

Pre-Publish Checklist: Will AI Systems Be Able to Cite This?

A run-through for writers and editors, before you hit publish.

Twelve checks, pulled from the Evidence & Citations and Technical Accessibility Dimensions, translated out of internal jargon. Run through them before publishing anything you want AI systems to be able to rely on.

Sourcing

- Every factual claim links to a primary source — not just another blog repeating it.
- Statistics and quotations are reproduced with their original context intact, not stripped of a caveat.
- Every link resolves — you've actually clicked each one since the last edit.
- If you're citing a study or report, you link the study itself, not a press release about it.

Authorship & dates

- A named author (or organization) is clearly attached to the piece.
- The author's relevant expertise or role is stated somewhere on the page.
- A publish date is visible, and an update date is shown if the piece has been revised.

Structure

- The page uses real headings (H1/H2/H3), not just bolded text pretending to be a heading.
- Key claims are stated as isolatable sentences — a system extracting one sentence still gets a complete, correctly-attributed idea.
- The page doesn't rely on JavaScript to render the core text content.

URLs & access

- The page has a stable, canonical URL — not a session ID or a URL that will change next quarter.
- robots.txt (and llms.txt, if you maintain one) doesn't block reputable AI crawlers from this page.

Want to know how your existing content already scores? Run a free Citation Integrity™ Audit.

This is an educational self-assessment tool from CiteAbility™, not a formal Citation Integrity™ Score, Audit or a guarantee that any AI system will cite this content.