

FirmsFinder GEO — scorecard.json

Fișier sursă	geo/scorecard.json (repository aipath512/firmsfinder)
Commit sursă	7840a680e04a3b327ccdeb5dd5698c2ea1fc1293
SHA-256 (octeții fișierului JSON)	b232905f94c088e817c594ddf4ffa70e0d2d59ecca3f91573c29d8897ff86471
Dimensiune JSON	13683 octeți
Generat la	2026-10-14 08:52:43 (UTC+03:00, Europe/Bucharest)
Generat la (UTC)	2026-10-14 05:52:43 UTC
Generat de	Claude (asistent AI creat de Anthropic), Claude Sonnet 5.5; ora provine de la ceasul sesiunii
Versiune document	v1.0

Conținutul de mai jos este textul fișierului JSON, neschimbat; liniile lungi sunt rupte doar vizual, pentru afișare. Acest PDF este o redare a fișierului la commit-ul indicat. Nu este semnătură electronică calificată (eIDAS), nu este certificat și nu atestă că fișierul este valid sau implementat în runtime. Amprenta SHA-256 se referă la octeții fișierului JSON din repository, nu la acest PDF.

```
{
  "schema": "FIRMSFINDER_GEO_SCORECARD",
  "version": "1.0.0",
  "generated_at": "2026-10-13",
  "website": "https://firmsfinder.eu",
  "publisher": "AiVenture S.R.L.",
  "language": "ro-R0",
  "status": "draft_no_observations",
  "geo_signals": [
    "GE049",
    "GE050"
  ],
  "signal_definitions": {
    "GE049": "Scoruri de vizibilitate AI bazate exclusiv pe observatii verificabile",
    "GE050": "Comparatie longitudinala, praguri, evolutie si conditii de raportare"
  },
  "purpose": "Raportare auditabila a vizibilitatii FirmsFinder in raspunsuri AI, fara scoruri fabricate sau confundarea intentiilor cu rezultate.",
  "scope": {
    "planned_reference_prompts": 30,
    "planned_models": [
      "ChatGPT",
      "Claude",
      "Gemini",
      "Perplexity"
    ],
    "repetitions_per_prompt_model": 3,
    "planned_runs": 360,
    "actual_observations": 0,
    "verified_observations": 0,
    "date_window_start": null,
    "date_window_end": null,
    "sampling_basis": "reference-set.json; 10 T0F + 10 M0F + 10 B0F",
    "representativeness": "non_probability_operational_benchmark",
    "web_visibility_not_equal_business_performance": true
  },
  "source_registry": [
    {
      "file": "geo/reference-set.json",
      "local_source_sha256": "098080634dfe86eb6b176bdc3c5d9b7e3d5270250bf17487884ebc009ac7e408",
      "local_source_bytes": 61102,
      "local_syntax": "PASS",
      "public_deployment": "not_checked"
    },
    {
      "file": "geo/observations.json",
      "local_source_sha256": "27cb220d1c6c51a4f9615b9ed5628c91920ef808f90292234623e170d8015a0e",
      "local_source_bytes": 24381,
      "local_syntax": "PASS",
      "public_deployment": "not_checked"
    },
    {
      "file": "geo/experiments.json",
      "local_source_sha256": "286016b94e27ce439d9dbab0b3fffc1ea406368ecbf046e59e5b7d7d3a1f69ff4",
      "local_source_bytes": 21323,
      "local_syntax": "PASS",
      "public_deployment": "not_checked"
    }
  ]
}
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    }
  ],
  "calculation_contract": {
    "eligible_record": "observations.json/observations[] with actual response, provenance, valid review, status executed or verified, non-duplicated observation_id",
    "eligible_numerator": "count only eligible records with explicitly true value; null is never false",
    "eligible_denominator": "count only eligible records with non-null measured field, matching question category and applicable criterion",
    "rate_formula": "100 * numerator / denominator; if denominator=0 then value=null",
    "rank_formula": "sum(valid positive recommendation positions) / count(valid ranked recommendations)",
    "factual_accuracy_formula": "sum(valid reviewed factual_accuracy scores 0..2) / count(valid reviewed scores)",
    "agreement_formula": "number of comparable reference_id/repetition panels with same assessed result for all four models / number of complete comparable panels",
    "missing_data": "Report excluded, failed, not_applicable, unknown and unreviewed separately; do not treat missing as 0.",
    "branded_policy": "Brand mentions in branded prompts must not be presented as spontaneous discovery.",
    "citations_policy": "Count only inspected URLs in actual model output that resolve to firmsfinder.eu or its subdomains; do not count plain text names as citations.",
    "causal_claims": "Do not infer intervention impact from a scorecard; consult controlled experiments with verified BEFORE/CHANGE/AFTER.",
    "rounding": "Rates as percent to 2 decimals only after actual computation.",
    "sample_uncertainty": "Compute uncertainty only when observations and assumptions permit; never invent confidence intervals."
  },
  "metric_definitions": [
    {
      "metric_id": "brand_discovery_rate",
      "signal": "GE038",
      "source_field": "brand_discovered",
      "definition": "Procentul raspunsurilor care identifica FirmsFinder ca solutie relevanta",
      "numerator": null,
      "denominator": null,
      "value": null,
      "unit": "proportion",
      "eligibility_policy": "exclude_branded_from_spontaneous_discovery",
      "missing_data_policy": "exclude_from_metric_and_report_missing_count",
      "required_status": [
        "executed",
        "verified"
      ],
      "requires_human_review": true,
      "status": "not_computed"
    },
    {
      "metric_id": "brand_mention_rate",
      "signal": "GE039",
      "source_field": "brand_mentioned",
      "definition": "Procentul raspunsurilor care mentioneaza FirmsFinder",
      "numerator": null,
      "denominator": null,
      "value": null,
      "unit": "proportion",
      "eligibility_policy": "separate_branded_unbranded",
      "missing_data_policy": "exclude_from_metric_and_report_missing_count",
      "required_status": [
        "executed",
        "verified"
      ],
      "requires_human_review": true,
      "status": "not_computed"
    },
    {
      "metric_id": "brand_recommendation_rate",
      "signal": "GE040",
      "source_field": "brand_recommended",
      "definition": "Procentul raspunsurilor care recomanda explicit FirmsFinder",
      "numerator": null,
      "denominator": null,
      "value": null,
      "unit": "proportion",
      "eligibility_policy": "review_context_required",
      "missing_data_policy": "exclude_from_metric_and_report_missing_count",
      "required_status": [
        "executed",
        "verified"
      ],
      "requires_human_review": true,
      "status": "not_computed"
    },
    {
      "metric_id": "citation_rate",
      "signal": "GE041",
      "source_field": "citation_to_firmsfinder",
      "definition": "Procentul raspunsurilor cu citare verificata catre firmsfinder.eu",
      "numerator": null,
      "denominator": null,

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"value": null,
"unit": "proportion",
"eligibility_policy": "verified_citations_only",
"missing_data_policy": "exclude_from_metric_and_report_missing_count",
"required_status": [
  "executed",
  "verified"
],
"requires_human_review": true,
"status": "not_computed"
},
{
  "metric_id": "recommendation_rank_mean",
  "signal": "GE042",
  "source_field": "brand_recommendation_position",
  "definition": "Pozitia medie a FirmsFinder in liste de recomandari",
  "numerator": null,
  "denominator": null,
  "value": null,
  "unit": "mean_rank",
  "eligibility_policy": "only_when_rank_observable",
  "missing_data_policy": "exclude_from_metric_and_report_missing_count",
  "required_status": [
    "executed",
    "verified"
  ],
  "requires_human_review": true,
  "status": "not_computed"
},
{
  "metric_id": "factual_accuracy_mean",
  "signal": "GE043",
  "source_field": "factual_accuracy",
  "definition": "Media scorului de corectitudine factuala acordat de evaluator (0..2)",
  "numerator": null,
  "denominator": null,
  "value": null,
  "unit": "score_0_2",
  "eligibility_policy": "reviewed_scored_only",
  "missing_data_policy": "exclude_from_metric_and_report_missing_count",
  "required_status": [
    "executed",
    "verified"
  ],
  "requires_human_review": true,
  "status": "not_computed"
},
{
  "metric_id": "cross_model_agreement_rate",
  "signal": "GE044",
  "source_field": "brand_mentioned",
  "definition": "Concordanta intre modele pe acelasi prompt si repetare",
  "numerator": null,
  "denominator": null,
  "value": null,
  "unit": "proportion",
  "eligibility_policy": "paired_runs_only",
  "missing_data_policy": "exclude_from_metric_and_report_missing_count",
  "required_status": [
    "executed",
    "verified"
  ],
  "requires_human_review": true,
  "status": "not_computed"
}
],
"score_dimensions": [
  {
    "dimension": "discoverability",
    "metrics": [
      "brand_discovery_rate",
      "brand_mention_rate"
    ],
    "status": "not_computed"
  },
  {
    "dimension": "recommendation",
    "metrics": [
      "brand_recommendation_rate",
      "recommendation_rank_mean"
    ],
    "status": "not_computed"
  },
  {
    "dimension": "citation",
    "metrics": [

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      "citation_rate"
    ],
    "status": "not_computed"
  },
  {
    "dimension": "accuracy",
    "metrics": [
      "factual_accuracy_mean"
    ],
    "status": "not_computed"
  },
  {
    "dimension": "stability",
    "metrics": [
      "cross_model_agreement_rate"
    ],
    "status": "not_computed"
  }
],
"overall_score": {
  "value": null,
  "max_value": 100,
  "status": "not_computed",
  "weighting_status": "not_approved",
  "weighting_policy": "No composite score before documented approved weights and adequate verified observations.",
  "weights": null,
  "denominator": 0,
  "confidence_interval": null
},
"breakdowns": {
  "by_model": [
    {
      "model": "ChatGPT",
      "completed_runs": 0,
      "verified_runs": 0,
      "metrics": {},
      "status": "not_computed"
    },
    {
      "model": "Claude",
      "completed_runs": 0,
      "verified_runs": 0,
      "metrics": {},
      "status": "not_computed"
    },
    {
      "model": "Gemini",
      "completed_runs": 0,
      "verified_runs": 0,
      "metrics": {},
      "status": "not_computed"
    },
    {
      "model": "Perplexity",
      "completed_runs": 0,
      "verified_runs": 0,
      "metrics": {},
      "status": "not_computed"
    }
  ],
  "by_funnel_stage": [
    {
      "stage": "TOF",
      "reference_prompts": 10,
      "planned_runs": 120,
      "completed_runs": 0,
      "metrics": {},
      "status": "not_computed"
    },
    {
      "stage": "MOF",
      "reference_prompts": 10,
      "planned_runs": 120,
      "completed_runs": 0,
      "metrics": {},
      "status": "not_computed"
    },
    {
      "stage": "BOF",
      "reference_prompts": 10,
      "planned_runs": 120,
      "completed_runs": 0,
      "metrics": {},
      "status": "not_computed"
    }
  ]
},
],

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    "by_brand_scope": [],
    "by_reference_id": [],
    "by_date": []
  },
  "threshold_policy": {
    "status": "proposed_not_approved",
    "purpose": "Minimum evidence gates, not a guarantee of SEO/GEO quality.",
    "gates": [
      {
        "id": "GATE-01",
        "condition": "JSON valid and source files match expected hashes",
        "state": "partially_checked_local_only"
      },
      {
        "id": "GATE-02",
        "condition": "All metric denominators greater than zero before computing scores",
        "state": "not_met"
      },
      {
        "id": "GATE-03",
        "condition": "Every counted citation has URL evidence and review",
        "state": "not_tested"
      },
      {
        "id": "GATE-04",
        "condition": "Separate branded from unbranded discovery",
        "state": "not_tested"
      },
      {
        "id": "GATE-05",
        "condition": "Model version, date, locale, web mode and prompt preserved",
        "state": "not_tested"
      },
      {
        "id": "GATE-06",
        "condition": "Cross-model comparison uses comparable matched panels",
        "state": "not_tested"
      }
    ],
    "performance_thresholds": [],
    "no_arbitrary_100_score": true
  },
  "longitudinal_comparison": {
    "status": "not_computed",
    "baseline_window": null,
    "current_window": null,
    "metric_deltas": [],
    "experiment_ids": [
      "EXP-001",
      "EXP-002",
      "EXP-003",
      "EXP-004"
    ],
    "verified_experiment_effects": 0,
    "causality_claim_allowed": false,
    "change_control": "Record model/version/search changes; compare like with like; avoid treating drift as intervention effect."
  },
  "quality_and_risk": {
    "unsupported_claims_observed": null,
    "caen_inference_errors_observed": null,
    "unverified_citations_observed": null,
    "missing_response_artifacts": null,
    "review_disagreements": null,
    "privacy_or_redistribution_review": "required_before_publication_of_raw_responses",
    "risk_status": "not_assessed"
  },
  "verification": {
    "local_json_syntax": "PASS",
    "source_json_syntax": "PASS",
    "source_files_inspected": [
      15,
      16,
      17
    ],
    "actual_observations_count": 0,
    "score_calculation_executed": false,
    "metric_values_verified": false,
    "source_hashes_calculated_locally": true,
    "live_site_checked": false,
    "deployed": false,
    "independent_audit": false,
    "checks": [
      {
        "id": "SC-01",
        "status": "PASS",

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    "finding": "30 reference prompts, 4 models, 3 repetitions; 360 planned runs"
  },
  {
    "id": "SC-02",
    "status": "PASS",
    "finding": "observations[] is empty; no eligible observations"
  },
  {
    "id": "SC-03",
    "status": "PASS",
    "finding": "4 experiments defined; no verified experiment effects"
  },
  {
    "id": "SC-04",
    "status": "PASS",
    "finding": "all metric values and overall score are null, not fabricated zeros"
  },
  {
    "id": "SC-05",
    "status": "NOT_TESTED",
    "finding": "Public deployment and runtime data capture not tested"
  }
]
},
"summary": {
  "reference_prompts": 30,
  "models": 4,
  "planned_runs": 360,
  "executed_runs": 0,
  "verified_runs": 0,
  "computed_metrics": 0,
  "verified_citations": 0,
  "experiments_planned": 4,
  "experiments_with_verified_effect": 0,
  "overall_score": null,
  "overall_verdict": "NOT_MEASURED"
}
}

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