

Authority Timeline Audit

Companion worksheet to "How AI Evaluates Website Authority Over Time"

AI authority is a working model that compounds over a 12 to 36 month horizon, not a score that ticks up each month. The article you publish today contributes to citations much later. Use this worksheet to locate your phase, confirm what is compounding, and catch the moves that reset the clock.

1. Locate your phase

Estimate how long the site has been publishing consistently, then read across to where the effort should go now. The month ranges are rough illustrations, not thresholds.

If you have published consistently for	You are in	Focus on
0 to 6 months	Identity first	Named author, About page, cross-platform consistency, technical health
6 to 18 months	Track record	Publishing consistency, topical breadth, internal linking, a steady voice
18 months and beyond	Compounding	Keep the rhythm; new articles now benefit from the older ones

2. Confirm what is compounding

Five things accumulate, each on its own timeline. Check the ones that are genuinely in place.

- ☐ **Publishing consistency**
A sustained track record across many months, not bursts then silence.
- ☐ **Topical coverage breadth**
Neighborhoods, market reports, buyer and seller guides, all under one byline.
- ☐ **Author consistency**
The same named byline across the whole body of work, verifiable as one person.
- ☐ **Cross-platform alignment**
Identity, market focus, and credentials line up across the site, LinkedIn, GBP, and brokerage.
- ☐ **External corroboration**
Other recognizable sources reference, link to, or quote the site over time.

3. Audit for the four setbacks

These moves give up ground you already built. Surgical edits to single posts are fine; these are different. Check any that have happened.

- ☐ **Author byline changed or removed**
The system cannot assume the new byline is the same expert.
- ☐ **Domain migration**
The new domain has to establish itself; careful redirects carry most signals forward.
- ☐ **A long publishing gap**
A long silence after sustained publishing makes the site look inactive.
- ☐ **A mass content overhaul**
Deleting or replacing a large share of the archive throws away indexed pages and their links.

4. Your commitments

This week.

Estimate how long the site has published consistently and name the phase. Where the effort should go now:

This month.

If any of the four setbacks apply, treat them as rebuilding work, not continuation. The one to address first:

Ongoing.

Treat the work as compounding, not triggering; build the calendar with the lag in mind. The cadence I will hold: