

Platform-Proof Audit

Companion worksheet to "Why Authority Content Survives Platform Changes"

Every platform change is a stress test. Content built on tactics gets reset; content built on durable authority signals travels through, because the next system is still asking the same question: who is this source, and are they worth listening to? Use this worksheet to find which of your articles will survive the next change and which need upgrading.

1. Score one article on the five durable properties

Pick one article and check each property it genuinely has. These are the signals every credibility-evaluating system uses, not the quirks of one algorithm.

- ☐ **A named author with a verifiable identity**
Real person, real credentials, present across multiple surfaces.
- ☐ **Substantive depth on the topic**
The article explains the topic rather than skimming around it.
- ☐ **Part of a coherent body of related work**
One article is fragile; many related articles under one byline form a pattern.
- ☐ **External corroboration**
Other recognizable sources have referenced or linked to the work.
- ☐ **Backed by sustained activity over time**
The site has published consistently, not in bursts.

Properties present: _____ / 5. Four or five is moat content. Two or fewer is exposed when the next platform change hits.

2. Sort the archive into moat and upgrade

Run the same five-property check across the archive, then split it. The moat is what travels; the upgrade list is what is exposed.

Moat (all five properties): the articles that will survive the next change

Upgrade list (mostly tactical signals): the thin, keyword-built articles

3. Pick the three most exposed

The thinnest articles are the most exposed when the next platform change hits. Name the three to rewrite first.

4. Your commitments

This week.

Audit the archive for the five properties; mark which articles have all five and which depend on tactical signals. The split I found:

This month.

Rewrite the three thinnest articles with substantive depth and clearer named-author attribution. The first one to rewrite:

Ongoing.

Treat every new article as authority work first, platform-specific optimization second. Technical tactics amplify; they do not replace. My rule: