

YOUR AI SEARCHABILITY ACTION PLAN

HOW TO BECOME THE SEARCHABLE CHOICE VIA AI

START THIS WEEK [WEEK 1]

AUDIT YOUR GOOGLE BUSINESS PROFILE

Complete every section

- Business hours, services, service areas, attributes
- Add 10+ high-quality photos
- Complete business description (500+ characters)

EXPORT 6 MONTHS OF MLS DATA

for your target area and analyze trends

- What price points sell fastest?
- Average days on market by neighborhood
- Create insights you can share

IMPLEMENT THIS MONTH [30 DAYS]

PUBLISH 4 QUESTION-BASED WEBSITE PAGES

with FAQ Sections

- Use Answer The Public to find questions
- Answer first, explain second, details third (pyramid format)
- Keep paragraphs to 2-3 sentences

UPDATE YOUR LINKEDIN PROFILE

with measurable achievements

- Headline: "[City] Real Estate Expert | [Specialty] | \$XXM in Sales"
- About section: Tell your story with specific results
- Experience section: Bullet points with metrics
- Request recommendations from past clients

SET UP A CONSISTENT POSTING SCHEDULE

across all platforms

- Instagram: 3-4 Reels per week
- Facebook: 3-5 posts per week
- Google Business 1-2 posts per week
- LinkedIn: 2-3 posts per week
- Choose specific days/times and stick to them

REVIEW & UPDATE YOUR WEBSITE METADATA

- Page titles (location + service + expertise)
- Meta descriptions (answer specific questions)
- Image file names (descriptive, keyword-rich)

CREATE AND SEED 10 Q&AS

in your Google Business Profile

- Answer common client questions
- Use natural, conversational language
- Include location keywords naturally

UPDATE AND REFRESH DETAILED BIO

on your website

- Professional headshot
- Years of experience and transaction volume
- Specific achievements and credentials
- LinkedIn profile link

SUCCESS FORMULA

FIX FOUNDATION → OPTIMIZE PROFILES → CREATE CONTENT → TRACK RESULTS → SCALE

BUILD LONG-TERM [ONGOING]

QUARTERLY [EVERY 3 MONTHS]

REFRESH TOP-PERFORMING PAGES

- Update statistics and data
- Add recent client success stories
- Refresh intros and conclusions
- Update publish dates
- Add 2-3 additional pages to your website, based on search research or local info

MONTHLY

MARKET ANALYSIS USING AI TOOLS

- Export and analyze MLS data
- Create market update content
- Share insights on social media
- Perfect for blog content since it's date-based

UPDATE OUTDATED INFORMATION

across all profiles

- Check NAP consistency (Name, Address, Phone)
- Verify all links work
- Update any changed information

WEEKLY

ENGAGEMENT ACROSS MULTIPLE PLATFORMS

- Answer questions in Facebook groups/forums
- Comment on local business posts
- Share valuable insights on LinkedIn

CONTENT CREATION

- 1 blog post or FAQ update
- 1 educational video or Reel
- Schedule social posts for the week

DAILY [15-30 MINUTES]

- **Check and respond to all reviews** (5 min)
- **Answer one question** in forums or groups (10 min)
- **Post to Instagram Stories** (5 min)
- **Engage with 10 local posts/accounts** - comments and likes (10 min)

THE OPPORTUNITY WINDOW

- ✓ Most agents aren't acting on AI optimization yet
- ✓ AI search is growing exponentially
- ✓ First movers gain disproportionate advantage
- ✓ The payoff: Becoming the AI-recommended choice in your market

NOTES & REMINDERS

NAP CONSISTENCY IS CRITICAL

Make sure your Name, Address, and Phone number are **IDENTICAL** across:

- Your website
- Google Business Profile
- Facebook, Instagram, LinkedIn
- Zillow, Realtor.com, other directories

CONTENT MUST BE PUBLIC

Google and AI tools can only access publicly visible content. Use business pages with public settings, not private personal accounts.

THINK CONVERSATIONAL

Write content the way people speak and ask questions to their phones and AI assistants.

Even small variations (St. vs Street, different phone formats) hurt your AI discoverability.