

Hot Sheet Audit

Companion worksheet to "Why Community Hot Sheets Are Authority Content, Not Lead Gen"

A community hot sheet only builds authority when it is a published page with your commentary, open to everyone. Treat it as lead gen and it goes invisible to AI. Use this worksheet to check whether yours is authority content, and to plan your first one.

1. Is your hot sheet authority content?

Check each statement that is true today.

- A standalone page, not an IDX feed**
A published page with a stable URL, not a dynamic listing embed?
 - Recent listing activity as the base**
New listings, price changes, and recent sales for a defined area?
 - Your commentary on what it means**
You explain what the activity signals, not just list it?
 - Published publicly, never gated**
Open to anyone, with no form to fill out first?
 - Same community, on a schedule**
Published for the same area on a regular cadence, old editions kept?
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Boxes you can check: _____ / 5. Anything below this line is leaving authority on the table.

2. Pick your first community

Depth in one area beats thin coverage across many. Start where you know the market best.

The one community where you have the deepest knowledge and most transactions:

What is normal there, and what would be notable this month?

3. Your commitments

Turn this into three concrete moves.

This week.

Pick your one community. Review any existing hot sheet: is it commentary, or just a listing display?

This month.

Publish your first structured hot sheet as a standalone page: recent activity, a market summary, and two to three sentences of observation, public, named, and dated.

Ongoing.

Publish for that community on a consistent schedule. Never gate it. Never delete old editions; the archive is the authority.
