

# Author Bio Audit

Companion worksheet to "How Author Bio Pages Influence AI Citation Decisions"

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AI uses your bio page to confirm a real expert wrote your content. Audit where your byline leads, what your bio page contains, and whether your identity matches everywhere you appear.

## 1. Trace your byline

Click a recent article byline on your own site and see where it goes.

Where the byline currently leads (a bio page, a list of posts, or nowhere):

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Your platform's user profile URL field, if any, points to:

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## 2. Score your bio page

Check each element your bio page clearly includes today.

- Full real name (not a team or brand name)
  - License number and state
  - Years active and markets served
  - Relevant professional background
  - Links to LinkedIn and brokerage
  - A real professional headshot
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Elements present: \_\_\_\_\_ / 6. Each missing element is something AI cannot use to verify you.

## 3. Match check across platforms

Confirm the same name and photo appear on each. Check the ones that match.

- Website bio
  - LinkedIn profile
  - Brokerage page
  - Google Business Profile
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Aligned: \_\_\_\_\_ / 4. Mismatched names or photos make you harder to confirm as one person.

## 4. Your commitments

### This week.

Trace your byline and check the profile URL field. What did you find?

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### This month.

Build the strongest bio page your platform allows, or a strong LinkedIn one referenced from your articles. Where it will live:

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### Ongoing.

Review quarterly: update experience and markets, and confirm name and photo match everywhere. The month I will review:

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