

Listicle Audit

Companion worksheet to "The Problem With Generic Top 10 Things Blog Posts"

Authority comes from content only you could write, not from filling a schedule with generic lists. Use this worksheet to find the generic posts on your site and turn them into focused articles built on your own market knowledge.

1. Spot the generic markers

Check every statement that describes a typical post on your site. The more boxes, the more generic the content.

- Anyone with a search engine could have written it**
Nothing in it requires a license or years in the market.
 - The same list appears on dozens of other sites**
Commodity content gives AI no reason to cite yours over theirs.
 - No first-hand market observation**
No specific trend, price pattern, or change you personally watched.
 - No named author or local detail tying it to you**
No neighborhoods, no real person, nothing AI can verify as expertise.
 - Published to hit a schedule, not to say something specific**
Volume for its own sake, not a point only you could make.
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Markers checked: _____ / 5. Three or more means the post builds volume, not authority.

2. The one-hour test

Could anyone with an hour and a search engine have written it? Name one of each.

A post on your site that anyone could have written:

A focused topic only you could write, from your own market:

3. Generic vs focused audit

Pull up your last 20 posts. Sort each into one column, then total.

Generic / interchangeable _____

Focused / only you could write it _____

If more than half land in the generic column, that is where your authority is leaking.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Run the one-hour test on your last five posts. How many fail it? _____

This month.

Rewrite one generic listicle as a focused article around a specific question. The post I will rewrite:

Ongoing.

Default to focused topics from real client questions and patterns you have observed. One rule I will follow:
