



CHECKLIST

The Owned Media Checklist for 2026



The AI Visibility Model



Prompt

1

Findability: Can the machine read it?

Machine-readable signals:

- ☐ HTML-First
- ☐ Schema markup
- ☐ Metadata

2

Extractability: Can the answer be extracted?

Clear summary:

- ☐ What happened? / Why is it important? / Who does it effect?

Reusable structure:

- ☐ Question-based headlines
- ☐ Facts that stand alone
- ☐ Plain language

Explicit authorship & attribution

- ☐ Organization, Speaker, Date, Source

3

Trustworthiness: Credible source for the topic?

Linked content:

- ☐ Internal linking between press releases, updates and strategy



Citation!