



Google Authority Stack (GAS): Build authority using Google properties

I don't write polished fluff. I build tools. Short guides, one-page decks, and tidy spreadsheets that do a job and don't beg for attention. That's the GAS method: create a few genuinely useful assets, publish them where Google trusts, and point everything back to your hub. I've used this approach to turn single useful assets into steady, measurable traffic — not by spamming links, but by publishing things people actually use. Do the work. Publish it. Repeat. — Chris Daniel

Objective summary

Create a small network of public Google assets (Docs, Sheets, Slides) published correctly, consistently named, and tightly tied to your canonical site (<https://www.chrisdaniel.com>) so Google can discover, index, and associate those assets with your brand.

Why GAS (and why I sometimes skip site.google.com)

- The upside: Google-owned properties index fast, have high trust, and are trivial to create. Publish short, unique, useful content there and you get discoverability and brand signals without building another full site.
 - The tradeoff: site.google.com is fine as a hub, but I prefer not to duplicate long-form pages. I'd rather publish short, unique companion assets (600-word guide, one-page slide, a spreadsheet) that point to the canonical page on chrisdaniel.com. Use Sites only if you need a curated public hub for users — otherwise, keep it light.
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Core GAS components (minimum)

- Drive top folder for project: GAS — CHRISDANIEL.COM
 - Google Docs: how-to, short guides, checklists (300–1,200 words) — publish to web
 - Google Sheets: asset index, datasets, examples — publish to web (HTML/CSV)
 - Google Slides: one-page visual summaries — publish to web (embedable)
 - Images/Videos: store in Drive (Images folder) and host videos on YouTube (embed)
 - Optional hub: site.google.com (only if you want a curated landing hub)
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Naming & metadata (be boringly consistent)

- Folder: GAS — CHRISDANIEL.COM
 - Subfolders: Docs / Sheets / Slides / Images / Resources
 - File name format: chrisdaniel.com — [Type] — [Short keyword title] — YYYYMMDD
 - Example: chrisdaniel.com — Doc — Image SEO Basics — 20250923
 - Why: readable titles become readable published URLs and help discoverability.
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Who owns what (quick policy)

- Use one Google login (your account) to manage all GAS projects — you own the content and author signal.
 - Create separate folders per site/project inside that account (don't publish one mixed public index for several sites).
 - Keep internal drafts private and publish individual files intentionally.
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Exact publishing & indexability steps (do this, not the other stuff)

A. Create the Drive folder

1. Drive → New → Folder → name: GAS — CHRISDANIEL.COM
2. Inside create: Docs / Sheets / Slides / Images / Resources

B. Create and prep a Doc to be indexed

1. New → Google Docs → write 300–800 words (short, unique).
2. Add a top-line summary and one short CTA to your canonical hub:
 - Example top CTA: Explore full resources:
https://www.chrisdaniel.com/connect?utm_source=GAS&utm_medium=doc&utm_campaign=gas_template

3. File → Share → set drafts to “Anyone with the link — Viewer” for reviews only.
4. When ready: File → Publish to the web → Link → Publish. Copy the published link (this creates an indexable HTML page).
5. Insert internal links (anchor text) at top and bottom pointing to your canonical pages.

C. Create a supporting Sheet (Asset Index)

1. New → Google Sheets → use the Asset Index template (columns below).
2. Fill with Title, Short description, Published URL (Docs/Slides/Sheets published-to-web links), Landing URL (your site), Tags, Dates, UTM links.
3. File → Publish to the web → choose Web page or CSV → Publish. This sheet becomes a crawlable index Google sees quickly.

D. Create a Slide one-pager

1. New → Google Slides → one clean slide.
2. File → Publish to the web → choose embed/link → Publish. Link/embed in your Doc and/or site hub.

E. Images & alt text

- Store images in Images folder; name with keywords and date (e.g., chris-chart-macd-20250923.webp).
- When using images in Docs/Slides, right-click → Alt text and paste a clear descriptive alt (follow your Image SEO policy).

Asset Index Sheet — recommended columns (copy/paste)

- Asset ID | Asset Type | Title | Short Description | Published URL | Landing URL | Target Anchor Text | Date Created | Last Updated | Tags | UTM URL | Visibility | Notes

Populate with the published-to-web link of each file (Docs/Slides/Sheets). Add descriptive text: Google reads context, not just bare URLs.

Interlinking strategy — how to pass value

- Primary link: each GAS asset should point to a canonical page on chrisdaniel.com — point to the most relevant article or /connect hub. Use UTM tags for tracking.
- Secondary interlinks: link GAS assets to each other (Doc → Sheet → Slide) to build an internal web of Google-owned assets.
- Anchor text: use natural, keyword-rich phrases. Rotate anchors across assets but keep them relevant and human-readable.

Example UTM pattern:

https://www.chrisdaniel.com/connect?utm_source=GAS&utm_medium=doc&utm_campaign=as_setname

Content rules to avoid self-sabotage

- Never paste full long-form pages from your site verbatim into Docs. Make the Docs short, unique, and complementary. If you must, make them summaries with a “Read the full article” CTA.
 - Avoid publishing buyer-only content (if any of your projects have paywalled or buyer-only bonuses, keep those private). Public GAS = discovery & trust; private files = delivered bonuses.
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JSON-LD (Person snippet) — drop on your website only

Place this on chrisdaniel.com (not in Docs). Replace the profile links if needed.

Copy

```
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Chris Daniel",
  "url": "https://www.chrisdaniel.com",
  "sameAs": [
    "https://www.linkedin.com/in/therealchrisdaniel",
    "https://www.youtube.com/@therealchrisdaniel",
    "https://www.instagram.com/therealchrisdaniel"
  ],
  "jobTitle": "Content Creator & Investigator",
  "worksFor": {
```

```
"@type": "Organization",  
  
"name": "ChrisDaniel"  
  
}  
  
}
```

Publishing cadence & maintenance

- Review and refresh GAS assets quarterly. Update dates and republish (published link remains stable if you republish).
 - Keep an internal log (private) of what you published, when, and where — helps with audits and content hygiene.
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Security & privacy (simple rules)

- Don't publish PII or confidential buyer-only content.
 - Use "Anyone with the link" for drafts or private reviewer access; use Publish to the web only for assets you want indexed.
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TL;DR Checklist (one-page)

- Create folder: GAS — CHRISDANIEL.COM
 - Create subfolders: Docs / Sheets / Slides / Images / Resources
 - Write a unique Doc (300–800 words) — add top & bottom CTAs to https://www.chrisdaniel.com/connect?utm_source=GAS&utm_medium=doc&utm_campaign=gas_template
 - Publish Doc to web (File → Publish to the web)
 - Create supporting Slide + publish to web
 - Create Asset Index Sheet, fill rows, publish to web
 - Store images in Images folder and set Alt text in Docs/Slides
 - Link every asset to a canonical page on chrisdaniel.com (use UTMs)
 - Add asset published URLs to your GAS hub (site.google.com or your connect page)
 - Quarterly refresh & republish as needed
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Example (personalized) usage paragraph you can paste near the top

Here's how I used GAS: a single short doc, a one-page slide, and an indexed spreadsheet around a single chart idea made a material difference in discovery for WatchingCharts. It wasn't magic — it was about making something useful, giving it context, and pointing those assets back to the hub so traffic and signals concentrate where they matter. You can do the same for chrisdaniel.com: pick one article, create three companion assets, publish them, and measure.

Author & CTAs (place these at the end / author box)

(Insert Author Box image: Chris-Daniel-PDF-Author-Box.png — link to <https://www.chrisdaniel.com/about>)

Author: Chris Daniel

Website / Hub:

https://www.chrisdaniel.com/connect?utm_source=GAS&utm_medium=pdf&utm_campaign=gas_template

Social: @therealchrisdaniel on LinkedIn, YouTube, Instagram

Prepared and approved by Chris Daniel.

Internal audit note (private — keep in doc comment or a hidden row)

Created: 2025-09-23

Reviewed & approved by: Chris Daniel

Tools used: Google Drive, Docs, Sheets, Slides. Editorial/efficiency tools: optional editor/assist.

Purpose: GAS master for chrisdaniel.com — includes methodology and example workflow.



CHRIS DANIEL

PROVING MY WORTH
BY INCREASING YOURS



With a Network administration background, this former Insurance Claims Adjuster has a knack for investigations mixed with a touch of dark and self-deprecating humor. Chris shares insights on social media strategies, insurance claims, investing and others. He blends technical know-how with real-world experience. Learn more about him & his projects at [About page](#).



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See the [On-Page SEO Guide](#) — practical on-page tactics, templates, and checklists.