



AI *Playbook*

SEO/GEO

kw Where Entrepreneurs Thrive

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AI Playbook: SEO/GEO

Imagine someone asks ChatGPT, “Who should I hire to sell my house?” and it responds with YOUR NAME?!

Sounds too good to be true? It isn't.

A Realtor.com study from September 2025 found that 82 percent of Americans are using AI for real estate insights. And it's making them feel better prepared too – 62 percent said they feel smarter after researching the housing market with AI.

Your clients are using AI and they expect you to be there when they search for you.

In our first AI Playbook, we taught you how to get stuff done with Large Language Models (LLM). You've spent months fine tuning your RICE prompts, automating tasks, and using AI as a strategic thinking partner for role play, social media schedules, email funnels, and more.

If you missed part one and you have no idea what any of that means, go to [KW Connect](#) and get your copy now. Because this playbook is about getting leads from AI, and you can't do this until you understand how content is surfaced on an LLM.

This playbook is about getting your content to surface on all search engines – traditional ones like Google and generative ones like ChatGPT.

The art of teaching a search engine (aka a robot) to know, trust, and surface your content is called Search Engine Optimization (SEO) or Generative Search Optimization (GEO). This is your guide on how to get there.

Find all Playbooks on [KW Connect](#).

AI Playbook: Search Engine Model

1 Understand SEO, GEO, and How They're Different

2 Become Searchable

3 Develop the Three Trust Signals

1. Technical: Structure Content So AI Can Find It & Humans Like It
2. On-Page: Write Content So AI & Humans Can Read It
3. Off-Page: Link Content So AI Can Follow It & Humans Trust It

4 Measure Effectiveness

5 Stay Informed

1

Understand SEO, GEO, and How They're Different

SEO

Optimizing your website to “rank” higher in a list of organic (unpaid) search results.

GEO

Teaching AI who you are, what you do, and why you're trustworthy so your content appears in AI answers, summaries, and more.

Think of it this way:

SEO gets you listed. GEO gets you named, quoted, recommended, and sourced.

We wish we could write you a playbook today that will be evergreen five years from now, but we can't. So we wrote you a foundational playbook that covers all search engines (traditional ones like Google and generative ones like ChatGPT) that will get you flexing the right muscles and keep your business strong and agile, ready to embrace the changes we'll inevitably see in 2026.

In a lot of ways, the technical processes of SEO and GEO are just about teaching online systems how to read your content. So from here on out, we're going to call all search engines “robots” as an umbrella term because it's intuitive and it takes up less words.

When your content speaks robot, the internet trusts you and, subsequently, recommends it to humans. Since you want humans to stay awhile, SEO and GEO are also about creating rich content that's great for humans to read and enjoy too.

The way robots learn and read AND the way humans learn and read are in the process of changing forever with the emergence of AI technologies.

If you can speak to robots and humans, and do it consistently, then the organic (unpaid) traffic that comes to your website could turn into leads you can convert into profit.

Are SEO Strategy and GEO Strategy Different?

Yes, but marginally, and the differences are ongoing as we learn how AI learns. All search robots look for the same tried-and-true SEO trust signals; it's GEO that's beginning to add strategy layers on top of usual SEO practices.

AI is smarter than traditional search engines because it can read text, images, PDFs, and video better. Early research shows there are three signals that AI seeks outside the regular SEO model:

1. Customer Reviews

AI reads reviews just like you would. When you research a business and find recent, negative reviews without replies or resolution, you probably don't trust the business much. AI won't trust the business much either. Recent findings suggest AI can read and make opinions about reviews from Google, Facebook, Yelp, and more.

2. Social Media

Google has always stated that social media does not help SEO results. However, early GEO patterns suggest an active social media presence adds to your online "surface area." Meaning, AI can connect the dots between your website, your social media platforms, your review sites, etc. through NAP, keywords, topical authority, and more. We'll dive more into all of these things in the next section!

3. Video

Very, very rudimentary evidence suggests that AI can utilize video to strengthen your chances of being surfaced in LLM results. For example, if you post a video of yourself in front of the Lincoln Memorial and geo-tag yourself there, the AI can "see" the Lincoln Memorial in the video and authenticate your geo-tag. Therefore, adding trustworthiness to your video.

THE BIG IDEA: SEO gets you listed; GEO gets you named, quoted, and recommended. Both teach robots to understand your content so they can confidently share it with humans. GEO adds layers traditional SEO doesn't fully capture yet, like reviews, social activity, and even geo-tagged video, giving AI more ways to trust and surface your business.

Pros / Cons of Taking on an SEO/GEO Strategy

Taking on the strategies in this playbook will make your online presence rock-solid, but it'll also be a lot of work. We wanted to be transparent with you by sharing some pros and cons before you dive in.

Pros

- 1. Future-Proofing:** Sets you up to be discoverable by both humans and AI, not just Google. Puts you ahead as AI adoption grows.
- 2. Lead Generation Potential:** Builds trust signals, topical authority, and backlinks that can turn organic traffic into actual leads.
- 3. Brand Consistency:** NAP management, structured content, and on-page formatting build a consistent and recognizable digital presence across platforms.
- 4. Actionable & Tactical:** Step-by-step guidance, checklists, and examples make implementation practical, even for agents who aren't tech-savvy.
- 5. Flexibility:** This playbook covers both new and existing websites and can scale with the size of a business.
- 6. Metrics-Driven:** Includes ways to measure effectiveness, so agents can see ROI and tweak strategies.

Cons / Trade-Offs

- 1. Time & Effort:** Implementing all the steps, building topical authority, creating blogs/videos/social posts, and tracking metrics is a heavy lift. These instructions could be overwhelming without support.
- 2. Tech Comfort Required:** Headings, meta titles, analytics, and backlinks require some tech know-how. Agents without experience in Command® or website technologies might need help.
- 3. Delayed ROI:** SEO and GEO strategies aren't instant. It could take months to see tangible lead results.
- 4. Maintenance Burden:** Annual audits, NAP updates, content refreshes, and monitoring reviews/social engagement require ongoing discipline.
- 5. Risk of Overcomplication:** Agents could get lost in details (e.g., headings, ALT text, schema) instead of focusing on core business activities like client relationships and appointments.

2

Become Searchable

Way, way, way back in 1998 when Google created the “PageRank algorithm,” keywords and “keyword stuffing,” were priority #1 for marketers and online sales junkies. Google’s algorithms have gotten smarter, and AI is smarter still, but the idea of building your online presence around certain keywords and then establishing topical authority on top of these keywords is still the place to start when it comes to becoming searchable and getting found online.

Remember, this is mostly for the robots, but also for the humans.

Think of it this way:

Your clients want to know that you walk, talk, and look the same to most people – that they’re getting the genuine version of you at the grocery store, at your office, or at the soccer field on Saturdays. AI wants the same thing from your online presence.

Keywords

Keywords are words and phrases that your website, profiles, social media, hashtags, and blog categories have in common.

For example, if your brand slogan is “homebuying you can smile about,” you want this phrase to be in the bio of every profile you own, somewhere in each blog page, and maybe even its own hashtag in social posts about happy homebuyers.

When you create a keyword list and use it as a guide for all your content online, you ensure your websites speak the same language. Search engine robots and AI robots alike will use these keywords to connect the dots across the internet and build a story about who you are, what you do, and why you’re trustworthy.

The goal of keywords has never been to stuff your keywords everywhere. In fact, early evidence suggests AI may actually penalize you for stuffing keywords everywhere! So keep it natural, and use them as building blocks to inform your audience.

How to Build a Keyword List

1. Start by making a list of keywords and phrases related to your business. Think about neighborhoods, landmarks, causes, culture, communities, and more.

Pro Tip: If you're struggling, ask an LLM! Free tools like Google Keyword Planner, Ubersuggest, or AnswerThePublic can also help identify valuable keywords and active search phrases.

2. Categorize the keywords into three categories: Broad, Mid-Level, and Specific.
 1. **Broad keywords** describe who you are. They're big and future-focused, like "Top Miami Realtor" or "Real Estate Agent Cole County." These keywords are staples that appear on almost everything you print and publish.
 2. **Mid-level keywords** are general search terms and educational topics, like "cost of living Miami vs Ft Lauderdale."
 3. **Specific keywords** are phrases your clients would actually be searching, like "Homes for sale near Pinecrest Elementary School" or "best condos real estate Brickell."

Level	Quantity	Keyword Type	Focus & Goal
Specific	Focus 3-5 at a time	Core Geo-Specific (Long-Tail)	Goal: Immediate Leads/Conversion. These are hyper-specific, high-intent phrases you can dominate quickly. Example: "Best condo agent Brickell" or "Homes for sale near Pinecrest Elementary School."
Mid-Level	10-15	Neighborhood & Topic (Mid-Tail)	Goal: Authority/Branding. These cover broader educational topics you can build content pillars around. Example: "Cost of living Miami vs Fort Lauderdale" or "Guide to Miami condo reserve studies."
Broad	5-10	Broad City & Service (Short-Tail)	Goal: Future Visibility. These are aspirational and highly competitive, but they guide your general optimization. Example: "Miami luxury real estate" or "Top Miami realtor."

3. Eliminate generic keywords like "homes for sale." Only very large businesses can rank for terms like this because they have the budget to back up these keywords with paid ads. That's in another playbook!
4. Circle your top 15-20 keywords to build a content strategy around, and aim to master 2-4 specific keywords at a time. Mastering a keyword phrase online is called "topical authority."

Topical Authority

Establishing topical authority is where you get really focused on the mid-level and specific keywords that drive the most traffic to your website. Often times, this is your niche or a specific community you foster.

Topical authority means proving you're the trusted source on a subject over and over again. It's always mattered in SEO and now drives GEO sourcing too.

We'll get into the how details next, but for now plug your 2-4 specific keywords and 2-4 mid-level keywords into an LLM and build out 10 blog posts, 10 video scripts, and 20 social posts for each one. Better yet, pull out your [AI Playbook: LLMs](#) and run these long-tail keywords through every prompt in section "1. Marketing and Client Engagement."

That seems like a lot and it will be! But don't worry, you'll create a whole year's worth of content out of these exercises.

To acquire topical authority, you can't just write one blog post on a specific keyword topic and expect robots to call you the expert. You need to **double down on content and advise on these topics for about a year for search engines to realize you're a pro.**

Example 1: Instead of writing one blog post about "first-time homebuyer tips," use AI to ideate, write, and build 20+ high-quality articles on related subtopics like mortgage types, inspections, tax credits, down payments, etc. Over time, search engines will recognize you as an authority on first time homebuyers.

Example 2: A website that only posts random local news might not get pulled into AI answers. But a site that deeply covers "Seattle real estate" over and over via market stats, schools, neighborhoods, taxes, zoning, historical trends, etc. will build topical authority.

Any content generated by AI should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. You should independently verify the information provided and apply your own judgment and critical thinking when using AI.

THE BIG IDEA: Becoming searchable starts with keywords — the words and phrases that define your business online. Use them naturally across your website, social media, and content to build topical authority, showing both robots and humans that you're the trusted expert in your city. Prove you're the go-to source over time by creating consistent, high-quality content on a few focused keywords each year.

3

Develop the Three Trust Signals

You pre-load trust and build authority with humans in real life by sending potential clients a series of signals about you – just listed and sold cards, invitations to events, neighborhood newsletters and market updates, how-to videos on your social channels, and more.

Now you need to do this for the search engine robots through three trust signals:

1. Technical Trust Signals - “The Packaging” - Structure Content So AI Can Find It

1. Site Structure
2. Mobile-Friendliness
3. User Protection & Security
4. Speed
5. Accessibility

2. Content Trust Signals - “The Content Fuel” - Write Content So AI Can Read It

1. Menus, Titles, Web Pages
2. Name, Address, Phone Number (NAP)
3. Words & Content Formatting
4. Multimedia*
5. Voice & Tone

3. Community Trust Signals - “The Validation Check” - Link Content So AI Can Follow It

1. High-Quality Backlinks
2. Brand Mentions
3. Reviews*
4. Social Media*

**GEO only.*

TRUST SIGNAL #1 - Technical

Structure Content So AI Can Find It & Humans Like It

We wish this step could be the last one and you might be able to ignore it. You've got your creative juices flowing from keyword research, and this is going to feel a little bit like a step backward. But technical set up is essential to the future effectiveness of your content. We'll make it as plain as we can, though, so you can get back to the fun part.

Technical trust signals include things you can't actually see on the screen. It's the step that makes some people really energized and most people really bored.

Think of it this way: "The Packaging"

When you unbox a brand new Apple computer, you're fascinated by the tiny arrows, love the way the tape zips off without rips, unconsciously grateful that the velvet-coated, heavyweight cardboard top effortlessly un-suctions itself from the slightly-heavier bottom, and excited that everything inside the box is laid out in the exact same way every time with little-to-no wasted space. As a consumer, you are not thinking about how Apple built this box, you are just quickly enjoying that it actually, seamlessly works and you don't have a bunch of trash left over.

Technical trust signals are found in your website's "backend" and are written in the language that robots read – CSS, HTML, JSON, etc.

When your website speaks robot, search engines can read and understand it quickly and accurately, giving them the confidence to share it with humans. Humans unconsciously experience the trust signals, too, through the ease, speed, and security of your website. Humans can't "see" the robot language, but they certainly can feel when it's bad.

How to Structure Content So AI Can Find It

1. Check your semantic data and schema markup. Ew, we know. Here's what it means so you can't say we didn't teach you:

Semantic Data = Defining the meaning and structure of your website so robots know what industry you're in.

Schema Markup = Writing your content pages with "robot" vocabulary so search engine robots and AI can read it fast.

GREAT NEWS: If you built your website with Command®, you're good to go. Move on to #4!

If you've built your website with a major site builder like Squarespace, Wix, etc., you're probably also good to go. But just in case, let's check it by asking Google:

1. Check your **Semantic Data** at <https://search.google.com/test/rich-results>
2. Check your **Schema Markup** at <https://validator.schema.org/>
2. **Make sure your website is designed for every device with a modern, responsive design.** *If you built your website with Command®, you're good to go. Move on to #4!*
3. **Make sure your website URL has "https://" in front of it (called an SSL certificate).** Most website hosting platforms include SSL certificates in their services. *If you built your website with Command®, you're good to go. Move on to #4!*
4. **Check your website load speed.** Every page on your website should load in three seconds or less. See image sizes and embedding in Trust Signal #2 if you're having speed issues.

Pro Tip: Use Google's PageSpeed Insights to identify and fix speed issues at <https://pagespeed.web.dev/>

5. **Link your Google Business Profile (GBP) to your website.** This step is the easiest! Just go to business.google.com/us/business-profile, sign in, and check that all your business information is correct. Read more about this in the NAP section.

THE BIG IDEA: Technical trust signals are the behind-the-scenes, hidden work that makes your website fast, secure, and understandable to robots. From schema markup and semantic data to responsive design, HTTPS, and load speed, this "backend" setup makes search engines confident in surfacing your information to humans. Get these right, and your content can be read, trusted, and shared without anyone even noticing the tech behind it.

Technical Trust Signal FAQs

1. What happens if my website doesn't have these technical trust signals?

If your site isn't set up with the right technical structure, Google and AI tools might have trouble understanding or trusting it. Meaning, your site could rank lower or show up less often in search results. Even if it looks great to humans, robots might not "see" it correctly.

2. What's the easiest way to make sure my website passes these checks without learning code?

If your site was built with Command®, Squarespace, or Wix, you're probably ready to go. Most modern platforms handle schema and semantic data automatically. Just make sure your content and contact info are accurate and consistent!

3. Why does "https://" or website speed matter for trust?

"https://" means your site is secure. Google favors secure sites, and visitors feel safer on them.

TRUST SIGNAL #2: On-Page

Write Content So AI and Humans Can Read It

Ok, back to the fun stuff! On-page trust signals include things you do see on the screen. This is robot talk and human talk – how big a title is, what a special quote or table looks like. It's the basic coding in your web page editor that robots read and the visual presentation on your web pages that humans see and read.

Think of it this way: "The Content Fuel"

How weird would it be if every time you met with your financial advisor, he told you he had a different phone number and email? How much would you trust his advice if he pulled out an interest rate chart from 2005? What if he wrote his emails in all upper case letters without any spaces and punctuation marks? The answer is: It'd be really weird, you wouldn't take his advice, and you probably wouldn't recommend him to anyone.

On-page trust signals are the ones AI watches most. It's the signal you'll send as often as you can, (weekly at the least!) in blog posts, new landing pages, social posts, etc.

If you already have a website, this part will feel like an audit that turns into a checklist of "what I need to update and add."



If you're starting from scratch then, congrats, you're starting with your best foot forward on a long journey of content creation.

We're going to break this down into (another) three parts because, yes, it is that important to your SEO and GEO strategy that you get this signal right.

1. Design Your Website for Human Readers
2. Format Your Content for AI
3. Write Content for Trust

1. How to Design for Human Readers

You don't have to double dip here, and you can even put humans first for this one. What's good for human readers is good for robots.

1. Build a smart menu.
 1. No more than 7 main pages in your menu.
 2. Each page title should be 1-2 word titles.
 3. Think about your broad keywords and short-term phrases!
 4. Don't waste a space for the "home" page. Use your logo as the home button instead.

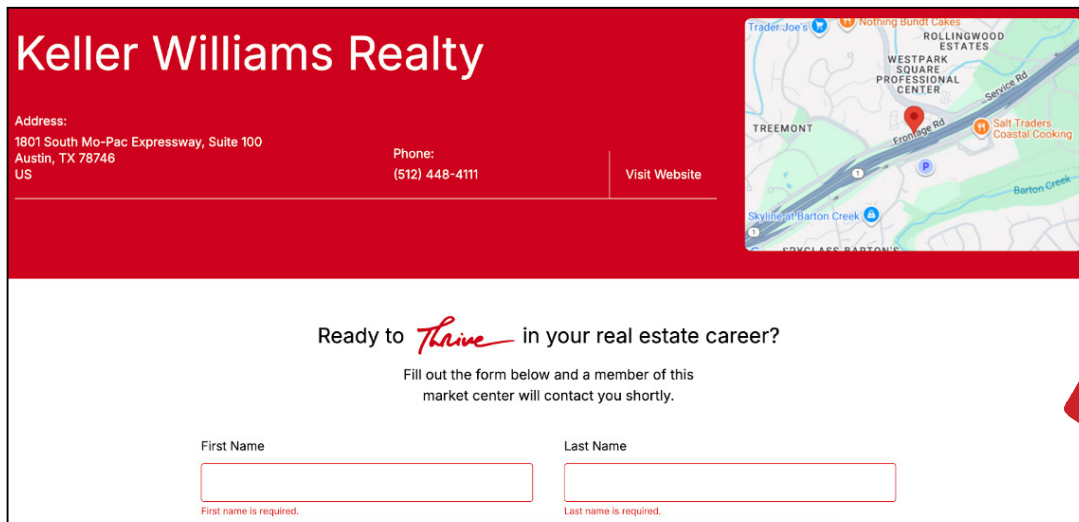


2. Start a **blog** or news page.

1. Make sure it's easy enough for you or someone on your team to access for daily or weekly article submissions.
2. The key is consistency, not length. Write short articles or updates if that's what keeps you publishing regularly.
3. Quality advice and client success stories count as a blog post!

3. Location-based **landing pages**.

1. These don't usually go in your main menu, but make sure they link to at least two other pages in your website.
2. Landing pages should be high-converting pages! Include a clear call to action.



4. Stay on top of your Name, Address, and Phone Number (**NAP**).

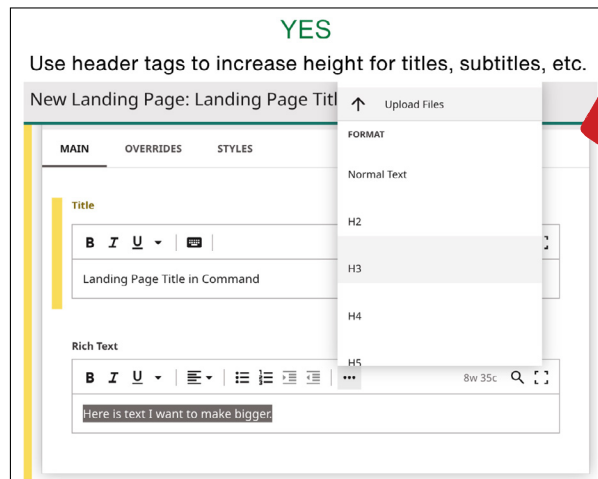
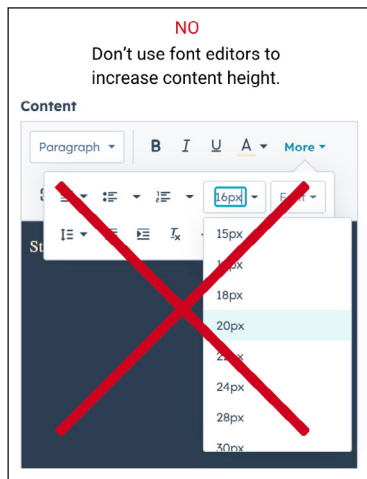
1. Create a "Source of Truth" document with every digital property where you and your business appear. This includes websites you own, business profiles, social pages, review sites, directories, and industry directories.
2. Verify that your one NAP is accurate and consistent across every website.
3. Make an annual habit to go through this list and update needed changes.
4. If you are on a team or running a large business, the log in email(s) for your hosting, analytics, and website(s) shouldn't be your personal or work email address! Future-proof your credentials by using an email address with staying power, like info@mybusiness.com or admin@mybusiness.com. For security purposes, though, make your passwords different for each log in profile.

2. How to Format for AI

This might be the section you come to most often. Maybe you print it out and put it on your wall. Perhaps it's your new "10 Step Editing Checklist" in Asana. Whatever you do, here's your model for making sure every page speaks robot.

1. Use **heading styles** for titles and use them correctly.

1. Don't use the tool in your text editor to increase and decrease text sizes, change fonts, or change line-spacing. Use "Heading" styles to format your text.
 - Header 1: <h1> for your page title, like "123 Main Street Open House" – only one per page!
 - Header 2: <h2> for sections, like "Property Details," "Neighborhood Info," "Pricing History."
 - Header 3: <h3> for subsections or FAQ questions, like "How much do condos cost in the Webberville neighborhood?" or "What's the average cost per sqft for a bathroom remodel in Chandler?"
2. If you don't like the look of your heading styles, search your web provider's support section for how to change them. This is done in CSS (remember, the "backend").



2. Break up content into 2-3 sentence paragraphs, and put any definitions or answers in the first sentence of the paragraph.
3. Organize with numbered lists and bullets when it's natural.
4. Create tables instead of using screenshots.



DO	DON'T
<ul style="list-style-type: none"> ✔ Use H1, H2, H3 tags to make titles larger, bolder, etc. And format important body text with bold or italics. ✔ Break up paragraphs into 2-3 sentences max. Break out quotes into stand-alone sections. ✔ Build the table inside the website builder instead of a screenshot. ✔ Properly name images and write descriptive alt text for each. ✔ Group lists with formatted numbers and bullets. 	<ul style="list-style-type: none"> ✘ Use a format editor to make titles bigger or bolder. ✘ Write long paragraphs with run-on sentences, unclear quotations, unsourced data, etc. ✘ Use graphics with a lot of words. ✘ Upload really big, improperly-sized pictures. ✘ Don't clutter your paragraphs with too many commas or lists.

5. Format key takeaways.

1. Bold key facts or words you want to stand out in “Paragraph” style.
2. Or use styles like <article>, <section>, and <aside> to “chunk” context for AI models. Just like header styles, these body content styles can likely be found in the text editor of your website.

6. Use consistent labels and structure for pages you repeat, like listings, neighborhood guides, and how-to landing pages.

1. For example: You want to create a model for property listing pages that orders and names your header styles the same:
 - You pick the address to be your H1.
 - You pick Property Details, Pictures, Local Amenities, and Pricing History to be your H2s.
 - You choose to bullet point all details in the Local Amenities section.

Pro Tip: New research shows LLMs love to read great listing descriptions. Plop your listing details into an LLM to make it great! Don't forget to edit for accuracy and Fair Housing.

7. Add reviews and client testimonials.

1. Use your website builder to embed reviews to your pages when it's natural and adds authenticity to your content.
2. Write, record, and publish client success stories. Just as you can embed reviews, you can also embed YouTube videos and social reels.

8. Upgrade your content with multimedia like images, gifs, videos, etc.

1. Name files with descriptive names before uploading to your website builder.
2. Always add descriptive ALT text.
3. Embed videos. Don't try to upload them directly to your website. Upload all your videos to a video hosting service like YouTube, Vimeo, or Wistia. Then embed the video in your website.

**Pro Tip
for Video:**

1. Add captions.

2. Add VideoObject schema to your embeds on your website.

3. Include links to transcripts under the video on your website.

4. Compress images before uploading to your website builder. This doesn't degrade quality but does improve site speed. Tools like TinyPNG, Squoosh, or ShortPixel reduce file size without quality loss.

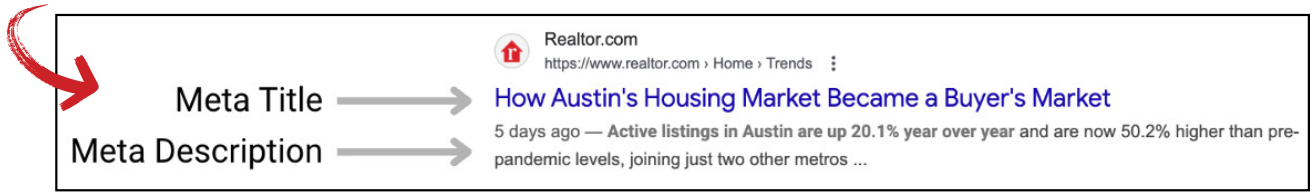


Ideal Images Sizes:

1. Listing Photo Size: 1920px wide, WebP format, compressed to ~250 KB or less for big photos.
2. Gallery Image Size: 150-200 KB
3. Thumbnails: Under 100 KB
4. GIF: Under 1MB

9. Always include meta titles and descriptions in your pages.

1. On Google, meta titles and descriptions make up the clickable blue link and the text snippet on search results.
2. In some website builders this is called SEO Title and SEO Description.



10. Never let a page stand alone.

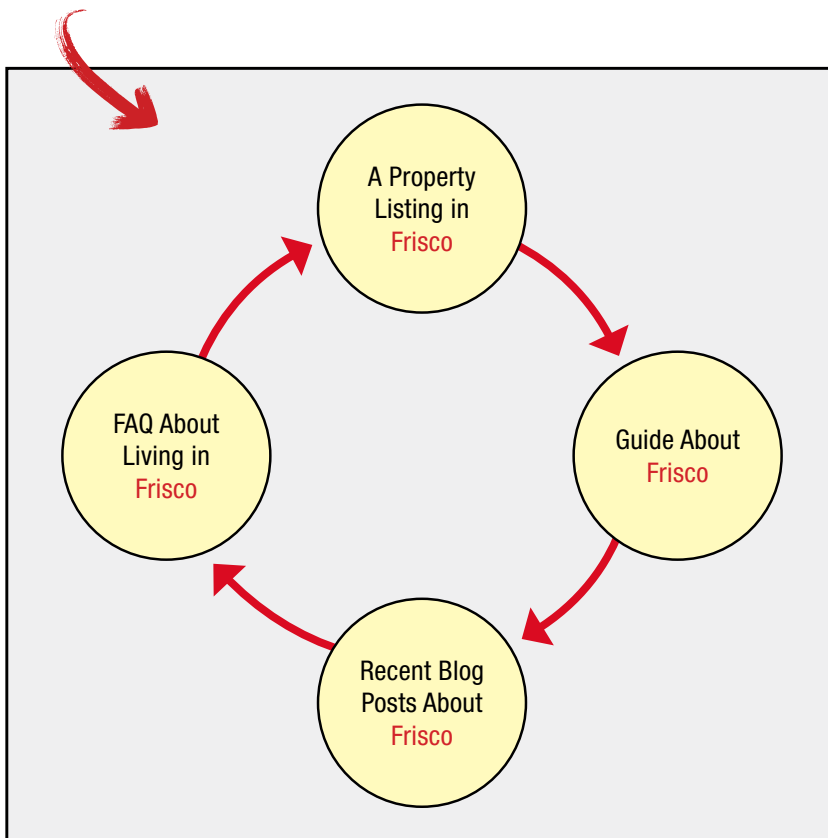
1. All pages should be attached to a cluster of topics that link between each other.

How a topic cluster looks on your website:

1. Listing page → links to neighborhood guide → links to blog post(s).
2. Blog post → links to other blogs on similar topic or FAQ.
3. FAQ → links to neighborhood guide and listings.

How AI understands your topic cluster:

1. "123 Main Street" is a listing in Frisco.
2. Frisco has a neighborhood guide and an FAQ.
3. You have a blog post(s) on market trends in Frisco.



3. How to Write for Trust

This one is about feelings. Humans have them. Turns out AI might understand them too.

1. **Generative engines sometimes “hallucinate” or make things up, so your content needs to be accurate, well-researched, and clear. Always double-check key data (like pricing or market stats) and cite reliable sources (like your MLS, school district, NAR, and HUD) and quote reliable sources with their background or company experience.**

Example:



KELLERWILLIAMS
Luxury

Conservation Over Consumption
The modern ultra-high-net-worth individual (UHNWI) under 40 is shifting focus from lavish accumulation to strategic preservation. Instead of sprawling trophy estates, we are seeing:

1. Land Banking for Rewilding Projects
Think Patagonia—not the brand, but the region.

A powerful example: Kristine McDivitt Tompkins, former CEO of Patagonia, and her late husband Doug Tompkins, founder of The North Face, purchased more than one million acres across Chile and Argentina—not to develop, but to restore. They rewilded entire ecosystems, reintroduced native species, and ultimately donated the land to create national parks.

2. **Your personal experiences matter as much as facts to robots. Share your perspective, explain local trends, and give practical advice.**
3. **Include biographies or bylines on everything near the top of everything you publish. For example, always include your full name, brokerage, and some time stamps, like it’s shown in the blog post below:**

This guide is written by First Last Name, a real estate agent with Broker Name in City.

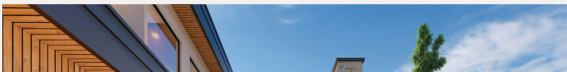
KELLERWILLIAMS
Luxury

Hospitality as the New Cultural Capital

Where home becomes an experience, blending privacy, comfort, and five-star service into everyday life.

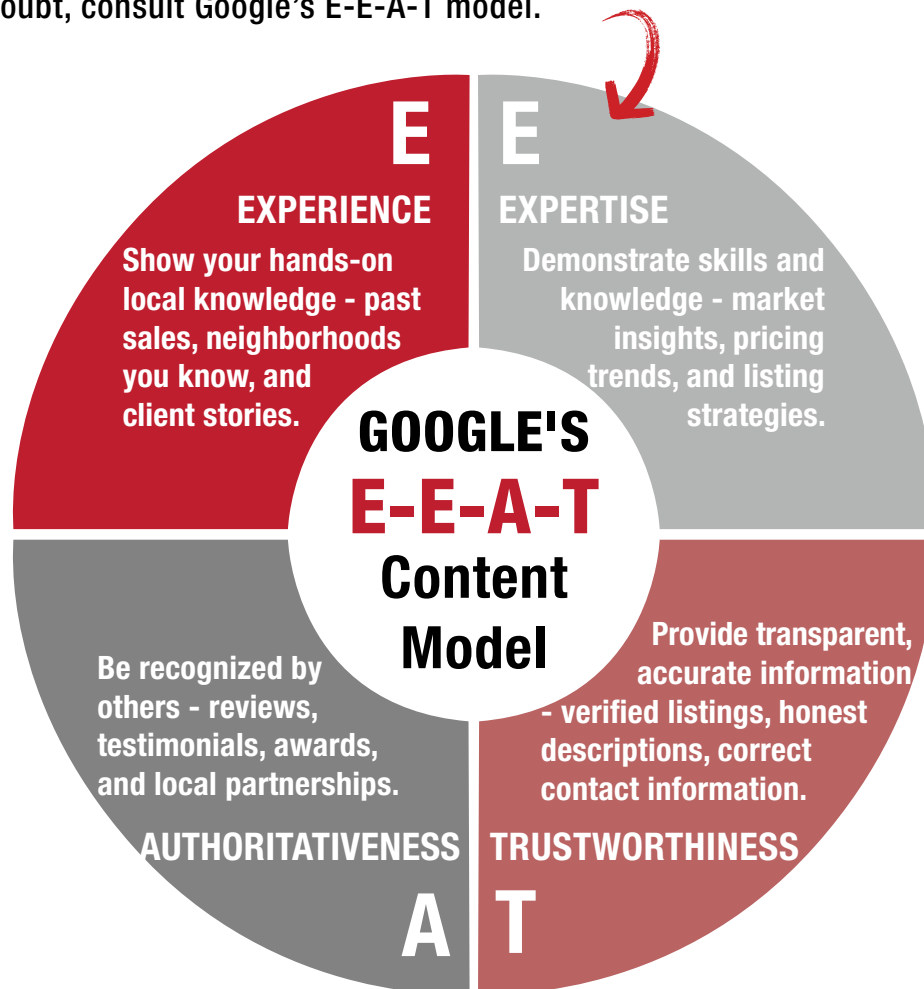
Curated by: Mark A. Benson, P.A. of Keller Williams® Realty Naples

November 05, 2025 03:17 PM





4. Write in first person when it makes sense so the AI knows you have personal experience.
5. Don't make sensational claims like "Happiness Guaranteed!" or "Best Agent in the World!" If you can't prove it, don't write it down.
6. Write like you're explaining a concept to a friend, perhaps even as you'd speak it. This will prepare your website for voice prompt and response in the future.
7. Update content annually so AI prioritizes your content and humans still value it.
8. Time and location stamp important facts, like "as of [month year] in [city]."
9. When in doubt, consult Google's E-E-A-T model.



THE BIG IDEA: On-page trust signals are what humans see and AI reads — your menus, headings, paragraphs, images, videos, and reviews all send signals of trust and value. Use consistent formatting, meta titles, different media types, and time stamps to make content easy to scan, understand, and trust.

Present and publish accurate info with your personal insight in a well-structured website, and both robots and humans will treat your content like the reliable resource it is.

On-Page Trust Signal FAQ

1. Do I need to learn HTML/CSS or hire a developer to get this right?

No. Most modern site builders (Command®, Squarespace, Wix, etc.) handle the heavy code for you. You just need to learn how to use your text-editor's heading styles, meta fields, and image/upload settings. If anything feels too hard, ask your website host's support or hire a developer for one hour to verify schema and speed.

2. How often do I have to publish for on-page signals to work?

Aim to publish at least weekly. Consistency beats length. Even short, regular blog posts or client stories will strengthen trust with search engines. The idea is to keep content fresh and time-stamped so robots and people see you're active.

3. What exactly is NAP and why should I care?

NAP = Name, Address, Phone. It must be identical everywhere online (website, Google Business Profile, directories) because inconsistency confuses search engines and loses leads.

4. How can I make sure my pages are “robot-friendly” without being too technical?

- Use your website builder correctly:
- One H1 per page.
- Use H2/H3s for section titles.
- Write in short paragraphs.
- Fill out page meta title/description.
- Descriptive image filenames + ALT text.
- Test images for fast load times (pages load under ~3 seconds).

If you can tick those boxes, you've done most of the heavy lifting. If it still doesn't make sense, hire a tech support person to run a speed and schema check for you, and walk you through the publishing process.

TRUST SIGNAL #3: Off-Page

Link Content So AI Can Follow It and Humans Trust It

This one should be the absolute easiest. As a real estate agent, your sphere of influence is the bedrock of your business. All you have to do for off-page trust signals or building your reputation through high-quality connections is make your human connections digital.

Think of it this way: “The Validation Check”

Your best friend needs a plumber for her house. When she was at the coffee shop this morning, she saw a flyer for a plumber on the community bulletin board. She didn't recognize the plumber's business but she took the name and phone number down anyway. She also texted you for a recommendation. She got quotes from the bulletin-board plumber and the plumber you recommended. Both have the exact same presentation, repair timeline, and quoted price. Which plumber will your best friend hire? She's probably going to pick the plumber her best friend recommended – yours.

Off-page trust signals involve creating high-quality backlinks, brand mentions, reviews, partnerships, and social sharing on other people's websites.

A high-quality link between trusted, authoritative websites is to robots as a recommendation between best friends is to humans.

This is also the trust signal that AI is adding extra layers to:



- **All search engine robots** are looking at what the rest of the internet says about you.
- **But traditional rank-search engines** only trace links between websites.
- **Generative AI engines** trace links between websites + social media sites + reviews.

How to Link Content So AI Can Follow It

1. Create a network of high-quality backlinks. Backlinks are links from other people's websites to your website.

The number one, most-valuable way to create backlinks is by writing real editorial content that includes a natural, one-way link.

1. Write a blog post for a local publication or a vendor's website and get a link in your bio back to your website.
2. Co-authored guides with a link back to your website.
3. Co-authored original studies with a link back to your website.

Other ways you can get backlinks:

4. Local sponsorships to school events, charity runs, community festivals, etc. often come with a link on the event page or organization's website.
5. Submit press releases and offer expert advice or quotes to local journalists.
6. Are you leveraging your business operations with a large company (think lead gen, marketing agency, etc.)? Offer to write the company a testimonial to showcase on their website for a link back to your website.

Pro Tip: PR Newswire is a distribution service that helps spread your news to a wide audience of journalists. PR Newswire links don't boost SEO but it's a great way to get media attention and help spread the word about you. For example, you might write a press release to showcase the funds raised or families helped at a charity event you host.

2. Boost professional reviews.

1. Google, Facebook, Realtor.com, etc.
2. Always respond to reviews, good and bad, within 24 hours (but really, as fast as you can)! Engagement builds credibility with clients and shows search robots that you are active, professional, forgivable, and reliable.
3. Beware! If your review platform receives too many reviews at one time (like from an event or incentive you're offering) the platform may delete them or mark them as fake.

Pro Tip: [HomeLight.com](https://www.homelight.com), [Angie.com](https://www.angie.com), [BiggerPockets.com](https://www.biggerpockets.com), and [FastExpert.com](https://www.fastexpert.com) are getting surfaced often for real estate agent AI searches. Double check these sites and make sure your profile is solid.

3. Encourage and leverage social media.

1. Social media profiles must be public in order for AI to read and quote them.
2. Don't forget NAP matching!
3. Verify your social sites have the same colors, style, branding, etc. so they all look like they belong to the same person/company.
4. Use trending topics only when you can tie them back to your business and your calls to action.
5. Engagement metrics like shares, comments, and watch time could become trust signals AI uses to rank content relevance.
6. AI may pull content more often from profiles and pages with regular, consistent posts.
7. Use your keywords when it's natural in post content, titles, hashtags, etc.
8. Remember that each platform has its own generative content and discovery algorithms that are innovating.
9. If you see an opportunity to respond to a community post about real estate, do it! But don't make it spammy by adding a call to action or contact info in your response.

THE BIG IDEA: Off-page trust signals are all about digital word-of-mouth. Backlinks, reviews, brand mentions, partnerships, and social activity show both AI and humans that your business is trusted and active. Leverage your sphere, publish editorial content, respond to reviews, and keep social profiles consistent. Robots and people alike reward credibility that's visible across the web!

Off-Page Trust Signal FAQ

1. What's the difference between "on-page" and "off-page" trust signals?

On-page is what happens on your website — your words, structure, and design. Off-page happens everywhere else — reviews, backlinks, social media mentions, and how other sites talk about you. It's your online reputation and credibility.

2. How do I actually get backlinks if I'm not a writer or tech person?

Start with what's natural for your business: sponsor local events, write a short testimonial for a vendor, or offer a quick expert quote about the real estate market to a local journalist. Each of those usually earns you a link back to your website.

3. Do my social media and Google reviews really affect SEO or AI results?

Yes. AI scans reviews for activity, tone, and frequency. A steady flow of honest reviews with fast responses from you builds credibility. Too many reviews all at once, though, can trigger a platform's spam filters.

4. How can I make sure AI and search engines connect all my profiles to me?

Keep your Name, Address, and Phone (NAP) exactly the same across all sites. Use consistent branding (same logo, colors, and voice) so humans and AI recognize your business as one unified brand. Make your social profiles public so AI can read and quote them.

5. Do likes, comments, and shares actually help my visibility with AI or SEO?

They can. AI engines increasingly read public engagement as a signal that your content is relevant and trusted. Consistent, natural engagement, like real comments, shares, and watch time, tells both robots and clients that people find your content valuable and trustworthy. Focus on steady interaction, not viral spikes.

4 Measure Effectiveness

The real magic of the digital world is your ability to track progress and adjust accordingly.

Think of it this way:

When you hire a property manager to manage a rental property. You don't just hire a property manager and forget all about collecting rent for the next 5 years. You bought the property to make sure it cash flows!

SEO and GEO may be “unpaid” traffic, but that doesn't mean you can't track it! Don't become an anonymous donor to the world wide web. Make a plan to be useful, stick to your promise to create value, and track that it's worth your time and energy.

First and foremost, you need to **install analytics on your website**. There are three ways to do this:



1. **Google Analytics (GA4)** is the most comprehensive analytics system available to date.
2. **Google Search Console** shows how your site is performing in search results.
3. **Most website hosting services provide their own analytics tools**. While these tools may not be as advanced as GA4, they're a great substitute if installing Google's version feels overwhelming.

Measure These Two Key Metrics for SEO

1. **Organic Traffic:** The number of visitors who found your site through a search engine without a paid ad.
2. **Query/Keyword Rankings:** Where your pages appear in search results for specific questions or keywords.

Measure These Three Key Metrics for GEO

1. **Citation Tracking:** When and where your brand is mentioned in AI-generated content. LLM referral traffic will appear under something like “Source: chatgpt.”
2. **Sentiment Analysis:** The tone and context in which your brand is referenced. Monitor this by watching lagging indicators like direct traffic and keyword-branded search volume.
3. **Competitive Benchmarking:** Comparing your brand's visibility and mentions against competitors. Track this by running a set of standardized prompts in a couple different LLMs (i.e. “Who are the top real estate agents in Charlotte?”) and seeing if/when you appear.

Measure Three More Key Metrics for Both

- 1. Engagement Rate:** The new standard for website "usefulness" and value is engagement rate. This goes up when viewers stay on your site for at least 10 seconds, navigate to other pages on your website, and/or interact with website features like buy something, submit a form, converse with live chat, subscribe buttons, etc.
- 2. Bounce Rate:** The percentage of sessions where users were not engaged. A high bounce rate may mean your page isn't fast, useful, clear, or engaging enough to keep people interested.
- 3. Conversion Rate:** If you're going to put this much effort into GEO, make sure you respond to every lead that comes in!

Want to check your work and track your GEO referrals?

Here are a few up-and-coming tools to track AI attribution and mentions:

- | | |
|-------------------|---------------|
| 1. Yext | 6. Goodie |
| 2. Peec AI | 7. XFunnel |
| 3. Writesonic GEO | 8. Neuroflash |
| 4. Promptmonitor | 9. BrightEdge |
| 5. AITrustSignals | |

THE BIG IDEA: Step 4 is all about tracking what actually works. Install analytics, monitor SEO traffic and keyword rankings, and keep tabs on GEO metrics like citations, sentiment, and competitive visibility. Engagement, bounce, and conversion rates show whether your content earns attention, and AI attribution tools will help you see when and where robots are sending leads your way.

5

Stay Informed

The goal of this playbook is to get you flexing the right muscles, keeping you strong and agile for the oncoming evolution of how people ingest content and how AI surfaces content. When changes are announced, don't panic. If you're following the strategies in this playbook, you'll always be aligned with what search engines reward: helpful, trustworthy, authoritative content.

Time-Saving Advice:

1. Skim headlines monthly to see if anything big has changed.
2. When a major update hits, don't react immediately. Wait a few weeks for results to stabilize before making big changes.
3. No matter what, stick to the fundamentals – helpful content, clean site structure, and fast load speeds.

Top Resources for SEO Updates:

1. Google Search Central Blog (official announcements)
2. Search Engine Roundtable (fast reporting on changes)
3. Search Engine Land (in-depth coverage + context)
4. Moz Blog (educational + updates)
5. Ahrefs Blog (educational + updates)

Top Resources for AI Updates:

1. Google AI Blog (official announcements)
2. OpenAI Blog (updates + tips)
3. MIT Technology Review, AI Section (latest trends + breakthroughs)
4. Berkeley AI Research (BAIR) Blog (research findings + discussions)
5. The Batch by deeplearning.ai (significant AI developments + implications)

THE BIG IDEA: Step 5 is about staying ahead without overreacting. Skim updates monthly, let major changes settle before adjusting, and keep focusing on the fundamentals: valuable content, published often, and clean structures. Follow official SEO and AI blogs to stay informed, but always let helpful, trustworthy, and authoritative content lead the way.

Here's the point.

The future of lead generation through search engines will be written by those who adapt first. With the content-generating AI prompts we discussed in AI Playbook: LLMs, there isn't a good excuse anymore against producing a lot of great content.

But at the end of the day, all of this — SEO, GEO, trust signals, backlinks, reviews, keywords, videos, analytics — is just a set of tools you'll use to help more people.

You'll create content that informs, guides, and reassures people when they're making some of the biggest decisions of their lives. Your content will help people find homes, investors make smart choices, and communities bond together over common topics, worries, and wins.

The robots? They'll follow if you do it right. And the humans? They'll trust you before they even call you for help.

The hacks and gimmicks will shift week to week, but the foundation of search engine optimization (rank or generative) stays the same. **Valuable content, posted consistently, across websites that are clean and readable will win.**

So focus on consistency, clarity, and genuine value. Build your content, your website, your presence, and your AI strategy through the lens of helping people. That's where the real trust comes through.

7 Compliance Tips for AI Use in Real Estate

- 1. The TCPA prohibits AI-voice calls unless you have received prior express written consent from the call recipient. You must follow the TCPA and other applicable federal, state, and local laws if you want to leverage AI for use with calls and texts. Contact your attorney to ensure your compliance with applicable law.**
- 2. Use your images compliantly—including those you upload into an AI tool and AI-generated ones! Don't upload images into an AI tool unless you have the copyright owner's permission to do so. Additionally, AI companies' terms and conditions may require you to disclose if an image or person is generated by AI or altered with AI (like virtual staging), so be sure to do so if required.**
- 3. Do not use AI to create content you wish to protect with copyright: Under current U.S. law, only human-authored works can be copyrighted, so AI-generated content is generally not protected.**
- 4. Protect client confidentiality: Obtain informed consent before uploading client personal data or any other confidential or sensitive information into AI tools, anonymize or de-identify information if possible, and review AI providers' terms and conditions and privacy policies.**
- 5. AI can be unreliable. You can use AI to help create content, but it's important that all the content is checked for accuracy before publishing to avoid making misleading or deceptive statements.**
- 6. Follow all applicable advertising laws. Even if you use AI, you still need to ensure that you're following all applicable advertising rules, like including your broker's name, DBA, license, etc.**
- 7. Keep it ethical. Avoid misrepresenting the property and your clients with AI-generated content that isn't checked. You should thoroughly review all AI-generated output and confirm that such output is factually accurate, suitable for its intended use, and complies with all applicable laws and regulations as they pertain to your intended use.**