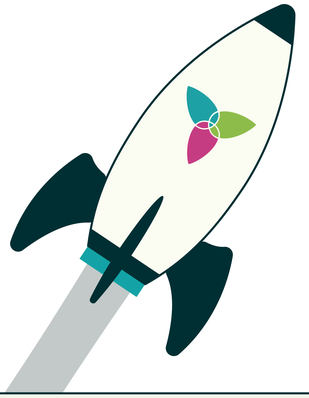
notified

The SOAR Content Framework™ Checklist



Optimize for AI visibility.

Structure

- ☑ Headline matches schema headline
- ☑ “Key Facts” section present and bulletized
- ☑ Entities, dates, and numbers clear
- ☑ Canonical URL and publisher metadata included

Originality

- ☑ At least one first-party data point
- ☑ At least one named human (quote)
- ☑ At least one unique insight, brand, or partner reference
- ☑ Not purely boilerplate content

Authority

- ☑ Published on official domain
- ☑ Organization identified in schema
- ☑ Spokesperson and media contact listed
- ☑ Consistent content across wire and owned site

Recency

- ☑ Accurate publication and modified dates
- ☑ “As of [date]” included in body
- ☑ Fast follow-up within 24–72 hours
- ☑ Syndicated to trusted destinations the same day