

FOR REAL ESTATE AGENTS

# Get Cited by AI.

## *The Google Business Profile checklist.*

ChatGPT, Perplexity, Gemini, and Google's AI Overviews recommend agents by name. They pull from Google Business Profiles with **complete, consistent, fresh** data. This is how you become the agent they cite.

### 1 Claim and verify the foundation

#### ✦ WHY AI CARES

AI trusts verified, fully completed profiles. A half-filled or unclaimed profile is invisible to it.

- Claim your profile at [google.com/business](https://google.com/business) and finish verification (video or postcard).
- Lock your **NAP** (name, address, phone) to match your license and website **exactly**. Pick one format and never vary it.
- Set your primary category to **Real Estate Agent**. Add only secondary categories you truly serve.
- Fill in **100% of every field**. Completeness is the single biggest ranking and citation signal.

### 2 Optimize every field

#### ✦ WHY AI CARES

AI quotes the exact words you give it. Write in plain, natural sentences a buyer would actually say.

- Write a **750-character description** in natural language. Lead with who you help and where. Work in your city and "real estate agent" naturally, no keyword stuffing.
- Add your **service areas**: the cities, neighborhoods, and ZIP codes you actually work.
- List your **services** (buyer's agent, listing agent, relocation, first-time buyers) with a one-line description each.
- Set accurate **hours**, including holidays. Add your website, a booking link, and a local phone number.

## 3 Build proof AI can quote

### ✦ WHY AI CARES

AI pulls real language from photos, posts, reviews, and Q&A. Give it fresh, human substance to repeat.

- Upload **10+ real photos**: headshot, logo, team, sold signs, the neighborhoods you serve. Add a few every month.
- Post a **Google Update weekly**: a new listing, a just-sold, an open house, or a market tip. Fresh activity signals an active business.
- Ask every happy client for a **review that names the service and city** ("helped us buy our first home in [your city]").
- Respond to **every review** within 48 hours. Repeat the service and location naturally in your reply.
- Seed the **Q&A section**: post 5 to 8 real buyer questions and answer them in full sentences. AI reads this directly.

## 4 Get cited by AI (GEO)

### ✦ WHY AI CARES

AI cross-checks your profile against the rest of the web. Make every source say the exact same thing.

- Match your **NAP exactly** across your website, Zillow, Realtor.com, Facebook, and every directory. Inconsistency makes AI drop you.
- Add **RealEstateAgent schema markup** to your website with the same NAP, so AI can read it cleanly. Ask your web person or use a free generator.
- Put a plain-language **About page** on your site that answers who, what, and where. AI quotes pages that answer questions directly.
- Claim and match the big directories AI trusts: **Bing Places, Apple Business Connect, Zillow, Realtor.com.**
- Review the whole profile **monthly**. Outdated info gets you dropped from AI answers.



### THE RULE AI REWARDS

**Complete. Consistent. Fresh.** Profiles that are all three get named in AI answers. The rest get skipped.