The Wikipedia Notability Self-Audit

Seven signals to score before you pay anyone to build a page — and the four source-quality tiers that decide whether your coverage counts. Score it yourself in an afternoon.

SELF-ASSESSMENT

Seven signals to score before you commission a page

Indicative signals, not guarantees — Wikipedia notability is a community judgement, not a checkbox. But pages that miss multiple items rarely survive AfC review.

MUST-HAVE

- [ ] 3+ standalone articles in DR 70+ outlets — your subject is the article topic, not a passing mention.
- [ ] Coverage spanning 18+ months minimum — sustained interest, not a single news cycle.
- [ ] Zero press-release-sourced content as a notability claim — PR wires do not count under WP:RS.

SHOULD-HAVE

- [ ] An objective significance metric — €10M+ revenue, 100K+ users, 350+ employees for EN-Wikipedia, regulatory filings, or equivalent.
- [ ] Regulatory or registry presence — SEC filings, business register, public-procurement contracts.

NICE-TO-HAVE

- [ ] Academic or industry-report citations — analyst coverage from Gartner, Forrester, IDC or similar.
- [ ] Existing Wikipedia mentions — your subject is already named in adjacent articles.

HOW TO READ YOUR SCORE

All three MUST-HAVEs plus at least one SHOULD-HAVE — a page is feasible to assess seriously. One MUST-HAVE missing — borderline; a professional audit is the cheapest risk you can buy. Multiple MUST-HAVE gaps — build real coverage first; do not commission a page yet.

RELIABLE SOURCES

The four source-quality tiers reviewers actually apply

The rough sorting Wikipedia AfC reviewers use. Not a published policy — a consensus that emerges from years of WP:RSP discussions.

TIER 1 GOLD

Reuters, BBC, Bloomberg, FT, WSJ, NYT.

One Tier-1 source carries the weight of three Tier-3 sources in deletion (AfD) discussions.

TIER 2 SILVER

DW, Forbes editorial (staff-bylined, not contributor), TechCrunch features, national newspapers, Bloomberg Businessweek.

Substantial but not as decisive.

TIER 3 BRONZE

Regional papers, B2B trade press, niche professional publications.

Adds depth but rarely a sole notability anchor.

TIER 4 TOXIC

Press releases (Business Wire, PR Newswire), corporate blogs, Medium, LinkedIn posts, sponsored content, Forbes Contributor, “Contributor Network” outlets.

Active liability — citing these in a draft signals weak research and triggers reviewer skepticism.

A NOTE ON FORBES SPECIFICALLY

Wikipedia editor consensus (WP:RSP) treats Forbes Contributor as generally unreliable; only staff-bylined Forbes editorial counts. The same applies to HuffPost Contributor and similar open-contributor platforms.

THE THREE-PART TEST

Real notability needs coverage that is **independent** and **reliable** and **substantial** — all three at once. One strong dimension does not carry the others. The most common failure: paid articles misclassified as independent coverage, and brief mentions in roundups counted as in-depth pieces.

Want the verdict done for you? The Notability Audit (€490 / €750 / €1,900, credited toward your project) rates every candidate source PASS / PARTIAL / FAIL against the tests editors apply at deletion — wikibusines.net/wikipedia-notability-audit

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