

AI Content Rescue Scorecard

A practical worksheet for judging content as an organic growth asset, not just a writing output.

AI risk checks

Use this when a draft sounds fluent but weak.

Risk	Signal	Action
Generic voice	Could fit any brand	Add specific business inputs
Thin usefulness	Obvious advice	Add examples and steps
Factual risk	Unsupported claims	Verify or remove

Rescue decision

Choose keep, rewrite, merge or retire.

Finding	Decision	Reason
Good structure	Rescue	Can be improved
Wrong intent	Rewrite	Brief is wrong
Duplicate page	Merge	Avoid overlap

Final QA

Check the repaired page before publishing.

Area	Question	Action
Business role	What job should this page do?	Define action and buyer stage
Proof depth	Can the visitor believe the claims?	Add examples, process or limitations
Conversion path	What should the reader do next?	Improve CTA and next page route

Next step: send one page or brief to contact@contentgait.com for a ContentGait review.