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The Runexus Guide to SEO & AI Discovery

Free Edition — 2026

A practical education for business owners

12 chapters / 10 RNX families / 359 control explanations

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A guide to being found

Codex Inveniendi

The Runexus Guide to SEO & AI Discovery

Free Edition — 2026 · Published by Runexus · November 2, 2026

This book is for the person who owns the business, answers customer questions or looks after its website. Start with the twelve chapters. Use the reference when you need to understand a particular RNX check.

You do not need an account, payment or email signup to read this edition. Keep it nearby during a website review, and share the public download page with your team: runexus.io/codex.

How to read the reference

Every atomic control in the source appears once in the reference, under its canonical numeric family. Each entry gives the exact ID, source title, a short explanation and the inspected target. Apply it only when the feature, provider and business conditions fit.

Experimental controls are clearly labeled. They are not established ranking requirements. This is an educational companion to the proposed RNX methodology, not the full implementation handbook or an independent certification.

The fictional bicycle-shop examples are teaching examples, not customer evidence. No score, citation or recommendation in this book is a claimed client result.

Edition basis

Canonical RNX source fingerprint: 56ce729198e911abebdef646…

The full source fingerprint and publishing record are retained with the release. This guide does not change the standard. Provider rules may change after publication; consult the linked official guidance before specialized work.

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Contents

Select a title to jump to it. Use PDF search for an exact RNX identifier.

A guide to being found 2
The Internet Is a Library 4
What Is SEO? 5
What Is AEO? 6
Making Your Website Discoverable 7
Making Your Website Understandable 8
Building Trust and Authority 9
Creating Content People Actually Need 10
Local Search and AI Recommendations 11
Understanding the RNX Standard 12
Using RuneIndex 14
Your First Website Visibility Checklist 15
Where to Go Next 17
The RNX reference 18
Perception Standard 19
Authority Standard 32
Intelligence & Communication Standard 36
Governance, Compliance & Ethics 41
Performance & Efficiency Standard 44
Topic Architecture Standard 46
Resilience, Adversarial Defense & Future Compatibility 48
Search Demand, Intent and Content Strategy 50
On-Page Search and Experience Presentation 55
Measurement, Experimentation and Search Operations 68
Words worth knowing 74
Sources & further reading 76

CHAPTER 01

The Internet Is a Library

Imagine a library with no front desk, changing shelves and new books arriving every second. Some books are locked. Some have no title. Others are copies with different covers. Finding the right answer in that library would be hard.

Search engines do some of the work of a librarian. They discover pages, study what they contain and decide which ones may help with a question. Your job is to make your business's useful information available, clear and dependable. You do not need to know the librarian's secret filing system to label your book well.

Three different steps

Crawling means fetching a page. A crawler is software that visits web addresses. Links from known pages and sitemaps can help it discover other addresses. Indexing means processing information for a search engine's collection. Serving results means selecting useful material when someone searches. These steps are related, but none guarantees the next. [1]

A useful way to remember the difference is door, shelf, answer. Can the visitor reach the door? Has the library added the book to its shelf? Is that book useful for this question? A working door does not prove the book is on the shelf. Being on the shelf does not mean it will be chosen first.

Follow one fictional customer

Maya runs a fictional bicycle repair shop. Her homepage loads, but the repair page has no link from any menu or article. Someone who knows its exact address can open it. Other people may never find it. Maya adds a clear link from her services page because repairs are a real service customers ask about.

That is a discovery improvement. It is not proof of indexing or a higher ranking. To investigate those later steps, Maya needs the relevant search provider's reports and observations. If the report has not updated, the honest answer is still unknown.

Your first small record

Write down your homepage, main service or product page, contact page and the page where a customer takes action. Open each in a private browser window. Note what you can see without signing in. Do not assume that a page visible in your editing account is public.

> Keep the stages separate: reachable, indexed and chosen are three different findings.

CHAPTER 02

What Is SEO?

SEO means search engine optimization. In everyday language, it is the work of helping people find and use your website through unpaid search results. It includes clear content, usable pages and technical access. Buying an advertisement is a separate activity.

Search intent is the job behind a search. Someone typing bicycle tire pressure wants an answer. Someone typing bicycle repair near me may want a nearby service. Someone typing a particular shop's name may just want its phone number. These visitors should not all land on the same generic sales pitch.

Relevance starts with a real need

Choose a page's purpose before choosing its words. For a repair page, explain the repairs offered, the area served, the price basis, important limits and the next step. For a guide, answer the actual question. Use the words customers understand, including the correct names of products and services. Clear titles and useful content help readers recognize a suitable page. [2]

Technical accessibility means the website works well enough for the intended reader or crawler to get that information. A broken connection, missing page or blocked resource can interrupt the process. Content quality cannot repair a server that never returns it.

Visibility is not the whole business result

An impression records an appearance under a provider's reporting rules. A click records a visit from that result. A qualified inquiry is a contact that fits the business. A sale is a completed transaction. These numbers answer different questions.

Suppose Maya gets more visits after publishing a repair guide, but most are from places she cannot serve. The guide may still be useful, yet the traffic increase alone does not prove more local repair customers. She should compare suitable inquiries as well as visits, keeping the same time period and measurement rules.

Work on the weakest link

If the site is offline, restore access first. If the main offer is unclear, explain it. If people arrive but cannot book, examine the booking journey. Do not buy a package of minor wording changes while a major customer task is broken.

Ask: What does this visitor need, and can this page help them do it?

CHAPTER 03

What Is AEO?

AEO commonly means answer engine optimization. This guide uses it for making information easier to understand and use in answer-based search experiences. It is not a separate magic language that forces an AI system to recommend your business.

An AI system can draw on information learned earlier, information retrieved during a request, or both. Retrieval means finding material to help answer a current question. A source might be a web page, a business listing or another supported information service. The exact behavior depends on the product and its settings.

Access is only the beginning

Think of an assistant planning a trip. It may read a restaurant page, compare opening hours with a listing and then produce a reply. Several things can happen: the page is accessible; its information is used; its URL is cited; the restaurant is named; or the restaurant is recommended. Those are distinct observations.

An assessment that says your menu is clear has judged the menu. It has not observed an actual recommendation in ChatGPT or another consumer service. To claim that, someone must capture the actual answer, question, interface, date and relevant context. RNX keeps those distinctions explicit.

Clear facts travel better

Put important qualifications close to the answer they limit. If delivery is available only within a certain area, say so beside the delivery offer. A sentence copied without a distant footnote should not turn a limited service into a universal promise.

Google's guidance connects its AI search features with established SEO practices. Do not assume a special AI file or special schema is a universal entry ticket. Check the current provider rules for the experience you care about, including the owner's publishing choices. [3]

Know what you can control

You can correct your pages, keep supported profiles accurate and make evidence available. You cannot directly rewrite every model's stored knowledge or dictate every answer. An old or incorrect answer is a reason to collect evidence and investigate, not proof that one more keyword will fix it.

> Readiness is something you assess on the site. Placement is something you observe in an actual search or answer experience.

CHAPTER 04

Making Your Website Discoverable

A web address is useful only if it leads to something people can reach. Start with the basics: the domain points to the intended service, the secure connection works and important public pages load without signing in. A website can look healthy on your own computer while failing for another visitor.

Four tools with different jobs

HTTPS protects the connection between the visitor and the site. It does not certify that every business claim is true. Redirects send an old address to another address. They should finish at a useful destination instead of looping or sending every old product to the homepage.

A sitemap lists addresses you want search tools to discover. It is a map, not an order to index every entry. Keep it focused on suitable public pages and truthful update information. A sitemap can be especially helpful when a site is large or its pages are hard to discover through links. [5]

A canonical URL is the preferred address for equivalent content. If a shop exposes the same product at several addresses, consistent preferences can help reduce confusion. A canonical label should point to an equivalent page, not an unrelated destination. Search engines consider signals; the label is not an unconditional command. [6]

The important robots distinction

The robots.txt file gives cooperating crawlers access instructions. A noindex instruction tells a supporting search crawler not to index particular content. The crawler generally needs to encounter that instruction. Neither is a substitute for passwords and server access controls on private material. [4]

For a business owner, the practical question is simple: Which pages should be public, and which must remain private? Write that down before anyone changes crawler settings. A customer invoice and a service brochure have very different needs.

A useful handoff to your web team

Report the exact address, what you expected, what you saw and when you saw it. For example: The old repair link should open the current repair page, but it keeps switching between two addresses. That is more actionable than saying SEO is broken.

Ask the team to confirm the correction from outside an editing session. Then keep the date and result. An access fix is complete when the access works; indexing may still need separate observation later.

> Do not make a private page public just to improve a scan result. Choose the correct scope first.

CHAPTER 05

Making Your Website Understandable

A person arriving from search may never see your homepage. Each important page should explain its subject and its place in the business. Imagine opening a brochure in the middle: would you know what service it describes and what to do next?

Give the page an outline

The title helps identify the page. The main heading tells readers its subject. Smaller headings divide the explanation into useful parts. A description summarizes the content for possible previews, although a search engine may choose different wording. Avoid promising a price or answer that the page does not contain. [2]

Clear structure also helps people who use reading tools. A large, bold line is not automatically a heading in the page's structure. A table needs labels that explain its numbers. A form field needs a connected label, not just a faint hint that vanishes while typing.

Make links do useful work

A link should say where it goes. Compare Click here with See emergency repair hours. The second tells a reader what to expect. Link a guide to related service details only when that connection helps the reader's task. Important pages should have ordinary working links from useful parts of the site. [10]

For images, provide a text alternative that carries their relevant information or function. A photo showing an accessible entrance needs a useful description. Pure decoration should not force a screen reader to announce meaningless noise. Captions and transcripts make other media useful to more people too.

Structured data is a label, not a disguise

Structured data is a machine-readable description attached to content. Think of a clear label on a shelf: product, author, business address or article date. The label must match the item. Valid format alone does not prove truthful facts, eligibility for a special result or actual appearance in search. [7]

If two website tools publish conflicting prices, adding more markup will not resolve the conflict. First decide which record is correct. Then make the visible page and supported machine-readable descriptions agree.

Try the stranger test

Show a page to someone who does not know the business. Ask what it offers, whom it serves and what they would do next. Listen without explaining the page for them. Their uncertainty can reveal missing information a familiar owner no longer notices.

> A good label helps someone understand real content. It cannot replace that content.

CHAPTER 06

Building Trust and Authority

Trust grows when claims can be checked. A business name, service area, contact route and explanation of who is responsible give people a starting point. Accurate outside references can help them compare that story with other evidence.

Authority in this guide does not mean one universal score owned by a marketing tool. It means examining relevant evidence of knowledge, reputation and independent recognition. A provider's ranking system may use information in ways an outside auditor cannot see. Do not turn a tool metric into a claim about a secret algorithm.

Make identity consistent

If a business has moved, its website, location page and maintained profiles should tell a compatible story. Historical material can remain available when clearly dated. A current listing that sends customers to the old address needs attention.

Credentials need the same care. State the actual credential, who holds it, its scope and any relevant dates. A staff member's qualification is not automatically a qualification held by every employee. A badge copied from another page proves nothing about the issuer's approval.

Earn useful references

A backlink is a link from another website to yours. A local association might link to a useful public workshop guide. A trade writer might cite original research with a clear method. These are examples of information earning a relevant reference; they are not promises that outreach will succeed.

Buying links to manipulate rankings and creating large volumes of low-value pages can breach Google's spam policies. Paid relationships need honest treatment. A sponsored placement must not be reported as an independent endorsement. [8]

Treat reviews as customer evidence

Ask for genuine feedback without creating fake reviews or inviting only the happy customers to public review sites. Answer concerns without sharing private customer records. A thoughtful reply can explain the next step without publishing someone's order details or health information.

For research, match reviews to the correct branch. Ten reviews for a same-name business in another city are not evidence about yours. Record missing sources too. An incomplete sample can still be useful if its limits remain visible.

> Before repeating a claim, ask: Who says this, what supports it, and does it refer to this exact business?

CHAPTER 07

Creating Content People Actually Need

Start with questions your customers already ask. What does it cost? Is this right for my situation? How long does it take? What should I bring? What is not included? A helpful page reduces uncertainty around a real decision.

Collect questions from support, sales conversations and appropriate search reports. Avoid putting private customer details into a public draft. Group similar questions without losing differences that matter, such as location, urgency or whether someone wants to buy or repair an item.

Build around a useful answer

Choose one main task for the page. Give the answer, explain the important conditions and show evidence where a claim needs support. Original experience, a useful comparison or a well-explained example can add value. There is no need to stretch a simple answer into a long essay merely to reach a word target. Google's people-first guidance asks publishers to consider usefulness, reliability and the value added by their content. [9]

Maya's fictional repair page could explain which bikes the shop accepts, how an estimate works and whether customers need an appointment. Repeating bicycle repair twenty times would not answer those questions. A clear limit, such as not servicing a certain battery system, may be more useful than another slogan.

Learn from competitors without copying

A competitor's page can reveal a customer question you overlooked. Confirm that the question matters to your own audience before adding it. The competitor may sell a different service or operate under different rules.

Separate search competitors from sales competitors. A magazine may appear for a repair question because it publishes a good guide. That does not mean it competes with a local shop for repair bookings. The right comparison depends on the task.

Keep the information alive

Assign an owner to important content. Review it when prices, services, rules or product facts change. Carry a correction into known charts, summaries and related pages. Changing the date without reviewing the facts can create false confidence.

Use AI writing help carefully if you choose it. Someone accountable still needs to verify claims, remove invented details and judge whether the page helps. The publishing method does not remove the publisher's responsibility for accuracy.

Before adding a page, finish this sentence: After reading it, my customer will be able to...

CHAPTER 08

Local Search and AI Recommendations

What is the best pizza shop near me? That question leaves much unsaid. Best for a quick lunch, a large group, a budget or a dietary need? Near home or near the customer's current location? Open now or available next week?

A useful local presence makes those details easier to establish. State the real business identity, location or service area, opening hours, contact method and offer. Keep special hours current. A menu hidden in an unreadable image may be much less helpful than a clear page people can open and understand.

Local relevance has several parts

Google describes its local results using relevance, distance and prominence. Complete, accurate business information helps explain what the business does. Reviews and other public information can contribute to its public reputation. This does not reveal the full ranking formula or let an owner buy a guaranteed organic position. [11]

An AI answer experience may draw on several sources. The website can say one thing while a listing or review describes another. Keeping your maintained records accurate reduces avoidable confusion, but it does not force the system to select your business.

Location pages should describe real places

For a shop, include useful visitor details such as the correct entrance and booking route. For a business that travels to customers, explain the areas actually served. Do not invent staffed offices in every nearby town. Different branches need distinct facts rather than interchangeable city names.

A business verification address is not always an address customers should visit. Apply the listing provider's rules to the actual operating model. A private home should not be advertised as a walk-in store when it is not one.

Observe recommendations honestly

If you test a pizza question, save the exact question, answer, date, interface and known location context. Check that any named shop is the right one. Follow citations to see what they support. Repeat observations under recorded conditions if you want to study variability.

A single answer is a sample. A mention is not always a recommendation. An absence in one reply is not proof of permanent exclusion. This careful language makes the report more useful, because the next person can understand what was actually observed.

> Improve the facts you own. Measure the answers you can observe. Keep the difference clear.

CHAPTER 09

Understanding the RNX Standard

RNX is Runexus's methodology for organizing checks of search and AI discovery readiness. This edition follows its November 2026 corrective proposal. It is not an adopted industry standard, a search-engine certification or a promise of ranking results.

The reference uses ten numeric families. A family is a broad area. Under it are more specific parent codes and atomic controls. Atomic means a check narrow enough to evaluate on its own evidence.

Read an identifier

In RNX-112.T001, RNX-100 is the family, RNX-112 is the immediate parent and .T001 identifies an atomic control. That control checks domain-name resolution. Another control under the same parent checks the security certificate. They need different observations even though both affect access.

The family titles below are the exact titles in the canonical hierarchy. Their formal wording is preserved so that this guide, the standard and a report refer to the same thing.

RNX-100 · Perception Standard

RNX-200 · Authority Standard

RNX-300 · Intelligence & Communication Standard

RNX-400 · Governance, Compliance & Ethics

RNX-500 · Performance & Efficiency Standard

RNX-600 · Topic Architecture Standard

RNX-700 · Resilience, Adversarial Defense & Future Compatibility

RNX-800 · Search Demand, Intent and Content Strategy

RNX-900 · On-Page Search and Experience Presentation

RNX-1000 · Measurement, Experimentation and Search Operations

Decide whether a check belongs

A product-feed check belongs to an applicable product feed, not every website. A private-agent authorization check belongs to an implemented private service. A local-hours check needs a business with relevant hours. Some checks examine business plans or provider accounts rather than public web pages.

Applicable means the actual conditions fit. Not applicable means they do not. Unknown means necessary evidence is missing. Not evaluated means the review has not been performed. Unknown and not evaluated are not failures, and they are not passes.

Read the evidence label

The reference preserves the source's lane labels. Core readiness identifies its core lane. Experimental identifies controls outside mandatory SEO/AEO compliance; it does not mean the underlying security or business practice is unimportant. It means you must not treat it as an established ranking requirement. Other source labels, if present, are retained.

The short entries explain purpose. They do not replace the canonical definitions, applicability logic or full technical tests. No business should claim complete RNX conformance merely by counting filled fields or turning every possible feature on.

CHAPTER 10

Using RuneIndex

RuneIndex is the free public website assessment at runexus.io/scan. Enter your website's public address and start the assessment. Use a site you are authorized to assess. The report is a snapshot of captured evidence, not a complete audit of everything the business does.

Read the three parts

Website Analysis contains checks supported by the scanner's website observations. AI Analysis contains controls actually evaluated from captured content when the AI service is available and produces usable evidence. An AI reading of your website is not a live observation of your business being recommended in a consumer AI product.

Additional RNX Controls identifies checks that were not assessed in the completed analysis. Some need owner records, specialist testing or a feature the site does not use. Do not treat that list as a set of confirmed failures or as work every business must implement.

Understand colors and scores

Read the status words and evidence before the color. PASS means the observed check met its rule within the tested scope. PARTIAL means a supported intermediate state where the control allows one. FAIL means evidence supports a failed requirement. Unavailable evidence should remain unresolved.

The current score rings use red below 40, orange below 60, yellow below 70, green from 70 to below 100, and blue for 100. An unmeasured result has no numeric score. Section rings summarize evaluated observations in their numeric RNX families. The headline score uses the public scorecard's rules and coverage safeguards; it is not a simple count of every entry in this book.

A high score does not guarantee a ranking or recommendation. Read which checks were evaluated and which evidence is missing. Two scans with different coverage are not necessarily fair comparisons, even when their headline numbers look precise.

Turn a finding into a next step

Open the affected finding and note its exact RNX ID, source address, captured evidence and explanation. Confirm the issue against the intended page or business record. Assign a person to correct it, record the change and assess again. Check whether the affected observation changed; do not assume every later traffic change was caused by that fix.

If AI analysis is unavailable, keep the useful Website Analysis findings. Do not fill the gap with guessed AI results. A failed fetch may also need investigation before any content judgment is possible.

Use the score to start a conversation. Use the evidence to choose the work.

CHAPTER 11

Your First Website Visibility Checklist

You do not need to complete 359 tasks before making progress. Begin with a small set of important pages and the customer journey they support. These actions are a practical starting plan, not a guarantee of search placement.

First: access and identity

• Open the homepage, main offer and contact page without being signed in. Record any errors or unexpected redirects.

• Confirm the business name, real service area, contact details and current hours where relevant.

• Ask the web team whether important public pages have accidental crawl or indexing restrictions. Keep private pages protected.

• Check that menus and links reach the pages people need. Include direct entry from a shared link in the review.

Next: answers and usability

• Write the five questions customers ask most before buying. Check whether the right page answers them clearly.

• Replace vague titles and headings with truthful descriptions of the page's purpose.

• Explain prices or the quote process, important limits and the next step. Do not imply services you cannot deliver.

• Try the main task on a phone and with a keyboard. Check that text, forms and error messages remain usable.

• Review images, captions and other media for useful alternatives and factual accuracy.

Then: outside facts and evidence

• Review the relevant business profiles you control. Correct branch details, special hours and links where needed.

• Check important credentials and factual claims against their real sources. Remove or qualify unsupported claims.

• Run RuneIndex and save the assessed scope, date and affected IDs. Keep unknown and unassessed items separate from failures.

• Choose a short repair list based on customer harm and reach. A broken main contact route usually deserves attention before a minor preview improvement.

Use a simple work record

For each chosen issue, record the page or profile, expected behavior, observed problem, owner, change date and confirmation result. If evidence is missing, record what would resolve it. A small honest work list is better than a long list of guesses.

Watch outcomes without inventing cause

Review relevant provider reports and qualified inquiries over a sensible period. Keep the comparison window and definitions consistent. Note holidays, campaigns and other changes. If measurement is incomplete because of consent or missing access, disclose that limit.

Start with one complete customer journey. Repair its largest confirmed obstacles, then expand the review.

CHAPTER 12

Where to Go Next

Use this book in two ways. Read the chapters to understand the ideas. Then use the reference when an RNX ID appears in a conversation or report. The table of contents and PDF search let you jump to a chapter, family or exact control.

The public guide at runexus.io/codex is the free RNX learning resource for this edition. RuneIndex at runexus.io/scan puts a subset of applicable checks into a public assessment. The Runexus blog offers related reading. The free companion at runexus.io/wiki presents this educational material online. The detailed technical standard and its implementation procedures remain a separate controlled reference.

Bring better questions to your web team

Ask which page or record supports a finding. Ask whether the problem affects one item or many. Ask how the correction will be confirmed. Ask whether a claim is a documented provider rule, a practical business choice or an experiment. These questions help you assess advice without becoming a programmer.

If two tools disagree, compare their dates, scope and methods. One may inspect the initial page response while another sees a fully loaded browser page. One may have owner reports while the other only has public evidence. A disagreement is a reason to investigate, not a reason to average the answers blindly.

Keep your learning current

Provider features and rules change. The reading list links to official explanations. Check those sources before a specialized implementation, especially for merchant feeds, news publishing and AI integrations. This edition's reference is tied to a recorded canonical source version. A later guide should say when that basis changes.

A brief note on further help

Runexus All-Access is the premium offering to explore for ongoing help; check runexus.io for current scope and availability. A separate advanced edition, Codex Inveniendi: Editio Ultima, is planned for deeper implementation and troubleshooting. It is not included here, and this guide does not claim that unfinished edition is available.

The most valuable next step is modest: choose one real customer question, find the page that should answer it and improve the evidence behind that answer. Then check that it is accessible, understandable and accurate.

Clear facts, useful answers and honest measurement are work you can keep improving.

359 ATOMIC CONTROLS

The RNX reference

This reference describes what each control checks and why it matters. The formal source titles are retained, even where they use technical terms. The explanation translates the purpose into everyday language.

Scope is the kind of page, record, service or observation the control examines. It is not a claim that the control applies to every business. A product-feed entry matters only for that feed; an agent-action entry needs an actual agent service.

Core readiness and experimental are the source scoring lanes. Experimental entries are outside mandatory SEO/AEO compliance and must not be described as proven ranking requirements. A provider-specific entry applies only under that provider’s supported contract and current rules.

These are learning summaries, not a second standard. Full pass/fail rules, exceptions, evidence methods and implementation procedures stay in the canonical package. A public scan does not evaluate all 359 controls.

Find a control

Search this PDF for the full identifier, such as RNX-112.T001. Use the family bookmarks to browse related checks. Each reference title has its own searchable text; no page is a flattened screenshot.

RNX-100 / 88 CONTROLS

Perception Standard

RNX-110.T001 · Sitemap syntax

Check that a sitemap is readable and lists complete web addresses. A broken map may not help a crawler find your pages.

Scope: sitemap document. Core readiness.

RNX-110.T002 · Sitemap partition limits

Check each sitemap against its size and address-count limits. Oversized files may not be processed as expected.

Scope: sitemap document. Core readiness.

RNX-110.T003 · Sitemap URL eligibility

List the preferred public pages you want discovered. Shopping carts and deliberately excluded duplicates can make the map misleading.

Scope: sitemap entry. Core readiness.

RNX-110.T004 · Sitemap modification truth

Use update dates only when they reflect meaningful changes. Rewriting every date on every build gives a false freshness signal.

Scope: sitemap entry. Core readiness.

RNX-110.T005 · IndexNow key ownership validation

If using IndexNow, establish ownership of the addresses being submitted. A notification service should not accept an unsupported claim of control.

Scope: indexnow key. Core readiness.

RNX-110.T006 · IndexNow receipt interpretation

Call an accepted IndexNow notification a receipt. It does not prove indexing, ranking or an AI citation.

Scope: indexnow receipt. Core readiness.

RNX-110.T007 · IndexNow deleted-URL notification

Include removals when an IndexNow integration is meant to report them. Otherwise the change feed tells only part of the site's update story.

Scope: removed url event. Core readiness.

RNX-111.T001 · Optional llms.txt consumer evidence

For an optional llms.txt file, identify a consumer that actually supports it. A file's existence is not evidence that all AI services use it.

Scope: manifest consumption. Experimental — not an established ranking requirement.

RNX-112.T001 · DNS resolution

Check that the website's name leads to the intended server. An old address record can send visitors to a retired website.

Scope: hostname. Core readiness.

RNX-112.T002 · TLS identity

Check that the site's security certificate is valid for its name. A mismatch can prevent a safe connection.

Scope: hostname. Core readiness.

RNX-112.T003 · Public response availability

Check that a public page returns usable content successfully. A server error can block customers and crawlers alike.

Scope: url. Core readiness.

RNX-112.T004 · Redirect termination

Follow address changes to make sure they end at the right page. A redirect loop sends visitors in circles.

Scope: url trail. Core readiness.

RNX-112.T005 · Robots syntax

Check that the robots.txt rules can be understood as intended. Broken instructions may not control crawler access as the owner expects.

Scope: robots document. Core readiness.

RNX-112.T006 · Crawler-specific permission

Check permission for the particular crawler and public page being tested. One crawler's access does not establish another's.

Scope: crawler url pair. Core readiness.

RNX-112.T007 · Robots versus authentication boundary

For private pages, require real access checks even when robots.txt discourages crawling. A crawl rule does not protect invoices or account details.

Scope: private url. Core readiness.

RNX-112.T008 · Bot identity verification

Verify evidence before calling a visitor an official bot. Anyone can send a request that uses a familiar crawler name.

Scope: log record. Core readiness.

RNX-112.T009 · WAF challenge obstruction

Check that security challenges do not block approved, verified crawlers. A challenge screen is not the content you intended them to read.

Scope: verified bot request. Core readiness.

RNX-112.T010 · Crawl demand diagnosis

Separate useful and duplicate addresses in crawl records. This shows where visits go without pretending that unknown traffic is useful.

Scope: log interval. Core readiness.

RNX-112.T011 · Robots error-path behavior

Interpret robots.txt errors using the relevant crawler's documented rules. A failed request does not always mean access is allowed.

Scope: robots error fixture. Core readiness.

RNX-112.T012 · OpenAI independent-purpose policy

For OpenAI crawler settings, separate search access from model-training access. Agreeing to one purpose should not be described as a requirement for the other.

Scope: crawler purpose pair. Core readiness.

RNX-112.T013 · ChatGPT user-fetch inference boundary

Do not treat a user-requested ChatGPT fetch as proof of search inclusion. The purpose and route of the visit matter.

Scope: user-fetch inference. Core readiness.

RNX-112.T014 · Anthropic role-specific policy coverage

For Anthropic, consider each documented crawler purpose separately. A single assumed switch can misrepresent the owner's choices.

Scope: crawler purpose matrix. Core readiness.

RNX-112.T015 · Perplexity IP-list update provenance

For a Perplexity network allowlist, record the official source and its age. Outdated network data may block intended access or allow the wrong traffic.

Scope: network allowlist. Core readiness.

RNX-112.T101 · Dated Bing AI preference transition plan

For Bing AI preference changes, record a dated transition plan tied to current provider guidance. Old settings should not be assumed to control a new system.

Scope: transition plan. Experimental — not an established ranking requirement.

RNX-113.T001 · Unintended noindex

Check for accidental instructions that exclude an intended search page. A leftover noindex setting can keep a finished page out of search.

Scope: url directives. Core readiness.

RNX-113.T002 · Exclusion visibility

Let the crawler encounter the exclusion instruction you want it to follow. Blocking the whole page can hide that instruction too.

Scope: url directives. Core readiness.

RNX-113.T003 · Snippet permission

Check that preview restrictions match your publishing choice. Accidentally banning snippets may prevent the previews you intended to allow.

Scope: url directives. Core readiness.

RNX-113.T004 · Non-HTML exclusion

For files such as PDFs, check that intended exclusion instructions reach the crawler. Rules placed only on an unrelated web page do not cover the file.

Scope: file response. Core readiness.

RNX-113.T005 · Canonical target validity

Point a duplicate-page preference to the correct equivalent page. An unrelated homepage is not a substitute for a product or service page.

Scope: canonical edge. Core readiness.

RNX-113.T006 · Canonical signal consistency

Keep duplicate-page preferences, internal links and sitemaps in agreement. Conflicting preferred addresses make your intentions harder to interpret.

Scope: canonical graph. Core readiness.

RNX-113.T007 · Paginated canonical meaning

Do not call later list pages copies of page one when their content differs. Each page may contain items readers still need to find.

Scope: pagination url. Core readiness.

RNX-113.T008 · Index state provenance

Separate a page being reachable now from proof that a search engine has indexed it. These are different observations made at different times.

Scope: inspection record. Core readiness.

RNX-113.T009 · Soft-404 classification

Give missing content an honest error or a useful replacement. An empty page labeled successful misleads both visitors and tools.

Scope: url response. Core readiness.

RNX-113.T010 · Migration mapping

When moving a site, give important old pages suitable destinations or intentional removals. Sending everything to the homepage loses the visitor's purpose.

Scope: old url. Core readiness.

RNX-113.T011 · Staging isolation

Protect private test versions with access controls. Unreleased material should not become public just because its address is hard to guess.

Scope: staging url. Core readiness.

RNX-113.T012 · Hreflang target validity

For multilingual pages, point language-and-region labels to real suitable versions. Broken alternatives cannot serve the intended reader.

Scope: declared alternate URL. Core readiness.

RNX-113.T013 · Hreflang reciprocity

Check the required return links between declared language versions. One-sided relationships can leave the intended grouping unclear.

Scope: declared reciprocal alternate pair. Core readiness.

RNX-113.T014 · Locale canonical compatibility

Keep preferred-page choices compatible with the language versions you want available. A conflicting choice can undermine an intended local version.

Scope: locale canonical and alternate relationship. Core readiness.

RNX-113.T015 · Locale discovery without georedirect

Let people and crawlers reach other language versions without forced redirection. A location guess should not lock them out of a useful page.

Scope: locale URL discovery journey. Core readiness.

RNX-113.T101 · Locale annotation token validity

Use valid, accurate language and region labels for alternate pages. A working link can still be labeled as the wrong language.

Scope: hreflang token set. Core readiness.

RNX-113.T102 · Alternate group semantic equivalence

Group language alternatives that serve the same purpose. A translated product page should not be paired with an unrelated homepage.

Scope: equivalent locale page group. Experimental — not an established ranking requirement.

RNX-113.T103 · Alternate publishing mechanism consistency

Keep language alternatives consistent wherever they are published. A page and sitemap should not point to different supposed translations.

Scope: alternate mechanism comparison. Experimental — not an established ranking requirement.

RNX-114.T001 · Named manifest contract

For a machine-readable manifest, tie priority and freshness fields to a named supported contract. Otherwise they are experimental labels, not universal instructions.

Scope: manifest. Experimental — not an established ranking requirement.

RNX-115.T001 · Named-tokenizer cost measurement

For text-cost tests, name the tool that counts tokens and the text it counted. Different tools may split words differently, so one count is not universal.

Scope: token count record. Experimental — not an established ranking requirement.

RNX-116.T001 · Private retrieval authorization

For private retrieval services, reject requests lacking the required authorization. Calling a requester an agent does not entitle it to private records.

Scope: retrieval request. Experimental — not an established ranking requirement.

RNX-117.T001 · Compression fidelity

For shortened content, preserve important facts and limits. A smaller text is not an improvement if it changes the meaning.

Scope: critical fact. Experimental — not an established ranking requirement.

RNX-118.T001 · Retrieval negotiation conformance

For a service offering different retrieval formats, follow its declared request rules. Unsupported choices need an honest fallback or error.

Scope: negotiation case. Experimental — not an established ranking requirement.

RNX-121.T001 · Structured data parsing

Check that structured data can be read without syntax errors. Even truthful information is unusable if its format is broken.

Scope: captured structured-data document. Core readiness.

RNX-121.T002 · Entity type fit

Choose labels that match the real business, person, product or service. A wrong type tells machines the wrong story.

Scope: typed entity node. Core readiness.

RNX-121.T003 · Persistent entity reference

Use a stable reference for the same real-world entity. Consistent identifiers help related information stay connected.

Scope: entity identifier reference set. Experimental — not an established ranking requirement.

RNX-121.T101 · Vocabulary property value fit

Use structured-data properties with the right kind of value. A readable label can still be meaningless if a price field contains a review.

Scope: structured property value. Core readiness.

RNX-121.T102 · Conflicting graph producer reconciliation

Resolve contradictions between structured data produced by different site tools. Two blocks are not inherently wrong, but conflicting stock claims are.

Scope: page graph producer set. Experimental — not an established ranking requirement.

RNX-124.T001 · Cross-source identity comparison

Compare business facts across the sources you can actually inspect. Missing access leaves a gap, not proof of agreement.

Scope: cross-source entity comparison. Experimental — not an established ranking requirement.

RNX-125.T001 · sameAs identity equivalence

Link identity references only to profiles of the same real entity. A similar name or related company is not necessarily the same business.

Scope: sameAs link target. Core readiness.

RNX-126.T001 · Entity disambiguating identifier

Use a verified distinguishing detail when names collide. A domain, legal identity or location can prevent two firms being mixed together.

Scope: entity disambiguation record. Experimental — not an established ranking requirement.

RNX-131.T001 · Primary subject heading

Give the page a clear main subject heading. Readers should quickly understand what the page is about.

Scope: main heading. Core readiness.

RNX-131.T002 · Heading relationship

Arrange headings so their levels reflect the content's structure. Reading tools use those relationships to help people move around.

Scope: heading outline. Core readiness.

RNX-131.T003 · Heading visibility parity

Use headings for genuine visible sections. Hidden search phrases are not a useful outline for readers.

Scope: heading. Core readiness.

RNX-131.T004 · Main landmark

Identify the main content area in the page structure. This helps assistive tools separate the article from repeated menus.

Scope: main landmark. Core readiness.

RNX-131.T005 · Navigation landmark naming

Give different navigation areas clear names. Readers using assistive tools need to distinguish a main menu from other link groups.

Scope: navigation region set. Core readiness.

RNX-132.T001 · Answer presentation fitness

Present a direct, accurate answer in a form that fits the question. A short list, explanation or table should make the answer easier to use.

Scope: answer passage. Core readiness.

RNX-133.T001 · Segment context retention

For content retrieved in pieces, retain the context needed to understand each piece. An isolated sentence can lose an important condition.

Scope: retrieved segment. Experimental — not an established ranking requirement.

RNX-141.T001 · Current identity consistency

Resolve verified conflicts in current business identity within the reviewed sources. Different names, locations or contact facts can confuse customers.

Scope: current published identity fact set. Core readiness.

RNX-142.T001 · Honest modified date

Use modified dates for real substantive updates. Changing a date alone should not make old information appear newly reviewed.

Scope: published modification timestamp. Core readiness.

RNX-143.T001 · Freshness provenance trace

Keep evidence for claimed observation or update times. Readers and reviewers need to know what the freshness claim is based on.

Scope: fact freshness provenance chain. Experimental — not an established ranking requirement.

RNX-150.T001 · Rendered content availability

Check that the intended reader or crawler can load the main content. A page that works only in an unsupported display mode may look empty.

Scope: url render. Core readiness.

RNX-150.T002 · Rendering resource access

Allow the files and services needed to display public content. Blocking a required resource can hide an otherwise healthy page.

Scope: render request set. Core readiness.

RNX-150.T003 · Route status integrity

Make missing addresses return a genuine missing-page response. A success signal with an error message gives tools conflicting evidence.

Scope: nonexistent route. Core readiness.

RNX-150.T004 · Hydration identity stability

Check that browser scripts do not replace correct business facts with old ones. A price should not change accidentally as the page finishes loading.

Scope: url render. Core readiness.

RNX-150.T005 · Mobile primary-content parity

Give mobile visitors equivalent essential content. A smaller screen should not remove the facts needed to understand the business.

Scope: mobile page. Core readiness.

RNX-150.T101 · Direct-entry route content parity

Make a valid page work when opened directly as well as through site navigation. Shared links should not lose the main content.

Scope: route entry pair. Core readiness.

RNX-155.T001 · Owned RAG answer evidence support

For your own retrieval-based answer system, support material answers with the retrieved evidence or admit uncertainty. Finding a relevant document does not prove every answer is correct.

Scope: generated answer. Experimental — not an established ranking requirement.

RNX-161.T001 · Landmark claim accuracy

Check claims about nearby landmarks and locations. Being near a place must not imply an office that does not exist.

Scope: landmark proximity statement. Core readiness.

RNX-171.T001 · Material offering restriction

Make important service restrictions clear before a customer commits. Eligibility, service limits and exclusions affect whether the offer fits.

Scope: material offer restriction. Core readiness.

RNX-172.T001 · Restriction consistency

Keep those restrictions consistent across current sources. A booking page should not contradict the service page's limits.

Scope: cross-surface restriction statement set. Experimental — not an established ranking requirement.

RNX-175.T001 · Ambiguous safety wording review

Avoid misleading safety language and unsupported assurances. Gentle wording must not hide a material risk or limitation.

Scope: safety-language claim review. Experimental — not an established ranking requirement.

RNX-181.T001 · Informative image alternative

Give informative images useful text alternatives. People who cannot see the image still need its information or function.

Scope: image. Core readiness.

RNX-181.T002 · Decorative image treatment

Keep decorative images from adding meaningless spoken text. This makes the page less noisy for screen-reader users.

Scope: image. Core readiness.

RNX-181.T003 · Image retrieval

Make intended public images reachable through supported addresses. A useful image cannot be discovered through a broken source.

Scope: image resource. Core readiness.

RNX-181.T004 · Caption factual accuracy

Keep captions and image credits accurate. The picture's subject and owner should not be misidentified.

Scope: caption. Core readiness.

RNX-181.T005 · Prerecorded captions

Provide accurate captions for necessary prerecorded sound. People watching without hearing should receive the important information.

Scope: caption track. Core readiness.

RNX-181.T006 · Audio-only transcript

Provide a text equivalent for audio-only material. An interview or recording should not be the only way to get its useful facts.

Scope: transcript. Core readiness.

RNX-181.T007 · Visual-information alternative

Describe essential visual information that prerecorded video audio does not explain. Otherwise a listener may miss the action that carries the meaning.

Scope: audio description. Core readiness.

RNX-181.T008 · Image sitemap record validity

For image sitemaps, connect real retrievable images to their pages. A list of nonexistent images does not improve discovery.

Scope: image sitemap entry. Core readiness.

RNX-182.T001 · Media factual consistency

Make images and other media represent the actual offer. A photograph should not imply a false location or credential.

Scope: media claim. Experimental — not an established ranking requirement.

RNX-191.T001 · Observed AI factual error test

When testing AI factual errors, retain enough detail to reproduce the judgment. One wrong answer does not prove every answer will be wrong.

Scope: factual claim. Experimental — not an established ranking requirement.

RNX-192.T001 · Sample-denominator integrity

Keep the sample size, missing runs and question group with reported rates. A success percentage can mislead when failed or missing observations vanish.

Scope: sampling denominator. Experimental — not an established ranking requirement.

RNX-195.T001 · Current fact accessibility

Make current facts accessible and honestly dated. Publishing an update does not automatically replace an AI model's older stored knowledge.

Scope: fact snapshot. Experimental — not an established ranking requirement.

RNX-200 / 25 CONTROLS

Authority Standard

RNX-211.T001 · External listing identity match

Match an outside listing to the right business and branch. A correct-looking record for a different location is still the wrong evidence.

Scope: external listing identity record. Core readiness.

RNX-212.T001 · External identifier resolution

Check that an external identifier resolves to the intended entity. A same-name organization should not inherit another's identity.

Scope: external identifier mapping. Experimental — not an established ranking requirement.

RNX-213.T001 · Conflict register completeness

Record factual conflicts with their sources and dates. Historical information should not be confused with a current contradiction.

Scope: identity conflict register. Experimental — not an established ranking requirement.

RNX-216.T001 · Stable entity matching key

Keep a stable internal identity while updating its facts and history. Renaming a business should not accidentally create a different entity.

Scope: entity matching-key definition. Experimental — not an established ranking requirement.

RNX-217.T001 · Name-collision adjudication

Use supporting identifiers to resolve same-name matches. When the evidence is insufficient, leave the match unresolved.

Scope: namesake adjudication case. Experimental — not an established ranking requirement.

RNX-218.T001 · Conflict risk rubric

Prioritize identity conflicts by verified consequences. An invented search-engine weight is not a sound reason to call a conflict urgent.

Scope: identity conflict severity decision. Experimental — not an established ranking requirement.

RNX-221.T001 · Accessible corpus presence evidence

Report presence in a source only when it was observed. A page's presence in a public collection does not prove inclusion in AI training.

Scope: accessible corpus presence observation. Experimental — not an established ranking requirement.

RNX-222.T001 · Captured community mention

Keep the actual evidence for a community mention. A discussion's existence does not reveal the weight an AI system gives it.

Scope: community mention capture. Experimental — not an established ranking requirement.

RNX-223.T001 · Topical co-occurrence report

Describe observed topic associations within the sample. Nearby words do not establish cause or justify manufactured mention campaigns.

Scope: topical co-occurrence analysis. Experimental — not an established ranking requirement.

RNX-224.T001 · Paid-link qualification

Identify paid links as paid placements. A purchased mention is not an independent earned endorsement.

Scope: paid link. Core readiness.

RNX-224.T002 · Scaled-content value review

Review large batches of content for real user value. Many pages created mainly to manipulate rankings are not a useful information resource.

Scope: scaled page. Core readiness.

RNX-224.T003 · False credential rejection

Require real support for published credentials. A badge or claim should not invent expertise or approval.

Scope: credential claim. Experimental — not an established ranking requirement.

RNX-224.T004 · Editorial source-quality assessment

Judge source quality using observable evidence and mark what is unknown. A tool's authority score alone is not a complete editorial judgment.

Scope: editorial source-quality assessment. Core readiness.

RNX-225.T001 · Independent citation distribution

Describe how citations are spread across inspected independent sources. A small sample should not be presented as the whole web.

Scope: citation distribution cohort. Experimental — not an established ranking requirement.

RNX-225.T101 · Earned citation opportunity qualification

Seek earned references where your information helps a relevant audience. Useful evidence is a stronger basis for outreach than buying unrelated links.

Scope: earned citation opportunity record. Experimental — not an established ranking requirement.

RNX-225.T102 · Observed link relationship record

Record the link that actually exists and how its relationship is labeled. A plain brand mention is not a backlink.

Scope: captured external link. Experimental — not an established ranking requirement.

RNX-225.T103 · Lost citation confirmation

Confirm a citation is really lost before acting. A temporary timeout or moved source does not necessarily mean a publisher removed it.

Scope: suspected lost citation case. Experimental — not an established ranking requirement.

RNX-225.T104 · Competitor citation-gap relevance

Review competitor citations for relevance and editorial fit. A competitor's paid coupon link is not automatically an authority opportunity for you.

Scope: competitor citation-gap row. Experimental — not an established ranking requirement.

RNX-226.T001 · Citation independence check

Disclose shared ownership or copied publication behind citations. Ten copies of one story are not ten independent confirmations.

Scope: citation independence adjudication. Experimental — not an established ranking requirement.

RNX-231.T001 · Claimed credential validity

Check that a claimed credential belongs to the right person or business and remains valid for its stated use. An unrelated or expired award can mislead.

Scope: published credential claim. Core readiness.

RNX-234.T001 · Credential evidence provenance

Trace credentials to issuer evidence. A copied badge does not prove that the issuer approved the business.

Scope: credential evidence chain. Experimental — not an established ranking requirement.

RNX-236.T001 · Editorial review lineage

Keep a traceable review decision for published claims. Knowing who checked a statement helps make corrections accountable.

Scope: article review lineage. Core readiness.

RNX-241.T001 · Substantiated reputation issue

Describe reputation concerns according to the evidence and their actual status. An unresolved allegation should not be presented as a proven fact.

Scope: reputation issue case. Experimental — not an established ranking requirement.

RNX-242.T001 · Matched reputation cohort

Compare reputation using correctly matched businesses, sample counts and missing sources. Uneven coverage can distort an apparent winner.

Scope: matched reputation comparison cohort. Experimental — not an established ranking requirement.

RNX-243.T001 · Preference causal-claim guard

Treat explanations for preference as hypotheses unless a sound study supports cause. Being chosen once does not reveal the algorithm's reason.

Scope: recommendation-preference claim. Experimental — not an established ranking requirement.

RNX-300 / 33 CONTROLS

Intelligence & Communication Standard

RNX-311.T001 · Pinned MCP version conformance

For an implemented MCP connection, test the selected protocol version and the specific supported clauses. A few working examples do not prove complete compatibility.

Scope: MCP contract fixture. Core readiness.

RNX-312.T001 · Capability advertisement accuracy

Advertise only machine capabilities that really work. A manifest should not promise tools the service has not implemented.

Scope: advertised capability. Core readiness.

RNX-314.T001 · Least-privilege action scope

Limit automated actions to the caller's allowed scope. A request outside that scope must not change protected data.

Scope: scope-negative request. Core readiness.

RNX-317.T001 · Manifest signature verification

For signed manifests, distinguish an authentic version from a changed copy. A signature check protects integrity, not the truth of every claim.

Scope: signature fixture. Experimental — not an established ranking requirement.

RNX-318.T001 · Truthful dependency-failure response

Report a failed dependency as unavailable or degraded. An automated service should not invent success when an outside system fails.

Scope: dependency failure. Experimental — not an established ranking requirement.

RNX-321.T001 · Owned agent risk mapping

For an owned agent, assign responsibility and safeguards for major risks. A risk list without an owner cannot guide a reliable response.

Scope: risk entry. Experimental — not an established ranking requirement.

RNX-322.T001 · Consequential-action approval

Require authorized approval of exact terms before a consequential automated action. A vague prior conversation is not consent to a specific transaction.

Scope: approval-negative fixture. Experimental — not an established ranking requirement.

RNX-324.T001 · Server-side policy denial

Enforce policy at the service, before an action takes effect. Hiding a button alone does not stop a direct request.

Scope: direct denied action. Core readiness.

RNX-326.T001 · Revoked-session denial

Honor revoked sessions within the declared policy. Former access should not silently remain usable forever.

Scope: revocation fixture. Experimental — not an established ranking requirement.

RNX-327.T001 · Versioned contract regression

Preserve promised behavior or clearly version a breaking change. Connected clients need to know when a contract has changed.

Scope: contract regression. Experimental — not an established ranking requirement.

RNX-330.T001 · Operational fact freshness state

Distinguish current, stale and unknown operational facts. An old stock count should not authorize a confident current promise.

Scope: freshness assertion. Experimental — not an established ranking requirement.

RNX-331.T001 · Tool argument schema rejection

Reject tool inputs outside their allowed structure before taking action. Unexpected inputs should not produce unintended changes.

Scope: argument rejection. Core readiness.

RNX-332.T001 · Missed-event recovery

Recover current state or missed events after an interruption. A reconnecting client should not claim it stayed current throughout the outage.

Scope: resynchronization. Experimental — not an established ranking requirement.

RNX-334.T001 · Unknown response contract

Give unknown results a clear, separate meaning. Missing information must not look like a successful factual answer.

Scope: unknown-result fixture. Experimental — not an established ranking requirement.

RNX-338.T001 · Expired state assertion rejection

Reject or clearly mark expired state information. An old permission or availability statement may no longer support an action.

Scope: expiry fixture. Experimental — not an established ranking requirement.

RNX-339.T001 · Execution budget enforcement

Stop automated work at its declared limits and keep a recoverable state. An unbounded task can waste resources or leave partial actions unclear.

Scope: budget fixture. Experimental — not an established ranking requirement.

RNX-341.T001 · ACP partner eligibility evidence

For a partner commerce integration, verify actual approval and the merchant's working path. Publishing a sample feed does not establish partner eligibility.

Scope: partner onboarding. Core readiness.

RNX-341.T002 · Named commerce protocol lifecycle

Follow the states and rules of the named commerce protocol version. A partial integration should not claim unsupported transaction features.

Scope: commerce lifecycle. Experimental — not an established ranking requirement.

RNX-341.T101 · Supported OpenAI feed schema selection

For an OpenAI commerce feed, select the supported format for the actual integration. Similar-looking schemas are not interchangeable contracts.

Scope: schema configuration. Core readiness.

RNX-341.T102 · OpenAI discovery row completeness

Include the required discovery information in each applicable OpenAI feed row. A product cannot be reliably understood from missing essential fields.

Scope: discovery row. Core readiness.

RNX-341.T103 · OpenAI variant identity tuple

Preserve the required combination of identifiers for an OpenAI product variant. Confused identity can attach one version's facts to another.

Scope: variant row. Core readiness.

RNX-341.T104 · OpenAI optional unknown representation

Represent unknown optional feed values as the contract requires. Empty guesses should not become invented product facts.

Scope: optional feed value. Core readiness.

RNX-341.T105 · OpenAI market setup boundary

Separate OpenAI market setup from ordinary row data. A country written in a product row does not by itself establish market enablement.

Scope: market declaration. Core readiness.

RNX-341.T106 · OpenAI snapshot shard continuity

For a split catalog snapshot, preserve continuity across its pieces. Missing or mismatched pieces can leave an incomplete catalog.

Scope: snapshot delivery. Core readiness.

RNX-341.T107 · OpenAI product removal semantics

Use the integration's supported product-removal meaning. A removed item should not remain offered because deletion was described incorrectly.

Scope: removal event. Core readiness.

RNX-341.T108 · OpenAI scheduled-state misconception prevention

Do not assume a future price or stock value schedules itself. Updates must follow the actual integration's timing rules.

Scope: price or stock update. Core readiness.

RNX-341.T109 · OpenAI product readback units

Interpret returned product prices in the documented units. Confusing cents with dollars changes the offer dramatically.

Scope: readback price. Core readiness.

RNX-341.T110 · OpenAI checkout enablement scope

Check the actual scope of OpenAI checkout enablement. Being discoverable as a product does not automatically enable purchasing through that interface.

Scope: checkout eligibility. Core readiness.

RNX-342.T001 · Transaction audit correlation

Make authorized transaction review possible without retaining unnecessary sensitive details. A clear trail helps explain what happened and who approved it.

Scope: transaction trace. Experimental — not an established ranking requirement.

RNX-343.T001 · Conflicting instruction refusal

Resolve conflicting instructions according to the authorized policy. Outside text must not grant itself permission to change the rules.

Scope: instruction conflict. Experimental — not an established ranking requirement.

RNX-344.T001 · Confirmation state authorization

Allow action only from the properly approved state. Showing a quote is not proof of consent or payment.

Scope: confirmation fixture. Experimental — not an established ranking requirement.

RNX-345.T001 · Signed transaction tamper rejection

For signed transaction messages, detect altered copies. Otherwise a changed instruction may look authentic.

Scope: tamper fixture. Experimental — not an established ranking requirement.

RNX-346.T001 · Bounded negotiation termination

End automated negotiations at a stated bound, with an honest unresolved result when needed. Systems should not bargain forever or invent agreement.

Scope: negotiation fixture. Experimental — not an established ranking requirement.

RNX-400 / 18 CONTROLS

Governance, Compliance & Ethics

RNX-411.T001 · Declared boundary enforcement mapping

Connect declared operating boundaries to real enforcement. A policy document alone cannot stop a prohibited action.

Scope: runtime boundary. Experimental — not an established ranking requirement.

RNX-412.T001 · Consent revision trace

Record who approved which exact revision of consent. Agreement to an older version does not establish agreement to new terms.

Scope: consent revision. Experimental — not an established ranking requirement.

RNX-413.T001 · Visible professional limitation

Show professional limits clearly and keep behavior within them. A disclaimer does not create legal immunity or extra qualifications.

Scope: scope disclosure. Experimental — not an established ranking requirement.

RNX-414.T001 · Delegated audience validation

Check that delegated credentials are intended for the receiving service. A valid credential for one audience is not permission for every other service.

Scope: audience fixture. Core readiness.

RNX-415.T001 · Prohibited professional action test

Refuse prohibited professional actions and offer an allowed escalation path. A helpful agent should recognize when a qualified person must take over.

Scope: professional action. Experimental — not an established ranking requirement.

RNX-421.T001 · Cited source version digest

Check that a recorded source fingerprint matches the version being cited. A mismatch signals change, not automatic proof that the content is false.

Scope: digest record. Experimental — not an established ranking requirement.

RNX-422.T001 · Reused asset permission

Confirm permission and required credit before reusing an asset. Public availability does not mean unrestricted reuse.

Scope: permission record. Experimental — not an established ranking requirement.

RNX-424.T001 · Authoritative record revision

Identify the approved current record and its version history. Connected systems need to distinguish it from an old draft.

Scope: revision resolution. Experimental — not an established ranking requirement.

RNX-425.T001 · Provider-specific usage policy accuracy

Explain usage choices separately for each provider and purpose. A published policy cannot promise universal enforcement across all AI systems.

Scope: policy claim. Experimental — not an established ranking requirement.

RNX-426.T001 · Human approval evidence

Support a human-review claim with an actual approval of a stated version and scope. A review badge should not imply work nobody performed.

Scope: review assertion. Experimental — not an established ranking requirement.

RNX-427.T001 · Controlled deprecation handling

When retiring a controlled interface or record, provide its replacement or an explicit retired status. Silent disappearance leaves connected users guessing.

Scope: deprecation fixture. Experimental — not an established ranking requirement.

RNX-431.T001 · Paired-scenario bias evaluation

For bias tests, retain matched scenarios, results and uncertainty. Passing a small set cannot certify a system as free of bias.

Scope: paired evaluation. Experimental — not an established ranking requirement.

RNX-433.T001 · Audit decision retention

Keep necessary audit evidence under appropriate access and retention rules. Findings should be reviewable without exposing private material indefinitely.

Scope: finding ledger. Experimental — not an established ranking requirement.

RNX-441.T001 · Private compliance metadata expiry

For private compliance labels, check validity and expiry. A machine-readable label is not by itself proof of compliance.

Scope: metadata fixture. Experimental — not an established ranking requirement.

RNX-442.T001 · Residency declaration traceability

Support processing-location claims with documented evidence. A region named in a policy does not prove where processing actually occurred.

Scope: region declaration. Experimental — not an established ranking requirement.

RNX-443.T001 · Enforceable ethical restriction

Enforce declared ethical restrictions or the required human decision. Principles need a working boundary at the point of action.

Scope: ethical gate. Experimental — not an established ranking requirement.

RNX-444.T001 · Emergency suspension drill

Test emergency suspension and record what remains in sessions or saved copies. Stopping new work may not erase every previous effect.

Scope: suspension fixture. Experimental — not an established ranking requirement.

RNX-445.T001 · Processing-region enforcement

Check actual processing against permitted regions. Unknown outside processors must remain unresolved rather than being assumed compliant.

Scope: routing observation. Experimental — not an established ranking requirement.

RNX-500 / 9 CONTROLS

Performance & Efficiency Standard

RNX-511.T001 · True response-start measurement

Name the exact interval measured for response speed. Time until the first response is different from time to download a whole page.

Scope: navigation timing. Core readiness.

RNX-512.T001 · Cache freshness correctness

Check that saved copies show updates within your stated freshness policy. Old prices or hours can survive after the original page changes.

Scope: cached representation. Experimental — not an established ranking requirement.

RNX-512.T002 · Image layout reservation

Reserve space for images while they load. This helps keep nearby text and controls from jumping.

Scope: image container. Core readiness.

RNX-512.T003 · Responsive resource selection

Supply suitable working images for different screens. A phone should not need an oversized file or receive a broken substitute.

Scope: image selection. Core readiness.

RNX-512.T004 · Third-party execution cost

Measure and justify the cost of outside scripts. Extra widgets can slow pages even when your own content is small.

Scope: script profile. Core readiness.

RNX-512.T005 · Consent interaction usability

Make consent controls usable with a keyboard. A privacy choice should not trap someone on an overlay.

Scope: consent task. Core readiness.

RNX-512.T006 · Unused payload removal verification

When removing unused data, confirm that useful content and interactions still work. A smaller page is not better if it loses essential functions.

Scope: dependency change. Core readiness.

RNX-514.T001 · Density-versus-accuracy comparison

Compare shortened text with its accuracy and retained limits. There is no universal ideal ratio of words to facts.

Scope: experiment record. Experimental — not an established ranking requirement.

RNX-515.T001 · Edge-origin metadata agreement

Keep information added by delivery systems aligned with approved source facts. A fast saved copy should not publish an old price.

Scope: edge response. Experimental — not an established ranking requirement.

RNX-600 / 11 CONTROLS

Topic Architecture Standard

RNX-611.T001 · Hub scope and relevant links

Build topic hubs around relevant, accessible supporting pages. A hub should help a reader complete a real task.

Scope: hub link. Core readiness.

RNX-612.T001 · Anchor destination resolution

Check that important internal links reach usable pages. Broken navigation interrupts a customer's next step.

Scope: internal link. Core readiness.

RNX-612.T002 · Anchor meaning

Use link words that explain the destination. Several isolated links called Learn more are hard to tell apart.

Scope: internal link. Core readiness.

RNX-612.T003 · Contextual link relevance

Link to pages that help with the reader's current task. An unrelated destination can distract or mislead.

Scope: internal link. Core readiness.

RNX-612.T004 · Breadcrumb location truth

Make breadcrumb trails show a real, useful location in the site. A product should not appear under an unrelated category.

Scope: breadcrumb trail. Core readiness.

RNX-613.T001 · Pagination reachability

For lists spread across pages, check that later pages have working links. Products should not disappear behind an unusable load-more control.

Scope: pagination set. Core readiness.

RNX-613.T002 · Facet containment

For filters such as color and size, decide which combinations deserve public search pages. Endless combinations can create many unhelpful addresses.

Scope: facet policy. Core readiness.

RNX-613.T003 · Orphan discovery

Check that important pages have a way to be found from elsewhere. A page with no incoming discovery path can be overlooked.

Scope: inventory url. Core readiness.

RNX-613.T101 · Entry-root link reachability

Check that an important page is reachable from a genuine public entry point. Links between isolated pages can still leave the whole group hidden.

Scope: root reachability target. Core readiness.

RNX-614.T001 · Segmentation retrieval relevance benchmark

For retrieval tests, judge whether returned pieces are relevant to the question. The accuracy of a generated answer still needs its own check.

Scope: retrieval comparison. Experimental — not an established ranking requirement.

RNX-617.T001 · Current-document contradiction

Keep current documents in agreement and label historical ones. An old PDF should not silently contradict today's eligibility rules.

Scope: claim pair. Experimental — not an established ranking requirement.

RNX-700 / 7 CONTROLS

Resilience, Adversarial Defense & Future Compatibility

RNX-711.T001 · Suspicious citation investigation

Investigate suspicious citations without assuming manipulation. Similar wording alone cannot prove a coordinated attack.

Scope: anomaly finding. Experimental — not an established ranking requirement.

RNX-712.T001 · Protected caller identity verification

For protected services, verify the caller rather than trusting its copied public identity. A familiar name or agent card is not authentication.

Scope: caller fixture. Core readiness.

RNX-715.T001 · Compromised-source containment

Contain compromised content in owned sources and saved copies. Correcting the live page alone may leave a harmful older version in use.

Scope: containment fixture. Experimental — not an established ranking requirement.

RNX-721.T001 · Budgeted identity-summary fidelity

For limited-length identity summaries, preserve the facts that distinguish the business. A shorter summary should not merge two same-name firms.

Scope: summary fidelity. Experimental — not an established ranking requirement.

RNX-724.T001 · Supported trust-bundle validation

For supported bundles of trust evidence, check format and evidence links. A readable bundle is not a certification of trustworthiness.

Scope: trust bundle. Experimental — not an established ranking requirement.

RNX-735.T001 · Content credential verification

For content credentials, report what verification can establish and what is absent. An unsigned image is not automatically fake, and a signed one is not automatically true.

Scope: credential fixture. Core readiness.

RNX-791.T001 · Scoped RNX assessment claim

Describe an RNX assessment by its actual version, scope and reviewer. An RNX review must not be called Google certification or independent approval without evidence.

Scope: assessment claim. Experimental — not an established ranking requirement.

RNX-800 / 30 CONTROLS

Search Demand, Intent and Content Strategy

RNX-810.T001 · Acquisition objective

Name the customer action you want, such as a qualified booking, and who owns it. This keeps marketing focused on work the business can use.

Scope: approved acquisition brief. Experimental — not an established ranking requirement.

RNX-810.T002 · Audience boundaries

Say whom your offer serves and whom it does not. A clear audience helps you answer the right people's questions.

Scope: approved audience segment. Experimental — not an established ranking requirement.

RNX-810.T003 · Geographic market scope

Confirm that you really serve each place in your plan. Interest from an unreachable market is not a useful sales opportunity.

Scope: offer-market scope record. Experimental — not an established ranking requirement.

RNX-810.T004 · Offer differentiation

Support the benefit that makes your offer different. Readers need a real reason to choose it, not an empty claim of being best.

Scope: differentiation statement. Experimental — not an established ranking requirement.

RNX-810.T005 · Conversion feasibility

Check that the business can deliver the action its website invites. A booking button should lead to a service you can actually provide.

Scope: conversion route and fulfillment scenario. Experimental — not an established ranking requirement.

RNX-820.T001 · Brand and nonbrand cohort separation

Separate searches for your name from searches by people who do not yet know you. Otherwise, existing awareness can look like new discovery.

Scope: query cohort classification. Experimental — not an established ranking requirement.

RNX-820.T002 · Intent labeling

Record what a person is trying to do with each search. This helps you choose between an explanation, a comparison and a buying page.

Scope: query-intent cluster. Experimental — not an established ranking requirement.

RNX-820.T003 · Demand provenance

Keep the source and limits of each search-demand estimate. A tool's estimate is not an exact count of future customers.

Scope: demand estimate row. Experimental — not an established ranking requirement.

RNX-820.T004 · SERP feature opportunity

Record the search features you actually saw and their entry rules. Seeing a map or product result suggests a research opportunity, not a promised placement.

Scope: captured SERP feature observation. Experimental — not an established ranking requirement.

RNX-820.T005 · Primary page assignment

Choose a suitable main page for each customer need. This gives research a clear destination instead of producing pages without a purpose.

Scope: intent-market page assignment. Experimental — not an established ranking requirement.

RNX-820.T006 · Intent overlap diagnosis

Investigate whether similar pages really compete for the same job. Removing useful pages simply because their words overlap can harm readers.

Scope: overlapping-page diagnosis. Experimental — not an established ranking requirement.

RNX-820.T007 · Opportunity prioritization

Rank opportunities by business fit, evidence and uncertainty. A large tool score alone does not make a topic worth pursuing.

Scope: opportunity priority decision. Experimental — not an established ranking requirement.

RNX-820.T101 · Query acquisition coverage ledger

Record which sources of customer questions were obtained and which were unavailable. Ten tool suggestions do not establish complete demand coverage.

Scope: query acquisition ledger. Experimental — not an established ranking requirement.

RNX-820.T102 · Reversible query normalization

Keep original queries when grouping similar wording and preserve meaningful qualifiers. Dropping a word such as not can reverse the customer's need.

Scope: query normalization mapping. Experimental — not an established ranking requirement.

RNX-820.T103 · Search competitor cohort qualification

Choose search competitors for the specific task being researched. A publisher answering the same question may not be a direct sales competitor.

Scope: search competitor cohort. Experimental — not an established ranking requirement.

RNX-820.T104 · Competitor content-gap adjudication

Confirm that a competitor's missing topic is genuinely useful to your customers. A long keyword list is not an instruction to create hundreds of pages.

Scope: task-level content gap row. Experimental — not an established ranking requirement.

RNX-820.T105 · Seasonal demand comparability

Compare seasonal demand over compatible periods and markets. A partial winter month and a full summer month cannot establish a clean trend.

Scope: seasonal demand comparison. Experimental — not an established ranking requirement.

RNX-830.T001 · Question coverage

Answer the questions people need to make a decision. Repeating a phrase does not fill a missing answer.

Scope: page task-question matrix. Core readiness.

RNX-830.T002 · Original contribution

Add your own useful evidence, experience or analysis. Readers gain little from another copy of the same unsupported claims.

Scope: declared original contribution. Core readiness.

RNX-830.T003 · Claim substantiation

Match important claims to sources that actually support them. A link to an impressive source cannot prove something it never says.

Scope: material claim ledger. Core readiness.

RNX-830.T004 · Commercial clarity

Explain the price basis or how to get a quote. Buyers should know what the next step offers before they take it.

Scope: offer presentation. Core readiness.

RNX-830.T005 · Editorial accountability

Identify the person responsible for writing or reviewing the content. Accountability gives readers a route to judge expertise and seek corrections.

Scope: authorship and review record. Core readiness.

RNX-830.T006 · Content refresh trigger

Name the changes that should trigger a content review. A new date alone does not make old information accurate.

Scope: content maintenance trigger record. Core readiness.

RNX-830.T007 · Content retirement decision

Explain why a page should stay, change, merge or go. Thoughtful retirement protects useful information and existing visitors.

Scope: content lifecycle decision. Core readiness.

RNX-830.T101 · Comparative claim fairness

Compare offers on fair, disclosed terms. Hiding renewal prices or using different test conditions can make a comparison misleading.

Scope: published comparison claim. Experimental — not an established ranking requirement.

RNX-830.T102 · Material correction propagation

Carry material corrections into known copies, charts and summaries. Fixing a paragraph does not fix the wrong number still shown above it.

Scope: material correction dependency set. Experimental — not an established ranking requirement.

RNX-840.T001 · Translation quality

Preserve meaning and important limits when translating. A fluent sentence can still promise something the original did not.

Scope: localized content meaning review. Experimental — not an established ranking requirement.

RNX-840.T002 · Currency and unit clarity

State correct currencies and measurement units. A bare number can mean very different prices or sizes in different markets.

Scope: regional currency and measurement presentation. Experimental — not an established ranking requirement.

RNX-840.T003 · Regional offer eligibility

Offer only what is available in the stated region. Translation alone does not make a product deliverable there.

Scope: regional offer eligibility statement. Experimental — not an established ranking requirement.

RNX-840.T101 · Locale switch task continuity

Keep the reader's task intact when switching language, or explain a fallback. A language selector should not silently discard the product they were viewing.

Scope: locale switch interaction. Experimental — not an established ranking requirement.

RNX-900 / 97 CONTROLS

On-Page Search and Experience Presentation

RNX-910.T001 · Title existence

Check that a page has a nonempty title. Whether that title describes the page correctly is a separate check.

Scope: html head. Core readiness.

RNX-910.T002 · Character decoding

Make text characters display correctly, including accented names. Broken character handling can change a business's identity.

Scope: html encoding. Core readiness.

RNX-910.T003 · Language declaration

Declare the page's actual language. Browsers and reading tools need the right language to handle the text.

Scope: document language. Core readiness.

RNX-910.T004 · Viewport usability

Let the layout adapt to a phone and allow zooming. People should not need perfect vision or a large screen to read it.

Scope: viewport. Core readiness.

RNX-910.T005 · Title subject accuracy

Make the title describe the page's real subject. Old prices or false promises can attract the wrong expectation.

Scope: title. Core readiness.

RNX-910.T006 · Title differentiation

Give pages with different purposes distinguishable titles. This helps people recognize which result or browser tab they need.

Scope: title set. Core readiness.

RNX-910.T007 · Title readability

Write a title a person can understand. A string of repeated search phrases is harder to read than a clear name.

Scope: title. Core readiness.

RNX-910.T101 · Language-change identification

Identify meaningful language changes within a page where the accessibility rule applies. Reading tools need to pronounce a foreign-language passage correctly.

Scope: language span. Core readiness.

RNX-910.T102 · Title-language alignment

Use a title in the language appropriate to the page. A leftover title from another language can confuse the intended reader.

Scope: title. Core readiness.

RNX-920.T001 · Description availability

Provide a useful page summary where your content plan calls for one. This gives a possible preview without guaranteeing that a search engine will use it.

Scope: meta description. Core readiness.

RNX-920.T002 · Description accuracy

Keep the summary faithful to the page. A preview should not advertise missing content or a false price.

Scope: meta description. Core readiness.

RNX-920.T003 · Description differentiation

Write summaries that reflect each page's distinct purpose. Identical summaries make different destinations harder to choose between.

Scope: description set. Core readiness.

RNX-930.T001 · Paragraph coherence

Group related sentences into readable paragraphs. A clear unit of thought is easier to follow than a wall of text.

Scope: paragraph. Core readiness.

RNX-930.T002 · List semantics

Mark real lists as lists in the page structure. This preserves their meaning for reading tools as well as sighted visitors.

Scope: list. Core readiness.

RNX-930.T003 · Table header association

Connect table values to their row or column labels. A number without its meaning is not a useful answer.

Scope: data cell. Core readiness.

RNX-930.T004 · Glossary disambiguation

Explain unfamiliar terms that matter to the task. Readers should not have to leave the page just to understand the offer.

Scope: term occurrence. Core readiness.

RNX-930.T005 · Fragment target integrity

Make section links land on the intended, unique section. A broken jump link sends readers to the wrong place or nowhere.

Scope: fragment link. Core readiness.

RNX-930.T006 · External citation destination validity

Check that a reference reaches the intended relevant source. A source you cannot access remains uncertain, rather than automatically wrong.

Scope: external link. Core readiness.

RNX-940.T001 · Open Graph identity

Check that shared-link previews identify the correct page. A wrong preview can misrepresent what someone is sharing.

Scope: social preview. Experimental — not an established ranking requirement.

RNX-940.T002 · Social preview asset

Use a reachable preview image that fits the content. Broken or misleading artwork weakens the shared link's usefulness.

Scope: preview image. Experimental — not an established ranking requirement.

RNX-950.T001 · Action label clarity

Tell people what a button or action will do. Clear labels help prevent unintended submissions or purchases.

Scope: action control. Core readiness.

RNX-950.T002 · Form label association

Connect form fields with meaningful labels. Reading tools need to announce what information belongs in each field.

Scope: input control. Core readiness.

RNX-950.T003 · Input error recovery

Explain which input failed and how to correct it. An unexplained error leaves a customer stuck.

Scope: invalid input case. Core readiness.

RNX-950.T004 · Keyboard completion

Allow required tasks to be completed with a keyboard. A trapped focus or unreachable button excludes some visitors.

Scope: keyboard task. Core readiness.

RNX-950.T005 · Submission outcome

Report submission success or failure honestly and accessibly. A reassuring message must not hide a failed request.

Scope: submission case. Core readiness.

RNX-950.T006 · Focus visibility

Show where keyboard focus is on the page. People navigating without a pointer need to see which control is active.

Scope: focus state. Core readiness.

RNX-950.T007 · Text contrast

Check text contrast against the applicable accessibility rule, including its exceptions. Faint text can be unreadable even when it looks elegant.

Scope: text color pair. Core readiness.

RNX-950.T008 · Reflow

Let content fit a narrow or zoomed view without sideways reading, except where the rule permits it. This supports people who enlarge text.

Scope: reflow region. Core readiness.

RNX-950.T009 · Control name role and state

Expose each control's name, function and relevant state to assistive tools. Appearance alone does not tell a screen reader whether a switch is on.

Scope: widget state. Core readiness.

RNX-950.T101 · Required-input instructions

Show necessary input instructions before an avoidable error. People should know a required date format before submitting the form.

Scope: input instruction. Core readiness.

RNX-950.T102 · Dynamic status announcement

Expose relevant changing status messages to assistive tools. A visual Saved message is not enough if a screen reader cannot detect it.

Scope: status message. Core readiness.

RNX-950.T103 · Visible-label name containment

Keep the visible control label within its accessible name where required. Voice users should be able to activate the words they see.

Scope: control label. Core readiness.

RNX-950.T104 · Focused-target visibility

Keep the keyboard-focused target from being fully hidden by site content. A sticky panel should not cover the button someone is trying to use.

Scope: focused control. Core readiness.

RNX-950.T105 · Personal-input purpose identification

Identify recognized personal-information fields in a supported machine-readable way. This helps tools understand and fill details such as an email address.

Scope: personal input. Core readiness.

RNX-950.T106 · Pointer target size or spacing

Check touch-target size or spacing against the chosen accessibility rule and its exceptions. Crowded controls make accidental taps more likely.

Scope: pointer target. Core readiness.

RNX-960.T001 · Visible-content agreement

Keep structured data consistent with what readers can access. Hidden claims should not promise an offer absent from the page.

Scope: feature markup fact set. Core readiness.

RNX-960.T002 · Supported feature selection

Check that the requested search feature supports this kind of page. Having markup does not make every page eligible for every feature.

Scope: selected provider feature. Core readiness.

RNX-960.T003 · Required property coverage

Supply truthful values for a supported feature's required fields. Inventing a missing value defeats the purpose of the label.

Scope: feature-specific required-property set. Core readiness.

RNX-960.T004 · Rich-result observation separation

Separate valid markup, eligibility and actual appearance in a special search result. Passing one stage does not prove the next.

Scope: rich-result reporting record. Experimental — not an established ranking requirement.

RNX-960.T005 · Product variant identity

Keep distinct product versions correctly identified. A customer choosing a size or color must receive information about that version.

Scope: catalog variant. Core readiness.

RNX-960.T006 · Product offer freshness

Keep published stock availability aligned with the business's current inventory policy. An old offer can invite an order you cannot fulfill.

Scope: inventory offer. Core readiness.

RNX-960.T007 · Merchant policy clarity

Make relevant buying policies accessible and accurate. Shipping, returns and other terms affect whether an offer is suitable.

Scope: offer policy. Core readiness.

RNX-960.T008 · Publisher article attribution

State an article's real author and truthful dates. Readers need to distinguish new reporting from an old piece with a refreshed label.

Scope: article attribution. Core readiness.

RNX-960.T009 · Regulated-content expert review

Use an accountable, qualified reviewer when professional claims require one. A sensitive claim needs suitable expertise, not just confident wording.

Scope: professional claim. Experimental — not an established ranking requirement.

RNX-960.T010 · Marketplace seller separation

For marketplaces, identify who actually supplies the offer. The platform and the seller may have different responsibilities.

Scope: seller offer. Experimental — not an established ranking requirement.

RNX-960.T011 · Authenticated-content boundary

Protect restricted content while describing its public preview honestly. A preview should not imply free access that does not exist.

Scope: protected resource. Experimental — not an established ranking requirement.

RNX-960.T101 · Stable merchant item identifiers

For product feeds, keep each merchant item identifier stable under the declared rules. Changing it unnecessarily can break the product's history and matching.

Scope: feed item identity. Core readiness.

RNX-960.T102 · Assigned GTIN integrity

Use an assigned trade identifier only when it genuinely belongs to that product. A made-up barcode number can match the wrong item.

Scope: assigned trade identifier. Core readiness.

RNX-960.T103 · Manufacturer part identity

Use the correct manufacturer part number where applicable. A retailer's own stock code should not masquerade as the maker's identifier.

Scope: manufacturer part number. Core readiness.

RNX-960.T104 · Product brand attribution

Attribute the product to its real brand. Naming the shop as the brand can misidentify goods made by someone else.

Scope: brand field. Core readiness.

RNX-960.T105 · Identifier absence assertion

Claim an identifier is absent only when that is true under the feed's rules. An unknown identifier is not automatically a nonexistent one.

Scope: identifier absence record. Core readiness.

RNX-960.T106 · Variant group membership

Group actual variants of the same product together. Unrelated items should not share a variant family simply because they look similar.

Scope: variant group. Core readiness.

RNX-960.T107 · Explicit variant-identifying options

State the options that distinguish product variants. Missing size or color details can make two offers impossible to tell apart.

Scope: variant option set. Core readiness.

RNX-960.T108 · Direct variant preselection

Make a variant link open the advertised version. A shopper clicking a red shirt should not silently land on the blue one.

Scope: variant URL. Core readiness.

RNX-960.T109 · ProductGroup canonical model

Keep a product group's preferred-page model consistent with its real page structure. Machines need to distinguish the group from its individual variants.

Scope: product-group page. Core readiness.

RNX-960.T110 · Feed landing checkout price agreement

Align the price in the feed, landing page and checkout under the applicable price rules. A customer should not discover an unexplained higher price at payment.

Scope: price representation. Core readiness.

RNX-960.T111 · Preorder and backorder semantics

Describe preorder and backorder availability accurately. Future availability must not look like an item ready to ship now.

Scope: future-availability offer. Core readiness.

RNX-960.T112 · Feed required-field and format validation

Supply required product-feed fields in the provider's accepted format. A useful catalog still cannot be processed if mandatory data is missing.

Scope: feed row. Core readiness.

RNX-960.T113 · Feed processing reconciliation

Compare submitted catalog items with processing results. Sending a file does not prove every item was accepted.

Scope: processed catalog batch. Experimental — not an established ranking requirement.

RNX-960.T114 · Merchant shipping declaration agreement

Keep shipping declarations consistent with the actual offer and provider settings. Wrong charges or delivery terms can mislead buyers.

Scope: shipping declaration. Core readiness.

RNX-960.T115 · Merchant return declaration agreement

Keep return declarations aligned with the real policy. A feed should not promise returns the store will refuse.

Scope: return declaration. Core readiness.

RNX-960.T116 · Author entity disambiguation

Identify an article's actual author distinctly. Similar names should not mix one writer's work with another's.

Scope: article author. Core readiness.

RNX-960.T117 · Article representative image

Use a representative, suitable article image. An unrelated or inaccessible picture gives a poor account of the story.

Scope: article image. Core readiness.

RNX-960.T118 · Paywall free-access declaration

Declare paid access honestly where the publisher's markup calls for it. A subscription article should not falsely appear wholly free.

Scope: paywall declaration. Core readiness.

RNX-960.T119 · Paywall selector alignment

Make paywall labels point to the sections actually restricted. Labeling the wrong area misstates what readers can access.

Scope: paywall section. Core readiness.

RNX-960.T120 · Intended paywall crawler access

Check the intended crawler access for paywalled content under the provider's rules. A broken boundary can either hide intended content or expose private material.

Scope: crawler content boundary. Core readiness.

RNX-960.T121 · News sitemap recency window

For a news sitemap, keep entries within the provider's allowed recency window. An old article should not be presented as newly published news.

Scope: news sitemap entry. Core readiness.

RNX-960.T122 · News sitemap required metadata

Include accurate required news-sitemap details. Publication identity and dates help distinguish a real article from a misleading entry.

Scope: news sitemap document. Core readiness.

RNX-960.T123 · Publisher accountability disclosure

Disclose who publishes the material and how they can be contacted. Readers need someone accountable for the publication.

Scope: publisher identity. Core readiness.

RNX-960.T124 · Sponsored editorial disclosure

Clearly disclose sponsored editorial content. Readers should know when payment helped place an article.

Scope: sponsored article. Core readiness.

RNX-970.T001 · Local operating model

Identify whether the business serves visitors, travels to customers, does both or works online only. Listing choices depend on the real operating model.

Scope: location operating model. Core readiness.

RNX-970.T002 · Business Profile representation

Represent the real business in its profile. Adding search phrases to its name can misstate its identity.

Scope: Business Profile name representation. Core readiness.

RNX-970.T003 · Primary category fit

Choose a primary category that describes the main business activity. Customers should not be sent to a service you do not provide.

Scope: primary category selection. Core readiness.

RNX-970.T004 · Regular hours accuracy

Publish regular hours people can rely on. Wrong hours can turn a discovery into a wasted trip.

Scope: regular operating-hours schedule. Core readiness.

RNX-970.T005 · Special hours accuracy

Update known holiday hours and special closures. Normal hours may be misleading on an unusual day.

Scope: special-date operating-hours schedule. Core readiness.

RNX-970.T006 · Service area truth

Advertise only areas the business really serves. A claimed service area is a customer promise.

Scope: declared service area. Core readiness.

RNX-970.T007 · Location identity separation

Keep different branches clearly identified. Mixed locations can send a customer to the wrong team or address.

Scope: branch identity record. Core readiness.

RNX-970.T008 · Review solicitation integrity

Ask for genuine reviews without filtering requests to favor happy customers. Manufactured or selectively gated feedback gives a distorted picture.

Scope: review solicitation workflow. Core readiness.

RNX-970.T009 · Review response privacy

Answer reviews without exposing private customer facts. A public reply should solve a concern without breaking trust.

Scope: public review response. Core readiness.

RNX-970.T010 · Local profile verification evidence

Check listing verification in the provider account. A visible public listing does not prove the owner has verified it.

Scope: profile verification-state record. Core readiness.

RNX-970.T011 · Bing Places import overwrite review

Review Bing Places details after an import. Imported information can overwrite a branch's correct current facts.

Scope: Bing Places import field comparison. Experimental — not an established ranking requirement.

RNX-970.T101 · Duplicate and department profile adjudication

Distinguish duplicates from legitimately separate branches or departments. Automatically merging every shared-address profile can erase a valid operation.

Scope: duplicate or department profile case. Core readiness.

RNX-970.T102 · Profile address visibility

Show an address only in a way that fits the business's operating model and provider rules. A private home used for verification should not falsely appear to be a storefront.

Scope: profile address visibility decision. Core readiness.

RNX-970.T103 · Branch contact and landing-route accuracy

Make profile links and contact routes lead to the right branch. A correct name does not help if the booking page belongs to a closed location.

Scope: branch contact route. Core readiness.

RNX-970.T104 · Location page substantive accuracy

Give location pages truthful, useful local details. Many copied city pages must not invent offices or services.

Scope: location landing page. Experimental — not an established ranking requirement.

RNX-970.T105 · Relocation and closure state propagation

Carry moves and closures through affected pages, listings and booking routes. Customers should not be invited to visit premises that have closed.

Scope: location transition record. Core readiness.

RNX-970.T106 · Secondary category accuracy

Use secondary categories only for real permitted activities. Nearby businesses do not become services your business offers.

Scope: secondary category set. Core readiness.

RNX-970.T107 · Map position accuracy

Place map pins and directions at the appropriate customer entrance. A correct street address can still send visitors to a locked rear gate.

Scope: location map marker. Core readiness.

RNX-980.T001 · LCP field assessment

For supported real-user data, check whether the main content loads within the stated LCP target: 2.5 seconds at the 75th percentile. This describes most measured visits, not a promise about every visit.

Scope: field metric. Core readiness.

RNX-980.T002 · INP field assessment

For supported real-user data, check response to interaction against the INP target: 200 milliseconds at the 75th percentile. Slow reactions can make a working page feel broken.

Scope: field metric. Core readiness.

RNX-980.T003 · CLS field assessment

For supported real-user data, check unexpected layout movement against the CLS target: 0.1 at the 75th percentile. Jumping content can make people lose their place or tap the wrong control.

Scope: field metric. Core readiness.

RNX-980.T004 · Field versus lab separation

Label a simulated speed test separately from measurements of real visitors. One laboratory run does not describe everyone's experience.

Scope: performance report. Core readiness.

RNX-990.T001 · Video watch-page purpose

For a video watch page, make the intended video a main feature. A small incidental clip does not make every page a dedicated watch page.

Scope: watch page. Core readiness.

RNX-990.T002 · Thumbnail stability

Give the video's representative image a stable, working address. Changing or missing thumbnails can break its visual identity.

Scope: video thumbnail. Core readiness.

RNX-990.T003 · Video identity metadata

Describe the actual video distinctly and accurately. Viewers need to know which recording they will watch.

Scope: video metadata. Core readiness.

RNX-990.T004 · Video indexing evidence

Use provider evidence for video indexing, separate from the page's indexing. A page appearing in search does not prove its video is indexed.

Scope: video index report. Core readiness.

RNX-990.T005 · Video sitemap record validity

For video sitemaps, describe the actual video and its accessible thumbnail. Incorrect map details can point search tools to the wrong material.

Scope: video sitemap entry. Core readiness.

RNX-1000 / 41 CONTROLS

Measurement, Experimentation and Search Operations

RNX-1010.T001 · Property and access scope

Check that owner reports cover the intended website property. Data from the wrong site or address version can lead to wrong conclusions.

Scope: report property. Experimental — not an established ranking requirement.

RNX-1010.T002 · Search metric provenance

Keep dates, search type and filters with each metric. A number without its scope cannot support a fair comparison.

Scope: metric series. Experimental — not an established ranking requirement.

RNX-1010.T003 · Query cohort comparability

Disclose changes in which searches belong to a comparison group. A different sample can look like growth even when performance is unchanged.

Scope: cohort comparison. Experimental — not an established ranking requirement.

RNX-1010.T004 · Ranking observation context

Record the conditions of a ranking observation. Location, time and search context limit what one result can tell you.

Scope: rank observation. Experimental — not an established ranking requirement.

RNX-1010.T005 · Generative report availability diagnosis

Record whether an AI-related report is available and why that may be uncertain. A missing low-volume report does not prove exclusion.

Scope: report availability. Measurement method.

RNX-1010.T006 · Missing-value export preservation

Preserve unavailable values when exporting reports. A tool's replacement zero must not become a claim of no activity.

Scope: export missing value. Measurement method.

RNX-1010.T007 · Generative metric aggregation reconciliation

Keep page-level and whole-site AI report totals distinct. Adding page counts may not reproduce the provider's site-level measure.

Scope: aggregate label. Measurement method.

RNX-1010.T008 · Generative report surface boundary

Name the Google experiences a report actually covers. A limited report cannot stand for every AI provider or experimental surface.

Scope: surface label. Measurement method.

RNX-1010.T009 · Overlapping Google totals prevention

Avoid adding a Google subset to totals that already include it. Double counting creates imaginary extra reach.

Scope: combined total. Measurement method.

RNX-1010.T010 · Bing sparse-citation handling

Treat an empty sampled Bing citation view cautiously. No citation in that sample is not proof of no citation ever.

Scope: sparse report claim. Measurement method.

RNX-1010.T011 · Grounding-query meaning preservation

Describe reported grounding phrases as retrieval context. They are not necessarily customers' exact questions or explanations of ranking.

Scope: grounding phrase label. Measurement method.

RNX-1010.T012 · Filtered citation export consistency

Document differences between filtered citation reports. Forcing unequal views to match can hide important limits in the data.

Scope: export comparison. Measurement method.

RNX-1010.T013 · Citation-share denominator disclosure

Explain the denominator and covered experiences behind a citation share. A percentage means little without knowing what it is a share of.

Scope: citation share. Measurement method.

RNX-1010.T101 · Topics Portfolio uncertainty preservation

Preserve uncertainty in a reported topic portfolio. Broad topic information should not be presented as exact customer questions or guaranteed demand.

Scope: topic portfolio row. Measurement method.

RNX-1020.T001 · Conversion event validation

Check that a completed customer action records the intended event once. Counting a click or a duplicate as a sale inflates results.

Scope: conversion event. Experimental — not an established ranking requirement.

RNX-1020.T002 · Lead qualification linkage

Distinguish useful sales leads from all incoming contacts. Spam and unsuitable requests should not look like qualified demand.

Scope: CRM linkage. Experimental — not an established ranking requirement.

RNX-1020.T003 · Attribution uncertainty

Label missing customer journeys and estimated credit for results. An unknown source is not proof that a particular channel succeeded or failed.

Scope: attribution claim. Experimental — not an established ranking requirement.

RNX-1020.T004 · Revenue basis

Explain what a revenue number includes, including refunds. Gross orders and retained income are different measures.

Scope: revenue series. Experimental — not an established ranking requirement.

RNX-1020.T101 · Conversion identifier deduplication

Deduplicate repeated conversion records using the appropriate identifier. A retried notification should not become a second sale.

Scope: conversion replay fixture. Experimental — not an established ranking requirement.

RNX-1020.T102 · Refund and cancellation outcome reconciliation

Reflect refunds and cancellations in reported outcomes. An order that was reversed is not retained revenue.

Scope: order adjustment. Experimental — not an established ranking requirement.

RNX-1020.T103 · Cross-domain acquisition continuity

Preserve the intended acquisition trail when a customer crosses owned domains. Your checkout host should not accidentally replace the original source.

Scope: cross-domain journey. Experimental — not an established ranking requirement.

RNX-1020.T104 · Consent-related observation denominator

State how consent affects the share of activity you can observe. Untracked purchases are unknown by source, not proof of zero AI-driven purchases.

Scope: measurement coverage interval. Experimental — not an established ranking requirement.

RNX-1020.T105 · Attribution timezone and currency join

Align time zones, currencies and money units when joining reports. Otherwise a sale may land on the wrong day or appear a hundred times too large.

Scope: joined monetary row. Experimental — not an established ranking requirement.

RNX-1030.T001 · Predeclared hypothesis

Write down the expected result and comparison before an experiment. This makes it harder to invent a success story after seeing the numbers.

Scope: experiment plan. Experimental — not an established ranking requirement.

RNX-1030.T002 · Confounder record

Record other changes and seasonal effects during a test. A busy season may explain growth that a website edit did not cause.

Scope: confounder ledger. Experimental — not an established ranking requirement.

RNX-1030.T003 · Comparison design

State what the comparison can and cannot establish. A simple before-and-after chart rarely isolates one cause.

Scope: comparison design. Experimental — not an established ranking requirement.

RNX-1030.T004 · Uncertainty reporting

Report uncertainty rather than false precision. Small or noisy samples do not support exact claims of improvement.

Scope: uncertainty statement. Experimental — not an established ranking requirement.

RNX-1040.T001 · Access versus retrieval distinction

Call a successful crawl evidence of access, not proof that an AI answer used the page. Reading and selecting information are separate steps.

Scope: retrieval inference. Experimental — not an established ranking requirement.

RNX-1040.T002 · Citation versus mention distinction

Separate a brand mention from an explicit source citation. A named business may appear without any link to its website.

Scope: citation annotation. Experimental — not an established ranking requirement.

RNX-1040.T003 · Recommendation classification

Count a recommendation only when the answer expresses preference or suitability in context. A list or passing mention is not automatically an endorsement.

Scope: recommendation annotation. Experimental — not an established ranking requirement.

RNX-1040.T004 · Selection versus transaction distinction

Separate a suggested choice, an attempted action and a completed purchase. Talking about buying something is not a transaction.

Scope: action outcome. Experimental — not an established ranking requirement.

RNX-1040.T005 · Observation provenance

Record which interface produced an AI observation. An API test should not be presented as a consumer-app result.

Scope: observation record. Experimental — not an established ranking requirement.

RNX-1040.T006 · Question cohort representativeness

Explain how test questions were chosen and what they leave out. A few favorable prompts do not represent all customer searches.

Scope: question cohort. Experimental — not an established ranking requirement.

RNX-1040.T101 · Citation destination resolution

Follow an observed AI citation to the actual destination. A displayed link may redirect or fail to reach the claimed source.

Scope: citation destination. Experimental — not an established ranking requirement.

RNX-1040.T102 · Citation claim support

Check that a cited source supports the particular answer claim. A citation's presence alone does not establish a correct answer.

Scope: cited claim. Experimental — not an established ranking requirement.

RNX-1040.T103 · Grounded versus ungrounded experiment separation

Separate tests with retrieval enabled from those without it. These settings answer different questions about information access.

Scope: observation configuration. Experimental — not an established ranking requirement.

RNX-1040.T104 · Repeated-session sampling control

Control and record repeated-session conditions in AI tests. Conversation history can affect results and make runs less comparable.

Scope: repeat-run block. Experimental — not an established ranking requirement.

RNX-1040.T105 · Entity-match adjudication

Match a mentioned entity to the right business using evidence. A same-name company should not earn your business a recorded mention.

Scope: entity mention. Experimental — not an established ranking requirement.

RNX-1040.T106 · Observation temporal alignment

Compare observations within meaningful time windows. An answer from before an update cannot establish whether the new content helped.

Scope: comparison window. Experimental — not an established ranking requirement.

RNX-1040.T107 · Independent annotation agreement

Check whether independent reviewers agree about sampled answers. Disagreements reveal where a measurement rule needs clarification.

Scope: adjudicated sample. Experimental — not an established ranking requirement.

RNX-1040.T108 · Observation evidence retention

Retain the answer and context needed to review an observation. A summary alone may hide the wording that supported the finding.

Scope: retained answer. Experimental — not an established ranking requirement.

QUICK REFERENCE

Words worth knowing

Algorithm

A set of rules or calculations a system uses to make a decision.

Canonical

The preferred version of equivalent content. It is not a label for an unrelated replacement.

Crawler

Software that visits addresses and retrieves content.

Entity

A particular real-world thing, such as a business, person, place or product.

Evidence

An observation or record that supports a finding, together with enough context to understand it.

Feed

A structured set of records sent to another service, often describing products.

Grounding

Connecting an answer to retrieved or supplied information. It does not guarantee that the answer used it correctly.

Hreflang

A label connecting suitable language or regional versions of a page.

Index

A search system’s organized collection of information used to help serve results.

Manifest

A machine-readable description of a resource or service. Its usefulness depends on a consumer that supports its rules.

MCP

Model Context Protocol, a particular connection protocol for supported AI tools and resources. A web page or manifest is not automatically an MCP server.

Percentile

A position within a set of measurements. A 75th-percentile value has three quarters of measured values at or below it.

Provenance

Where information came from and how it reached the present record.

RAG

Retrieval-augmented generation: an answer process that retrieves material to help generate its response.

Scope

The exact pages, records, conditions and time period a finding covers.

SERP

Search engine results page: the page or view showing results for a search.

Token

A unit a particular language tool uses to process text. It may be a word or part of one.

Variant

A version of a product distinguished by options such as size or color.

READ THE ORIGINAL GUIDANCE

Sources & further reading

The RNX reference is based on Runexus's canonical source, implementation handbook and matching numeric hierarchy. Official provider links below support the chapter explanations. They do not endorse Runexus or guarantee search outcomes. Reviewed November 2, 2026.

[1] How Google Search works

[2] Google SEO Starter Guide

[3] Google AI features and your website

[4] Introduction to robots.txt

[5] Sitemap overview

[6] Canonical URL guidance

[7] Introduction to structured data

[8] Google Search spam policies

[9] Creating helpful, reliable, people-first content

[10] Google link best practices

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