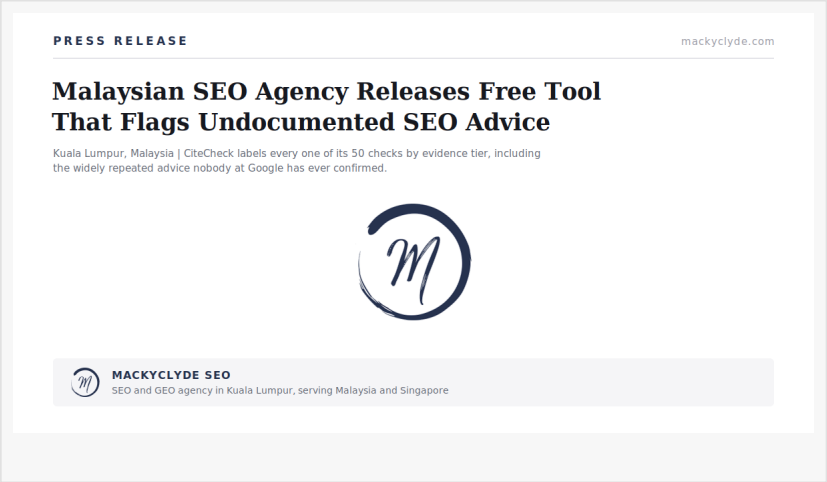
Malaysian SEO agency releases free tool that flags which SEO rules Google has actually documented

CiteCheck labels every check by evidence tier, including the widely repeated advice nobody at Google has ever confirmed.



KUALA LUMPUR, KUALA LUMPUR, MALAYSIA, September 17, 2026 /EINPresswire.com/ -- A number of the checks inside a new browser extension from Mackyclyde SEO carry a label its founder expects will irritate parts of his own industry. The label reads “consensus”, and it means practitioners broadly agree on the rule while no search engine has ever confirmed it.

The extension, CiteCheck, runs 50 on-page and AI-citability checks on any page and tags each one by how well evidenced it is: documented by a search engine, supported by published research, industry consensus, or informational only. Every tag carries a link to the source, or an admission that there is not one.

The Kuala Lumpur SEO agency released it free, with no signup, on Chrome, Edge and Brave.

“A good deal of what this industry repeats as fact has never been confirmed by anyone at Google,” said Nnabuike Precious, founder and Lead SEO Strategist of Mackyclyde SEO. “That does not automatically make it wrong. It makes it unverified, and those are different things. We decided a tool ought to say which is which instead of presenting all of it as one score.”

The distinction shows up most sharply in how the extension handles llms.txt, a file some agencies now recommend clients publish so AI systems can find a summary of their site.

“Plenty of agencies across the region are telling clients to publish that file,” Precious said. “No search engine or AI company has said it reads one. So CiteCheck shows you whether you have it, and then refuses to score it. Scoring it would mean pretending we know something we do not.”

Alongside the on-page checks, the extension inspects robots.txt handling for AI crawlers and runs a page-level entity check, comparing how a page identifies the business behind it against how the rest of the site does. Inconsistent names, mismatched addresses and conflicting founding dates are the sort of thing it surfaces, and they matter because AI systems assemble recommendations by reading across sources and tend to skip businesses whose own documents disagree.

The privacy design is unusually narrow for the category. CiteCheck requests only the permission to read the tab a user is actively looking at, holds no host permissions, and sends nothing to a server. Results can be exported as markdown or JSON.

Mackyclyde SEO says the tool came out of work it was already doing by hand for clients, and that publishing it free is partly self-interested.

“We want people running this on their own sites before they ever speak to an SEO agency, ours included,” said Precious. “A client who already knows what is wrong is a much better client. They ask harder questions and they can tell whether the answers are any good.”

Mackyclyde SEO was named Best SEO Agency in Malaysia 2025 by TechBehemoths and works with more than 85 Malaysian brands, among them Allianz, Kaspersky and Socar. CiteCheck is available at https://chromewebstore.google.com/detail/citecheck-seo-+-ai-search/kpkjpekibaaidjmbfdkdnkdkalhdibhk?pli=1.

About Mackyclyde SEO

Mackyclyde SEO is an SEO and GEO agency based in Kuala Lumpur, founded in 2020 by Nnabuike Precious. The agency specialises in revenue-tied SEO, technical SEO audits, AI search optimisation, generative engine optimisation and SEO migration for businesses across Malaysia and Singapore. Mackyclyde SEO works with more than 85 Malaysian brands across 28 industries, including Allianz, Kaspersky and Socar. TechBehemoths named the agency Best SEO Agency in Malaysia 2025, and Clutch lists it among its recommended SEO agencies in Malaysia. More at https://mackyclyde.com.

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