

DAILY, WEEKLY & MONTHLY ACTION PLAN

YOUR SUSTAINABLE AI SEARCHABILITY ROUTINE

DAILY ACTIONS [15-30 MINUTES]

Build these habits into your morning or afternoon routine. Consistency beats intensity.

1. CHECK & RESPOND TO ALL REVIEWS (5 MIN)

Platforms to check:

- Google Business Profile
- Facebook
- Zillow
- Realtor.com
- Any other platforms where you have a presence

Response guidelines:

- Respond within 24 hours (ideally same day)
- Thank reviewers by name
- Acknowledge specific details they mentioned
- Include location keywords naturally: "Thank you for trusting us with your St. Petersburg home search"
- For negative reviews: Stay professional, address concerns, offer to resolve offline

Why it matters:

- AI tools note response rates and quality
- Unresponded reviews signal lack of care
- Recent activity shows you're an active agent

3. POST ONE PIECE OF CONTENT TO INSTAGRAM STORIES (5 MIN)

Content ideas:

- Quick market update or stat
- Behind-the-scenes of a showing
- Local business spotlight
- Neighborhood highlight
- Quick tip or insight
- Property feature

Best practices:

- Use location stickers/tags
- Add text overlay with key information
- Keep it casual and authentic
- Use polls or questions to drive engagement

Why it matters:

- Signals active presence to algorithms
- Keeps you top-of-mind with your audience
- Shows you're working daily

2. ANSWER ONE QUESTION IN FORUMS/GROUPS (10 MIN)

Where to engage:

- Local Facebook groups (neighborhood groups, "Moving to [City]" groups)
- Reddit: r/RealEstate, your local city subreddit
- Quora: Real estate questions about your area
- LinkedIn: Industry discussions

How to answer effectively:

- Provide genuine value, not sales pitches
- Include specific local insights
- Reference recent market data when relevant
- Use natural language
- Include your expertise naturally: "In my 15 years selling in Tampa..."

Why it matters:

- Public Q&A content is crawled by AI tools
- Demonstrates expertise and helpfulness
- Builds authority in the community
- Creates citeable content

4. ENGAGE WITH 10 LOCAL POSTS/ACCOUNTS (10 MIN)

What to do:

- Like posts from local businesses
- Comment on neighborhood updates
- Engage with community organization posts
- Interact with other local professionals (not direct competitors)
- Comment on posts from clients (with their permission)

Engagement guidelines:

- Leave meaningful comments (more than just emojis)
- Add value or insights where appropriate
- Be genuine and supportive
- Build community relationships

Why it matters:

- Increases your local visibility
- Strengthens community connections
- Algorithm boost for your own content
- Builds reciprocal engagement

WEEKLY ACTIONS [2-3 HOURS TOTAL]

Block time on your calendar for these activities. Treat them as important appointments.

CONTENT CREATION BLOCK [90 MINUTES]

WRITE/UPDATE ONE BLOG POST OR FAQ PAGE (60 MIN)

Content focus:

- Answer a specific question clients have asked recently
- Update an older post with new data and examples
- Create neighborhood guide or market analysis
- Process guide (buying/selling timeline, closing costs, etc.)

Writing checklist:

- Use question-based title
- Answer in first paragraph (pyramid format)
- Include location keywords naturally (3-5 times)
- Add 2-3 relevant images with descriptive file names
- Keep paragraphs to 2-3 sentences
- Include FAQ section at end
- Add internal links to related content
- Optimize meta description
- Proofread and publish

Quality over quantity:

- One great 800-word post beats three mediocre 300-word posts
- Add personal insights and local expertise
- Use specific examples and data

CREATE ONE EDUCATIONAL VIDEO OR REEL (30 MIN)

Video ideas:

- Quick market update (1-2 minutes)
- Neighborhood tour highlight
- Home buying/selling tip
- Answer a common question
- Property walkthrough snippet
- Client success story (with permission)

Production tips:

- Film vertically for Reels/Stories
- Use natural light when possible
- Add captions (essential for accessibility and AI)
- Keep it under 90 seconds for Reels
- Include location in first 3 seconds

Optimization checklist:

- Descriptive, question-based title with location keywords
- Detailed description (200+ words) with timestamps
- Enable captions/transcripts
- Add location tags
- Include call-to-action

SCHEDULE 5-7 SOCIAL POSTS FOR THE WEEK (30 MIN)

Post mix (aim for variety):

- 2 property highlights or market updates
- 2 educational/tip posts
- 1 community/local business spotlight
- 1 personal/behind-the-scenes
- 1 client testimonial or success story

Scheduling tips:

- Use Meta Business Suite, Later, or Buffer
- Post at optimal times (typically 7-9am, 12-1pm, 6-8pm)
- Vary content types (single image, carousel, video)
- Write captions with location keywords
- No hashtags needed - focus on descriptive captions instead

ENGAGEMENT BLOCK [75 MINUTES]

RESPOND TO COMMENTS AND MESSAGES (30 MIN)

Where to check:

- Instagram DMs and comments
- Facebook messages and comments
- LinkedIn messages
- Google Business messages
- Email inquiries

Response best practices:

- Reply within 24 hours (faster is better)
- Be helpful and specific
- Include call-to-action when appropriate
- Thank people for engagement
- Answer questions thoroughly

ENGAGEMENT BLOCK [75 MINUTES]

POST VALUABLE ANSWERS IN 2-3 FORUMS/GROUPS (30 MIN)

Strategy:

- Pick 2-3 groups where your ideal clients hang out
- Look for questions you can genuinely help with
- Provide detailed, helpful answers
- Include local context and expertise
- Don't pitch - just help

Formula for good answers:

1. Acknowledge their question/concern
2. Share your expertise/experience
3. Provide specific, actionable information
4. Offer to help further if needed

SHARE OR COMMENT ON 5 INDUSTRY ARTICLES (15 MIN)

What to share:

- Real estate market news
- Local market reports
- Industry trends and insights
- Helpful resources for buyers/sellers

How to add value:

- Don't just share - add your commentary
- Share your local perspective
- Explain what it means for your market
- Tag relevant connections (appropriately)

DATA & OPTIMIZATION BLOCK [60 MINUTES]

REVIEW GOOGLE BUSINESS INSIGHTS (15 MIN)

What to check:

- Total views and search appearances (trending up?)
- How customers found you (direct vs. discovery)
- Customer actions (calls, website clicks, direction requests)
- Photo views (which photos perform best?)

Action items:

- Note patterns and trends
- Identify what's working
- Add more of what drives actions
- Remove/replace underperforming content

ADD 2-3 Q&AS TO GOOGLE BUSINESS PROFILE (15 MIN)

Question sources:

- Common questions from recent client calls
- Questions you see in forums
- Seasonal/timely questions
- Neighborhood-specific questions

Answer guidelines:

- Be thorough but concise (100-200 words)
- Use natural, conversational language
- Include location keywords naturally
- Add specific details and examples
- Link to relevant website content when helpful

Examples:

- "What's the average home price in [neighborhood]?"
- "How long does it typically take to close on a home in Florida?"
- "What should I look for in a [city] home inspection?"

EXPORT AND ANALYZE MLS DATA (30 MIN)

What to export:

- Sold properties in your target area (last 3-6 months)
- Price ranges, days on market, list-to-sale ratios
- Property types and neighborhood breakdowns

What to analyze:

- What price points sell fastest?
- Which neighborhoods are hot?
- Average days on market by segment
- Seasonal patterns

What to create:

- Market insights you can share
- Content ideas based on trends
- Social media graphics with data
- Talking points for client conversations

MONTHLY ACTIONS [4-6 HOURS]

Divide these across the four weeks of the month. Don't try to do everything in one day.

WEEK 1: CONTENT REFRESH [60-90 MINUTES]

UPDATE TOP 3 BLOG POSTS WITH CURRENT DATA

What to update:

- Statistics and market data
- Examples and case studies
- Screenshots if included
- Introduction and conclusion
- Publish date (signal freshness)

How to choose which posts:

- Top traffic posts from Google Analytics
- Posts on evergreen topics (buying process, market guide, neighborhood profiles)
- Posts that are 6+ months old

REFRESH TESTIMONIALS AND CASE STUDIES

Actions:

- Add new testimonials from recent closings
- Update success metrics if you've reached new milestones
- Add fresh photos with permission
- Update "recent transactions" section

ADD NEW PROPERTY PHOTOS TO GOOGLE BUSINESS PROFILE

What to add:

- Recent listings or sold properties
- Neighborhood photos from your area
- Team photos or headshots
- Behind-the-scenes of your work

Best practices:

- Minimum 10 photos total, keep adding monthly
- Geo-tag photos when relevant
- Use descriptive file names before uploading
- Add captions with context and location

WEEK 2: TECHNICAL REVIEW [60-90 MINUTES]

CHECK PAGE SPEED & MOBILE-FRIENDLINESS

Tools to use:

- Google PageSpeed Insights (free)
- Google Mobile-Friendly Test (free)

What to fix:

- Compress large images
- Fix any mobile display issues
- Address critical errors flagged

AUDIT SITE FOR BROKEN LINKS AND OUTDATED INFORMATION

What to check:

- Internal links (use Broken Link Checker tool)
- External links to resources
- Outdated statistics or claims
- Old contact information
- Expired offers or programs

UPDATE META DESCRIPTIONS FOR TOP PAGES

Pages to prioritize:

- Homepage
- About page
- Services pages
- Top-performing blog posts

Meta description formula:

- 150-160 characters
- Include location keyword
- Answer a question or state benefit
- Include call-to-action

UPDATE INFORMATION ACROSS ALL PROFILES (20 MINUTES)

NAP Consistency Check:

- Google Business Profile
- Facebook, Instagram, LinkedIn
- Zillow, Realtor.com
- Website footer and contact page
- Email signature

Verify everything matches exactly:

- Business name format
- Address (St. vs Street, abbreviations)
- Phone number format
- Website URL
- Business hours
- Services offered

WEEK 3: AUTHORITY BUILDING [90-120 MINUTES]

PUBLISH DETAILED NEIGHBORHOOD GUIDE OR MARKET REPORT

Content ideas:

- Complete neighborhood profile (schools, parks, restaurants, home prices)
- Quarterly market analysis with data and trends
- Buyer's guide specific to your market
- Seller's timeline and checklist

Content requirements:

- 1,000+ words
- Multiple sections with H2/H3 headings
- Local-specific data and insights
- Personal expertise and observations
- Images and/or data visualizations
- FAQ section

CREATE VIDEO TESTIMONIAL OR CASE STUDY

Options:

1. **Video testimonial:** Ask recent happy client for video review
2. **Case study:** Write up recent success story with specific details

Case study structure:

- Client situation and goals
- Challenges or obstacles
- Your approach and strategy
- Specific results and outcomes
- Client quote or feedback

REACH OUT FOR 2-3 BACKLINKS FROM LOCAL BUSINESSES

Strategy:

- Partner businesses (mortgage brokers, home inspectors, contractors)
- Local business directories and chambers of commerce
- Community organizations you support
- Local news sites (if you have newsworthy content)

Outreach approach:

- Offer mutual linking
- Share valuable content they can link to
- Highlight community involvement
- Keep it simple and genuine

WEEK 4: REVIEW & ANALYZE [60-90 MINUTES]

REVIEW ALL ANALYTICS

Google Analytics:

- Traffic trends (up or down?)
- Top landing pages
- Traffic sources
- User behavior (time on site, pages per session)

Google Search Console:

- Impressions and clicks trends
- Top performing queries
- Average position for key terms
- Any errors or issues

Google Business Profile:

- Views and actions trends
- Photo performance
- Review volume

Social Media Insights:

- Reach and engagement trends
- Top-performing posts
- Audience growth
- Best posting times

USE AI TO ANALYZE PATTERNS

ChatGPT analysis prompts:

- "Analyze these top 10 blog posts and identify common themes"
- "Review this list of client questions and suggest content topics"
- "What patterns do you see in my highest-engagement social posts?"

What to look for:

- Content themes that perform well
- Questions clients ask repeatedly
- Seasonal patterns
- Gaps in your content

ADJUST STRATEGY BASED ON WHAT'S WORKING

Questions to ask:

- What content drove the most traffic/engagement?
- Which platforms performed best?
- What topics resonated most?
- Where should I invest more time?
- What should I stop doing?

Create next month's plan:

- Double down on what's working
- Test new approaches for what's not
- Set specific, measurable goals
- Adjust time allocation

HABIT STACKING TIPS

MAKE IT STICK

MORNING ROUTINE:

1. Check reviews while having coffee (5 min)
2. Engage with 10 posts before checking email (10 min)
3. Post to Instagram Stories after planning your day (5 min)

LUNCH BREAK:

1. Answer one forum question (10 min)

END OF DAY:

1. Review tomorrow's scheduled posts (5 min)
2. Check messages and respond (10 min)

WEEKLY TIME BLOCKS:

Monday AM: Content creation block
Wednesday AM: Engagement block
Friday PM: Data & optimization block

REMEMBER

CONSISTENCY BEATS INTENSITY.

It's better to do 15 minutes every day than 2 hours once a month.

BUILD SYSTEMS, NOT MOTIVATION.

Make these actions automatic through scheduling and routine.

TRACK AND ADJUST.

What gets measured gets improved. Review monthly and optimize.

START SMALL.

Don't try to do everything at once. Master daily actions first, then add weekly and monthly routines.

Print this guide and keep it visible. Check off completed tasks. Build the habit of consistent AI optimization.