



FREE WORKSHEET

AI Authority Scorecard

Score whether your brand gives Google, AI engines and publishers enough evidence to understand and cite it.

Six dimensions. Twenty-four questions. One 90-day priority.

HOW TO USE IT

Score evidence, not intention

Answer each question using material that a buyer or publisher can verify today. Do not award points for planned work.

Score	Meaning	Test
0	Absent	No usable evidence exists.
1	Weak	A claim exists, but it is vague or difficult to verify.
2	Partial	Some evidence exists, although coverage or clarity is inconsistent.
3	Strong	The evidence is public, specific and relevant to a commercial question.
4	Distinctive	The evidence is original, independently corroborated and easy to cite.

Total score

Add the six section scores. The maximum is 96. Use the weakest section to choose your first action.

- 0 to 31: foundations are missing.
- 32 to 55: useful assets exist, but the authority chain is incomplete.
- 56 to 75: improve corroboration and commercial focus.
- 76 to 96: defend the position and measure share of citation.

Questions to score

1. Entity clarity

Is the business described consistently? Are ownership, location, expertise and offer easy to verify? Do important pages identify their author? Are official profiles connected?

2. Commercial question coverage

Do pages answer comparison, suitability, cost and risk questions? Does each page serve a defined buyer stage? Are answers specific? Is the next action clear?

3. Citable evidence

Do pages contain original data, models, definitions or expert analysis? Can a publisher quote a precise claim? Are sources and dates visible? Is the evidence current?

4. Editorial corroboration

Do relevant independent sites mention the brand? Do placements support important topics? Are they indexed and readable? Do any send qualified visitors?

5. Technical accessibility

Can search and AI crawlers access the material? Are important pages canonical and internally linked? Is structured data accurate? Do pages load reliably?

6. Measurement and ownership

Are priority prompts and queries recorded? Is citation share measured with context? Are leads tied to source? Does one person own the weekly review?

Record the score and proof

Dimension	Score	Evidence seen	First gap
1. Entity clarity	/ 16		
2. Commercial question coverage	/ 16		
3. Citable evidence	/ 16		
4. Editorial corroboration	/ 16		
5. Technical accessibility	/ 16		
6. Measurement and ownership	/ 16		

TOTAL	/ 96
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Priority rule

Choose the lowest-scoring dimension that blocks a real commercial question. Do not start with the easiest task.

ACTION PLAN

Turn the score into 90 days

Window	Work
Days 1 to 30	Define one commercial question. Repair entity clarity and crawler access. Capture a baseline for queries, prompts, citations and leads.
Days 31 to 60	Create or improve one citable asset. Add source notes, authorship and internal links. Build a relevant publisher list.
Days 61 to 90	Earn corroboration, review qualified traffic and re-score. Continue only where the evidence supports the next investment.

Your first commercial question

Write it here

Your single 90-day priority

Write it here

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