

30-Point Checklist for

AI-Driven Brand Visibility



In 2025 AI assistants, search engines and recommendation systems (ChatGPT, Google AI Overviews, Bing Chat, Perplexity, Gemini and various social algorithms) play a major role in brand discovery. These systems curate answers by synthesizing information from trusted sources and using that information to create the best overall answer, rather than just indexing pages. They prioritize quality, clarity and authority, and often they weigh how often your brand is cited across the web. Because of this many SEO techniques and authority that is built to appease search engines in modern SEO do in fact, help with "AEO" or "GEO". To help both enterprise SEO teams for giant brokerages and small real estate agents succeed in this new environment, the checklist below summarizes actionable steps supported by recent research and platform guidelines.

Getting Started: Building Your Digital Home

1. Create a website for your real-estate business. Think of your website like your office building, a place where all of your most valuable public facing information can be found... people need to find it to learn about you. MyStateMLS offers turnkey websites designed for real-estate professionals. When you sign up, they help you set up your site, add your listings and integrate with MLS feeds. Having your own domain (e.g., *www.yournamerealty.com*) signals professionalism, a commitment and a testament to your knowledge, experience and growth (via updating your site) and gives AI systems a stable place to learn about you, as well as potentially reference you as an authority figure for your industry.
2. Add clear "About" and contact pages. Write a short biography explaining who you are, your experience, and where you serve. Include contact details (phone, email and office address) in consistent format. AI uses this information to verify your identity and location. Make sure the same details appear on your social profiles so there's no confusion. Be consistent, it matters.
3. Publish your listings with rich details. Each property page should have a descriptive title (e.g., "3-Bedroom Colonial in Bloomfield Township"), bullet points for key features (bedrooms, bathrooms, square footage), a narrative section describing neighborhood perks, and a gallery of photos with captions. AI systems prefer structured information, and buyers appreciate clear details.
4. Start a blog to share local and industry expertise. Write simple posts explaining real-estate topics - "What is earnest money?", "How to stage a home for sale", or "Best coffee shops near downtown West Palm Beach".

Use question-based titles (e.g., “How do I qualify for a mortgage?”). Do your best to categorize your content (when possible) using tags or other categorization methods. These posts answer common questions AI agents may surface when people search about real-estate.

5. Encourage satisfied clients to leave reviews. Ask past buyers and sellers to leave positive reviews on Zillow, Google, or your MyStateMLS site. These testimonials act as trust signals for both humans and AI. Take those reviews and make sure they are highlighted on your website, social media platforms, etc.

Step-by-Step Actions to Increase AI Visibility

Build Trust with Quality Content

6. Show your experience in your content. Write about real cases – for example, how you helped a family find a home or sold a tricky property. Create uniquely detailed, first-hand stories show “experience” and help AI agents recognize your depth of knowledge.
7. Provide unique insights about your market. Share local data (median home prices, days on market), interview local business owners or highlight new developments. Try to get those businesses to either share your content on social media or link to it from their website (as a reference of authoritative information on their website). Original information makes your content more likely to be identified and referenced by AI.
8. Use simple, clear language. Avoid jargon like “DOM” or “FSBO” without explaining them (write out the acronym and then show the acronym in parenthesis). Think of explaining real estate to a friend who knows nothing about the process – short sentences and straightforward explanations.
9. Cover topics in depth. Don’t stop at one blog post about mortgages. Create a cluster of articles: an overview of mortgages, plus separate pieces on pre-approval, FHA loans, interest rates, and down payments. Linking these together shows AI you’re an authority figure for that category.
10. Add schema markup to your pages. Schema is a way of labelling your content so AI and other search engines can read it. Use meta descriptions, captions, and alt text to strengthen your content’s findability when applicable.
11. Create an author bio for each blog post. Include your name, photo, certifications (e.g., REALTOR®, CRS) and a short statement like “serving Wayne and Oakland counties since 2010.” These bios help AI verify who wrote the content.
12. Update your content regularly. Revisit your posts once a year to add new market data, update trends (e.g., “2025 mortgage rates”), and improve accuracy. Freshness tells AI models that your site is up-to-date, and subsequently, that shows that you are on the cutting-edge of industry standards and information.

Make Your Content Easy for AI to Read and Use

13. Use question-style headings in your blog posts. Start sections with questions like “What is a seller’s market?” to match the questions people would ask AI tools.
14. Summarize key points before promoting your services. For example, at the end of a blog post about buying a house, include a bullet list summarizing the steps. Then invite readers to contact you if they need help. AI values helpfulness over self-promotion.
15. Include images, videos and floor plans with proper descriptions. For each photo, write alt text like “kitchen with granite countertops and stainless appliances.” Add video walkthroughs with captions and transcripts. AI search is becoming multimodal and relies on this information.
16. Use bullet points and short paragraphs. This makes your content easier for both humans and AI to scan.
17. Link to credible sources. When you mention statistics or laws (e.g., Fair Housing Act), link to the official source (HUD, local government). Citing authoritative references increases trust and improves your chance of being cited by others.
18. Encourage guest appearances and interviews. Participate in podcasts about real estate, write guest posts for local newspapers, or answer questions on Quora and Reddit. These third-party mentions are valuable trust signals that help AI tools identify you.

Grow Your Presence Beyond Your Website

19. Stay active on social platforms and professional communities. Share market updates, new listings and helpful tips on LinkedIn, Facebook, Instagram and Nextdoor. Engage in conversations on Reddit or Quora about home buying and selling. AI models scan these platforms to understand brand authority.
20. Ask clients to share video testimonials. A short clip of a client explaining their experience builds social proof. Post these on your website, YouTube channel and social pages. Remember to add captions for accessibility. ALSO, post written versions of the testimonials and include captions so all can be read by AI platforms.
21. Join local business directories and community sites. Make sure your name, phone number and address are consistent across MyStateMLS, Google Business Profile, Zillow, Realtor.com and local chambers of commerce. Consistent data helps AI and search engines recognize you.
22. Get press coverage and backlinks. Contact local news outlets when you have interesting stories (e.g., selling a historic property). Submit op-eds about market trends. Each mention and link to your website builds authority.

23. Encourage user-generated content and reviews. Ask clients to post photos of their new homes and tag your business. Respond to comments and messages promptly. User-generated content expands your online footprint.
24. Monitor your mentions and reputation. Use tools like Google Alerts or Mention to see where you're being talked about. Check if AI assistants mention you by asking ChatGPT, Perplexity or Gemini questions like "Who are the best real estate agents in Detroit?". Adjust your strategy based on the results.
25. Analyze AI-specific metrics. If you use Semrush or Ahrefs, track how often your content appears in AI overviews and your citation share. Look at the sources AI uses and try to earn similar links.

Real-Estate Video & YouTube Strategy

26. Launch a YouTube channel for property tours and advice. Create playlists for "Home Tours," "Neighborhood Guides," and "Real Estate Tips." Use descriptive titles, thorough descriptions and relevant tags; YouTube uses metadata to recommend videos.
27. Focus on viewer satisfaction and watch time. Keep videos engaging with clear audio and steady visuals. Encourage viewers to watch until the end by teasing upcoming information. YouTube's algorithm prioritizes watch time and satisfaction over just clicks.
28. Invite feedback and respond to comments. Ask viewers what topics they want to see next. Likes, comments and survey responses provide explicit feedback that helps YouTube recommend your content.
29. Stay compliant with platform policies. Avoid misleading titles or sensational claims. YouTube demotes borderline or harmful content and boosts authoritative sources in sensitive areas like housing laws. As a licensed agent, ensure your videos follow fair-housing and advertising rules.
30. Refresh and repurpose your video content. Update older tours with new commentary or market insights. Combine several short clips into a compilation. Repurposing keeps your channel active and helps AI learn that you're active in the market.

Conclusion

By following these steps - starting with a professional website through MyStateMLS, sharing authentic stories, explaining concepts clearly, and engaging across multiple channels - you'll build a trustworthy digital profile that both human clients and AI assistants recognize. Remember that consistency, clarity and genuine expertise are key: AI tools look for the same qualities that make humans trust you as their real-estate expert.