FREE GUIDE · AI SEARCH / GEO

The "Reddit Keyword" Tactic: How Pages Get Cited by ChatGPT

How AI assistants search the web, why "Reddit" keeps appearing in their searches, how SEOs are using it, and the safe way to do it without risking your site.

4	1	5
steps to set it up	safe vs risky comparison	ready-to-use prompts

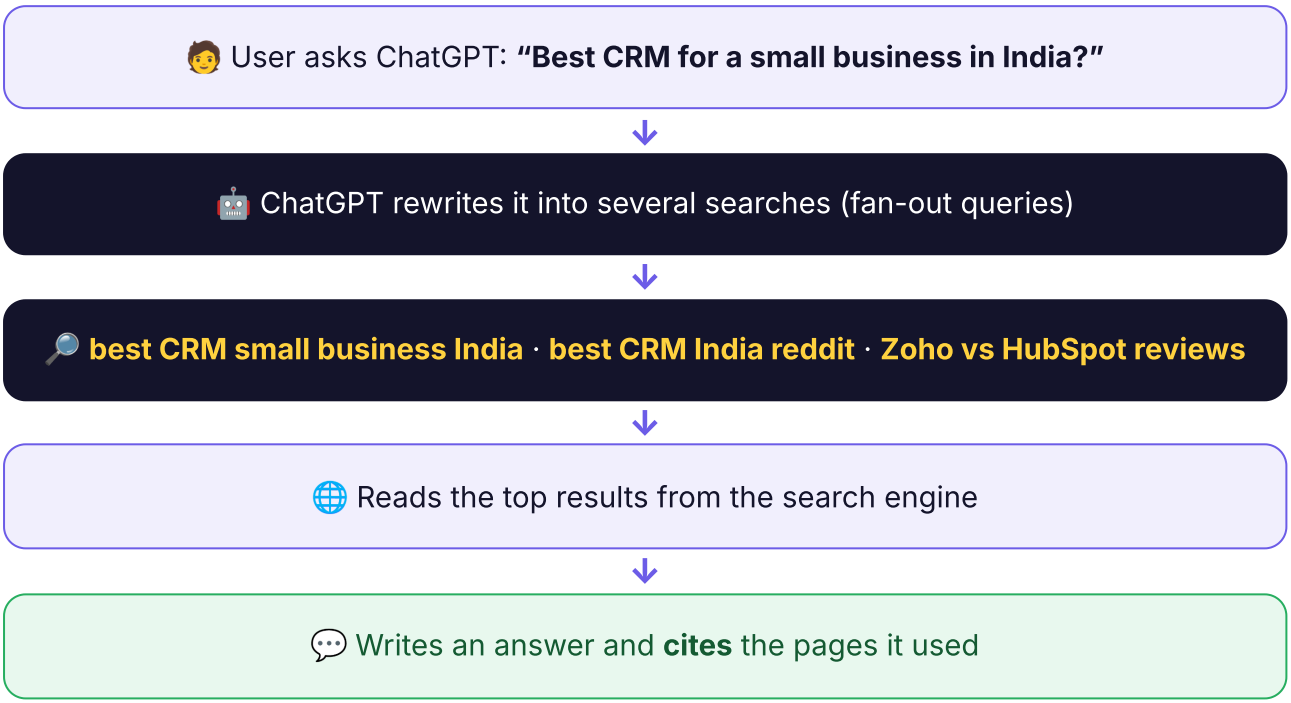
Tactic credit: David Quaid (SEO). This guide explains it and adds a safer approach.

Growth by CC
Organic growth, explained simply

01 · HOW IT WORKS

How ChatGPT finds its answers

When an AI assistant needs fresh information, it doesn't “know” the answer. It runs its own web searches (called **fan-out queries**), reads the results, and cites the pages it used.



🔍 **Why “Reddit”?** AI assistants look for real people's opinions, not ads. Adding “reddit” to a search is a common way to find discussions. Practitioners like David Quaid have observed AI search tools doing this for recommendation-style questions. How often depends on the model and the question, and it changes as models update.

02 · THE TACTIC

What SEOs are doing

They create pages that target the exact "*...reddit*" searches AI tools run, by putting "Reddit" in three places:

```
URL slug yoursite.com/best-crm-small-business-india-reddit/
Page title Best CRM for Small Business in India (Reddit Recommendations, 2026)
H1 Best CRM for Small Business in India: What Reddit Recommends
```

Why it works

reddit.com › r/smallbusiness

Which CRM do you use for a small team? : r/smallbusiness

yoursite.com › best-crm-small-business-india-reddit **YOUR PAGE**

Best CRM for Small Business in India (Reddit Recommendations)

We read 40+ Reddit threads. Here's what founders actually recommend, with links…

reddit.com › r/IndiaBusiness

Zoho or HubSpot for a 5-person startup?

AI tool reads these results

↓

🤖 "Founders on Reddit mostly recommend Zoho CRM for small Indian teams because of pricing and GST invoicing... yoursite.com reddit.com"

🧠 Reddit threads rank for these searches, and your page can rank **alongside** them. When the AI reads the results, your page becomes a source, so your brand or view enters the answer.

03 · SAFE VS RISKY

Value, not imitation

✅ Safe version

- A genuine **roundup of real Reddit discussions**: quote and link the actual threads
- Add your own analysis, data, comparisons and experience
- Be clear it's **your site** summarising Reddit, not Reddit itself
- Show the date you reviewed the threads; update it regularly
- Disclose if you sell one of the products you mention
- Also take part on Reddit genuinely (helpful answers, no spam)

❌ Risky version

- Pages that pretend to be Reddit or use its logo/branding
- Fake “Reddit users say...” quotes that don't exist
- Hundreds of near-identical auto-generated “X reddit” pages
- Thin pages with a keyword and no real substance
- Pushing only your own product while claiming to be neutral

⚠️ **Why the risky version backfires:** Google's spam policies target scaled low-value content and deceptive pages, which can drop your whole site. Misleading people with fake reviews also hurts trust, and AI tools and search engines keep changing how they pick sources. A page with real value keeps working even if the trick stops.

04 · STEP BY STEP

Set it up in 4 steps

1 Find the “reddit” searches in your niche

Type your topic + “reddit” into Google and note the autocomplete suggestions (e.g. “best protein powder india reddit”). In Search Console → Performance, filter queries containing “reddit”. Ask ChatGPT/Perplexity your customers' questions and look at which sources they cite.

2 Pick questions where you have real expertise

Best-of, comparisons (“X vs Y reddit”), “is X worth it reddit”, “alternatives to X reddit”. Choose ones close to what you sell, but stay honest.

3 Build the page

Put the keyword in the URL slug, title and H1. Write the answer in the first 2–3 lines. Summarise what real Reddit threads say, with quotes and links. Add your own take, a comparison table, pros/cons, pricing in ₹, and an FAQ. Include a “last reviewed” date.

4 Get it found and track it

Link to it from your homepage or blog, add it to your sitemap, request indexing. Every month, ask ChatGPT, Perplexity and Google AI Mode the target question and note whether you're cited.

Page outline you can copy

```
H1: Best [Product] for [Audience] in India: What Reddit Recommends
• Quick answer (2–3 lines)
• Top picks table: name · why Reddit likes it · watch-outs · price (₹)
• What people on Reddit say (quotes + thread links)
• Our take / testing notes · Who should pick what
• FAQs · Last reviewed: [date] · Disclosure
```

05 · SHORTCUT

Prompts to do it faster

> “List 20 questions people in India ask about [my product category] that AI assistants are likely to search with the word ‘reddit’. Group them by intent: best-of, comparison, alternatives, is-it-worth-it.”

> “Search Reddit for recent threads about [topic]. Summarise the most common recommendations and complaints, with a link to each thread you used.”

> “Using these Reddit threads [paste links], draft a page titled ‘[Title]’ with a quick answer, a comparison table, real quotes with links, and an FAQ. Don't invent any quotes.”

> “Using my Search Console data, show all queries containing ‘reddit’ from the last 3 months, with clicks, impressions and position.”

> “Ask: ‘[customer question]’. Which websites would you cite and why? What would make a page more likely to be cited?”

📏 **Measure:** track (1) Search Console clicks and impressions for “reddit” queries, (2) whether ChatGPT and Perplexity cite you for your 10 target questions, monthly, and (3) referral traffic from chatgpt.com and perplexity.ai in your analytics.

KEEP THIS HANDY

Checklist

- ☐ Found 10+ “[topic] reddit” searches in my niche
- ☐ Picked questions where I have real expertise
- ☐ Keyword in URL slug, title and H1
- ☐ Direct answer in the first 2–3 lines
- ☐ Real Reddit quotes with links, none invented
- ☐ My own analysis, table, pros/cons, ₹ pricing
- ☐ Clear that it's my site, not Reddit
- ☐ “Last reviewed” date + disclosure
- ☐ Linked internally, in sitemap, indexing requested
- ☐ Monthly check: am I cited by ChatGPT / Perplexity?

Growth by CC · Organic growth tactics, explained simply. Follow on Instagram for more.

Tactic credit: David Quaid. AI search behaviour (including when assistants add “reddit” to searches) varies by model and changes over time. Test in your own niche. Background reading: Search Engine Land, “Inside ChatGPT search: web runs, fan-out queries and AI visibility”; DataForSEO, “How LLMs use fan-out queries” (2026).