AI TRAINING SERIES / GUIDE 04

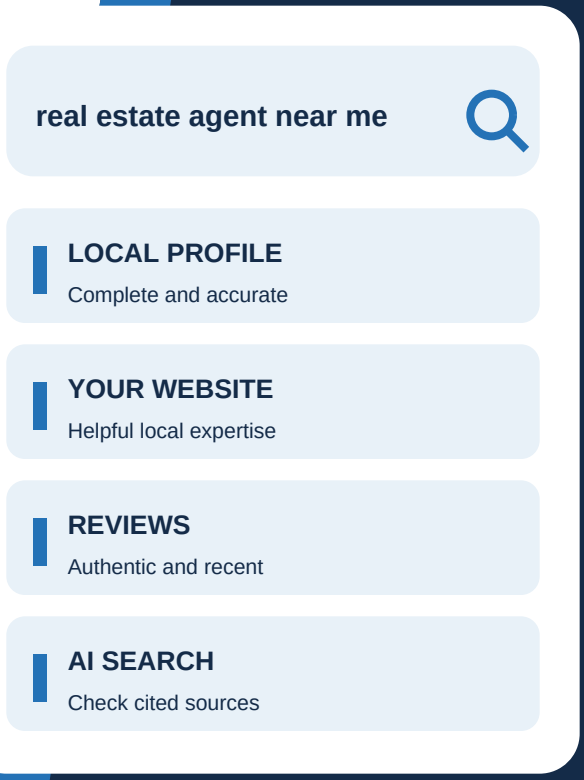
CAN BUYERS FIND YOU ONLINE?

A real estate agent's practical guide to SEO and AI search visibility.

01 **SEARCH**
See what buyers can find.

02 **AUDIT**
Spot gaps in your profiles.

03 **IMPROVE**
Build a 30-day action plan.



Provided by
SUPREME LENDING
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Can buyers find you online?

SEO helps search engines understand your pages. GEO focuses on making information useful and accessible to AI-powered search experiences.

SEO | Search Engine Optimization

Improve how your website and public business information appear in traditional search results.

GEO | Generative Engine Optimization

Make accurate, well-supported information about your expertise easier for AI search systems to find and cite. There is no guaranteed AI ranking.

EXERCISE 01 | SEARCH LIKE A CLIENT

Use a private/incognito browser where practical. Search without assuming you will appear in every result.

1. [Your name] real estate agent [city]
2. real estate agent for first-time buyers in [city]
3. listing agent in [neighborhood]
4. [Your brokerage] [your name] reviews

NOTE WHAT YOU FIND

- [ ] Can a buyer find my correct contact details?
- [ ] Does my profile clearly describe the areas and clients I serve?
- [ ] Are my website, profiles, and reviews current and consistent?

Visibility varies by location, query, personalization, and time. This is a baseline, not a ranking guarantee.

Let AI audit your visibility

Copy these prompts into an AI tool with live web-search access. Verify each claim by opening the cited public pages.

PROMPT 01 | PUBLIC PRESENCE AUDIT

Act as a local-search visibility consultant for a real estate agent. My public name is [name], brokerage is [brokerage], and service area is [cities]. Using live web search, find my publicly accessible website and professional profiles. List the exact URLs, what each says about my specialties and contact details, any inconsistencies, and what you could not verify. Do not invent listings or rankings. Finish with five prioritized improvements.

PROMPT 02 | THINK LIKE A BUYER

Act as a homebuyer researching agents in [city]. Suggest five realistic search questions a buyer or seller might ask in Google or AI search. For each, explain what evidence a useful agent profile or webpage should provide. Then compare that checklist with the public pages you can actually verify about me. Separate verified findings from suggestions. Provide three practical fixes.

PROMPT 03 | LOCAL CONTENT PLAN

Help me create a 30-day content plan for my real estate business in [market]. Focus on accurate, useful answers to local buyer and seller questions. Suggest four website FAQs, two neighborhood-focused articles, and four short social posts. Explain which sources I should verify, avoid invented statistics, and write naturally without keyword stuffing or unsupported claims.

IMPORTANT: VERIFY BEFORE YOU PUBLISH

AI may miss profiles, confuse people with similar names, or cite outdated pages. Check URLs, facts, reviews, and local claims yourself. Never paste confidential client details.

Your 30-day visibility plan

Make small improvements that help people understand your experience and contact you easily.

01

WEEK 1 | CLAIM & CORRECT

Check eligible business profiles, your brokerage bio, website, contact details, service areas, and links. Fix inconsistent information.

02

WEEK 2 | SHOW LOCAL EXPERTISE

Publish useful, original answers to buyer/seller questions in your market. Include accurate neighborhood context and clear authorship.

03

WEEK 3 | BUILD TRUST

Review your public reputation, request honest reviews where allowed, and respond professionally. Follow brokerage and platform policies.

04

WEEK 4 | TEST & IMPROVE

Repeat your searches, compare findings, correct inaccuracies, and choose the next two actions. Track referrals and inquiries separately.

MY FIRST TWO ACTIONS

REMEMBER Helpful, accurate local information beats shortcuts. No SEO or GEO tactic guarantees placement.