

# The 2026 Digital Credibility Audit Checklist

This checklist updates the original Stanford guidelines for a modern AI-centric web, where bots are just as important as human readers.

## Part 1: Evidence & Authority (The "Trust" Foundation)

- **[ ] Accuracy & Verification:** Does every claim, figure, or statistic have a clickable citation to a reputable third-party source?
- **[ ] Real-World Identity:** Is your physical address, phone number, and official business registration info easily accessible? (This is the primary way Google verifies you are a legitimate "Entity.")
- **[ ] Expert Credentials:** Do your author bios include verifiable credentials, years of experience, or links to external professional profiles (e.g., LinkedIn, academic records)?
- **[ ] Human Presence:** Are there photos of real people, the team, or the physical office space to prove that a human—not just an automated content farm—runs the site?

## Part 2: Structure & Experience (The "Findability" Layer)

- **[ ] Professional Design:** Is the layout, typography, and visual consistency appropriate for your industry? (AI evaluates "look and feel" through layout structure and CSS-based visual analysis).
- **[ ] Ease of Contact:** Is your contact information visible across the entire PWA, or is it hidden in a difficult-to-find contact form?
- **[ ] Current Content:** Does the site show evidence of recent updates (e.g., a "Last Reviewed" date or a consistently active blog/news feed)?
- **[ ] Error-Free Quality:** Are there zero broken links, 404s, or typographical errors? (Grammatical errors are now a primary indicator of low-quality, potentially spammy content for AI models).

## Part 3: AI-Ready Architecture (The "GEO" Optimization)

- **[ ] Schema Markup:** Does your site utilize Schema.org markup (specifically **Organization, Person, and Author**) to explicitly tell search engines who you are?
- **[ ] Promotion Restraint:** Are advertisements or affiliate links clearly distinguished from your original content? (Excessive, intrusive advertising is a major "distrust" signal).