FOUND FIRST

How Google and AI decide which agent gets recommended · Part 1 of 2

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Engine 1 · SEO (Search Engine Optimization)

1. **Crawl.** Google's bot reads your website, profiles and pages that mention you.
2. **Index.** It files who you are, where you work, what you do.
3. **Rank.** It pulls the best match for each search.

Google's three local factors: **relevance** (does your profile match the search), **distance** (how close you are), **prominence** (reviews, ratings, links, mentions). Google says there's no way to pay for a better local ranking.

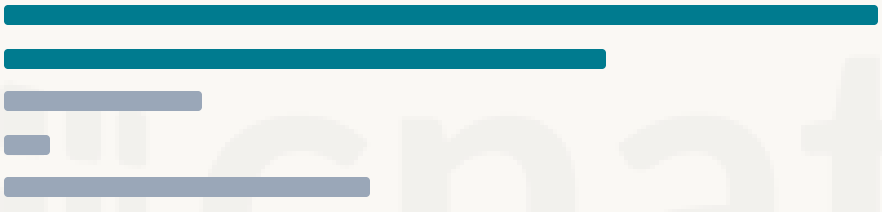
Quality = **E-E-A-T**: Experience, Expertise, Authoritativeness, Trustworthiness. Trust matters most, and home buying is a money decision held to a higher bar.

Engine 2 · AEO (Answer Engine Optimization)

1. **Reads the ask:** city, price range, specialty.
2. **Fans out:** runs several searches at once (Google calls it "query fan-out").
3. **Reads sources:** websites, Google profiles, Yelp, Zillow, reviews, news.
4. **Cross-checks:** who shows up in many places, consistently, with strong reviews.
5. **Answers:** names a few and shows where it looked.

AI doesn't rank, it selects. On Google, reviews move you up. In AI answers, reviews decide whether you're included at all.

Where AI reads about you



Share of 1.97 million citations in ChatGPT, Google AI Mode and AI Overviews answers to local searches (all business types)[1]. For agents, also check Zillow, Realtor.com and HAR.com.

The numbers behind it

45%
of consumers used AI tools for local business recommendations, up from 6% a year earlier[2]

~4
businesses named in a typical ChatGPT local answer (4.1 avg); 2.5 in Google AI Overviews[1]

4.3★
average rating of locations ChatGPT recommended; it recommended 1.2% of 350k+ locations[3]

8% / 15%
people clicked a result with an AI summary on the page vs. without one[4]

47 / 59%
of buyers / sellers hire the first agent they talk to[5]

Four things you control

1 · Findable	Google and AI can reach and read you: a claimed Google Business Profile and a real bio on your own website, in text (not baked into images).
2 · Consistent	Same name, brokerage, phone, service areas and specialties on every profile. One study found only 68% of business contact details in ChatGPT and Perplexity matched the Google profile[3].
3 · Trusted	Steady, recent reviews on Google and the real estate sites, and a reply to every one.
4 · Quotable	Clear answers, on your site, to the questions clients really ask about your area. If you answer it, AI has something to cite.

Sources: [1] BrightLocal, Local AI Visibility Study, Sept 2026. [2] BrightLocal, Local Consumer Review Survey 2026 (1,002 U.S. adults). [3] SOCi, 2026 Local Visibility Index (multi-location brands). [4] Pew Research Center, July 2025. [5] Zillow Consumer Housing Trends Report 2025. Also: Google Business Profile Help, "Tips to improve your local ranking"; Google Search Central, "AI features and your website"; Google Search Quality Rater Guidelines.

BEFORE THURSDAY

Your baseline. Takes about 15 minutes. Have this page in front of you Thursday.

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Run these five prompts

Use ChatGPT and Google AI Mode (the "AI Mode" tab on google.com). Fill in the brackets. Screenshot every answer. Shortcut: **classes.cnattitle.com/bk-seo/check** types prompts 1 and 2 for you.

1 Who are the best real estate agents in [city], TX for [your specialty, e.g. first-time buyers]?

2 What do you know about [your full name], real estate agent with [brokerage] in [city], TX?

3 Which real estate agents in [city], TX have the best reviews, and where are those reviews posted?

4 I'm [selling my home in / buying my first home in] [neighborhood or city]. Which local agents would you suggest, and why?

5 List the websites where [your full name], real estate agent in [city], TX, has a profile.

Your scorecard

Check	ChatGPT	Google AI Mode
Prompt 1 named me (yes / no)		
Prompt 4 named me (yes / no)		
Prompt 2 described me correctly (list anything wrong)		
Competitors named most often		

On Google	Your answer
Google reviews: count / star rating	
Date of your most recent Google review	
Google "[your name] realtor": first five profiles that show up	
Do name, brokerage and phone match on all five? (yes / no)	

For Thursday

- ☐ Join the Google Meet from a laptop, not just your phone
- ☐ Logins open and ready: Google Business Profile, your website, Zillow, Realtor.com, HAR.com, Facebook
- ☐ The three questions clients ask you most
- ☐ Names of three recent clients you could ask for a review

Can't find a login?

For Google Business Profile, search your email for "Google Business Profile" or start at business.google.com. If you're stuck, come anyway. We'll recover access in the workshop.

Your answers today are your baseline. We'll re-run the same prompts in 30 days and compare.