

Claude Research: ask a cited question, read the report, check a source

Research is Claude's mode for big questions: it runs many searches, reads the pages and writes a report with a source for every claim. Bright Path Landscaping and its competitors are made up.

Turn it on

1. Click + at the bottom left of the message box, then **Research**.
2. A blue **magnifier** lights up next to the + while it's on.
3. Paid plans only (Pro, Max, Team, Enterprise). It takes a few minutes and uses your limits faster.

Ask a checkable question

Research [TYPE OF BUSINESS] that serve [AREA]. For each, find published prices for [SERVICES]. Table with a source link for every price. Say when a price is missing, old, or not from the company itself. Then compare with ours: [YOUR PRICES].

Where to look, what to find, how to lay it out, what to compare with.

Read the report

Progress card

Shows the steps and how many sources Claude has looked at.

Research complete

Lists the sources it used.

Citation

A small tag on each claim. Click it to preview the page, then open it.

Notes

The gaps: a price from a review, a quote-only company, lawn sizes that differ.

Check, then follow up

- Open the source for anything you'll act on, and read the small print. In the lesson, one price list was from **March 2024** and the report didn't say so.
- Turn Research off for quick follow-ups (click the magnifier if it's still lit).
- Follow up: "Mark that row as out of date. Then give me 3 talking points. Don't suggest changing our prices yet."

Remember: A citation shows where Claude looked. Open the source before you act on the number.

Practice it free: Claude Research: Get a Cited Competitor Price Scan, Then Check It at learn.ynteractive.com/modules/claude-research. This sheet: learn.ynteractive.com/content/cheat-sheets/claude-research. Bright Path Landscaping is a made-up business from the lesson. By Robert Breen, October 20, 2026.