

New Listings Archive Plan

Companion worksheet to "Why New Listings in [City] Pages Build Long-Term Trust"

A single new-listings page is a snapshot that fades in weeks. An archive of them, published on a steady cadence and never deleted, becomes a deep, hard-to-replicate body of local content AI learns to trust. Use this worksheet to draft your first page and lock in a cadence you can hold.

1. Is your page built as an asset, not a widget?

Check every statement that is true of the page you publish, or plan to publish.

- ☐ **The title names the city and the time period**
Like "New Listings in [City], October 2026," not "New Listings This Week."
- ☐ **It opens with a short paragraph on what stood out this period**
Commentary first, before any list of homes.
- ☐ **Two to four listings each get a sentence or two of context**
Editorial notes, not a raw IDX dump.
- ☐ **It closes with a pattern observation across the new inventory**
What the whole set says about the area right now.
- ☐ **It is a real, indexable page, not an auto-updating IDX widget**
A widget leaves no archive and no unique content to cite.

Boxes checked: _____ / 5. Three or fewer means the page is still a feed, not editorial content.

2. Draft your first page

Block out the page now. It does not have to be long, just genuinely yours.

City and time period for the title:

Two to four notable new listings, with one thing worth saying about each:

The one pattern that stood out across this period's new inventory:

3. Lock in a cadence you can hold

Pick the schedule you can sustain for at least twelve months, then do the math.

Cadence I will commit to (weekly / biweekly / monthly) _____

Pages that produces in a year, kept and indexed _____

A monthly page held for three years beats a weekly page abandoned after three months.

4. Your commitments

Turn the plan into three concrete moves.

This week.

Publish the first page you drafted above. The city and date it will cover:

This month.

Put the recurring slot on your calendar as a fixed editorial commitment. The day and cadence I am booking:

Ongoing.

Keep every prior page live and indexed. Never delete old ones for being stale. The rule I will follow:
