

AI Content EEAT Checklist

12 checks before you publish AI-assisted content

Beeznez Tech | Version 1.0 | 19 October 2026

Built from Google's published guidance: the Search Quality Rater Guidelines (11 September 2025 edition), the spam policies, and the Search Central pages updated on 1 October 2026. This is not an official Google checklist and Google publishes no scoring system. The 0-2 scoring below is a self-audit heuristic from Beeznez Tech.

#	Check	What to do	Evidence to keep	Score
1	Firsthand element	Add something you actually did: a test, measurement, screenshot, photo or worked calculation. Say what you tested and what you only researched.	Raw notes, screenshots, dates	/ 2
2	Original data or example	Include one number, table or case a model could not produce from general knowledge alone.	Source files, calculation sheet	/ 2
3	Stated limits	Say what you did not test, what is an estimate, and when prices or facts were last checked.	A "verified on [date]" line	/ 2
4	Named author	Publish under a real person with a bio page that shows relevant background. No invented personas.	Author page URL	/ 2
5	Expert review (YMYL)	For health, money, legal or safety topics, have a qualified person review the page and name them with a date.	Reviewer name, date, scope	/ 2
6	Primary sources	Link the original source (law, vendor page, study), not a summary of it. Open every link before publishing.	Source list with access dates	/ 2
7	Manual fact-check	Check every claim, number, quote and link by hand, including the title, meta description, schema and image alt text.	Checked-claims list	/ 2
8	Dates and updates	Show published and updated dates and log real changes. Re-check fast-moving facts on a schedule.	Change log	/ 2
9	AI-use disclosure	Say how AI was used where it helps readers understand the page, and link your editorial policy.	Policy page, per-article note	/ 2
10	Human edit	Rewrite for your voice. Cut filler and generic intros. Remove leftover AI phrases and unverified citations.	Edited draft, tracked changes	/ 2
11	No scale tricks	One page per distinct reader need. No near-duplicate pages for keyword variants. Publish only what you can review.	Content plan, review capacity	/ 2
12	Audit trail	Record the tool, prompt purpose, sources, reviewer and date for each article.	AI-use log (last page)	/ 2

How to score

Score each check 0 (not done), 1 (partly) or 2 (done and you can show the evidence). Maximum 24.
20 to 24: ready to publish. 14 to 19: fix the gaps first. Under 14: rewrite, or do not publish.
Automatic stop, whatever the total: any unverified fact; invented personal experience or fake reviews; leftover AI text such as "as an AI language model"; no named person accountable for the page.

AI-use log (one row per article)

Date	URL or title	Tool and model	What AI did	What a human did	Reviewer

Disclosure lines you can adapt

- A. This article was researched and written by [Name]. AI tools helped with [outlining / editing]. Every figure was checked against the sources listed below.
- B. Drafted with AI assistance, then edited and fact-checked by [Name] on [date].
- C. Prices and features verified on [date]. This is a [cost model / review / hands-on test], not a [what you did not do].

Sources: Google Search Central, guidance on using generative AI content (updated 1 October 2026); Google spam policies (scaled content abuse); Search Quality Rater Guidelines (11 September 2025 edition). Full explanation: beeznez.com/ai-content-eeat-guidelines/