

Citation Integrity™ Self-Assessment Scorecard

A ten-minute self-check against the eight Dimensions AI systems use to judge whether your content is dependable enough to cite.

How to use this: pick one page on your site — ideally one you consider important — and answer every question below with it in mind. Answer honestly rather than aspirationally. At the end, tally your “no” answers for a rough, self-reported sense of where the gaps are. This is a self-check, not a formal Score: it doesn't use CiteAbility™'s actual weighting or calculation.

DIMENSION 01

Source Authority

Is the source itself credible and appropriate for the subject?

- Yes ■ No Does this domain or publication have a real track record on this specific topic?
- Yes ■ No Is this the kind of source a reasonable expert in the field would actually consult?
- Yes ■ No Does the site have enough topical depth here to be more than a passing mention?
- Yes ■ No Is the source reasonably independent, rather than an interested party promoting itself?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 02

Entity Authority

Is the person or organization behind the information qualified and dependable for this claim?

- Yes ■ No Is there a named author or organization clearly attached to this content?
- Yes ■ No Is that author's or organization's relevant expertise stated, not just implied?
- Yes ■ No Does the entity have a track record of being reliable on this kind of claim before?
- Yes ■ No If multiple claims are made, is the right expert behind each one — not one generalist for everything?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 03

Organizational Probity

Is there verified information about the organization's conduct or standing that should affect reliance?

- Yes ■ No If your organization has any official findings or sanctions on record, are they disclosed rather than hidden?
- Yes ■ No Do you avoid presenting unverified allegations about yourself or others as established fact?
- Yes ■ No Is your organization's basic standing (registration, ownership, contact) easy to verify?
- Yes ■ No Would a reasonable check of public records turn up anything undisclosed here that should be?

Your tally for this Dimension — number of "No" answers: _____

DIMENSION 04

Evidence & Citations

Can the claims be substantiated, and do cited sources actually support them?

- Yes ■ No Does every factual claim on this page link to a primary source, not just another blog?
- Yes ■ No Do the links actually resolve, rather than pointing to dead or redirected pages?
- Yes ■ No Does each cited source actually say what this page claims it says?
- Yes ■ No Are quotations and statistics reproduced in context, not stripped of a caveat that changes their meaning?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 05

First-Hand Experience

Does the source demonstrate genuine direct knowledge, testing or original evidence?

- Yes ■ No Does this page include any original data, testing, or first-hand observation — not just synthesis?
- Yes ■ No Is the methodology behind any original claims disclosed, even briefly?
- Yes ■ No Are original images, screenshots or measurements used where they'd meaningfully support the claim?
- Yes ■ No Would a reader be able to tell this wasn't just repeating what other pages already say?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 06

Content Quality

Is the information accuracy-oriented, complete, specific, current and appropriately qualified?

- Yes ■ No

Is the content free of claims that contradict each other elsewhere on the same page?
- Yes ■ No

Is it specific (named figures, dates, entities) rather than vague hedging throughout?
- Yes ■ No

Has it been checked or updated in the last 12 months, or does it say when it was written?
- Yes ■ No

Are appropriate caveats used where certainty genuinely isn't warranted, rather than overstating confidence?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 07

Technical Accessibility

Can AI systems reliably discover, parse and attribute the information?

- Yes ■ No Does robots.txt (and llms.txt, if you have one) allow reputable AI crawlers to access this page?
- Yes ■ No Is the core content readable without relying on JavaScript to render it?
- Yes ■ No Does the page have a stable, canonical, non-session-based URL?
- Yes ■ No Is structured data (schema.org / JSON-LD) present where it would help identify authorship and dates?

Your tally for this Dimension — number of “No” answers: _____

DIMENSION 08

Integrity Analysis

Taken as a whole, should this information be relied upon and cited?

- ☐ Yes ☐ No

Looking at all seven answers above together, would you personally rely on this page without double-checking it?
- ☐ Yes ☐ No

If you were an AI system with no prior knowledge of your organization, would this page alone earn your trust?
- ☐ Yes ☐ No

Is there any single dimension above where a “no” would be disqualifying on its own?
- ☐ Yes ☐ No

Would you be comfortable if a competitor's version of this page were held to the same eight questions?

Your tally for this Dimension — number of “No” answers: _____

Scoring your results

Add up your total “no” answers across all eight Dimensions (32 questions total). This is a rough, self-reported band — not a real Citation Integrity™ Score, and not a substitute for one.

0–4 “no” answers — Your content is likely well-positioned. Small, targeted fixes on the specific Dimensions where you answered “no” are probably all that’s needed.

5–12 “no” answers — There are real, addressable gaps — probably concentrated in a couple of Dimensions. Start with whichever Dimension has the most “no”s.

13+ “no” answers — The page likely has structural gaps across several Dimensions at once. Consider starting from the Pre-Publish Checklist and the 90-Day Roadmap rather than patching individual issues.

This is a self-check, not a formal assessment — run your free Citation Integrity™ Audit to see how AI systems actually evaluate this page.

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.