

The 30-Day Brand Authority Health Check

A Diagnostic Checklist for Search Dominance and Entity Trust

Use this checklist to identify where your brand signal is leaking. Follow the 30-day actions & guidance to move your brand from a vague concept to a reliable and extractable signal that search engines reward and AI trusts.

How to use this: Start with the technical foundation, then work downward. Focus on clarity and accessibility first — not hacks. Check off what is already in place, then use the 30-day playbook on page 2 to prioritize improvements.

Understanding the 3 Tiers of Brand Authority Health

To gain strong visibility in search today, your brand must pass three distinct levels of authority health. If one is found to be “unhealthy,” you risk being filtered out of both traditional search and AI discovery.

Tier	Focus	Core Question
Tier 1	Technical Extraction (The Machine)	Can search crawlers physically “read” your proof of expertise?
Tier 2	Strategic Consistency (The Signal)	Is your brand identity fragmented across the web?
Tier 3	Signal Density (The Trust)	Do you have enough independent validation to be cited as a market leader?

Tier 1: Weeks 1-2 | The Technical Gatekeeper

Goal: Remove infrastructure friction preventing discovery systems from verifying your authority.

Area	Action	Guidance & Tools	Done
HTML Visibility	Audit Raw HTML Rendering: Disable JavaScript to confirm that pricing, features, and expert bios are visible in the page source.	Key info must live in the raw HTML. Toolbox: Use GSC “URL Inspection” to verify what the crawler sees.	<input type="checkbox"/>
Structured Data	Deploy Entity Schema: Implement Organization and Person schema using sameAs to link to LinkedIn or Wikipedia.	Link your site to “official” records using sameAs Schema. Toolbox: Test nesting with the Schema.org Validator.	<input type="checkbox"/>

Crawlability

Validate Bot Permissions: Audit robots.txt and meta-tags to ensure AI agents (GPTBot, etc.) aren't blocked from research assets.

Ensure robots.txt does not block AI agents like GPTBot.

Toolbox: Audit snippet controls to ensure discovery visibility.



Tier 2: Week 3 | Strategic Signal Alignment

Goal: Deepen your topical authority and remove brand fragmentation.

Area	Action	Guidance & Tools	Done
Entity Clarity	Standardize Category Labels: Sync the first 100 words of your Homepage, LinkedIn, and PR boilerplates for 1:1 consistency.	Use a consistent "Category Label" across Homepage, LinkedIn, and PR. Toolbox: Use SparkToro to identify high-authority publications.	<input type="checkbox"/>
Topical Depth	Audit Topical Authority Assets: Verify a minimum of 5 deep-dive research assets (whitepapers/studies) exist for your core categories.	Create at least 5 "Original Proof" assets (research/whitepapers) per category. Toolbox: Use tables to make data AI-friendly.	<input type="checkbox"/>
Web Mentions	Analyze Mention Velocity: Calculate the rate of new, independent, unlinked brand mentions over the last 90 days.	Monitor the rate of new, credible, independent web mentions. Toolbox: Use Ahrefs Web Explorer to track unlinked brand mentions.	<input type="checkbox"/>

Tier 3: Week 4 | Refresh and Measure

Goal: Shift from tracking simple clicks to tracking Share of Model.

Area	Action	Guidance & Tools	Done
Search Demand	Track Branded Search: Monitor search volume trends for "[Brand Name] + [Category Keyword]" month-over-month.	Track search volume for "[Brand Name] + [Category Keyword]". Toolbox: Use Google Trends to compare demand against competitors.	<input type="checkbox"/>
Inclusion Rate	Test AI Inclusion: Manually prompt LLMs with category queries to see if your brand appears in the "shortlist."	Monitor how often your brand is cited in AI summaries for top queries. Toolbox: Use Perplexity or ChatGPT for manual "shortlist" testing.	<input type="checkbox"/>

Context Accuracy

Verify Brand Definition: Run “blind” prompts to ensure AI describes your value prop correctly without hallucinations.

Run blind tests to ensure models describe your value prop correctly.

Toolbox: If descriptions are blurry, re-audit Tier 2 consistency.



Keep in mind: This checklist improves eligibility and clarity. It does not guarantee inclusion in AI answers, which are still changing quickly.

Quick Troubleshooting

Failing Tier 1? (Technically Invisible)

Your code is acting as a gatekeeper.

Solution: Prioritize HTML visibility and structured data.

Failing Tier 2? (Strategically Blurry)

Your presence is fragmented or shallow.

Solution: Sync category messaging and build original research assets.

Failing Tier 3? (Losing Ground Silently)

You're losing Share of Model to competitors.

Solution: Start tracking mention velocity and branded demand.

Remember: Brand authority must be built into your infrastructure, not bolted on later.

Companion asset: [AI Search Technical Checklist & Playbook](#)