

Content Mix Planner

Companion worksheet to "How to Balance Evergreen Content With Market Updates"

Evergreen explainers build depth that compounds for years; market updates carry the freshness signal that keeps a site reading as maintained. The right blend is roughly two-thirds time-stamped and one-third evergreen, not 50-50. Use this worksheet to audit your real ratio and lock in a balanced 12-month skeleton.

1. Audit your actual mix

Sort your last six months of articles into the three buckets, then total to see the ratio you have really been keeping.

Market updates monthly or quarterly snapshots _____

Community content new listings, neighborhood pieces _____

Evergreen explainers timeless how-it-works pieces _____

Target: time-stamped (market plus community) around 60 to 70 percent, evergreen around 30 to 40 percent.

2. Read the balance

Check either warning sign that is true of your last six months.

☐ **Evergreen has dropped below a third of recent output**
The site can read as current but thin, with no compounding foundation.

☐ **No market update has gone up in more than six weeks**
The freshness signal is breaking down, even with a strong evergreen library.

Which way is your site leaning right now, and what is the one fix?

3. Lock your anchors, then fill

Set the time-stamped pieces first. Evergreen fills the spaces between them.

Monthly anchor the market report slot, and the day it goes up:

Recurring community slot new listings or neighborhood cadence:

Evergreen to fill the next two explainer topics, and which pillar they deepen:

4. Your commitments

Turn the plan into three concrete moves.

This week.

Categorize your last six months and write down your real ratio. The number I am actually keeping:

This month.

Build a 12-month skeleton with the time-stamped anchors locked first, evergreen filling the gaps. Where I will keep it:

Ongoing.

Audit the mix each quarter and rebalance. The trigger that tells me to act:
