

Editorial Standards and Sourcing

Description

Little Big Red Dot publishes for Singapore readers first. Search visibility and publishing speed never override accuracy, transparency or reader usefulness.

Accuracy And Verification

- Names, dates, prices, addresses, eligibility rules and statistics must be checked against a current source.
- Government, regulatory, legal, health, employment, finance and property claims should link to the relevant primary authority.
- Time-sensitive offers and events must state the verification date, expiry date and important exclusions.
- Unconfirmed information, estimates and editorial inference must be labelled as such.

Sourcing

We prefer original documents, official announcements, direct interviews, public datasets and on-location reporting. Secondary reporting may provide context, but it should not be presented as first-hand work. Sources should be linked in the article where they support a material claim. Anonymous sources are used only when there is a strong public-interest reason and an editor understands the source's identity.

Original Reader Value

An article should do more than rewrite a release. It should add useful Singapore context, comparisons, calculations, practical steps, limitations, local access information or first-hand observations. We do not knowingly publish duplicate or near-duplicate articles, fabricated quotations, invented experiences or pages created mainly to manipulate search rankings.

Headlines, Images And SEO

Headlines and metadata must describe the article accurately. Keywords may improve discoverability but must read naturally. Images require a legitimate source or licence, descriptive alternative text and accurate captions. A featured image must not imply that the newsroom attended or tested something when it did not.

AI-Assisted Production

AI-assisted tools may support production, but a named editor remains accountable. Material facts must be checked against cited sources; quotations must be traceable; duplication and templated phrasing must be tested; and higher-risk claims require primary-source confirmation. If those conditions are not met, the article should not be published.

Corrections And Conflicts

Material errors are corrected transparently under our [Corrections Policy](#). Sponsorships, affiliate relationships and affiliated services are disclosed under our [Commercial and AI Disclosure](#).

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