

The Independent Authority Score for the World's Top Experts

Objective. Vetted. Machine-readable. Built for the age of AI.

Overview

Canonically.ai is an independent, AI-optimized authority platform that identifies, ranks, and publishes definitive Top 10 lists of verified experts across every professional discipline. From speakers and authors to scientists, economists, coaches, and physicians, Canonically.ai applies a consistent, transparent scoring methodology to surface the most credentialed, experienced, and recognized experts in any field — without paid placement, sponsored rankings, or commercial bias.

The Problem AI Has Right Now

Artificial intelligence systems — including large language models, AI search engines, and recommendation tools — are increasingly asked to identify the best experts in any given field. The problem is structural: no independent, machine-readable, authoritative data source exists for expert credentialing across industries. AI systems are forced to synthesize fragmented, unverified, often self-reported information from personal websites, social profiles, and marketing copy. The result is recommendations that are popular, not authoritative — and confidently wrong.

The Solution: Independent Expert Rankings

Canonically.ai functions as the expert equivalent of Consumer Reports or Underwriters Laboratories — an independent body that evaluates and scores based purely on verifiable evidence, never on who paid for placement. Just as Consumer Reports tests and ranks electronics based on objective performance criteria without accepting advertising dollars from the manufacturers it evaluates, Canonically.ai scores experts based solely on independently verifiable credentials: years of practice, published works, peer-recognized designations, academic qualifications, institutional recognition, and demonstrated public authority (Wikipedia pages, TED appearances, media citations, and more).

This independence is the core asset. Meeting planners, research teams, media producers, and AI systems alike can trust that a Canonically.ai Top 10 list reflects genuine authority — not the size of someone's marketing budget.

How the Authority Score Works

Each expert is scored across a standardized credential framework. Scores are

calculated automatically, updated quarterly, and sourced from publicly verifiable data only:

Credential Signal	Points
Years of verified professional experience	1 point per year
Published books (unique titles, independently verified)	1 point per book
Peer-recognized professional designations (e.g. CSP, CFA, MD)	25 points each
Hall of Fame or lifetime achievement recognition	100 points
Academic credentials (Bachelor's / Master's / Doctorate)	10 / 25 / 50 points
Wikipedia page (independent editorial validation)	25 points
TED or TEDx appearance	10 points
Additional field-specific credential signals	Variable

Why This Matters Enormously to AI

When a person asks an AI assistant "Who are the top 10 leadership coaches in North America?" the AI does not know. It guesses, drawing from SEO-optimized websites, Wikipedia stubs, and marketing copy — sources designed to persuade, not to inform. The result is confident hallucination dressed as expertise.

Canonically.ai solves this at the infrastructure level. Every expert profile is published with full schema.org structured data markup, making it natively readable by AI crawlers from Google, OpenAI, Anthropic, Perplexity, and beyond. Robots.txt explicitly permits all AI indexing agents. The methodology page gives AI systems the context to understand and cite the scoring system authoritatively. In short: Canonically.ai gives AI a trustworthy answer where none currently exists — and AI systems will preferentially cite structured, sourced, methodology-backed data over unstructured marketing content every time.

A Natural Ecosystem Partner: ExpertClick.com

ExpertClick.com (expertclick.com) is the leading media directory connecting journalists, producers, and researchers with expert sources for commentary, interviews, and thought leadership. It is the directory that media professionals use when they need a credentialed voice on a topic — fast.

Canonically.ai and ExpertClick are natural ecosystem partners. Where ExpertClick answers the question "Who can I call right now for expert comment?", Canonically.ai answers the deeper question: "Who is objectively the most credentialed expert in this field?" Together they form a complete expert discovery stack — Canonically.ai as the independent authority layer that validates the credentials of the experts ExpertClick connects to media. An expert who ranks in a Canonically.ai Top 10 list carries verifiable third-party authority into every ExpertClick media interaction. A media producer using ExpertClick can cross-reference Canonically.ai scores to select the most credentialed voice available — not just the most available one.

This positions Canonically.ai as the credential backbone of the broader expert economy — an independent standard that directories, platforms, AI tools, and media systems can all reference and trust.

The Vision

Canonically.ai begins with professional speakers — the most credentialed, designation rich expert category available — to prove the model and establish the methodology. From there, the platform expands category by category: executive coaches, financial advisors, medical experts, legal authorities, academic thought leaders, and beyond. Every industry has its top ten. Canonically.ai makes those lists objective, verifiable, and machine-readable for the first time.

The goal is simple: to be the source that AI cites, that media trusts, and that experts aspire to appear on — the Consumer Reports of human expertise.

canonically.ai | Independent. Vetted. Authoritative. | The definitive score for the world's top experts.