

THE CITES™ METHOD

CITES™ Checklist for AI Search Visibility

A practical checklist for coaches, consultants and online service providers who want their content to be easier for AI search tools to understand, trust and cite. Use it to review service pages, blog posts, landing pages, FAQs and cornerstone content.

REVIEWED BY

Name _____

Page / URL _____

Date _____

HOW TO USE IT

Work through one page or piece of content at a time.
For each line, tick one box:

Yes Partly No

C Clarity

Make it easy for AI tools and human readers to understand what the page is about, fast.

	YES	PARTLY	NO
This page focuses on one core topic, service or question rather than covering too many things at once.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The headline is specific about who it's for and what the content helps with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The opening section gives a clear, direct answer before expanding into detail.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The copy uses plain English instead of vague marketing phrases or filler language.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Important terms, services and outcomes are named consistently throughout the page.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I Intent

Match the content to what the searcher is actually trying to do.

	YES	PARTLY	NO
The page matches one clear intent — learn, compare, choose, buy, enquire or book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The content is built around real audience questions rather than assumptions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The page includes decision-making content such as FAQs, comparisons, objections or next-step guidance where relevant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calls to action fit the stage of awareness — for example read more, book a call or enquire now.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The page supports likely follow-up questions instead of stopping at a surface-level answer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

T Trustworthiness

Show that a credible expert or business stands behind the content.

	YES	PARTLY	NO
The page clearly shows who wrote it or which business is responsible for it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credentials, experience, specialisms or relevant background are visible on the page or easy to find.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The business name, positioning and contact details are consistent across the website and key profiles such as LinkedIn.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The site includes supporting trust pages such as About, Contact, Testimonials or Policies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testimonials or endorsements feel specific and credible rather than generic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

E Evidence

Give AI systems something solid to quote, verify or cross-check.

	YES	PARTLY	NO
The page includes proof such as examples, testimonials, mini case studies, outcomes or screenshots where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Claims are backed up with numbers, specifics, named methods or sourced facts where relevant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice is supported by real examples from client work, delivery experience or original insight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dates, references, stats and examples are current and have been reviewed recently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The content adds substance, not just opinion — it gives readers something they can use or repeat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

S Structure

Make the page easy for AI tools to scan, extract and cite.

	YES	PARTLY	NO
The page uses one clear H1 and a logical heading structure underneath it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Key questions are used as subheadings where helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Important answers appear near the top of sections instead of being buried in long paragraphs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internal links connect this page to related services, FAQs or supporting articles.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lists, short paragraphs, tables or FAQs are used where they improve scannability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relevant structured data or business details are in place where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quick scoring

MOSTLY YES

A strong foundation for AI visibility.

RECOMMENDATION

Keep it fresh — review dates, stats and examples regularly, and apply the same checklist to your next priority page.

MOSTLY PARTLY

The content may read well, but it still needs stronger proof, clearer intent or better structure to be cited consistently.

RECOMMENDATION

Target your weakest CITES™ letter first. Add specific proof, sharpen the intent or tidy the heading structure before moving on.

MOSTLY NO

The page is likely too vague, thin or hard to extract useful answers from.

RECOMMENDATION

Rebuild one page around one clear topic with a direct answer at the top. Work through CITES™ in order, or get in touch for a full content review.

