

Moat Strength Test

Firm criteria, not open reflection — what's actually defensible as you scale, and what any competitor can copy in a weekend.

Nothing in this course is automatically exclusive to you — a competitor can read the same guides. What actually protects what you've built isn't secrecy, it's depth: things that take real, sustained effort to replicate, not just to notice.

Run each advantage through these four tests

1. Could a competitor copy this in under a week?

A specific page structure or schema format: yes, easily. A genuine multi-year review history or a real local reputation: no — that's what makes it worth protecting.

2. Does it depend on one person, or on a system?

If it lives in one person's head or relies on their individual effort, it's fragile — it doesn't scale and doesn't survive them leaving. If it's documented and repeatable across the team, it's a real asset.

3. Does it compound, or reset?

Review history, backlink authority, and years of consistent local content compound — they get harder to catch up to the longer you maintain them. A one-off campaign or a single well-optimised page doesn't; it just sits there.

4. Would losing it actually hurt, or just annoy you?

Losing your top Google ranking for one keyword: annoying, recoverable. Losing your accumulated review history or your team's accumulated local knowledge: a genuine, hard-to-rebuild loss. That distinction tells you what's actually worth defending deliberately.

Advantage	Passes test 1?	Passes test 2?	Passes test 3?	Passes test 4?
1.				
2.				
3.				
4.				

Anything that passes all four is a genuine moat — worth deliberately investing in further. Anything that fails most of them is useful, but replaceable — don't mistake it for a defensible advantage.