



Content Audit Template

Score every page against the five dimensions AI models
evaluate when selecting citation sources.

5

DIMENSIONS

10

POINT
SCALE

20

PAGE
SLOTS

7.0

OPTIMIZATION
THRESHOLD



The Five Dimensions

AI language models evaluate content across five core dimensions when deciding which sources to cite.

Each dimension carries a specific weight in the overall score.

1**Crawlability — 20% WEIGHT**

Can AI crawlers access and parse the content? Evaluate render method (SSR vs CSR), robots.txt directives, JavaScript dependency, and iframe usage. All content should be server-rendered with clean HTML.

2**Entity Clarity — 25% WEIGHT**

Are primary entities (brand, people, services) named explicitly? The page's topic should be unambiguous to a language model. Named entities must appear in H1, first paragraph, and schema markup.

3**Citation Potential — 25% WEIGHT**

Does the page contain quotable facts, statistics, or frameworks an AI would reference? Look for original data, specific claims with evidence, named methodologies, and expert quotes.

4**Freshness — 15% WEIGHT**

When was the page last updated? Does the content reflect the current industry state? Updated within 90 days is ideal, with current-year data and dateModified in schema.

5**Authority — 15% WEIGHT**

Is the page backed by verifiable author credentials? Do external sources link to or cite this content? Author bio with credentials, relevant backlinks, and third-party references all strengthen authority.

Scoring Guide

8 – 10 **Strong.** Meets all criteria. Ready for AI citation optimization.

4 – 7 **Partial.** Meets some criteria. Targeted improvements needed.

0 – 3 **Weak.** Fails most criteria. Invisible to AI retrieval systems.



Score each page 0–10 per dimension. The Weighted Total is calculated automatically using the weights above. Focus on your top 20 pages by organic traffic or business impact.

PAGE URL / TITLE	CRAWL- ABILITY (20%)	ENTITY CLARITY (25%)	CITATION POTENTIAL (25%)	FRESHNESS (15%)	AUTHORITY (15%)	WEIGHTED TOTAL
AVERAGE						

Formula: Weighted Total = (Crawlability × 0.20) + (Entity Clarity × 0.25) + (Citation Potential × 0.25) + (Freshness × 0.15) + (Authority × 0.15)



How to Run the Audit

Follow these five steps to complete your content audit and identify which pages to prioritize for AI visibility optimization.

1 Identify Your Top Pages

List your top 20 pages by organic traffic or business impact. Include service pages, high-performing blog posts, and case studies. These are your priority targets.

2 Score Each Dimension

For every page, assign a score of 0–10 across all five dimensions. Use the scoring guide on page 2 for consistent evaluation. Be honest — inflated scores defeat the purpose.

3 Calculate Weighted Totals

Apply the weights (Crawlability 20%, Entity Clarity 25%, Citation Potential 25%, Freshness 15%, Authority 15%) to compute each page's weighted total out of 10.0.

4 Prioritize by Threshold

Sort pages by weighted total. Pages below 5.0 are invisible to AI retrieval and need immediate attention. Pages at 7.0+ are your best candidates for citation optimization.

5 Build Your Action Plan

For each underperforming page, note which dimension(s) scored lowest. Focus improvement efforts on the lowest-weighted dimensions first for maximum impact per effort.

7.0+**OPTIMIZE**

Ready for AI citation optimization. Fine-tune entity markup and refresh cadence.

5.0 – 6.9**IMPROVE**

Partially visible. Address weakest dimensions to cross the optimization threshold.

Below 5.0**URGENT**

Invisible to AI retrieval. Major structural or content overhaul required.

Need Help with Your Audit?

O8's AI Search Visibility Audit gives you a complete analysis with personalized recommendations — covering all five dimensions plus competitor benchmarks.

