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TRUSTED SERIES · PART 4 · SUMMARIZED BY AI

Quarterly AI Audit Worksheet

Run each prompt in a private or logged-out browser. Use the same prompts every quarter. Save every answer.

School _____ Quarter / date _____ Run by _____

Assistant ☐ ChatGPT ☐ Google AI Overview / AI Mode ☐ Gemini ☐ Copilot ☐ Perplexity

Use one sheet per assistant.

#	Prompt	Accurate?	Current?	Tone	Sources cited (yours?)
1	What is [school]?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
2	Is [school] legit?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
3	[School] reviews	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
4	How much does [program] at [school] cost?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
5	Do [school] graduates get jobs?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
6	Best [program] schools near [city]	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
7	[School] vs. [top competitor]	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
8	Is [school] accredited?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
9	What do students say about [school] on Reddit?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	
10	Should I go to [school] for [program]?	☐ Y ☐ N	☐ Y ☐ N	☐ + ☐ 0 ☐ –	

HOW TO SCORE

Accurate: Programs, cost, length, accreditation, location, and hours are right.
Current: No closed programs, former leaders, old pages, or old news.
Tone: + positive 0 neutral or mixed – negative. Note why.
Sources: List the sites it cited. Circle any you own.

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Every finding gets a named owner and a date. An audit that ends in a folder of screenshots changes nothing.

Fix log

Finding	Likely source	Owner	Due	Status
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed
				☐ Open ☐ Underway ☐ Fixed

Where to look, and who usually owns the fix

What you find	Where AI likely got it	Usual owner
Wrong cost, length, or program list	Old pages, PDFs, directories	**Marketing + registrar**
Wrong or missing outcomes	College Scorecard, old press	**Career services + compliance**
“Is it a scam?” language	Unanswered complaints, Reddit, news	**Campus director + marketing**
Negative review themes	Google, Niche, review sites	**Campus director**
Missing from “best [program] near me”	Thin Google Business Profile, few reviews	**Marketing**
Old leaders, programs, locations	Wikipedia, LinkedIn, stale pages	**Marketing + HR**
Accreditation stated wrong	Old pages, accreditor directory	**Compliance**

Re-run next quarter with the same prompts. Changes take time to show up in AI answers; the trend is what matters.