



RULE FOR AI COPY

**AI writes. AI
does not
invent.**

One rule for AI website copy.

I let AI draft demo sites

From a business's own site, real photos and real reviews.

Every claim needs a source

No source on the page, it does not ship.



What counts as a source

YEARS IN BUSINESS **Their own site**

STAR
RATING **Their Google listing**

PHOTOS **Their real photos**

REVIEWS **Their real reviews**



The check, 10 October 2026

YEARS CLAIMS CHECKED

6

MATCHED THE LIVE SITE

6 of 6

MATCHED
HOW

Word for word

Run your own claim check

- 01 Pull every number and claim from the draft
- 02 Write where each one lives on the source
- 03 Cannot find it? Delete the claim
- 04 Read it yourself before it goes anywhere

Label it a demo

Every demo carries a ribbon: Demo, not the live site. It is not indexed.

The copy can still be wrong

I read every one before it goes anywhere.



Comment FLEET

I'll send the evidence rule