

Get SEEN.

A framework for making an entity easy for AI to find, read, verify, and recommend.

THE FOUR LAYERS

S: Structure

Make the answer extractable. Put definitions, pricing, scope, comparisons, and core facts in visible HTML with real hierarchy.

E: Evidence

Make claims verifiable. Pair numbers, outcomes, and positioning with methodology pages, case studies, bylines, and primary sources.

E: Entity

Make the entity unambiguous. Use one canonical name, one description, consistent profiles, schema, and a clean sameAs graph.

N: Notability

Make the wider web corroborate the recommendation. Earn third-party mentions, platform-hosted reach, links, and organic community presence.

S Structure

10 items

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- 1. Key pages open with a 30 to 60 word answer-first summary.
 - 2. H1, H2, and H3 hierarchy describes meaning, not visual layout.
 - 3. Core facts are visible HTML, not images, PDFs, or JS-only state.
 - 4. Top competing categories have explicit comparison pages or tables.
 - 5. Major pages answer real buyer or user questions.
 - 6. Product or service pages answer what it does, who it is for, price, and next step.
 - 7. Schema exists on key pages and matches visible copy.
 - 8. Pages render usefully without JavaScript, or have SSR / prerender fallback.
 - 9. Long-form pages have anchors for sub-answer extraction.
 - 10. llms.txt and llms-full.txt exist where an owned site is part of the corpus.

E Evidence

10 items

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- 1. Major quantitative claims link to a method page, case study, or source.
 - 2. Original research, methodology, or a whitepaper lives under a durable URL.
 - 3. At least one case study uses names, numbers, and dates.
 - 4. Independent reviews or public product signals exist outside the site.
 - 5. Substantive articles have a credentialed byline.
 - 6. Pricing or pricing logic is public enough to cite.
 - 7. Testimonials are attributed with name, role, company, and link where possible.
 - 8. Press, podcasts, or talks are listed with reachable links.
 - 9. Statistics cite primary sources, not aggregator summaries.
 - 10. An About or Methodology page explains how the work is done.

E Entity

10 items

- 1. The canonical name is identical across owned and platform-hosted surfaces.
- 2. One sentence describes the entity consistently across profiles.
- 3. Person, Product, or Organization schema links the sameAs graph.
- 4. The About page is about the entity, not only a marketing pitch.
- 5. Founder, company, and product relationships are explicit.
- 6. Wikidata exists or is planned where notability allows.
- 7. Local or service entities have a consistent Google Business Profile.
- 8. Name collisions are disambiguated in titles, descriptions, and About copy.
- 9. Profile copy is dated or updated within the last 12 months.
- 10. Photos, logos, and bios match across important surfaces.

N Notability

11 items

- 1. Independent third-party publications mention the entity recently.
- 2. The entity appears in relevant best-of, top-N, or alternatives pages.
- 3. Organic discussion exists in subject-relevant communities.
- 4. A meaningful number of links come from high-authority domains.
- 5. Wikipedia presence or mentions exist where notability standards allow.
- 6. There is a speaking, podcast, guest-writing, or public expertise trail.
- 7. Platform-hosted properties show visible engagement and active cadence.
- 8. Partnerships or integrations appear on partner-owned pages.
- 9. Customers or collaborators publish their own proof where possible.
- 10. A key person has a public trail outside the entity's owned channels.
- 11. Claimed awards come from editorial sources with real criteria.