

OFFICIAL AUTOPSY REPORT

C.O.R.P.S.E TRIAGE CARD

Case ID: _____ Date: _____ Examiner: _____

BRAND/URL: _____ Surface: _____

SCENE SUMMARY

.....

.....

.....

CAUSE OF DEATH

- ☐ Contradiction overload
- ☐ Vagueness / ambiguity
- ☐ Trust deficit
- ☐ Upstream hostile narratives

CONTRIBUTING FACTORS

- ☐ Offer ambiguity
- ☐ Reality mismatch (delivery/returns/support)
- ☐ Proof missing/weak
- ☐ Entity fragmentation
- ☐ Signals contradict site

TIME OF DEATH

- ☐ Pre-click e.g search/AI summary/reviews
- ☐ On page e.g. product/landing
- ☐ In cart
- ☐ At checkout
- ☐ Post-purchase e.g. returns/support → bad narratives

EVIDENCE

- ☐ Site copy
- ☐ Market place
- ☐ Support logs
- ☐ Policies
- ☐ Search snippet
- ☐ Reviews
- ☐ AI summary

STATUS

- ☐ VERIFIED
- ☐ UNSTABLE
- ☐ DOA

SIGNATURE:

C - Claims	☐	☐	☐
O - Offers	☐	☐	☐
R - Reality	☐	☐	☐
P - Proof	☐	☐	☐
S - Signals	☐	☐	☐
E - Entity	☐	☐	☐

Overall inclusion risk:

- ☐ HIGH can't reconcile the story
- ☐ MED partly coherent, but fragile
- ☐ LOW consistent enough to be trusted

TOP 3 FATAL FINDINGS

1

2

3

REVIVAL PROTOCOL

Stop the bleeding (immediate fix)

.....

.....

.....

Stabilize reality (fix next)

.....

.....

.....

Rebuild trust signals (long term)

.....

.....

.....

C.O.R.P.S.E CHECKLIST

Instructions: For each section, tick what's true. Any gaps → likely Reds.

C - CLAIMS (WHAT YOU PROMISE)			NOTES:
Specific claims (not “best/premium”)			
Claims match offer + reality			
Same claims across surfaces			
No implied promises (delivery/returns)			
O - OFFER (WHAT THEY ARE BUYING)			NOTES:
What’s included is explicit			
Price is clear + consistent			
Who it’s for / not for is clear			
Terms don’t change mid-journey			
R - REALITY (WHAT YOU CAN DELIVER)			NOTES:
Delivery time/cost is specific			
Returns/warranty/support are legible			
Stock/availability signals are true			
Setup/compatibility is clear (if relevant)			
P - PROOF (EVIDENCE)			NOTES:
Reviews visible + credible			
Proof supports key claims			
Comparisons are transparent			
Trust assets exist (certs/cases/press)			
S - SIGNALS (PRE-CLICK NARRATIVE)			NOTES:
Snippets/previews match reality			
Listings match site (name/spec/price)			
Forum/review narratives align			
AI summaries aren’t guessing basics			
E - ENTITY (CONSISTENT IDENTITY)			NOTES:
Brand name is consistent			
Product names/SKUs/specs match			
Policies consistent everywhere			
Structured facts aren’t conflicting			

HOW TO AUTOPSY

USING C.O.R.P.S.E

Case ID: _____ Date: _____ BRAND/URL: _____

QUICK PROTOCOL

- 1

CHOOSE A BODY
Pick ONE product / landing page / funnel entry
- 2

RUN C.O.R.P.S.E
Mark each letter Red / Amber / Green
- 3

FIX REDS FIRST
Contradictions and missing basics
- 4

RECHECK SIGNALS
What do people/models see before they click?

SURFACE	WHY THIS BODY?
☐ PDP	
☐ Category	
☐ Cart	
☐ Checkout	
☐ Post-purchase	
☐ Other	

SCENE SNAPSHOT

WHAT IS THE PAGE IS TRYING TO DO

.....

.....

.....

WHAT IS THE USER IS TRYING TO DO

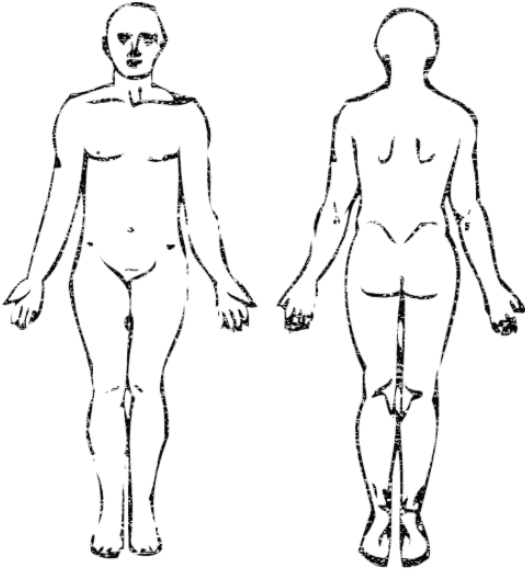
.....

.....

.....

AUTOPSY GOAL

- ☐ Stop drop-off
- ☐ Fix trust
- ☐ Reduce returns
- ☐ Other:
- ☐ Increase inclusion



EVIDENCE LOG

☐ Site copy

☐ Search snippet

☐ Policies

☐ AI summary

☐ Reviews

☐ Support logs

☐ Reviews

INITIAL IMPRESSION

☐ Looks fine

☐ Feels fragile

☐ Smells dead

C.O.R.P.S.E PROMPTS

DISSECTING THE C.O.R.P.S.E WITH AI

C CLAIMS

From this page/content, list the top claims being made (price, quality, speed, outcomes, guarantees). Quote the exact wording. Categorise each as: specific / vague / implied. If missing info, say 'Unknown'—don't guess.

Prompt (contradictions):

Find any claims that could be contradicted by delivery, returns, pricing, or support terms. List the claim and what might undermine it.

O OFFER

Summarise the offer in 5 bullets: what it is, who it's for, what's included, total cost, and key terms. If any of these are unclear, list questions a buyer would ask.

Prompt (clarity test):

Rewrite the offer as a 2-sentence 'clear deal' statement for a skeptical buyer. Keep it factual. No hype.

R REALITY

Based on what's provided, list operational realities a customer will experience: delivery window, delivery cost, returns process, warranty, support channels, setup/compatibility. Mark each as Clear / Unclear / Missing.

Prompt (failure points):

Where is reality most likely to break the promise? List top 5 risk points and what to clarify on-page to prevent mismatch.

P PROOF

List all evidence on or linked from the page that supports the key claims (reviews, certifications, tests, case studies). For each, rate strength: strong / medium / weak and explain why.

Prompt (proof gaps):

For the top 3 claims, tell me what proof is missing and suggest the simplest proof asset that would close the gap.

S SIGNALS

Pretend you're a customer who hasn't visited the site yet. Based on what's provided (and any pasted snippets/reviews), list the first impressions and narratives you'd carry into the click: positives, negatives, uncertainties.

Prompt (upstream scan template):

Given these snippets (paste search result text/review excerpts), identify contradictions with the site's offer/policies and suggest what to change: upstream copy, on-site clarifications, or policy wording.

E ENTITY

Extract the 'entity facts' from this content: brand name variants, product name/SKU, price, key specs, delivery/returns basics, location/company identity. Output as a single canonical fact sheet. If missing, mark Unknown.

Prompt (consistency audit):

Here are two versions of our brand/product info (paste two snippets). Compare them and list every inconsistency that could confuse a model or buyer. Prioritise the top 5 to fix.

TRIAGE PROMPTS

DISSECTING THE C.O.R.P.S.E WITH AI

A CORPSE SUMMARY TABLE

Run a CORPSE triage on this page/content.

CORPSE stands for:

C = Claims (what is promised: price/quality/speed/outcomes/guarantees)

O = Offer (what you actually get: what's included, who it's for, total cost, key terms)

R = Reality (can it be delivered: stock, delivery window/cost, returns, support, setup/compatibility)

P = Proof (evidence: reviews, tests, credentials, comparisons, case studies)

S = Signals (pre-click narratives: search snippets, marketplaces, social, forums, AI summaries)

E = Entity (consistency: brand/product names, specs, policies, structured facts across surfaces)

Output a table with columns: Letter | Status (Red/Amber/Green) | Why (1 sentence) | Fix (1 action)

Rules: Quote exact wording for any claim you reference. If info is missing, write 'Unknown'—do not guess. Missing basics = Red unless clearly irrelevant.

B FIX ORDER (ACTION PLAN)

Given the triage results, give me a fix order: top 10 edits that would reduce contradictions fastest. Include where each fix goes (PDP, policy page, listing, FAQ).

C WHY WOULDN'T YOU BUY?' (ANTI-HYPE HONESTY)

You are a skeptical buyer. List the top 7 reasons you would hesitate or not buy based on what's unclear, inconsistent, or unsupported. Do not invent facts.

D IF I WERE A MODEL...' INCLUSION SUMMARY

Summarise this offer in 6 factual bullets as a recommendation engine would. If any bullet can't be stated confidently, write Unknown and explain what's missing.

E SURFACE ALIGNMENT CHECK (MULTI-SOURCE)

Compare these sources (paste: site copy + delivery/returns terms + listing snippet + review excerpt). Output a diff: what's consistent, what conflicts, what's missing."

E ONE-PAGE OFFER STATEMENT

Produce a one-page 'Offer Sheet': What it is, who it's for, what you get, total cost, delivery, returns, support, proof. Factual only.

tone switches

Dissecting the C.O.R.P.S.E with AI

1 EXECUTIVE SUMMARY MODE

Use when: you need the answer in 30 seconds for a director.

“Write for an exec with no time: 5 bullets max, biggest risks first.”

2 COPYWRITER MODE

Use when: the issue is vague claims / unclear offer.

“Rewrite the key claims and offer in clear, specific, compliant copy. No hype.”

3 LEGAL/COMPLIANCE CAUTION MODE

Use when: guarantees, delivery, returns, pricing are risky.

“Flag potential compliance/legal risk in claims and terms. Be conservative. No guessing.”

4 CUSTOMER SKEPTIC MODE

Use when: you want to pressure-test trust.

“Act like a skeptical customer. List the top reasons you wouldn’t buy and what would change your mind.”

5 SUPPORT AGENT MODE

Use when: reality/policies/support are messy.

“Act like customer support. List the top 10 questions customers will ask and whether the page answers them.”

6 MARKETPLACE LISTING MODE

Use when: you sell via Amazon/Etsy/retailers and consistency matters.

“Summarise the offer as a marketplace listing: title, 5 bullets, key specs, delivery/returns snippet. Factual only.”

7 FIX-IT TICKET MODE

Use when: you need to hand actions to dev/content teams.

“Output fixes as tickets: Issue → Evidence → Recommendation → Where to change → Owner.”

8 MEASUREMENT MODE

Use when: you need to connect changes to outcomes.

“Suggest how to measure impact: what to track, expected movement, and leading indicators.”

9 ULTRA-STRICT HALLUCINATION CONTROL

Use when: you’re feeding it partial info and can’t risk invention.

“Only use provided text. If not explicitly stated, output ‘Unknown’. No inference.”