The
Mather
Group

Fortune 1000 Companies on Wikipedia

An Analysis of Wikipedia's Influences on Digital Reputation, SEO, and Generative AI

Table of Contents

INTRODUCTION

This report is designed for marketing and PR professionals who want to improve their understanding of Wikipedia and how it affects SEO, generative AI, and digital reputation management.

In the ever-evolving digital landscape, the significance of Wikipedia cannot be overstated. Its influence extends far beyond that of a mere online encyclopedia. It is a critical component in shaping the digital presence and reputation of companies, especially those within the Fortune 1000, because of its impact on search engine optimization (SEO), generative AI, and digital reputation management.

However, many companies struggle to grasp its full potential due to the opaque nature of its editing processes and the stringent guidelines governing its content.

Wikipedia plays a crucial role in digital reputation, search, and generative AI results.

→ **Millions** of global visitors every month

→ **Key source of data** behind Google Knowledge Panels, voice search (Siri & Alexa), and generative AI results (Google Gemini, ChatGPT, Microsoft Copilot)

→ Wikipedia is **10 times more likely** than any other site to appear in Google's featured snippets, such as search carousels and *People Also Ask* results

Our aim is to bring a greater level of clarity around a platform that can feel like a black box for a lot of people.

We want to help you understand the actual numbers behind the claims and how you compare to your peers and competitors on Wikipedia.

INTRODUCTION

Our report, *Fortune 1000 Companies on Wikipedia: An Analysis of Wikipedia's Influences on Digital Reputation, SEO, and Generative AI ,* **aims to demystify the complexities surrounding Wikipedia.** Through comprehensive research and meticulous analysis, we have uncovered intriguing trends, insightful analyses, and key takeaways that marketing and PR professionals can leverage to enhance their strategies. This report is designed to bridge the knowledge gap, offering a clear, data-driven perspective on how Wikipedia impacts digital marketing and public relations.

Within these pages, you will find detailed comparisons, rich data sets, illustrative graphs, and expert commentary. Our goal is to provide actionable insights that you can draw from to elevate your own digital strategies. By understanding the trends and patterns evident in the Wikipedia pages of Fortune 1000 companies, you will be better equipped to navigate the platform's nuances and harness its power to your advantage.

As you delve into the report, we encourage you to consider the broader implications of our findings. Wikipedia is not just a static repository of information; it is a dynamic tool that can significantly influence your company's digital footprint. By demystifying its workings, we hope to empower you to make informed decisions that will enhance your company's online presence and reputation.

Thank you for embarking on this journey with us. We trust that the insights presented in this report will prove invaluable in your efforts to understand Wikipedia for optimal digital success.

OUR METHODS

We analyzed Wikipedia article data for every Fortune 1000 (F1000) company. This included information about the articles themselves (what they look like, what content they include, what issues they have), information around how these articles are interacted with (number of visitors, watchers, and editors), and information about how the articles influence the digital world (generative AI, Knowledge Panels, Google search results). The data was pulled directly from Wikipedia, Google and Bing.

We compiled the data in this report, making it readable, usable, and readily accessible. It's for you, filled with items that you can take to your teams and use to make a difference.

Turn the page for industry insights into Wikipedia's impact and relevance.

FORTUNE 1000 REPRESENTATION ON WIKIPEDIA

97% of F1000 companies have Wikipedia pages and 87% have at least 1 non-English language page.

Why it Matters: Wikipedia articles help to inform Google, generative AI, and anyone using the internet about a certain topic. On average, **Wikipedia ranks 2.97 on the main search results** pages for F1000 companies.

Without an article, companies lose out on integrating their information onto a key platform with significant digital real estate.

Does the Fortune 1000 Company have a Wikipedia Page or a non-English language page?

YES ⟶

97%   Has a Wikipedia Page

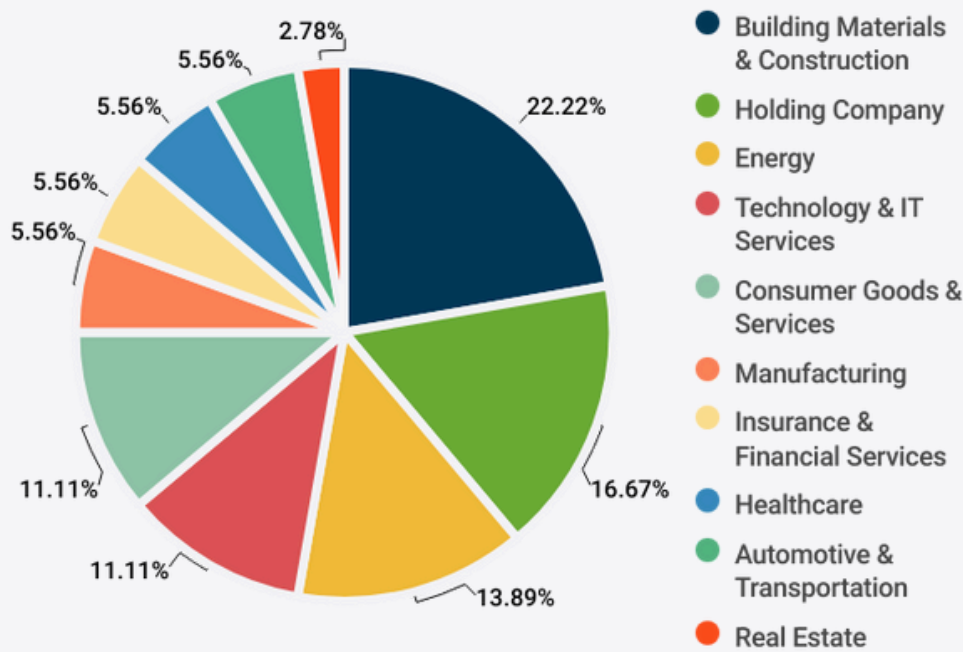87%   Has at least one Non-English Language Page
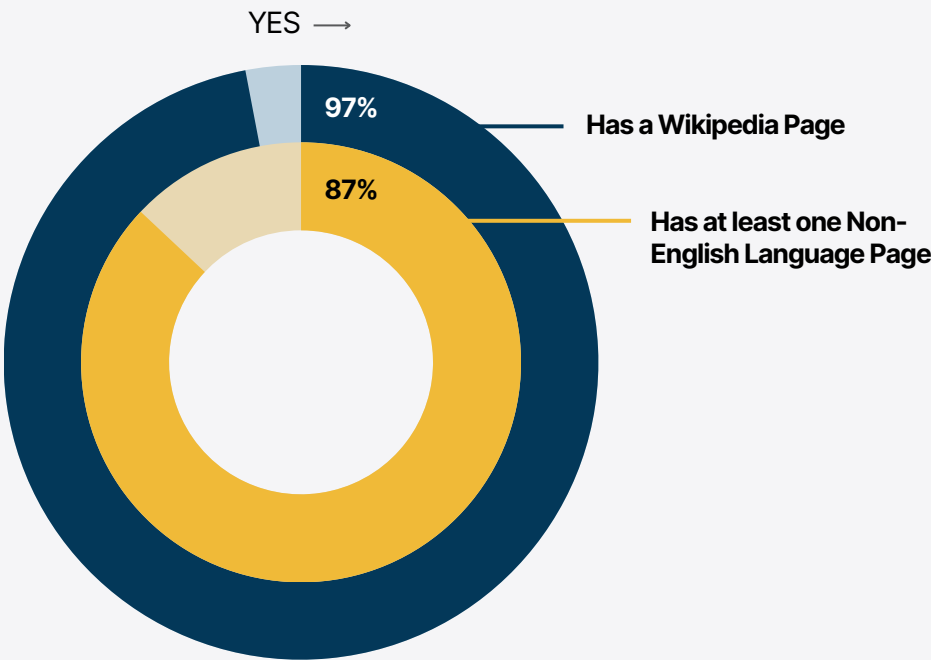
INDUSTRIES OF THE FORTUNE 1000 WITHOUT WIKIPEDIA PAGES

The companies without pages are mainly in the building materials & construction industry, and holding companies. All but two are ranked in the lower 1000 (501-1000).

Why it Matters: There are two scenarios at play here. The first is the possibility that these companies are overlooked. They aren't prioritizing Wikipedia as part of their digital reputation, and no one else is either. There is an opportunity here to grow their online presence.

The second possibility is that these are companies that very rarely receive attention from third party, respected publications. This kind of attention is necessary to establish notability, one of the foundational pillars required by Wikipedia when it comes to new page creation. In this case, companies must prioritize an expanded online presence before a Wikipedia page is a possibility.

Industries of the Fortune 1000 Companies without Wikipedia Pages

Legend:
- Building Materials & Construction — 22.22%
- Holding Company — 16.67%
- Energy — 13.89%
- Technology & IT Services — 11.11%
- Consumer Goods & Services — 11.11%
- Manufacturing — 5.56%
- Insurance & Financial Services — 5.56%
- Healthcare — 5.56%
- Automotive & Transportation — 5.56%
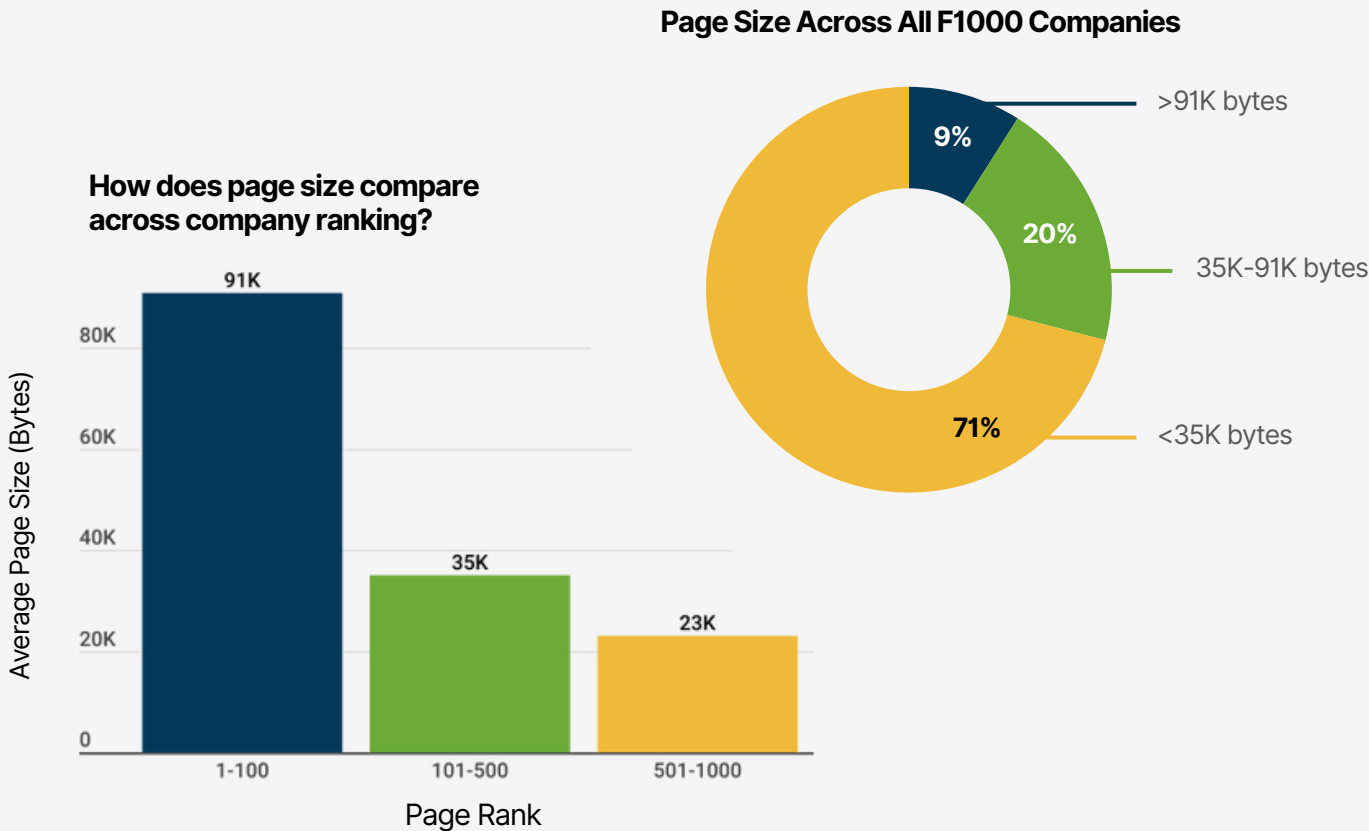- Real Estate — 2.78%

TRENDS IN PAGE SIZES

The larger the company, the larger the page.

Why it Matters: Page sizes vary, with companies higher on the F1000 list having longer pages. This isn't because they are more liked by Wikipedia editors. Articles must be verifiable and fact-based with all content sourced from third-party, respected publications. A longer page tells us that the Wikipedia community has more tolerance for content on that page **because those bigger companies have more external coverage** that editors have used to build out the articles in line with Wikipedia's policies.

It's important to remember that Wikipedia is not an equitable platform. All articles will not look the same, and what works for one article may not work for another. Sourcing is key. If a topic doesn't have appropriate sourcing, the content will not stick.

Page Size Across All F1000 Companies

>91K bytes — 9%

35K-91K bytes — 20%

<35K bytes — 71%

How does page size compare across company ranking?

Average Page Size (Bytes)

| Page Rank	Average Page Size
1-100	91K
101-500	35K
501-1000	23K

THE DRAWBACKS OF A LENGTHY WIKIPEDIA PAGE

The larger the page, the more reverted edits.

Why it Matters:

1. **Larger pages can garner more watchers** (Wikipedians who are alerted whenever a change is made to the page). That means more people are actively working to monitor the page and make sure its content stays relevant and within Wikipedia's guidelines. If they deem a change inappropriate or unnecessary, they will act to revert it.

2. **Articles can't grow and grow without oversight**. Every page, no matter its size, must remain encyclopedic. Trying to throw every last company financial update and product release into a page won't help your stats. It isn't wise to become "greedy" on Wikipedia. If you want your page to grow, there needs to be strong, verifiable, and neutral external coverage. Review long company pages. They are historical accounts, not marketing pitches - and it took them a long time to grow.

3. **Large pages can attract more spam edits.** Spam edits are edits made by people who are trying to be ridiculous or malicious. These are edits that you want reverted. In this case, a higher number of watchers is quite helpful. It means these edits are removed quickly.

How does the Page Size and Number of Reverted Edits compare?
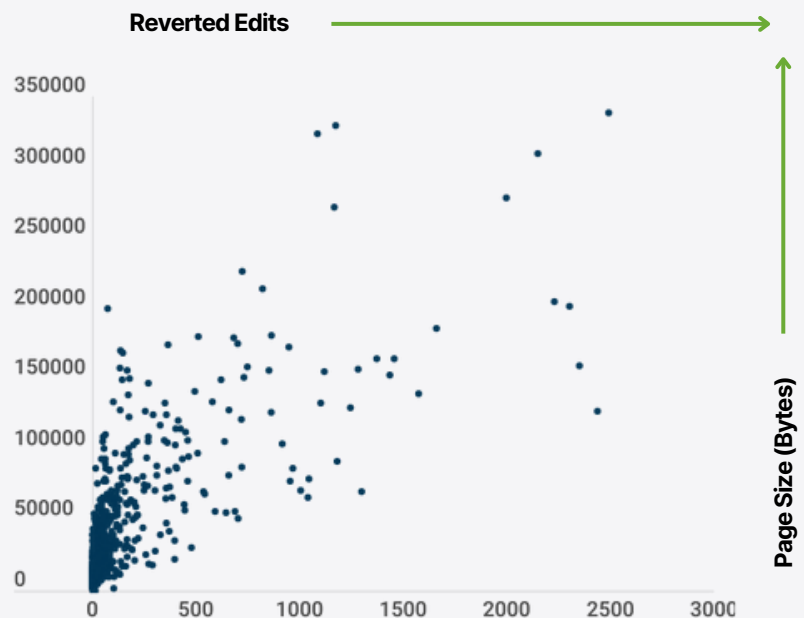
PAGE WATCHERS

Page watchers are Wikipedians who are alerted whenever anything is changed on a page they are watching.

Why it Matters: The more people monitoring a page's activity, the more people acting when something happens that they don't like. This might be:

- Reverting an edit that clearly ignores Wikipedia's guidelines
- Reverting an edit that goes against the watcher's desired narrative for the page
- Reverting an edit made in good faith that is deemed (either through a solitary decision or group discussion) to not merit inclusion in the article

If you have a Wikipedia article about your company, it's a good idea to track the number and activity levels of page watchers to know how likely and how quickly your edits are to be scrutinized.

How does the Number of Page Watchers and Number of Reverted Edits compare?
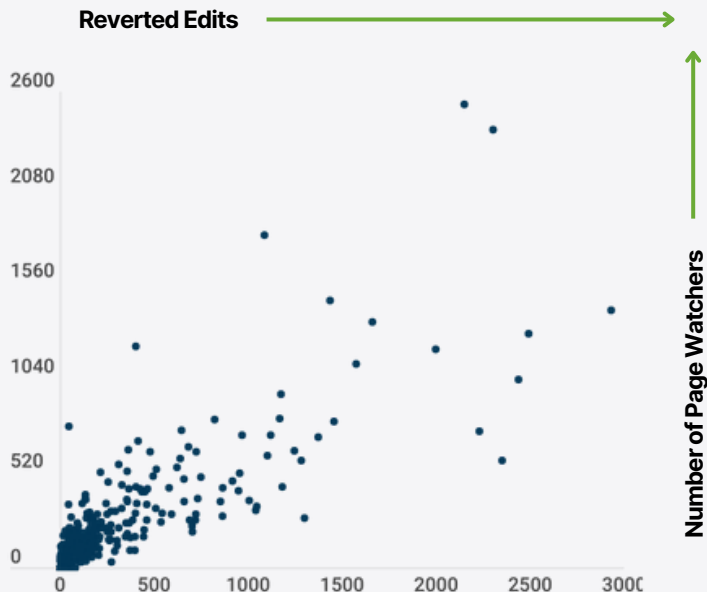
ISSUES & CONTROVERSIES

The average number of reverted edits is 114 per page. There is no such thing as a perfect, forever-stable Wikipedia page.

Issue Tags & Reverted Edits[1]

Wikipedia articles are monitored by thousands of volunteer editors, all of whom have their own opinions about what content meets Wikipedian guidelines and should or should not be included in articles.

This large influx of writers and editors means that pages are far from stable. They require constant attention and oversight. If people try to ignore Wikipedia's guidelines, the consequences are issue tags and reverted edits (and sometimes even deleted or blocked accounts, and deleted articles).

This can be difficult to accept, but it is part of the process. Every page experiences change. When this happens to your page, it's important to remain calm and be patient. Learn as much as you can about how pages are edited and what rules guide all editors. If you want to make changes yourself, you'll need to respect the process and operate in good faith.

Does the page have issue tags?

Yes ⟶

27%

37%   32%

● 1-100   ● 101-500   ● 501-1000

Page Rank
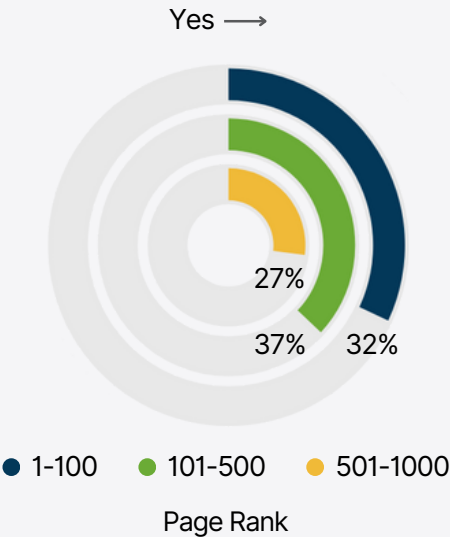
*[1] See the Glossary of Terms & Definitions*

ISSUES & CONTROVERSIES

Controversy Sections

All fact-based, supported content can be added to Wikipedia articles. This includes company controversies. If the information is well-sourced, companies need to make peace with its presence in the article.

Remember though that critical content still must follow Wikipedia's guidelines for neutrality. If these sections are overly biased, there is room to edit, but these edits must be done properly (i.e., to reflect neutrality and to keep an encyclopedic tone, using third-party sourcing).

The more well-known a company is and the more highly it's ranked on the Fortune list, the more likely it is to have a controversy section and reverted edits.

Average No. of Reverted Edits

Does the page have a Controversy Section?
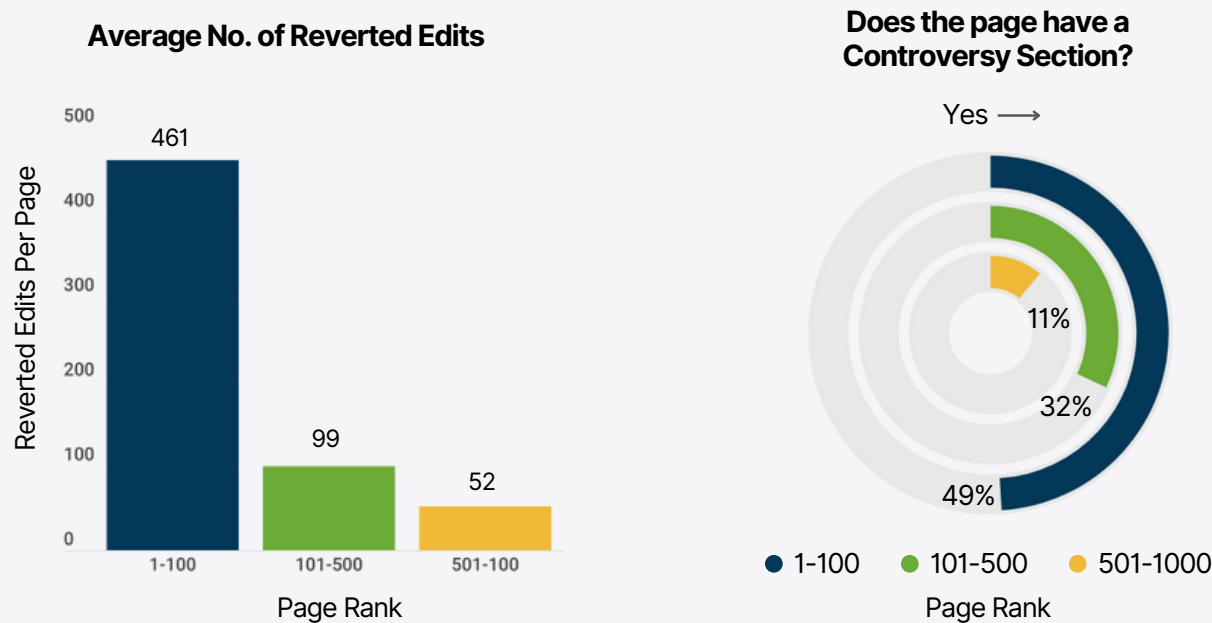
CATEGORIES & INTERNAL LINKS

The average number of categories per page is 21. The average number of internal links per page is 741.

Average Number of Internal Links by Page Rank

Average Number of Categories by Page Rank
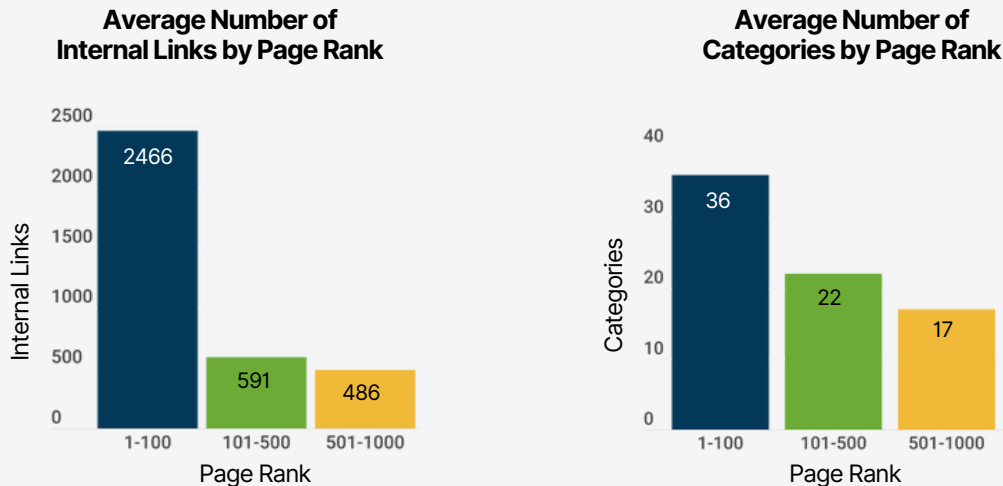
Why it matters: Internal links and categories[2] are representative of a topic's footprint across Wikipedia. The wider or larger a footprint, the more places on Wikipedia a topic is found, and the easier it is for people to discover the topic and understand its sphere of influence.

This applies not only to Wikipedia, but to the wider internet as well. The more links pointing to a company (both internal links and categories and subcategories), the more ways that search engines can find the company. Representation on relevant category and list pages, especially those that rank for keywords important to a company, help search engines understand who a company is and what it does. This improves the odds of a company appearing higher in relevant internet searches, including in featured snippets and knowledge graph carousels.

Example Page Categories

Categories: Coty Inc. │ Dual-listed companies │ 1904 establishments in France │ 2013 initial public offerings │ Chemical companies established in 1904 │ Companies listed on the New York Stock Exchange │ Companies listed on Euronext Paris │ Cosmetics companies of France │ Cosmetics companies of the United States │ History of cosmetics │ Manufacturing companies based in New York City │ Perfume houses │ Personal care brands │ Companies in the S&P 400

[2] See the Glossary of Terms & Definitions
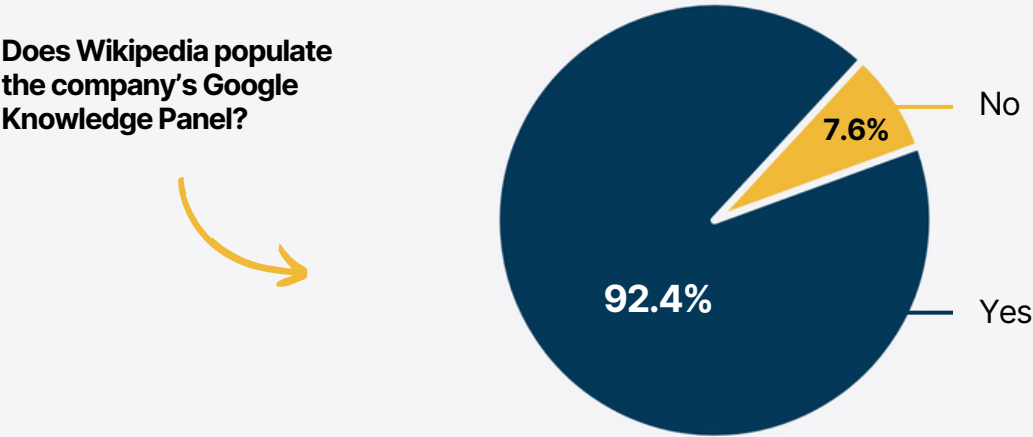
GOOGLE'S KNOWLEDGE PANEL

Wikipedia populates the Knowledge Panel over 90% of the time for F1000 companies.

Why it matters: Knowledge Panels[3] are an important component to brand SEO, arguably sometimes even more so than regular, organic listings. This is because these features take up a significant portion of Google's first page search results. Some studies[4][5] show that around 37% of all users consider their questions answered by the Knowledge Panel. For these users—your potential customers—their internet search ends with Google's first page. What the Knowledge Panel shows them is all they are going to see.

Another group, possibly as high as 42%, will click on the links in Knowledge Panels for more information. With Wikipedia populating Knowledge Panels over 90% of the time, more often than not, those links direct users to Wikipedia articles, not to company websites.

If that wasn't enough, Knowledge Panels also help feed answers to Google Gemini. Gemini utilization is still unfolding, but Google's AI tool most certainly isn't being ignored. People use it, and it in turn uses Wikipedia to find reasonable answers to different search queries.

Once again, the information found in Wikipedia articles is making the rounds, becoming visible to millions of people, **whether or not they ever visit Wikipedia itself.**

Does Wikipedia populate the company's Google Knowledge Panel?

92.4% — Yes
7.6% — No

[3] See the Glossary of Terms & Definitions
[4] https://enginescout.com.au/featured-snippets-study/
[5] https://searchengineland.com/younger-users-rely-on-snippets-and-knowledge-panel-often-dont-click-survey-says-315963

MICROSOFT BING COPILOT – POWERED BY CHATGPT

Copilot, which is powered by ChatGPT, includes Wikipedia as a source 69% of the time when asked to provide summary information about a company or brand.

Is Wikipedia a source for Bing's Copilot when summary info about a brand is asked?

Yes

69.3%

30.7%

No
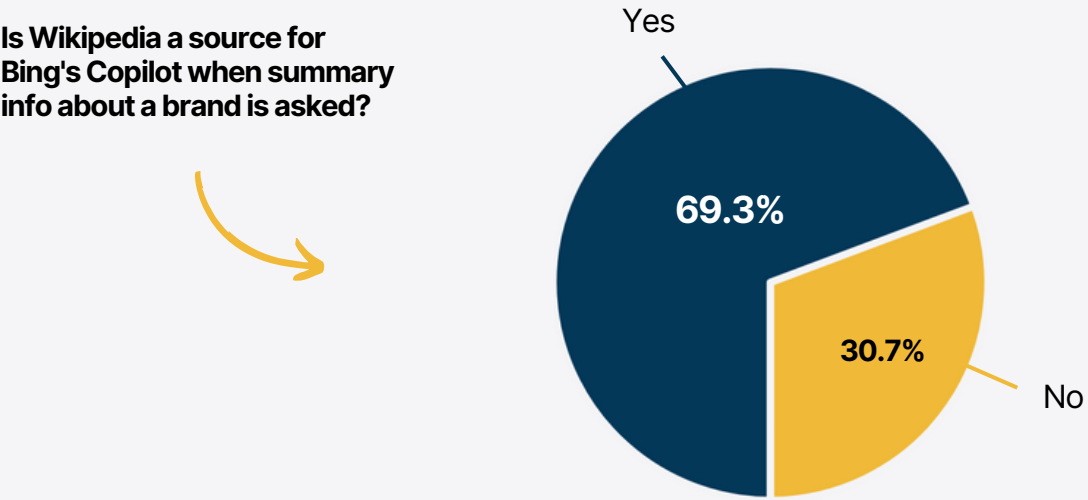
Why it matters: Generative AI is changing search. While things are still developing, what we see here is that Wikipedia is a go-to source of information. In fact, ChatGPT was trained using Wikipedia, with a *New York Times* article calling Wikipedia "probably the most important single source in the training of A.I. models." [6]

Does your Wikipedia page accurately reflect your company? If not, now is the time to work with Wikipedians to make the appropriate changes. By skipping this step, you're choosing to allow that incorrect information to be fed to Copilot and ChatGPT, and allowing it to influence everyone who uses those tools.
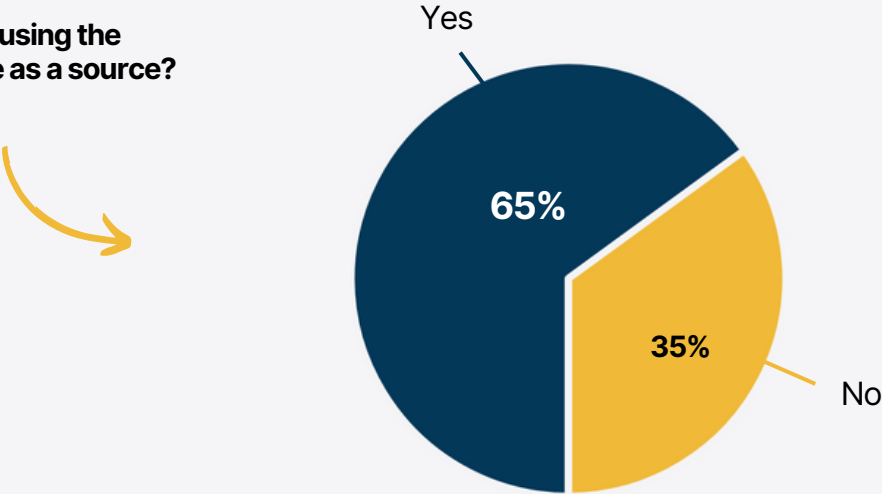
We will continue monitoring Wikipedia and generative AI and provide updated reports and analysis as trends develop.

[6] *https://www.nytimes.com/2023/07/18/magazine/wikipedia-ai-chatgpt.html*

DOMAINS REFERRING TO WIKIPEDIA

On average, F1000 Wikipedia articles have 796 domains linking to them.

Are journalists using the Wikipedia page as a source?

Yes
65%
35%
No

Why it matters: Referring domains reveal the number of websites using your Wikipedia article as a source of information about your company. These numbers do include respected, widely-read news sources, social sites, blogs and forums, and educational sites (see next page for the top sites).

If your Wikipedia article is well-written, with up-to-date factual information, congratulations. Now these referring domains are additional brand-boosting sources that you can be happy to have potential and current investors and customers peruse.

If your Wikipedia article is biased or has inaccurate information, that is now the messaging being shared across the internet by reputable sites and organizations.

People trust Wikipedia. Whatever company narrative appears on a Wikipedia article could be more widely read than any finely crafted press releases or company blog posts.

DOMAINS REFERRING TO WIKIPEDIA

62%

of the F1000 Wikipedia articles have backlinks from well-known and respected news sources.

Top News Sites Linking to F1000 Wikipedia Pages

Top Blogs & Forum Platforms Linking to F1000 Wikipedia Pages

Top Education Sites Linking to F1000 Wikipedia Pages

- ArsTechnica.com
- BusinessInsider.com
- C-Span.org
- Forbes.com
- HuffPost.com
- WN.com
- SeekingAlpha.com
- TheGuardian.com
- Wired.com
- ZDNet.com

- Reddit
- Substack
- Medium
- Blogspot
- Ask.com
- Fandom.com

- CalPoly.edu
- CMU.edu
- GATech.edu
- Harvard.edu
- Stanford.edu

CEOS WITH A WIKIPEDIA PAGE

Only 24% of F1000 company CEOs have a Wikipedia page.

Why it matters: The reason so few CEOs have their own Wikipedia page—even if their company is widely known—is because they have to prove their own notability. This is helped when they are considered notable for more than one reason. They also must have third-party, respectable sourcing that profiles them as an individual. Interviews and video appearances cannot be used on Wikipedia as they are not third-party sources. Articles with only brief mentions of your CEO can also not be used as they do not prove notability. When it comes to sourcing, there is a high standard to be met.

If a CEO doesn't have the sourcing to support a stand-alone Wikipedia page, companies can add a small CEO section to a company page. When more sourcing is available, a case can be made for a separate article.

SUMMARY

2024

Key Takeaways

Takeaway 1

Wikipedia articles help to inform Google, generative AI, and anyone using the internet about a certain topic. On average, Wikipedia ranks 2.97 on the main search results pages, serves as a source for ChatGPT 69% of the time, and populates the knowledge graph 90% of the time for F1000 companies.

Takeaway 2

It's important to remember that Wikipedia is not an equitable platform. All articles will not look the same, and what works for one article may not work for another. Sourcing is key. If a topic doesn't have appropriate sourcing, the content will not stick. So, Wikipedia reflects mainstream media. Therefore, the more well-known and popular a company is and the more highly it's ranked on F1000 list, the more likely it is to have a longer page, but also a controversy section and more reverted edits.

Takeaway 3

There is no such thing as a perfect, forever-stable Wikipedia page. Wikipedia is a living document that millions of editors can decide to edit at any time. Since anyone can edit it, for any reason, with any content, that can lead to vandalism, disinformation, and marketing language. Which is why the average number of reverted edits is 114 per page. Sometimes this is a tool used for good, such as reverting vandalism, but sometimes it is used to bully people and keep a page stuck. To avoid getting your content reverted, make sure it is neutral and sourced by Wikipedia-approved media outlets.

SUMMARY

Key Takeaways

Takeaway 4

Internal links and categories are representative of a topic's footprint across Wikipedia. The wider or larger a footprint, the more places on Wikipedia a topic is found, and the easier it is for people to discover the topic and understand its authority-level on a topic. Most F1000 companies have a relatively large footprint across Wikipedia allowing them to have a larger sphere of influence. The average number of categories per page is 21. The average number of internal links per page is 741.

Takeaway 5

On average, F1000 Wikipedia articles have 796 domains linking to them. Referring domains reveal the number of websites using your Wikipedia article as a source of information about your company. These numbers include respected, widely-read news sources, blogs and forums, and educational sites.

Takeaway 6

Only 24% of F1000 company CEOs have a Wikipedia page. The reason so few CEOs have their own Wikipedia page - even if their company is widely known - is because they have to prove notability in their own right. This is helped when they are considered notable for more than one reason.

THE PLAYBOOK

What Can You Do About Wikipedia?

You've seen the numbers, how F1000 companies appear on Wikipedia, so the natural follow-up question is, "How do these companies, my competitors and peers, manage their pages?" There are many **wrong ways** that companies attempt to manage pages. These include:

- X Ignoring all the guidelines
- X Changing entire pages overnight
- X Deleting unwanted content regardless of its accuracy
- X Adding content without any sourcing
- X Adding content using interviews or company press releases as sourcing

These actions lead to reverted edits and unhappy page watchers. This is not what companies with unflagged articles are doing. Instead, they do the following:

1. **Integrate Wikipedia Monitoring into Company Objectives.** Companies that understand Wikipedia's influence have made monitoring Wikipedia an explicitly stated part of someone's responsibilities within their company.

2. **Provide Time for Education.** The person or agency responsible for Wikipedia monitoring is given the time and opportunity to educate themselves on Wikipedia's editing and content creation guidelines. Wikipedia is complex and unique. You wouldn't put someone in charge of creating a paid media campaign without knowing they had the required knowledge and skills. The same principle applies to editing or creating a Wikipedia page—a page that influences search engines, generative AI, and news sources.

3. **Maintain Page Accuracy.** These F1000 companies prioritize keeping their pages up-to-date so that accurate information is relayed to Wikipedia visitors and the various places throughout the web populated by Wikipedia, including but not limited to:
   - Google Knowledge Panels
   - Search engines results pages (Google, Bing, DuckDuckGo, etc.)
   - Generative AI such as Gemini, Copilot, and ChatGPT

4. **Focus on Substantial Media Coverage.** Finally, if you want an edit to remain on a page, working with other editors and providing Wikipedia-respected sourcing is the way to securing copy on a page for the long-term. Your page should directly reflect the press coverage you get in major publications. More coverage = a longer, more detailed page.

STAY TUNED

We're not finished.

The key points compiled in this report represent stage one. We plan to continue creating reports like this to help you understand Wikipedia and quantify its impact. In the future, we want to further break down the data and insights by individual industries, and possibly expand outside of F1000 companies.

Wikipedia used to be merely another website, one that many people were cautioned against trusting. Now, twenty-three years after its launch, it is not only visited billions of times a month, but is a trusted source of information for such powerhouses as Google, Apple, and Microsoft.

As Wikipedia stretches farther and farther across the internet, we'll be right alongside it, interpreting its moves for business professionals.

We hone our expertise for companies and people like you - so that you have the information you need to better your brand.

GLOSSARY OF TERMS & DEFINITIONS

Categories

Categories: Coty Inc. | Dual-listed companies | 1904 establishments in France | 2013 initial public offerings | Chemical companies established in 1904 | Companies listed on the New York Stock Exchange | Companies listed on Euronext Paris | Cosmetics companies of France | Cosmetics companies of the United States | History of cosmetics | Manufacturing companies based in New York City | Perfume houses | Personal care brands | Companies in the S&P 400

Found at the bottom of an article, categories group together pages on similar subjects. If you click on a category name, you will be brought to a page listing all articles that have been added to that category. An example of a category is: *Companies of the United States*. Examples of subcategories are: *Companies of the United States by industry*; *People by company in the United States*.

Internal Links

JAB Holding Company is Coty's largest shareholder, with a 60 percent stake.[18]

The company has approximately 20,000 full-time employees in 46 countries, as of mid 2018.[1] Coty's executive offices are located in London.

Internal links link from one article on Wikipedia to another article on Wikipedia.

Issue Tags

KidsCo

⚞ 12 languages ⌄

Article Talk

Read View source View history Tools ⌄

From Wikipedia, the free encyclopedia

🔒

This article has multiple issues. Please help **improve it** or discuss these issues on the **talk page**. [hide]
(Learn how and when to remove these template messages)
- This article **relies excessively** on **references** to **primary sources**. *(May 2012)*
- This article needs to be **updated**. *(May 2014)*

Issue tags appear at the top of Wikipedia pages or page sections. They are used to indicate problems with the content on the page. These tags include but are not limited to:

- The topic of this article may not meet Wikipedia's notability guidelines for biographies. *Please help to demonstrate the notability of the topic by citing reliable secondary sources that are independent of the topic and provide significant coverage of it beyond a mere trivial mention.*
- The neutrality of this article is disputed.
- This article contains content that is written like an advertisement. *Please help improve it by removing promotional content and inappropriate external links, and by adding encyclopedic content written from a neutral point of view.*
- This article has multiple issues. *Please help improve it or discuss these issues on the talk page.*
- This article includes a list of references, related reading, or external links, but its sources remain unclear because it lacks inline citations.
- This article may contain excessive or inappropriate references to self-published sources.
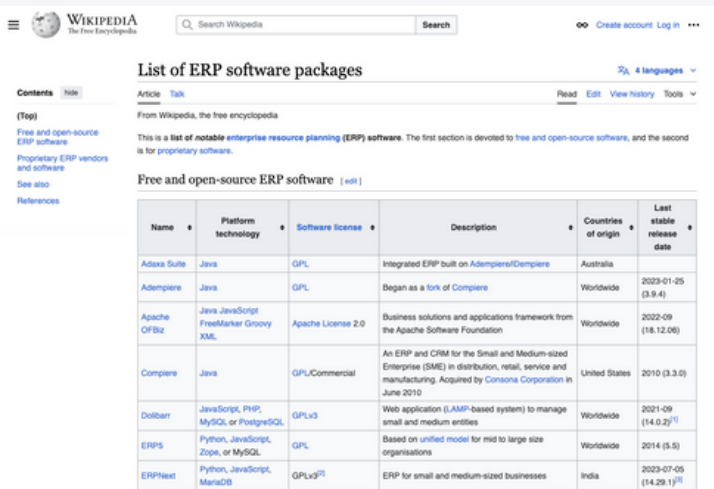- This article may require cleanup to meet Wikipedia's quality standards.

GLOSSARY OF TERMS & DEFINITIONS

Knowledge Panel
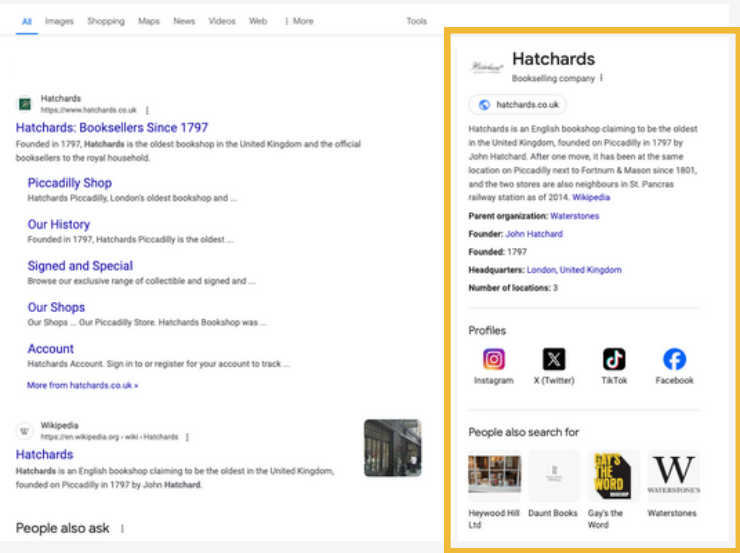
The Knowledge Panel is the official name for the information panel that dominates the right side of the screen of Google's search results. These panels appear for companies and individuals.

List Pages

Lists can be found on Wikipedia as standalone pages and are used to organize like content. The content is organized in a table or in a list. An example of a list page on Wikipedia is "List of ERP software packages."

GLOSSARY OF TERMS & DEFINITIONS

Reverted Edits

View all edits by clicking on "View history." Reverted edits occur when a Wikipedian undoes the entirety of another Wikipedian's edit and returns that section of a page to the way it appeared before the edit. This is different from changing someone's edit, which would be done by changing a few words or expanding a point.

Wikipedian

Any person who edits and/or otherwise engages with Wikipedia articles and the Wikipedia community.

The Mather Group

Want to learn more about your presence on Wikipedia?

Schedule a consultation call today and learn how you can take advantage of this powerful platform.

→ TheMatherGroupLLC.com/Contact