

First-Hand Experience & Organizational Probity Checklist

Proving you actually know what you're talking about — in ways AI systems can verify.

First-Hand Experience and Organizational Probity are the two Dimensions writers most often overlook, because they're about evidence of authenticity rather than writing quality. This checklist makes both concrete.

First-Hand Experience

- A named author with real, checkable credentials relevant to this specific topic — not a generic “Staff Writer” byline.
- Original data, testing, or measurement the author actually performed — not just a synthesis of other sources.
- Original images, screenshots, or figures where they would meaningfully support the claim.
- A disclosed methodology, even briefly — how was this measured, tested, or observed.
- Specific, concrete detail that would be hard to produce without direct experience of the subject.

Organizational Probity

- Verifiable organizational information — legal name, location, basic registration details — is easy to find.
- Any official findings or sanctions your organization has on record are disclosed rather than omitted.
- Claims about competitors or third parties stick to verified fact, not unverified allegation presented as fact.
- Contact information is real and monitored, not a dead-end form.
- Missing disclosure isn't being used as a substitute for a clean record — if something is verifiable, it's stated.

Worked example: a thin page vs. a strengthened one

Both examples below are invented, composite pages — not a real customer's content — used purely to make the gap concrete.

Before — thin	After — strengthened
“Regular exercise improves sleep quality. Studies show that people who exercise sleep better and feel more rested. Experts recommend at least 30 minutes of activity most days.”	“In a small internal trial our team ran with 40 volunteers over 8 weeks (methodology and raw data available on request), participants who completed 30 minutes of moderate exercise five days a week reported a 22% improvement in self-rated sleep quality, measured using the Pittsburgh Sleep Quality Index. This is consistent with the National Sleep Foundation's published guidance [linked]. Written by Dr. Jane Alvarez, sleep physiologist, credentialed with the American Academy of Sleep Medicine.”

The left version isn't false — it's just unattributed, unsourced and generic. The right version adds a named credentialed author, disclosed methodology, an original data point, and a link to independent corroborating guidance: exactly what First-Hand Experience and Organizational Probity are checking for.

Next: work through the Pre-Publish Checklist for the sourcing and structure side of the same page.

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