

AUDIT FRAMEWORK * 7 FACTORS

AI Overview Citation Audit

Score any page on the 7 factors that predict whether Google AI Overview will cite it. Total possible: 70. We've found 50+ correlates with consistent citation across the 28 pages we tracked for 6 months.

Declarative tone (0-10)

Pages cited heavily are written in declarative sentences with named entities up front. Vague intro paragraphs and rhetorical questions score 0. Direct factual statements with named entities score 10.

HOW TO TEST

Test: read the first 3 sentences of any H2 section. If they could be lifted as a stand-alone answer, score 8-10. If they need context to make sense, score 0-3.

Schema.org Article + Author + Organization (0-10)

All three types present, sameAs links resolve, author has a verifiable presence (Wikipedia / LinkedIn / Crunchbase). 10 = full graph; 0 = none.

HOW TO TEST

Test: paste page URL into Google Rich Results Test. Count types validated. Score = (count / max-possible) * 10.

Named-entity density (0-10)

Cited pages have named entities (people, places, organisations, products) at higher density than the median page on the topic.

HOW TO TEST

Test: count distinct named entities in the first 500 words. < 5 = score 0-3. 5-10 = 4-7. 10+ = 8-10.

Structured fact tables / lists (0-10)

Cited content frequently contains a small fact table or numbered list near the answer. AI Overview lifts these as bullet rendering.

HOW TO TEST

Test: count fact-bearing tables or numbered lists per H2 section. ? 1 per major section = 7-10. None = 0-3.

Brand-mention threshold (0-10)

Independent mention of your brand on ? 5 distinct external domains in the last 6 months for the topic in question.

HOW TO TEST

Test: search '[Your Brand] [Topic]' on Google + Bing + Perplexity. Count distinct citing domains. < 3 = 0; 3-5 = 4-6; 5+ = 7-10.

Passage-level addressability (0-10)

Each H2/H3 has its own anchor (id) so AIO can deep-link directly. Subsections answer one question each.

HOW TO TEST

Test: count H2/H3 elements with id attributes. > 80% = 9-10. < 50% = 0-3.

Recency + revision velocity (0-10)

Cited pages have a recent last-modified date AND show evidence of iterative updates (date stamps, revision-history blocks).

HOW TO TEST

Test: is last-modified within last 12 months? + is there a publicly visible 'updated' or revision-history note? Both = 10.
Neither = 0.

Total interpretation

0-30: Page is not a citation candidate. Restructure first. 31-50: Possibly cited for long-tail queries; unlikely for competitive ones. Improve weakest 2 factors. 51-70: Strong citation candidate; focus on brand-mention threshold and passage addressability for the final lift.