

MEASURING SUCCESS & SCALING YOUR AI SEARCHABILITY

TRACKING PROGRESS AND OPTIMIZING RESULTS

KEY METRICS TO TRACK

AI VISIBILITY INDICATORS

1. BRAND SEARCHES INCREASING

What to track:

- Google Search Console: Number of searches for "[your name] real estate" or "[your name] realtor"
- Trend over time (month-over-month growth)

What it means:

- People are looking for you specifically, not just "realtor near me"
- Indicates growing brand awareness from AI citations
- Shows you're becoming a known entity in your market

How to track:

- Google Search Console → Performance → Queries (filter for your name)
- Set up monthly comparison reports

2. "POSITION ZERO" APPEARANCES

What to track:

- Featured snippet appearances in Google search results
- Knowledge panel appearances
- "People Also Ask" inclusions

What it means:

- Google considers your content authoritative
- AI tools often pull from featured snippets
- Positions you above traditional #1 ranking

How to track:

- Google Search Console → Performance → Search Appearance
- Manual searches for your key topics
- Use tools like SEMrush or Ahrefs (if you have them)

3. CITATION IN AI TOOL RESPONSES

What to track:

- Whether you appear when querying AI tools
- How you're described
- Context of the mention (positive/neutral/factual)

What it means:

- AI tools have indexed and trust your content
- You're in the "knowledge base" of these systems
- Direct indicator of AI searchability success

How to track:

- Monthly testing routine (see Testing Your AI Presence section below)
- Keep a log/spreadsheet of results
- Note exact queries that return your name

4. REFERRAL TRAFFIC FROM AI-ENHANCED SEARCH

What to track:

- Google Analytics: Traffic source "google / organic" with new patterns
- Direct traffic spikes (often from AI citations that don't show referrer)
- Links clicked from AI tool responses (if trackable)

What it means:

- AI-aware users are finding and clicking through to you
- Your optimization efforts are driving actual traffic

How to track:

- Google Analytics → Acquisition → All Traffic → Source/Medium
- Compare organic traffic patterns before/after optimization
- Look for unexplained increases in direct traffic

TRADITIONAL METRICS THAT STILL MATTER

5. FIRST-PAGE RANKINGS FOR KEY LOCAL TERMS

What to track:

- Rankings for "[city] realtor", "[neighborhood] homes for sale", "[city] real estate agent"
- Movement over time (improving or declining)

Why it still matters:

- 80% of users scroll past AI results
- First-page visibility catches these users
- AI tools often cite high-ranking traditional results

How to track:

- Google Search Console → Performance → Average Position
- Manual searches (use incognito mode for unbiased results)
- Rank tracking tools (if you have them)

6. GOOGLE BUSINESS PROFILE IMPRESSIONS AND ACTIONS

What to track:

- Total impressions (how many times your profile was shown)
- Profile actions: website clicks, calls, direction requests
- Month-over-month trends

Why it matters:

- GBP is a primary source for AI tools
- Shows local visibility is growing
- Direct business impact tracking

How to track:

- Google Business Profile → Insights
- Check weekly, analyze monthly trends

7. WEBSITE TRAFFIC FROM ORGANIC SEARCH

What to track:

- Total organic sessions
- New vs. returning visitors
- Pages per session
- Bounce rate

Why it matters:

- Overall indicator of search visibility
- Shows if optimization is driving discovery
- Baseline for measuring AI impact

How to track:

- Google Analytics → Acquisition → All Traffic → Channels → Organic Search
- Compare month-over-month and year-over-year

8. TIME ON SITE AND PAGES PER SESSION

What to track:

- Average session duration
- Pages per session
- Exit pages

Why it matters:

- Engagement signals matter to both traditional SEO and AI
- Longer sessions = more valuable content
- Multiple pages = comprehensive information

How to track:

- Google Analytics → Behavior → Site Content → All Pages
- Look for trends after content optimization

BUSINESS OUTCOMES [THE METRICS THAT REALLY MATTER]

9. LEAD QUALITY

What to track:

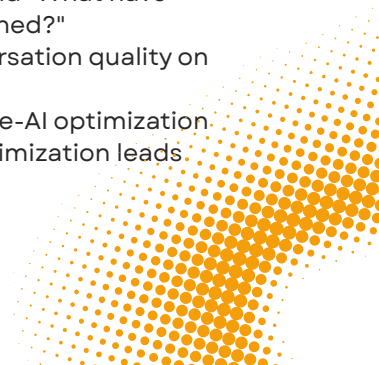
- How informed prospects are when they first contact you
- Questions they ask (basic vs. advanced)
- Their readiness to take action

What it means:

- AI-educated leads have already done research
- They're more qualified and further along the buying journey
- Less time spent on basic education = more time closing

How to track:

- Note in CRM: "How did you find me?" and "What have you researched?"
- Track conversation quality on a 1-5 scale
- Compare pre-AI optimization vs. post-optimization leads.



10. LEAD SOURCE ATTRIBUTION

What to track:

- "Found you online" responses
- "AI recommended you" mentions
- Specific phrases like "ChatGPT said..." or "Google told me..."

What it means:

- Direct evidence of AI searchability working
- Validates your optimization efforts
- Helps prove ROI

How to track:

- Ask every new lead: "How did you find me?"
- CRM field for lead source details
- Monthly tally of AI-sourced leads

11. CONVERSION RATES

What to track:

- Lead-to-client conversion percentage
- Time from first contact to signed agreement
- Comparison to historical averages

What it means:

- Better-informed leads convert better
- AI-educated prospects have realistic expectations
- Higher quality leads = higher conversion

How to track:

- CRM reports: Leads → Clients
- Separate tracking for "AI-sourced" leads
- Monthly conversion rate analysis

12. TIME TO CLOSE

What to track:

- Days from signed agreement to closing
- Comparison to market averages
- Trends over time

What it means:

- Educated buyers move faster
- Fewer surprises = smoother transactions
- More efficient use of your time

How to track:

- CRM or transaction management system
- Compare AI-sourced clients vs. others
- Monthly average calculation

TESTING YOUR AI PRESENCE

MONTHLY CHECK-IN ROUTINE

Set a calendar reminder for the same day each month to test your AI presence.

CHATGPT TEST

Query: "Who are the top real estate agents in [your city]?"

Variations:

- "I'm looking for a realtor in [your city] who specializes in [your specialty]"
- "Recommend a real estate agent in [neighborhood]"
- "Who can help me sell my home in [city]?"

Document:

- ☐ Do you appear?
- ☐ How are you described?
- ☐ What details are mentioned?
- ☐ Are competitors mentioned? Who?

PERPLEXITY TEST

Query: "Best real estate agents in [your city]"

Variations:

- "Find me a realtor in [city] for first-time buyers"
- "Top-rated real estate agents [city]"

Document:

- ☐ Do you appear?
- ☐ What sources does it cite?
- ☐ Your ranking vs. competitors
- ☐ Accuracy of information

GOOGLE GEMINI TEST

Query: "Recommend a real estate agent in [your area]"

Variations:

- "Who should I call to sell my house in [city]?"
- "Best realtor for [neighborhood]"

Document:

- ☐ Do you appear?
- ☐ How prominent is your mention?
- ☐ What credentials are highlighted?

CLAUDE TEST

Query: "What should I know about buying a home in [your city]?"

Follow-up:

- "Who are reputable real estate agents in this area?"

Document:

- ☐ Do you appear?
- ☐ Context of mention
- ☐ Depth of information provided

RESULTS TRACKING TEMPLATE

- | | | |
|--|-----------------------|-------------------------|
| • Date | • Query Used | • Competitors Mentioned |
| • Tool (ChatGPT, Perplexity, Gemini, Claude) | • Appeared? (Yes/No) | • Notes/Observations |
| | • Description/Context | |

ADJUSTING BASED ON RESULTS

IF YOU'RE NOT APPEARING

Focus on:

1. **Authority signals** - Add more detailed author bio, credentials, testimonials
2. **Content volume** - Publish more question-based content, FAQs, guides
3. **NAP consistency** - Verify your business information is identical everywhere
4. **Public visibility** - Ensure all content is publicly accessible
5. **Local citations** - Add your profile to more directories (Zillow, Realtor.com, local business directories)

Action Plan:

- Week 1-2: Audit and fix NAP consistency issues
- Week 3-4: Publish 4 new question-based articles
- Month 2: Add 10 new citations/directory listings
- Month 3: Test again and adjust

IF YOU'RE APPEARING BUT NOT FAVORABLY

Focus on:

1. **Double down** - Do more of what's working
2. **Expand topics** - Cover adjacent topics and questions
3. **Maintain momentum** - Keep content fresh and updated
4. **Document success** - Note what specifically is working
5. **Scale geographically** - Expand to adjacent neighborhoods/areas

Action Plan:

- Continue current content schedule
- Identify which content gets you cited most often
- Create more content in that vein
- Test expansion into new keywords/topics
- Share your success (with permission) to build more authority

IF YOU'RE APPEARING STRONGLY

Focus on:

1. **Double down** - Do more of what's working
2. **Expand topics** - Cover adjacent topics and questions
3. **Maintain momentum** - Keep content fresh and updated
4. **Document success** - Note what specifically is working
5. **Scale geographically** - Expand to adjacent neighborhoods/areas

Action Plan:

- Continue current content schedule
- Identify which content gets you cited most often
- Create more content in that vein
- Test expansion into new keywords/topics
- Share your success (with permission) to build more authority

SUCCESS FORMULA

Fix foundation → Optimize profiles → Create content → Track results → Scale

PHASE 1: FIX FOUNDATION (MONTH 1)

- Complete all profiles (Google Business, social media)
- Ensure NAP consistency
- Verify public visibility
- Set up tracking tools

PHASE 2: OPTIMIZE PROFILES (MONTH 2)

- Enhanced Google Business Profile
- Professional social media presence
- Detailed author bios
- Initial content publication

PHASE 3: CREATE CONTENT (MONTHS 3-6)

- Regular publishing schedule
- Question-based articles
- FAQ sections
- Local market insights

PHASE 4: TRACK RESULTS (ONGOING)

- Monthly AI presence testing
- Metrics monitoring
- Document patterns
- Note what works

PHASE 5: SCALE (MONTHS 6+)

- Increase content volume
- Expand to new topics
- More platforms
- Geographic expansion

REMEMBER

Success in AI searchability is:

- Not instant - expect 3-6 months for significant results
- Cumulative - small improvements compound
- Competitive - staying ahead requires consistency
- Measurable - track metrics to prove ROI

The agents who win:

- Start now
- Stay consistent
- Track results
- Adjust and optimize

Use this handout as your measurement framework.
Review monthly and adjust your strategy based on data, not guesses.