

Trust Signal Benchmark Checklist

Not rankings — the underlying technical trust signals, compared side by side against a named competitor.

Two agents can rank similarly on Google while having very different technical foundations underneath. This checks the trust signals directly — often the real explanation for why a competitor pulls ahead even when your visible content looks comparable.

Signal	You have it?	They have it?	How to check
Schema markup present			View page source, search for "application/ld+json"
HTTPS / SSL enabled			Check the address bar for the padlock icon
Fast page load speed			PageSpeed Insights (Core Web Vitals score)
Specific, genuine team bios			Look for named, specific team bios (not generic "About Us")
Review schema markup			Check if reviews display an AggregateRating schema (Rich Results Test)
Consistent cross-platform entity presence			Search "[business name] site:linkedin.com" and similar

Any row where they have it and you don't is a concrete, fixable gap — see the Schema Markup Pack and Entity Consistency Kit in the SEO and GEO resources for the actual implementation.