

RESOURCE CHECKLIST

The Authority Proof Checklist

A proof and corroboration checklist for brands that need AI systems and buyers to trust what they claim.

Inspect reputation integrity, entity corroboration, outcome proof, expertise attribution, and category presence before assuming the brand is credible enough to recommend.

Reputation Integrity

Do public profiles, reviews, and owned claims tell the same story?

Entity Corroboration

Can third-party sources confirm the brand entity?

Outcome Proof

Are claims supported by examples, numbers, or visible work?

Expertise Attribution

Can systems identify who is responsible for the advice?

Category Presence

Does the brand appear where buyers and AI systems look for proof?

Diagnostic Output

Score authority strength and find the weakest proof layer.

Use this before you scale execution.

This gives you a fast first-pass diagnostic. The full Mjolniir audit goes deeper into evidence, prioritization, and implementation risk.

Reputation Integrity

Authority proof starts with consistency. If the brand says one thing on the website, another on LinkedIn, and nothing useful on third-party profiles, AI systems get a weak evidence trail.

Company name is consistent across profiles	Category description is consistent across website and social profiles
Founder profiles connect clearly to the company	Review profiles are claimed and accurate where relevant
Major directories do not show outdated positioning	Case studies and proof pages are easy to find
Awards or certifications are verifiable	No unsupported superlatives dominate the copy
Testimonials include enough context to be useful	Brand search result reinforces the correct offer

Mjolniir verdict

Authority is not what the brand says once. It is what the market can verify repeatedly.

Entity Corroboration & Category Presence

AI systems look for corroboration. The brand needs evidence outside its own website, especially when the query involves trust, expertise, comparison, or recommendation.

Proof Surface	What To Check	Status
LinkedIn	Company page, founder profiles, service/category language, recent activity	Pass / Fail / Unsure
Google results	Brand panel, profiles, directories, reviews, mentions, old pages	Pass / Fail / Unsure
Industry sources	Associations, communities, podcasts, media, partner pages, directories	Pass / Fail / Unsure
Social proof	Client logos, testimonials, comments, public results, recognizable names	Pass / Fail / Unsure
Category proof	Presence around the problem category, not just the brand name	Pass / Fail / Unsure

What to fix first

Prioritize proof surfaces that AI systems and buyers can independently verify. Owned claims need external support.

Outcome Proof & Expertise Attribution

Vague proof does not carry authority. Buyers and AI systems need to see what changed, for whom, under what conditions, and who is qualified to explain it.

Case studies define the starting problem	Outcomes are specific and not exaggerated
Claims are tied to real client context	Screenshots or examples are used where responsible
Testimonials mention role, company, or category when allowed	Authors and experts are named on educational content
Founder expertise supports the service category	Content includes original analysis, not generic summaries
Claims are not stronger than the evidence	Proof pages are internally linked from buyer pages

Proof rule

If the claim matters commercially, it needs support. Unsupported authority copy dies quietly in AI search.

Authority Proof Scorecard

Score each area from 0 to 3. Use the result to identify whether the brand has enough corroboration to be trusted, cited, and recommended.

Area	Score
Reputation signals are consistent	/3
Third-party profiles corroborate the brand	/3
Outcome proof is specific	/3
Expertise attribution is clear	/3
Category presence exists beyond the website	/3
Reviews/testimonials support buyer trust	/3
Proof is connected to commercial pages	/3

Score	Diagnosis
0-7	Authority proof gap
8-14	Corroboration is thin
15-18	Credibility exists but is underconnected
19-21	Authority proof is commercially strong

Request the full audit

The checklist shows weak proof surfaces. The Mjolniir audit identifies which authority gaps are most likely to stop AI systems and buyers from trusting the brand. CTA: <https://www.mjolniir.com/contact-us>