

WRITING FOR ROBOTS (AND HUMANS)

The Content Audit Checklist

You can't checklist your way to results. Start with a real point of view. Then run one page through this so it performs for the person reading it and the machine deciding whether to cite it. It puts a strategy into practice; it doesn't replace one.

PAGE AUDITED _____

DATE _____

- ☐ **Before you start:** this page supports your Brand Truth.
You can say in one sentence what this page proves about your firm. If you can't, fix that first.

01 Structure it so both can read it

The same moves help a skimming reader and an extracting model.

- ☐ **Front-load the answer**
The core answer is in the first sentence, not paragraph four.
- ☐ **Headings are complete thoughts**
Each H2 states a full idea a reader or model can lift.
- ☐ **Schema markup in place**
Article, FAQ, or HowTo markup says what the page is.
- ☐ **Comparable data in real tables**
Not buried in prose. Models extract and cite tables cleanly.
- ☐ **Genuine Q&A blocks**
Questions phrased the way your buyers actually ask them.
- ☐ **Extractable summaries**
Each major section opens with a short, standalone summary.

02 Signal authority (E-E-A-T)

Experience, expertise, authoritativeness, and trust.

- ☐ **Named author with credentials**
A real person, and why they're qualified to say this.
- ☐ **Sources cited and linked**
Every claim is backed and traceable.
- ☐ **Reviewed and current**
A visible review date shows the content is current.
- ☐ **Named on the sources AI trusts**
You appear on third-party sites AI already cites: associations, trade press, directories.

03 Create what AI can't

What a model can reference but never fabricate.

- ☐ **Original research or proprietary data**
A study or dataset that becomes the thing others cite.
- ☐ **A named framework or method**
A method with a name becomes an industry reference point.
- ☐ **An earned point of view**
A defensible position your experience backs up, not consensus.
- ☐ **First-hand project proof**
Real projects and outcomes, named where permissions allow.
- ☐ **Something more than text**
Tools, calculators, or visuals AI can point to but not reproduce.

04 Measure what matters

Report what the business feels, not vanity metrics.

- ☐ **Qualified leads**
Opportunities worth BD's time, not raw form fills.
- ☐ **Revenue attribution**
Pipeline and closed work traced back to search and content.
- ☐ **Search visibility**
How often and how prominently you appear, clicks or not.
- ☐ **Brand mentions and citations**
Where you're named across the web and in AI answers.
- ☐ **Presence in AI answers**
Checked how two or three AI tools describe and cite you.

Your score Anything unchecked is your next edit. Start with group 01.

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