copilot for high-intent product questions.

THE GOAL

Move the brand from depending on classic search to being an AI-native brand that AI tools cite when shoppers ask about bedding.

6 → 168

Google AI Overview
citations

28 times more

1 → 53

ChatGPT citations

Cited pages: 1 to 90

1 → 103

Perplexity citations

Cited pages: 1 to 70

9 → 389

Copilot citations

43 times more

Client: Brooklinen

D2C bedding & home

Data: Ahrefs and Semrush · April 2026

STEP 1 · WHERE WE STARTED

A well-known brand. Almost no AI citations.

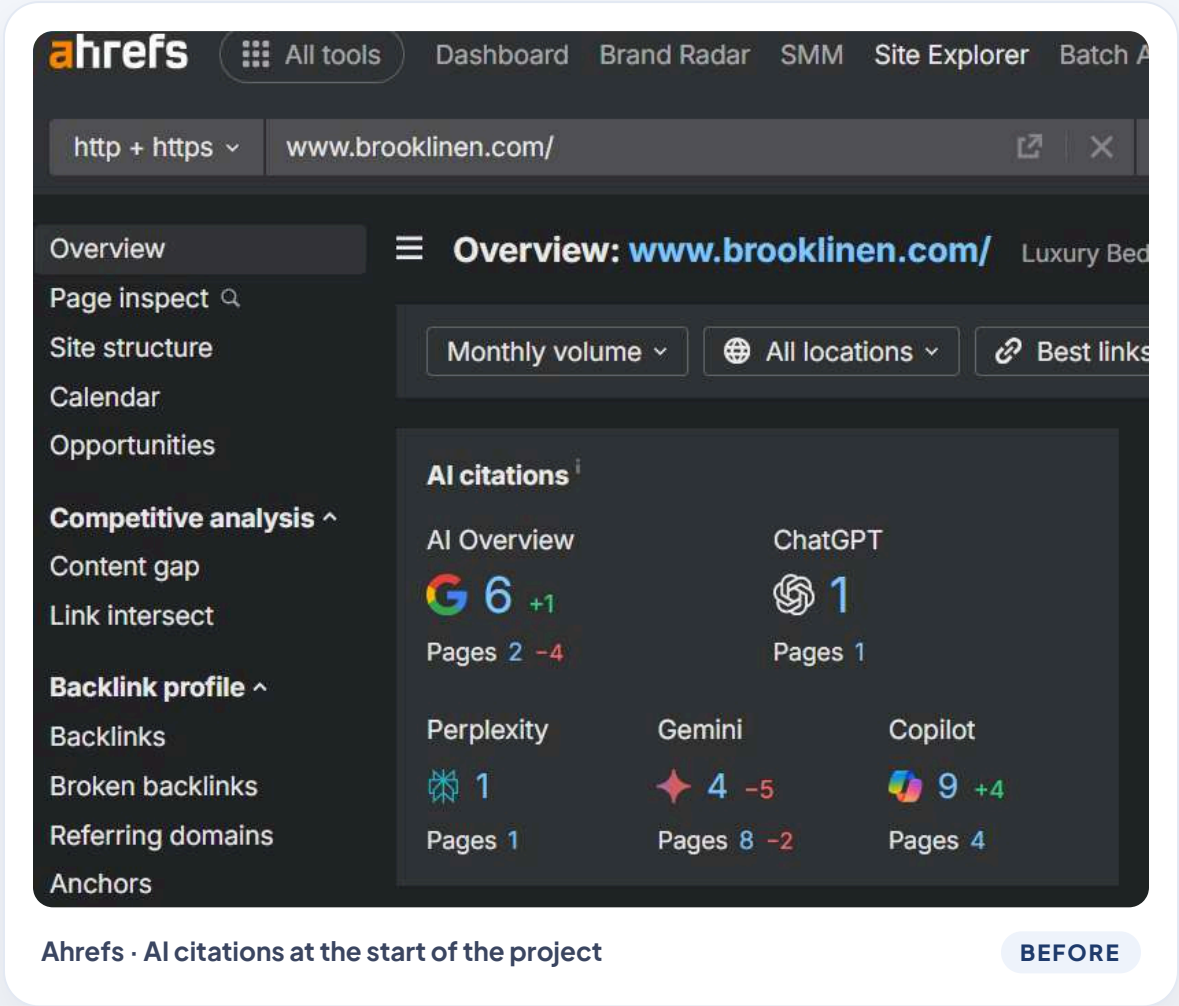
Brooklinen had strong brand recognition, but when shoppers asked AI assistants about bedding, the brand rarely showed up as a source.

AI CITATIONS IN OUR FIRST AUDIT

AI Overview	ChatGPT	Perplexity	Gemini	Copilot
6	1	1	4	9
2 pages	1 page	1 page	8 pages	4 pages

WHY IT HAPPENED

The content was built for classic search engines. It had no clear answer structure, so AI models couldn't verify the brand's claims or connect them to specific product questions.



STEPS 2-3 · WHAT WE DID

We stopped chasing keywords and answered shoppers' questions.

Broad keywords



Entity-first strategy

1

Mapped what shoppers ask

We analysed high-volume topics like “breathable sheets” and “best cooling bedding” to find the exact prompts that drive buying decisions in home goods.

2

Added Product and FAQ schema

Product and FAQPage markup gives AI clear, machine-readable facts about materials, thread counts and customer satisfaction, so it can confidently cite Brooklinen.

3

Covered the whole buying journey

Topic clusters take the brand from “What’s the best material?” to “Where can I buy it?”, plus brand questions like “is Brooklinen worth it” and category terms like “best cooling sheets”.

Questions where AI now cites Brooklinen

Project examples and Semrush AI prompts · April 2026

Q

What material is best for hot sleepers?

AI pulls Brooklinen’s material-specific content and cites its product pages as the source.

Q

Brooklinen vs. competitor quality comparison

Brooklinen appears in the AI summary, so shoppers read its value before they even click.

Q

How does Brooklinen’s warranty work and what does it cover?

GOOGLE AI ANSWERED

“...offers a 365-day warranty on all products, with an additional one-year extended warranty for its ‘core’ items...”

Q

What are the washing instructions for Brooklinen duvet covers?

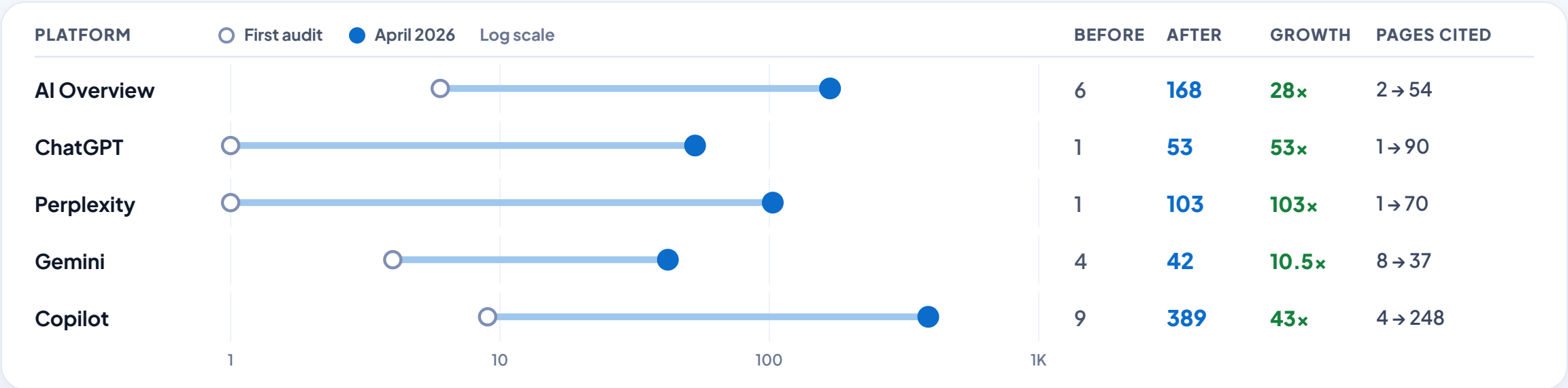
GOOGLE AI ANSWERED

“...machine washed in cold or cool water on a gentle cycle and tumble dried on low heat...”

STEP 4 · RESULTS

AI citations, before and after

How often each AI platform cited brooklinen.com in our first audit, compared with April 2026.



WHAT THIS MEANS

Every major AI tool now cites Brooklinen far more often. Copilot went from 9 citations to 389, and the number of pages ChatGPT cites grew from 1 to 90.

The chart uses a log scale, where each gridline is 10 times the one before. Source: Ahrefs Site Explorer, April 2026 (right).



VISIBILITY TODAY · WHY IT WORKS

Visible where shoppers ask

Semrush and Ahrefs · 24–25 April 2026



40

AI visibility score

Semrush score out of 100

14.7K

-9%

Mentions

Times an AI answer named the brand

1K

+21.2%

Citations

Times AI linked to the site as a source

505

+5.6%

Cited pages

Different pages AI has quoted

Mentions by AI platform

Google AI Overview	4.5K · 15.3%
Gemini	4.4K · 15%
Google AI Mode	3.5K · 12%
ChatGPT	2.3K · 7.7%

PAGES CITED PER PLATFORM

AI Mode 281	ChatGPT 257
AI Overview 139	Gemini 77

Top markets: US 81.9% · Canada 6.4% · Australia 3%

Authority & reach	Ahrefs	Semrush
Authority	DR 74	AS 54 Very good
Organic traffic	220K	331.6K
Organic keywords	7.7K	97K
Backlinks	114K	99K
Referring domains	4.7K	6.3K
US traffic share	Not shown	26%

Each tool estimates traffic and links its own way, so their numbers differ.

WHY IT WORKS

Content that AI can read, verify and trust is what earns the answer. By describing the brand, its products and its policies in a clear, consistent way, we turned Brooklinen from “just a website” into a source AI tools cite for premium bedding.

01

Audit the AI gap

02

Map what shoppers ask

03

Product and FAQ schema

04

Topic clusters across the journey