

# Stay Citable

GEO & AEO Agency | [staycitable.com](https://staycitable.com)

## Your 15-Point AI Citation Readiness Scorecard

A self-assessment tool to measure how prepared your brand is to appear in ChatGPT, Perplexity, Gemini, Claude, Grok, and Copilot responses.

Score each item 0 (not started), 1 (in progress), 2 (solid), or 3 (best-in-class).

Total possible: 45 points. Score 30+ and you are well-positioned for AI visibility.

### LAYER 1: Technical Foundation (Schema & Structured Data)

AI engines rely on structured data to understand what your brand is, what it offers, and how to cite it accurately. Without clean schema, your content may be invisible to LLM retrieval pipelines.

- |  |     |     |     |
|--|-----|-----|-----|
| 1. Organization schema with name, url, sameAs, and logo on your homepage   | [ ] | [ ] | [ ] |
| 2. WebSite + SearchAction schema with correct site URL and potentialAction | [ ] | [ ] | [ ] |
| 3. Article or BlogPosting schema on every content page with author, dates  | [ ] | [ ] | [ ] |
| 4. FAQPage schema on pages with question/answer blocks (not fabricated)    | [ ] | [ ] | [ ] |
| 5. BreadcrumbList schema on pages deeper than 1 level                      | [ ] | [ ] | [ ] |

### LAYER 2: Content Architecture (Citations & Quotes)

AI models cite sources that are authoritative, quotable, and well-structured. Your content must be built for extraction -- not just for human readers.

- |   |     |     |     |
|---|-----|-----|-----|
| 6. Answer-lead paragraph stating core claim in the first 80 words           | [ ] | [ ] | [ ] |
| 7. Statistics and data points backed by visible, verifiable sources         | [ ] | [ ] | [ ] |
| 8. Short, quotable definitions with clear labels AI can extract             | [ ] | [ ] | [ ] |
| 9. Content structured with H2/H3 hierarchy mirroring user query patterns    | [ ] | [ ] | [ ] |
| 10. "Key takeaway" or summary section concisely restating the core argument | [ ] | [ ] | [ ] |

### LAYER 3: Authority Signals (Entity Corroboration)

LLMs weigh citations by entity authority -- the degree to which your brand is corroborated across trusted third-party sources. This layer measures your external footprint.

- |  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
| 11. Brand mentioned on Wikipedia (direct article or cited as reference)        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Crunchbase, LinkedIn company page, Google Business Profile populated       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Cited or referenced by .gov, .edu, or established industry publications    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Consistent NAP (name, address, phone) across all directory listings        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Active, substantive presence on 3+ platforms where audience asks questions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### LAYER 4: Measurement & Baseline

You cannot improve what you do not measure. A credible GEO program starts with a documented Day-0 baseline across AI engines.

- |   |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|
| 16. Documented baseline citation rate across at least 6 AI engines              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17. Competitor citation gap analysis: which competitors cited, on which queries | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Regular re-measurement cadence (every 30, 60, or 90 days) established       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Tracking sheet or tool to log prompt, engine, date, cited URL, position     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Clear definition of what counts as a "citation" for your domain             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### LAYER 5: Conversion & Distribution

Visibility without conversion is vanity. AI engines increasingly favor content that demonstrates real-world engagement and freshness.

- |  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
| 21. Clear offer or service page directly linked from your AI-visible content     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Newsletter, RSS feed, or subscription mechanism signaling ongoing activity   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. Content updated within the last 90 days with visible dateModified indicators | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Social proof on-site: case studies, testimonials, client logos, results      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Mobile-optimized, fast-loading, accessible (Core Web Vitals, WCAG baseline)  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

#### YOUR SCORE

Total: \_\_\_ / 45 | Layers 1-5 each: \_\_\_ / 15

0-14: Early stage -- foundational gaps. 15-29: Building momentum.

30-39: Strong positioning. 40-45: AI-citation ready across engines.

#### Want someone to do this audit for you?

Stay Citable runs 50-100 real AI prompts across ChatGPT, Perplexity, Gemini, Claude, Grok, and Copilot -- and delivers

a complete citation matrix, competitor gap analysis, schema recommendations, and a prioritized 60-90 day roadmap in 5 business days. Free. No credit card. No commitment.

**Get your free audit: [staycitable.com/audit](https://staycitable.com/audit)**

Email: [hello@staycitable.com](mailto:hello@staycitable.com)