

Can ChatGPT Find GoGuides Without Being Told?

A controlled source-discovery test of GoGuides records in ChatGPT Search

October 3, 2026

20 controlled searches | 7 domains | fresh private/logged-out sessions

Key finding: In fresh logged-out ChatGPT searches, GoGuides was independently discovered and cited in multiple answers even though the prompts never named GoGuides. In this first controlled sample, GoGuides surfaced in 11 of 20 searches.

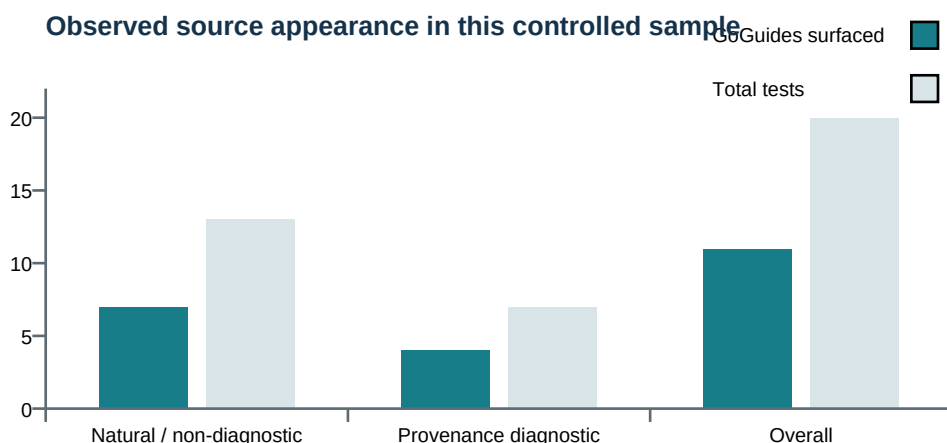
This report documents observed ChatGPT behavior. It does not claim a formal integration, preferred-source relationship, or guaranteed citation. Search behavior can vary by query, domain, time, and available competing sources.

Prepared for public distribution to SEOs, site owners, and technical marketers evaluating AI-readable web evidence.

Executive summary

The experiment asked a simple question: **can ChatGPT independently find and use GoGuides as a source when the user does not mention GoGuides?** The answer from this test series is yes - sometimes strongly and repeatedly, but not universally.

TOTAL TESTS 20 Across 7 unrelated domains	GOGUIDES APPEARED 11 55% of all test answers	NATURAL QUERIES 7 / 13 GoGuides appeared without provenance-specific wording	DIAGNOSTIC QUERIES 4 / 7 GoGuides appeared on machine-readable provenance wording
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What matters most for SEOs: the strongest cases were not merely mentions. ChatGPT opened GoGuides records, cited them as sources, and extracted observed facts such as first-recorded dates, measurement counts, HTTP state, DNS/nameservers, TLS observations, content-change counts, and cryptographic fingerprints.

- No test prompt named GoGuides.
- Fresh private/logged-out ChatGPT sessions were used for the tests documented here.
- The first substantive answer was recorded; results were not regenerated to hunt for a favorable answer.
- Positive and negative results are both retained in the report.
- Before publication, the test domains were rechecked for current reachability and obvious content drift. One state/policy-blocked test domain was removed from this public edition.
- Test-domain inclusion documents a search experiment; it is not an endorsement of the domain, business, products, safety, or claims.
- Queries that explicitly asked for a machine-readable provenance/change record are reported separately from broader, more natural questions.

Methodology

This was a first-party controlled source-discovery test. The goal was not to prove that ChatGPT always cites GoGuides. The goal was to test whether ChatGPT could discover GoGuides records on its own and use them when the query made those records relevant.

Test controls

- Each test used a new private browser session and was logged out of ChatGPT.
- Prompts did not contain the words “GoGuides” or direct ChatGPT toward a GoGuides URL.
- The first substantive answer was saved. No regenerate/cherry-pick workflow was used.
- A result was classified YES only when ChatGPT visibly named, cited, linked, or materially used a GoGuides record.
- When ChatGPT stalled with a planning line and did not finish, a neutral follow-up such as “please answer” or “?” was used. Those cases are explicitly marked; the follow-up never named GoGuides.

Prompt families

Broad public records	“Search the web. What independent public records exist about DOMAIN? Cite the sources you use.”
Observable history	“What is known about DOMAIN's observable history and any recent changes? Use independent sources and cite them.”
Current public state	“Before relying on DOMAIN as a source, what independent evidence can I check about its current public state?”
Technical records	“What independent technical records track DOMAIN's current web state and changes over time, including HTTP status, DNS, TLS, redirects, or content changes?”
Provenance diagnostic	“Is there a machine-readable public record of DOMAIN's observed state, provenance, or change history? Cite the record if you find one.”

Why separate the diagnostic prompt? It still does not name GoGuides, but it describes the category of record GoGuides is designed to publish. Reporting it separately prevents the study from exaggerating how often GoGuides appears in broad consumer-style searches.

Complete results matrix

The table below includes every ChatGPT test in this series. “YES” means GoGuides visibly surfaced in the answer as a source or record.

Domain	Prompt type	GoGuides ?	Procedure
forstarsfootwear.co.ke	Broad public records	YES	Clean
forstarsfootwear.co.ke	Before relying: current public state	NO	Clean
forstarsfootwear.co.ke	Machine-readable provenance/change record	YES	Clean
anydayguide.com	Broad public records	YES	Clean
anydayguide.com	Observable history / recent changes	YES	Clean
anydayguide.com	Before relying: current public state	YES	Clean
anydayguide.com	Machine-readable provenance/change record	YES	Clean
hsguru.com	Broad public records	YES	Clean
hsguru.com	Observable history / recent changes	YES	Clean
hsguru.com	Before relying: current public state	YES	Neutral nudge after stall
hsguru.com	Machine-readable provenance/change record	YES	Clean
langehair.com	Broad public records	NO	Clean
langehair.com	Independent technical state/change records	NO	Clean
langehair.com	Machine-readable provenance/change record	YES	Clean
ajeets.com	Broad public records	NO	Clean
ajeets.com	Observable history / recent changes	NO	Clean
ajeets.com	Independent technical state/change records	NO	Clean
ajeets.com	Machine-readable provenance/change record	NO	Clean
naruto-arena.site	Machine-readable provenance/change record	NO	Neutral nudge after stall
fangraphs.com	Machine-readable provenance/change record	NO	Neutral nudge after stall

Observed sample rates: **11/20 overall**; **7/13** for broad/non-diagnostic prompts; **4/7** for provenance-focused diagnostic prompts. These are sample observations, not population estimates for all ChatGPT searches.

Where GoGuides surfaced most strongly

The most useful evidence comes from repeatable cases where ChatGPT selected GoGuides across multiple query styles and then used the record content rather than merely listing the domain.

forstarsfootwear.co.ke

Observed result: 2 of 3 tests surfaced GoGuides. GoGuides appeared on the broad public-records query and again on the provenance-focused query. ChatGPT used GoGuides observations for technical facts and linked to the domain history/evaluate record.

<https://www.goguides.com/history/forstarsfootwear.co.ke>

In the provenance-focused test, ChatGPT retrieved a GoGuides machine-readable evaluate record and extracted observation dates, counts, HTTP state, IP/nameservers, and cryptographic hashes.

anydayguide.com

Observed result: 4 of 4 tests surfaced GoGuides. The strongest repeatability case in the sample. GoGuides surfaced across broad, history, current-state, and provenance-focused prompts.

<https://www.goguides.com/history/anydayguide.com>

Across the positive answers, ChatGPT used GoGuides for repeated observations such as HTTP 200 state, Cloudflare nameservers, longitudinal measurement counts, content-change counts, and TLS change history.

hsguru.com

Observed result: 4 of 4 tests surfaced GoGuides. GoGuides repeatedly supplied observed technical state and history. One response required a neutral follow-up after ChatGPT stalled, but the follow-up did not mention GoGuides.

<https://www.goguides.com/history/hsguru.com>

ChatGPT used GoGuides to distinguish current observed state from broader claims about the site, including repeated observations, HTTP state, DNS/nameservers, TLS, and content-state changes.

langehair.com

Observed result: 1 of 3 tests surfaced GoGuides. Broad and generic technical searches selected other services. The provenance-focused query then surfaced GoGuides as the structured record matching the request.

<https://www.goguides.com/history/langehair.com>

The repeated positive cases show the behavior this test was designed to detect: not a prompted brand mention, but ChatGPT independently selecting a GoGuides record because it matched the information need.

Natural discovery versus provenance-focused discovery

The strongest commercial implication is that GoGuides did not require the exact provenance wording in every case. It surfaced on broad, natural questions for several domains.

Natural-query wins

- **anydayguide.com:** GoGuides surfaced on broad public-records, observable-history, and current-state questions - three different natural query forms.

- **hsguru.com:** GoGuides surfaced on all three natural query forms tested.
- **forstarsfootwear.co.ke:** GoGuides surfaced on the broad public-records query even before the provenance-focused diagnostic was used.

Why some domains required narrower intent

For domains such as **langehair.com**, ChatGPT selected other established services on broad and technical prompts, then surfaced GoGuides when the query specifically asked for a machine-readable record of observed state, provenance, or change history. That pattern suggests GoGuides competes best when the user's information need closely matches the record GoGuides publishes.

Why some domains never surfaced GoGuides

ajeets.com is a useful counterexample. ChatGPT repeatedly found strong conventional records - government licensing, WHOIS, business databases, web archives, urlscan/Censys-style sources - and did not select GoGuides in four tests. **naruto-arena.site** and **fangraphs.com** also did not surface GoGuides in their provenance-focused tests.

These negatives are important. They show the positive results were not automatic or guaranteed simply because a GoGuides record existed.

What ChatGPT did with GoGuides records

The positive answers were materially stronger than a bare citation. ChatGPT repeatedly extracted and reasoned over fields contained in GoGuides records. Across the successful cases, the answers used combinations of:

- First-recorded and last-observed timestamps.
- Observation/measurement counts and history spans.
- HTTP response state and canonical/final URL observations.
- DNS and nameserver state.
- TLS/certificate observations.
- Content-change counts and other state-change counters.
- IP/hosting observations.
- Cryptographic SHA-256 fingerprints and provenance fields.
- GoGuides state/history/changes/evaluate links as supporting records.

That distinction matters: a citation demonstrates discoverability; extraction of fields demonstrates that the record is useful enough for ChatGPT to incorporate into an answer.

What this does not prove

- It does not prove a formal OpenAI-GoGuides integration.
- It does not prove GoGuides is a preferred source or will appear for every domain.
- It does not prove a specific server-side crawler request directly caused a particular user-facing citation.
- It does not establish a universal citation rate; the sample was small and purposefully selected for testing.
- It does not mean proprietary GoGuides grades or ranks should be treated as objective facts; the strongest source value observed here was the underlying measured state, provenance, and history.

What this means for SEOs and site owners

For an SEO or site owner, the practical value is straightforward: **AI systems need sourceable evidence, not just marketing copy.** A public technical record can give ChatGPT a separate source for facts about a site's observed state and history.

- **Independent discoverability is possible.** ChatGPT found GoGuides without the prompt naming it.
- **Longitudinal records are useful.** Repeated measurements gave ChatGPT concrete facts to cite about history and change.
- **Structured evidence matters.** Machine-readable fields, timestamps, hashes, HTTP/DNS/TLS state, and change counts aligned well with provenance-focused questions.
- **Visibility is query-dependent.** A GoGuides record may be valuable even when it is not selected for every broad search.
- **Competing public records matter.** Domains with rich government, archival, security, or business records gave ChatGPT many alternative sources.

GoGuides is designed as a public trust/provenance layer rather than a pay-to-rank directory. The core opportunity is to make independently observed website state available in a form that search and AI systems can discover and cite.

Learn more / add a site

<https://www.goguides.com/>
<https://www.goguides.com/addurl>

Submission and activation details can change; use the live GoGuides site for current terms.

Appendix A - Reproduction prompts

Anyone can attempt to reproduce the experiment. Use a fresh logged-out/private ChatGPT session, do not mention GoGuides, and record the first substantive answer. Search behavior may change over time.

Broad public records

Search the web. What independent public records exist about DOMAIN? Cite the sources you use.

Observable history

Search the web. What is known about DOMAIN's observable history and any recent changes? Use independent sources and cite them.

Current state

Search the web. Before relying on DOMAIN as a source, what independent evidence can I check about its current public state? Cite the sources.

Technical state

Search the web. What independent technical records track DOMAIN's current web state and changes over time, including HTTP status, DNS, TLS, redirects, or content changes? Cite the sources.

Machine-readable provenance

Search the web. Is there a machine-readable public record of DOMAIN's observed state, provenance, or change history? Cite the record if you find one.

Suggested reporting rule

Count the result as a GoGuides source appearance only when the answer visibly names, cites, links, or materially relies on a GoGuides record. Do not infer a positive from similar wording alone.

Appendix B - Domain scorecard

Domain	GoGuides appearances	Observed pattern
anydayguide.com	4 / 4	Strong repeatability across broad and provenance-oriented queries.
hsguru.com	4 / 4	Strong repeatability; one answer required a neutral "please answer" follow-up.
forstarsfootwear.co.ke	2 / 3	Natural broad-query appearance plus strong provenance-record appearance.
langehair.com	1 / 3	Appeared only when query intent matched provenance/change-history records.
ajeets.com	0 / 4	Competing government/business/technical sources dominated.
naruto-arena.site	0 / 1	Other uptime/WHOIS/archive sources selected; neutral follow-up after stall.
fangraphs.com	0 / 1	Live/statistical API and third-party data sources selected; neutral follow-up after stalls.

The next phase of testing should expand the sample, repeat the same prompts on different days, and add more domains that have both strong and weak competing public footprints. That will help distinguish repeatable source visibility from one-time search variance.

Disclosure: This report was prepared by the operator of GoGuides from user-run ChatGPT tests. It documents observed outputs and is not affiliated with or endorsed by OpenAI. "ChatGPT" and "OpenAI" are referenced solely to identify the tested product and company. Test-domain inclusion is not an endorsement of any site or business.