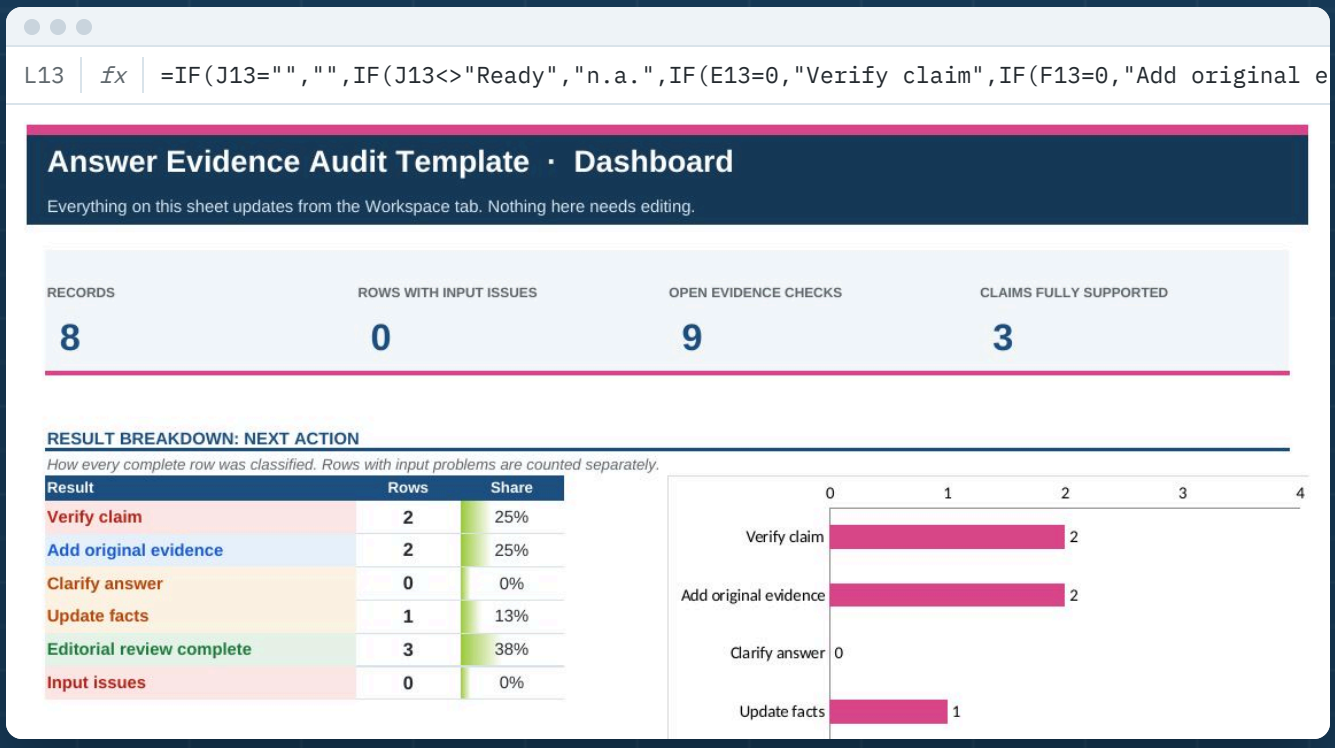
OptimizationTheory.com

AI Visibility & GEO Toolkit, resource 28

Answer Evidence Audit Template

Check every claim for a supporting source, original value, clarity and freshness, so AI answers can quote and cite it.

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which claims on a page are verified, original, clear and current, and what each unfinished claim needs next.

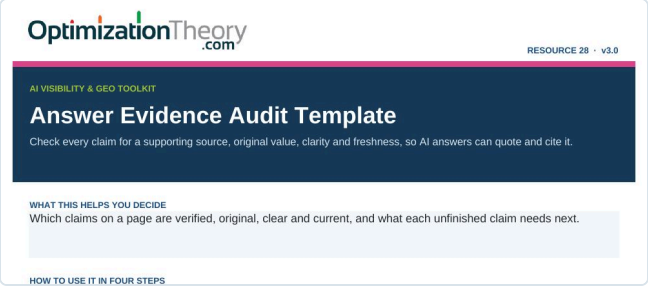
AI answer engines lift short, specific passages and cite where they came from. Pages that make vague claims, repeat what everyone else says, or cite nothing are easy to summarize and easy to skip. Pages with clear, sourced, original answers are what gets quoted.

This GEO content audit template (we call it the Answer Evidence Audit) breaks a page into question and claim pairs. Each claim is checked for four things: a primary source that supports it, original value, a clear answer, and current information. The template counts open checks and tells you the next action for each claim.

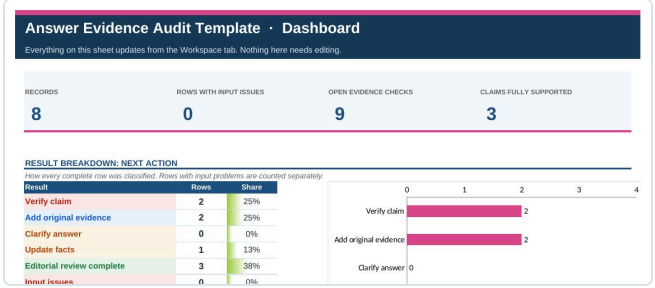
Who it's for

- SEOs optimizing pages for AI Overviews, ChatGPT and Perplexity
- Editors fact-checking high-value pages
- Subject matter experts reviewing content
- Teams refreshing pages that rank but aren't cited

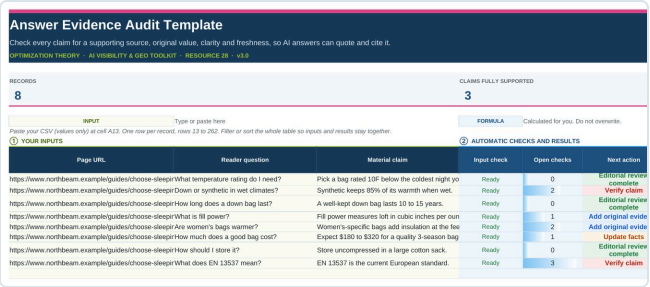
What's in the workbook



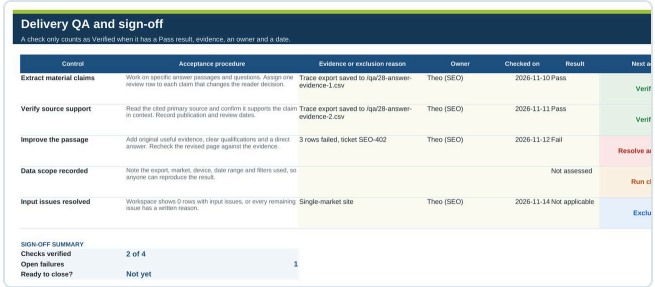
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Open checks = 4 – (source supports + original value + answer clear + current). Next action follows the first failed check in order: Verify claim, Add original evidence, Clarify answer, Update facts, otherwise Editorial review complete.

The key formula, as written in the workbook

```
=IF(J13="","",IF(J13<>"Ready","n.a.",IF(E13=0,"Verify claim",IF(F13=0,"Add original evidence",IF(G13
=0,"Clarify answer",IF(H13=0,"Update facts","Editorial review complete"))))))
```

Result column	Plain-English formula	What it tells you
Open checks	4-SUM(Source supports claim,Original contribution,Answer clear in context,Current as of review)	Unmet editorial evidence checks.
Next action	IF(Source supports claim=0,"Verify claim",IF(Original contribution=0,"Add original evidence",IF(Answer clear in context=0,"Clarify answer",IF(Current as of review=0,"Update facts","Editorial review complete"))))	First unmet evidence task.

The results you'll see

Verify claim | Add original evidence | Clarify answer | Update facts | Editorial review complete

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Pick a high-value page

Start with pages that rank but aren't cited in AI answers.

2

List question and claim pairs

Write the question each section answers and the one-sentence claim it makes.

3

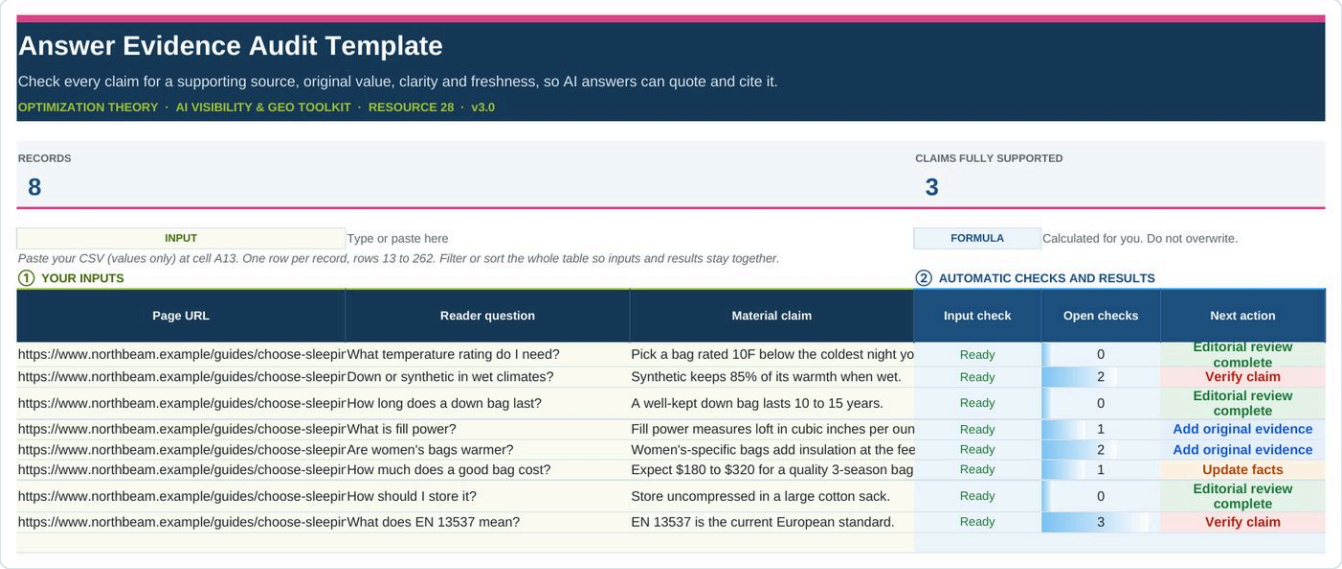
Check the evidence

Record the primary source. Mark supports, original value, clear and current as 1 or 0.

4

Work the next actions

Verify claims first, then add original evidence, clarify, and update facts.



Answer Evidence Audit Template

Check every claim for a supporting source, original value, clarity and freshness, so AI answers can quote and cite it.

OPTIMIZATION THEORY · AI VISIBILITY & GEO TOOLKIT · RESOURCE 28 · v3.0

RECORDS 8 | CLAIMS FULLY SUPPORTED 3

INPUT Type or paste here | FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS ② AUTOMATIC CHECKS AND RESULTS

Page URL	Reader question	Material claim	Input check	Open checks	Next action
https://www.northbeam.example/guides/choose-sleepir	What temperature rating do I need?	Pick a bag rated 10F below the coldest night yo	Ready	0	Editorial review complete
https://www.northbeam.example/guides/choose-sleepir	Down or synthetic in wet climates?	Synthetic keeps 85% of its warmth when wet.	Ready	2	Verify claim
https://www.northbeam.example/guides/choose-sleepir	How long does a down bag last?	A well-kept down bag lasts 10 to 15 years.	Ready	0	Editorial review complete
https://www.northbeam.example/guides/choose-sleepir	What is fill power?	Fill power measures loft in cubic inches per oun	Ready	1	Add original evidence
https://www.northbeam.example/guides/choose-sleepir	Are women's bags warmer?	Women's-specific bags add insulation at the fee	Ready	2	Add original evidence
https://www.northbeam.example/guides/choose-sleepir	How much does a good bag cost?	Expect $180 to $320 for a quality 3-season bag	Ready	1	Update facts
https://www.northbeam.example/guides/choose-sleepir	How should I store it?	Store uncompressed in a large cotton sack.	Ready	0	Editorial review complete
https://www.northbeam.example/guides/choose-sleepir	What does EN 13537 mean?	EN 13537 is the current European standard.	Ready	3	Verify claim

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

This is a sign-off workflow. DataForSEO responses are the evidence you attach; the human checks stay manual by design.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 28 --csv --input my-filled.csv --output my
-inputs.csv
```

Fills automatically	You add
Page URL	Reader question, Material claim, Primary source, Source supports claim, Original contribution, Answer clear in context, Current as of review

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`url`	Page URL	Exact absolute URL. Keep case and query parameters unless a documented normalization rule applies.	DataForSEO: url
`question`	Reader question	One specific question the passage answers.	Your records or manual review
`claim`	Material claim	A factual claim or calculation requiring support.	Your records or manual review
`primary_source`	Primary source	Inspectable source URL or documented original dataset.	Your records or manual review
`source_supports`	Source supports claim	1 after checking the source supports the exact claim. 1 = Yes, 0 = No.	Your records or manual review
`original_value`	Original contribution	1 after verifying a useful original example, measurement or expert observation. 1 = Yes, 0 = No.	Your records or manual review
`answer_clear`	Answer clear in context	1 after editorial review for clarity and context. 1 = Yes, 0 = No.	Your records or manual review
`current`	Current as of review	1 after checking facts and source dates for this review. 1 = Yes, 0 = No.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

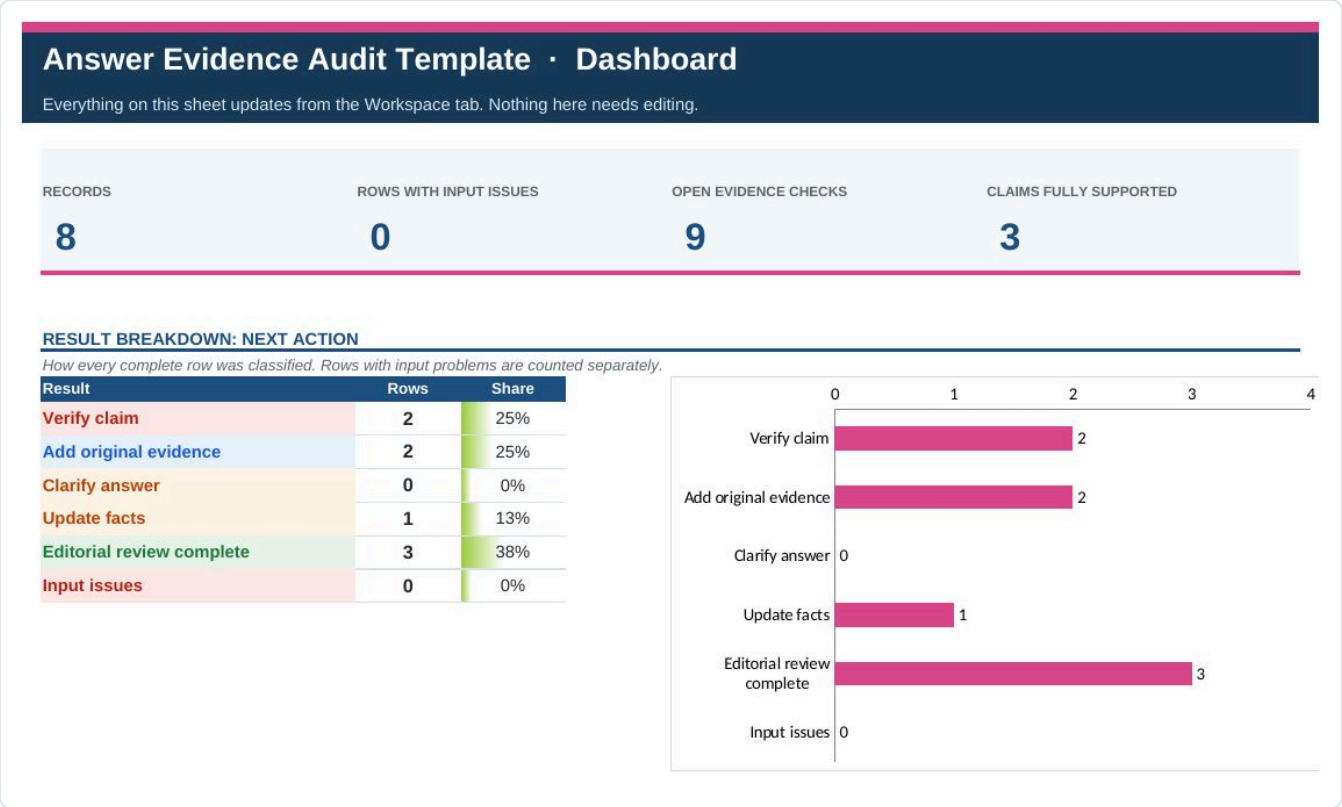
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 8 example rows.

8	0	9	3
Records	Rows with input issues	Open evidence checks	Claims fully supported

The example sleeping bag guide has a claim copied from a forum with no source, and one citing a standard that was replaced in 2016. Both are exactly the kind of errors an AI system can contradict.

Top 10 by open checks

#	Page URL	Open checks
1	https://www.northbeam.example/guides/choose-sleeping-bag/	3
2	https://www.northbeam.example/guides/choose-sleeping-bag/	2
3	https://www.northbeam.example/guides/choose-sleeping-bag/	2
4	https://www.northbeam.example/guides/choose-sleeping-bag/	1
5	https://www.northbeam.example/guides/choose-sleeping-bag/	1



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Use this to improve content quality and auditability. Keep the answer useful to the reader rather than writing for a supposed machine score.

Limits. These are Optimization Theory workflow checks. Google and AI platforms do not publish this as a citation formula.

Mistakes to avoid

Citing secondary sources. Link to the primary source: the standard, the study, the official documentation.

Writing around the answer. Put the direct answer in the first sentence of the section, then explain.

Updating the date, not the facts. Freshness means the facts are current, not just the timestamp.

Tips from the field

Run this on every page in your content brief workflow before publishing.

Track which claims get cited using the AI citation tracker.

Original data is the strongest citation magnet. Add a number only you have.

Questions people ask

What is a GEO content audit?

A review of a page's claims and answers to make them accurate, sourced, original and clear enough for AI answer engines to quote and cite.

How do I get cited in AI Overviews?

Rank well, answer specific questions clearly, support claims with primary sources and add original information. There's no special markup that guarantees it.

What counts as original value?

Your own data, tests, photos, expert experience or analysis that isn't available on other pages.

How often should I audit answers?

Whenever facts change, and at least annually for high-value pages.

Templates that work well with this one

SEO Content Brief Template

A content brief built for Google and AI answers: real questions, original evidence, sources and a three-step approval workflow.

AI Citation Tracker

Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

Brand Entity Consistency Audit

Compare your official brand facts with Wikidata, LinkedIn, GBP, Yelp and more, and log every correction request.

Schema Markup Audit Template

Check presence, syntax, required fields, visible-content match and policy for every structured data type you ship.

Content Decay Analysis Template

Separate lost impressions, lower CTR and falling demand, so you refresh the pages that really decayed.

AI Prompt Research Template

Turn real customer tasks and keywords into a weighted prompt panel for ChatGPT, Perplexity, Gemini and AI Overviews.

Read the full tutorial online: **optimizationtheory.com/download-view/geo-content-audit-template/**
Get all six templates in the **AI Visibility & GEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.