

AI Source Audit Worksheet

There's no "correct the AI" button — so work out which real source is actually feeding the wrong answer, and fix that instead.

When an AI tool states something inaccurate about your business, you can't directly edit its answer. What you usually can do is identify the real, controllable source it's most likely drawing from, and fix that at the source — the AI's answer eventually catches up as it re-reads the web.

Common sources AI tools draw from

- ☐ Your Google Business Profile (hours, category, description, attributes)
- ☐ Your website's own text and schema markup
- ☐ Directory listings (Yell, Thomson Local, FreeIndex, etc.) — especially old, unclaimed ones
- ☐ Review platforms and their aggregate scores
- ☐ News articles or old press mentions that were never updated
- ☐ Wikipedia or Wikidata, if you have an entry

Work through each inaccuracy

What the AI said	Most likely real source	Action taken	Fixed? (Y/N)
1.			
2.			
3.			
4.			
5.			
6.			

If you genuinely can't identify a source — the claim seems fabricated rather than pulled from anywhere real — that's a known limitation of these tools (sometimes called hallucination), and the most reliable fix is simply making sure enough clear, accurate, specific content about you exists elsewhere that it eventually outweighs the fabrication.