

AI Search Visibility Checklist for Real Estate Agents

Use this checklist to see how AI search tools describe your business, identify inaccurate information, and track improvements.

Agent name: _____

Brokerage: _____

Market: _____

Audit date: _____

1. Test Your Visibility

- ☐ Search for yourself in ChatGPT, Gemini, and Google AI Mode.
- ☐ Use the same prompts across platforms so you can compare responses.

Start with these prompts:

Prompt:

"Tell me about [agent name], a real estate agent in [city]."

Prompt:

"Which agents specialize in first-time homebuyers in [neighborhood]?"

- ☐ Test questions relevant to your actual specialties and service areas.
- ☐ Save the exact prompts, responses, and audit date.
- ☐ Record whether your name appears, which competitors are mentioned, and which sources each platform cites.

2. Check What AI Says About You

Review each response for accuracy.

- ☐ Name and brokerage affiliation
- ☐ Service areas
- ☐ Specialties
- ☐ Phone number and contact details
- ☐ Website address
- ☐ Flag outdated information, unsupported claims, and missing details.
- ☐ Separate visibility from accuracy. Appearing in a response does not mean the information is correct.

3. Compare Your Online Profiles

- ☐ Review your website, Zillow, Realtor.com, and LinkedIn profiles.
- ☐ Check that your brokerage, contact details, service areas, and specialties are accurate and consistent.
- ☐ Look for old brokerage affiliations or disconnected phone numbers.
- ☐ Correct inaccurate information wherever possible, starting with sources cited in AI responses.
- ☐ Complete missing profile information using details you can verify.

4. Check Your Website's Accessibility

- ☐ Confirm that your agent biography, neighborhood guides, and service-area information are available for indexing.
- ☐ Ask your website provider to verify that important content can be rendered and indexed, especially if your site uses JavaScript or IDX integrations.
- ☐ Ask whether important pages meet standard search indexing and snippet eligibility requirements.
- ☐ Record technical issues and who will address them.

Remember: No special AI-specific markup is required. Technical improvements cannot guarantee an AI recommendation.

5. Review Your Search Reporting

- ☐ Review the reporting available in your Google Search Console account.
- ☐ Record which pages receive exposure, where impressions originate, and how visibility changes over time.
- ☐ Compare reporting with your direct checks of AI responses.
- ☐ Keep the limits clear: visibility data alone cannot establish whether an assistant described or recommended you accurately.

6. Prioritize Your Fixes

Most important inaccurate or outdated detail:

Source or profile to update:

Website issue to address:

Person responsible and target date:

7. Repeat and Compare

- ☐ Set a date for your next audit.
- ☐ Repeat checks after a brokerage move, a new specialty, or a change in contact information.
- ☐ Reuse your original prompts to compare results over time.
- ☐ Check whether corrections appear in later responses.
- ☐ Look for recurring patterns rather than relying on a single answer.

Next audit date:

Your goal: Make the information prospective clients encounter accurate, current, and consistent. AI answers can change, and no audit guarantees a recommendation or new leads.