

HOW AGENTS GET MORE LISTINGS FROM AI

Hey chat, I'd like to find out
who the best real estate agent
is in my area.



Where do I start?



THE COMPLETE MASTERCLASS EVERY
REAL ESTATE AGENT NEEDS TO GENERATE
CALLS FROM AI SEARCH IN THE NEXT 90
DAYS.

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A word from Tim and Ryan...

You know that feeling when you Google yourself and the internet shows you someone else's version of who you are?

That's what's happening to most agents right now with AI search.

Not because you're bad at what you do, but because you've let the machines decide what "best" means.

AI search doesn't care about your logo or how long you've been in business. It cares about what it can *prove*.

Who has real reviews, recent sales, local press, clean data, and a digital paper trail that all points to one, undeniable entity **(more on what entity means in this guide)**.

Every time a model gets asked "*Who's the best agent in [city]?*" it runs a prioritisation process modelled on: trust, volume, recency, reputation, and consensus.

If your name isn't in that mix, *you don't exist*.

Not to Google, not to ChatGPT... and not to the **40% of homebuyers** who already use AI to find an agent to work with.

We'll unpack how entity identity actually works, why "best" is subjective, and how to build a structure that convinces algorithms and humans alike that you are *the* local authority.

If you skip this, nothing dramatic will happen tomorrow.

You can still chase your Zillow leads. You can still funnel thousands of dollars into paid ads.

If you want to carry on doing business like you've always done, that's okay.

However, if you want leads that come to you and the ability to be the #1 agent AI recommends in your market... we'll show you how.

This isn't like every... other... "playbook" you've downloaded.

We have over a decade in SEO and real estate marketing, over \$100M generated and we started building with AI from GPT2... *before it was cool*.

We're giving you everything you need to win...

... it's up to you if you act on it.

What's included in this masterclass

How AI ranks entities, not people or brands

What you need to do today

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2. Recency: Prove you're active now

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How AI Ranks Entities, Not People Or Brands



How AI Ranks Entities, Not People Or Brands

When someone asks ChatGPT or Google's AI overview "*Who's the best real estate agent in [city]?*", it behaves like a human would.

With bias. With subjectivity. With caution.

It builds a picture of you based on signals spread across the web — your reviews, your listings, your press mentions, your broker profile, your Google Business Page, and how all of them line up behind one digital identity.

(Agents have a habit of changing brokerages, phone numbers, websites... and it creates a mess for AI search.)

That identity — that **entity** — is how AI understands the world.

It doesn't see *Jeff Riber* or *Pursuit Real Estate*.

It sees:

- a name connected to an address,

- tied to a phone number,
- linked to profiles that all repeat the same bio.
- supported by proof (sales, reviews, articles, transactions).

When all those pieces match, the model becomes *confident* that you're a real, trustworthy presence worth ranking or citing.

If they don't, it assumes uncertainty — and defaults to whoever it can verify better (usually the big portals or, your competitors...)

Think of it like this: in human terms, you're known by reputation. In AI terms, you're known by **consensus**. Every matching mention of your business online acts like a vote confirming who you are and what you do.

What you need to do today

If you want AI to rank you, you have to make it easy for the model to *connect the dots*.

That means controlling the data trail that defines you.

1. Create your canonical identity

This is where your AI presence starts. Your canonical identity needs to live on your website and match everywhere else.

Do this once, then never contradict it:

- Your full name (how you appear on your license).
- Brokerage name (exact legal version).
- Office address (use one, not three).
- One phone number. One email.
- One short sentence that says who you are and where you work.

Example:

"Jeff Riber is a real estate broker at Pursuit Real Estate in Jacksonville, Florida, helping buyers and sellers across the Urban Core, Beaches, and St. Johns County."

Put that line at the top of your homepage, in your About page, and on every major directory you control.

This is known as semantic triples... we'll get into that later in the guide.

2. Build a home base (the centroid)

This is the single URL that represents you — your /city-state-realtor/ page.

It should include:

- The identity line above.
- A photo
- NAP (Name, Address, Phone).
- Common FAQs
- A “Book a call” button or form.
- Links to your reviews, sold homes, and your Google Business profile.
- Schema markup (RealEstateAgent, Person, LocalBusiness).

Everything else on the web should point back to this page.

This becomes the “source of truth” the model trusts.

If you need some examples of live best realtor in [x] pages, here’s one we did for Jay Marks in TX: <https://www.jaymarksrealestate.com/flower-mound/best-realtor/>

3. Fix and unify your off-site profiles

AI reads everything about you.

Your job is to make all of it say the *same thing*.

Start with these priority platforms:

Tier	Platform	What to Check
Core	Google Business, Bing Places, Apple Maps	Business name, address, phone, website link, opening hours
Industry-specific	Zillow, Realtor.com, Homes.com, HomeLight, RateMyAgent, FastExpert	Brokerage, phone, email, About blurb (use your same identity line)
Proof sources	Facebook Page, Instagram Bio, LinkedIn, YouTube, Chamber/Association listings	Website link, matching NAP, consistent description

Pro tip: copy your canonical sentence and paste it everywhere these bios live.

This is how the machine learns “oh, this Jeff is the same Jeff across Zillow, Realtor, and Google.”

4. Clean up old data

Search your old brokerage names, phone numbers, and addresses.

If you find old ERA, Keller Williams, or Coldwell Banker pages still ranking — claim them, update them, or request removal.

Every mismatch is a “split” in your identity.

AI models hate ambiguity, so your goal is **one unified version of you**.

5. Create proof content on your site

AI rewards what it can verify.

So give it receipts:

- A “Sold Homes” page (address, price, date, result).
- A “Reviews” page linking to each third-party source (Google, Zillow, RateMyAgent).
- A “Press” page with links to any article, podcast, or award mentioning you.

Each of those builds the *consensus layer* that confirms you’re real.

6. Keep it alive (recency)

Stale data loses weight. Every month, quarter and six months, refresh the following:

- Add new sold homes or client stories.
- Post a market update once a month
- Refresh your FAQs or buyer/seller pages.
- Ask for new reviews on different platforms.

Recency tells the model: *this entity is active and current*. AI will NOT recommend an agent it deems to be inactive or... unproductive in the local market.

7. Verify you’re connected

Test your own graph:

- Google: “Your Name” Jacksonville site:zillow.com → should show your current brokerage.
- ChatGPT or Perplexity: ask, “Who is [Your Name] real estate agent in [City]?” → note what it cites.
- If it mentions outdated info, fix the sources it’s pulling from.

This is the foundational framework that drives *everything in LLMs*.

It might seem longwinded (which it can be) but, without it, you are cutting your chances of getting calls from AI search in half.

The AI Content Framework For Agents



The AI Content Framework

Most agents think of content as posts...

AI thinks of it as **proof**.

To an AI model, each piece of content you produce *has to be relevant* or it'll be discounted. When we say relevant, we don't mean 'here's the best burger spots in Downtown'.

That type of content works great for emails or socials but for AI... it's working against you.

Winning in AI isn't about being the loudest in the room. It's having receipts.

That's why we built the **AI Content Framework** — a way to structure your digital presence so that every page adds another layer of proof.

Think of it as your blueprint for visibility.

1. Experience: Show why you're the answer

If AI had to choose between a polished newcomer and a proven local closer, it will always favor the latter — *if* the proof exists online.

That means your “experience layer” must demonstrate three things clearly:

1. **Who you are**
2. **What you've done**
3. **Why that matters to a buyer or seller in this market**

This is where you build your *authority backbone*. These are the pages models (and humans) use to decide if you're credible.

Pages you need:

- **Your Core / Centroid Page:** Your home base. Should clearly state your name, brokerage, city, and specialties. One CTA (book a call) and internal links to proof pages.
- **Proof Pages:** Sold listings, reviews, and press mentions. AI reads these like references on a résumé — the more recent and consistent they are, the stronger your credibility.
- **Service Pages:** Separate pages for “Buy with [Your Name]” and “Sell with [Your Name].” Keep them specific. Outline your process and what makes your approach unique.
- **FAQ Page:** Think of this as your automated assistant. It should contain 15–20 real questions your clients ask (and the answers you'd actually give).

When you write these pages, keep one concept in mind — the **semantic triple**. That's AI language for:

Who you are → What you do → Where you do it.

Example:

“Sarah Lopez helps families sell luxury waterfront homes in Jacksonville Beach.”

That single line gives AI three clear data points to anchor your entity to a location, specialty, and audience.

Every page should contain a version of this — even if you phrase it differently each time.

2. Recency: Prove you're active now

AI doesn't just rank *who's best* — it ranks *who's current*.

If your last blog post was from 2021, and your last market update was in 2023 you're telling AI 'hey... please ignore me... I'm not working anymore' (even if you are).

Recency content tells the models: "This person is active, visible, and still doing deals." It's also what turns "I used to be an agent" into "I'm the agent right now."

How to demonstrate recency:

- Post a **monthly market update** on your site. List median prices, DOM, inventory, and a short paragraph on what it means.
- Update your **sold listings** within 10 days of closing. Don't let your competitors' closings outnumber yours online.
- Add new **reviews** monthly across at least two platforms (Google, Zillow, FastExpert, RateMyAgent).
- Post two **Q&A updates** per month on your Google Business Profile that match your website FAQs.

You don't need to drown in content. These are all things you can build on small and gradually grow into a regular marketing channel (just like any other).

Consistency becomes its own ranking factor.

3. Relevance: Own your local conversation

You can't be the best agent in your city if you never talk about your city.

Relevance is about topical authority — the degree to which AI trusts that you understand your local market.

This is where most agents fall flat because they treat content as decoration instead of depth.

Your Relevance Layer should include:

- **Neighborhood Pages:** Create one for every major area you serve (start with 8–12). Each should cover housing stock, price range, schools, commute, and lifestyle. These questions are what buyers/sellers will ask ChatGPT *before* finding an agent.

- **Comparison Pages:** “Nocatee vs. Mandarin” or “Ponte Vedra vs. Jacksonville Beach.” People search comparisons when they’re ready to move.
- **Local Guides:** “Cost of Living in Jacksonville,” “Is Jacksonville Safe?,” “Best Neighborhoods in Jacksonville,” “Things to Do.”
- **Official Fact Pages:** Real, verifiable info — property taxes, short-term rental rules, flood zones, or homestead exemptions. Link to government sources so AI sees you as a reliable fact broker.
- **‘Best Agent’ Page:** Don’t shy away from it. Create a page titled “Who’s the Best Realtor in [City]?” and answer the question honestly. Show what “best” means in context — volume, reviews, recency, awards — and back it with links and data.

Each page should link upward to your main “city” or “centroid” page and sideways to another page in the same topic cluster.

This creates a **semantic web** — the pattern AI looks for when determining who dominates a location.

4. Linking it together

Most agents obsess over keywords. AI obsesses over relationships.

Your internal links are the map that models follow to understand which pages matter most.

Rules:

- Every page’s first paragraph should link to your central page (your home page or your key location page).
- Neighborhood pages should link to market reports and comparison pages.
- Proof pages should link out to third-party profiles (Zillow, FastExpert, etc.) and back to your main page.
- Use descriptive anchors (“Jacksonville market report”), never “click here.”

Over time, this creates a self-reinforcing loop of trust — one where every click confirms that you’re *the source*.

(This might be confusing, we know. The 30,000ft view is to make sure every page from a single location, links to every other page in that group... you can’t go far wrong).

5. Schema: Speak AI’s Native Language

Imagine you walk into a huge conference room full of people talking about you.

Some get your name right, some half-remember your brokerage, and some confuse you with another agent who happens to share your first name.

Now imagine being able to hand every person in that room a crisp, printed card that says:

“Here’s exactly who I am, where I work, what I do, and how to contact me.”

That’s what **schema** does... but for LLMs.

What Schema Actually Is

Schema is a small block of code that sits in the background of your website.

Humans don’t see it, but **AI models, Google, and other search engines do**.

It’s written in a format called **JSON-LD**, which stands for *JavaScript Object Notation for Linked Data*.

Basically, it’s a way to label information so machines understand it instantly without having to “interpret” your words.

Think of schema as a translator between your website and the algorithms that crawl it.

Without schema, AI has to *guess* who you are.

With schema, it *knows*.

Why It Matters

AI ranking models like ChatGPT, Perplexity, and Google’s Search Generative Experience all depend on **structured data** to verify facts.

They use schema to connect dots between:

- ☐ your name
- ☐ your brokerage
- ☐ your reviews
- ☐ your social and directory profiles
- ☐ your location

If those pieces don't align, you look like multiple people.

But if schema connects them, you become one clearly defined **entity** (exactly what the algorithm needs to rank and recommend you).

How to Add Schema

1. **Use a Generator**

If you're not technical, use a free tool like [TechnicalSEO.com's Schema Generator](#) or [Merkle's Schema Builder](#).

Select "Person" or "Local Business" and fill in your details.

2. **Copy and Paste It**

Once generated, copy the code and paste it into your website's <head> section or a code block (if your site builder allows it, like Oxygen or WordPress).

3. **Validate It**

Use Google's [Rich Results Test](#) to make sure there are no errors.

4. **Repeat for Key Pages**

Add different schema types to the right pages (see below).

It's the single most underrated step in building AI visibility because it gives the machines a crystal-clear map of who you are.

Without it, you're another realtor named "Jeff."

With it, you're **Jeff Riber — Pursuit Real Estate, Jacksonville, FL — verified, findable, and recommendable.**

6. Your 90-Day Content Roadmap

Here's what a minimal but powerful AI content roadmap looks like:

Weeks 1–2:

- Publish your centroid page, service pages, FAQ hub, and proof pages (reviews, solds, press).

Weeks 3–6:

- Add six neighborhood pages, two comparison pages, and a monthly market report.

Weeks 7–12:

- Add six more neighborhood pages, finish comparison pages, add “Best Realtor in [City]” page, and publish your next market report.

By the end of 90 days, you’ll have a fully functioning entity ecosystem — enough for AI to recognize you, rank you, and start recommending you.

7. Quality Standards: The sanity checklist

Before you hit publish, ask yourself:

- ☐ Does this page answer a real question?
- ☐ Is it dated (to prove freshness)?
- ☐ Does it contain one official link (proof)?
- ☐ Is there a clear semantic triple (who, what, where)?
- ☐ Does it link back to the main page?
- ☐ Is the content visible as text (not just images)?

If the answer to all six is yes — you’ve produced something AI will happily cite.

The Best Agent Page (That AI Can't Ignore)



The “Best Agent” Page: The Page AI Can't Ignore

Every day, people use ChatGPT to ask questions like:

- ☐ “Who’s the best real estate agent in [city]?”
- ☐ “Top Realtor near me?”
- ☐ “Best agent for condos in [area]?”

Those aren’t random searches. They’re high intent... They're possible leads.

AI systems like ChatGPT, Perplexity, and Google’s new AI Overviews read those questions, scan the web, and then decide who best fits that description.

It’s how we helped Katelyn Warren, Jay Marks, LeAnne Carswell and 50+ other agents book calls from AI within the first 90 days of working with us.

If your website doesn’t have a page that explicitly answers that question, you’ll never appear in that conversation.

That’s why the “**Best Agent**” page exists — to tell AI, in crystal-clear terms,

“This is who I am, this is what I’ve achieved, and this is why I’m the trusted agent in this area.”

Why It Works

Large Language Models (LLMs) work on *intent*.

They interpret the meaning behind the question.

When someone asks “Who’s the best agent in Jacksonville?”, the AI runs through criteria like:

- **Recency** (Who’s active right now?)
- **Reputation** (Reviews, ratings, awards)
- **Volume** (How much production do they have?)
- **Relevance** (Are they truly local to Jacksonville?)
- **Consensus** (Do multiple sites say the same thing?)

Your “Best Agent” page gives the model all of that in one place — written, structured, and verifiable.

How to Build It Step-by-Step

Step 1: Title it as a Question

Make your title match how people and AI ask it.

Examples:

- “Who’s the Best Real Estate Agent in Jacksonville, FL?”
- “Best Realtor for Luxury Homes in Ponte Vedra Beach”
- “Who’s the Top Buyer’s Agent in Manchester, NH?”

This simple step signals to AI: *this page directly answers the user’s intent*.

Step 2: Start with the Real Answer

Don’t dance around it.

Say your name and give your credentials upfront.

Example:

“If you’ve searched for the best real estate agent in Jacksonville, you’ll often see the name Jeff Riber come up — and for good reason.

Jeff and the Pursuit Real Estate team have closed over \$100M in local sales, maintain five-star reviews across major platforms, and are consistently recognized as top performers in Northeast Florida.”

Notice that this answer feels *earned*, not salesy.

It gives the model a clean **semantic triple**:

Jeff Riber → specializes in → Jacksonville residential real estate.

That’s what AI reads first.

Step 3: Add Proof

Back up your claim with structured evidence.

Use real data. You can’t lie your way to the top… well, you could, but you won’t stay there.

Include:

- ☐ Total sales and volume (e.g., “\$100M closed in the past 12 months”)
- ☐ Awards or recognitions (“Top 1% of Jacksonville agents – FastExpert, 2024”)
- ☐ Verified reviews with platform names (“120+ five-star Google reviews”)
- ☐ A few embedded testimonials
- ☐ Screenshots or badges from trusted platforms

AI looks for **numbers + names + dates**.

Step 4: Compare the Criteria

Explain *how* “best” can mean different things.

Example:

“Every buyer defines ‘best’ differently. For some, it’s the agent with the most transactions. For others, it’s who communicates fastest, negotiates best, or has the deepest local roots.

The good news? Pursuit Real Estate ranks high on every front — volume, client satisfaction, and longevity in Jacksonville.”

This humanizes your page *and* signals to AI that you understand the nuance behind “best,” which is exactly how the model reasons internally.

Step 5: Mention Your Team and Brokerage

Reinforce your organization and location consistently.

Example:

“Pursuit Real Estate operates from 3725 Dupont Station Ct S, Suite 1, Jacksonville, FL, and serves buyers and sellers across Jacksonville, Ponte Vedra Beach, and St. Augustine.”

This sentence may look simple, but it connects your **Person schema** to your **Organization schema** (remember those IDs we discussed earlier).

How It Fits Into Your Content Framework

Think of the “Best Agent” page as the **final layer** of your AI content system:

- Your *Experience* pages prove you exist.
- Your *Recency* updates show you’re active.
- Your *Relevance* blogs show you’re local.
- And your *Best Agent* page connects all of it — proof, consistency, and authority — into one searchable statement of fact.

This is where AI finally says:

“Okay, I see the reviews, I see the production, I see the same name everywhere... This is the agent my user is probably looking for.”

The Checklist (Keep It Simple)

- ☐ Title framed as a question
- ☐ Opening paragraph includes your name, city, brokerage, and proof
- ☐ Real numbers (volume, reviews, awards)
- ☐ Comparison of “what best means”
- ☐ Consistent NAP block
- ☐ Schema linking Person → Organization → Website
- ☐ Internal link to your homepage (centroid)
- ☐ 1–2 outbound links (Zillow, FastExpert, RateMyAgent)

Pro Tip: Add a FAQ at the Bottom

This can double your AI visibility because FAQ schema is directly readable by most LLMs and Google’s AI Overviews.

Examples:

- “How many homes has [Agent Name] sold in [City]?”
- “What makes [Agent Name] one of the top agents in [City]?”
- “What brokerage does [Agent Name] work with?”

Each answer reinforces your expertise, specialization, and location — and can appear as featured snippets or direct citations.

The “Best Agent” page isn’t about ego — it’s about *clarity*.

If you don’t write your story, AI will make one up from whatever data it can find.

When you control the page, you control the narrative.

You give AI everything it needs to confidently recommend you — and you make it impossible to ignore your name when someone asks:

“Who’s the best agent in town?”

Building Your Corroboration Engine



Building Your Corroboration Engine

Your website is your home base — but AI doesn't live on your website.

It lives everywhere *else* your name appears online.

When models like ChatGPT, Perplexity, and Google's AI Overviews decide which agents to recommend, they don't just look at your pages.

They run through a mental checklist that sounds something like this:

- ☐ Can I find this person on multiple trusted websites?
- ☐ Are those sources saying the same thing?
- ☐ Are they recent?
- ☐ Are they verified?

That's what's known as **off-page authority** — the digital paper trail that proves you're a real, active, trustworthy expert.

(Note: this is how traditional search engines have ALWAYS ranked websites. This isn't new. The nuances of how it works for AI are).

Why Off-Page Matters More Than Ever

Before AI search, you could technically “rank” with just great SEO and backlinks.

Now, ranking is based on **retrievability** — how easy it is for AI to *fetch accurate data about you from other places*.

- **LLMs don’t crawl everything** — they rely on structured, verifiable data sources to “ground” their answers (directories, local business sites, press).
- **Retrieval engines like Perplexity and Bing Copilot** prioritize verified citations — they literally display your name and the source side-by-side.
- **AI cross-checks facts.** If three trusted sites say you’ve sold 200 homes in Jacksonville, that becomes the accepted “truth.”

So, if your only presence is your own website, you’re invisible in the system that actually decides who gets mentioned.

Think of It Like a Web of Proof

Your goal is to have **consistent, factual, branded mentions** spread across the web, all pointing back to your core “entity hub” (your website’s homepage or “Best Agent” page).

Each mention adds another thread in the web — and the more threads that lead back to the same facts, the stronger your entity becomes.

Where You Need to Be Featured

Below are the types of websites that matter most — grouped by category so you can tackle them in order.

High trust sites

- ☐ Zillow
- ☐ [Realtor.com](https://www.realtor.com)
- ☐ RateMyAgent
- ☐ FastExpert
- ☐ HomeLight
- ☐ BBB
- ☐ Yahoo Finance

- ☐ Inman
- ☐ Real Trends
- ☐ MarketWatch
- ☐ AP News
- ☐ Business Insider
- ☐ Real Verified

Local Directories

- ☐ Google My Business (Google Business Profile)
- ☐ Bing Places
- ☐ Apple Maps
- ☐ Yelp
- ☐ MapQuest
- ☐ Chamber of Commerce
- ☐ Local City Directories

Local Press (examples)

- ☐ Jacksonville Daily Record
- ☐ Florida Times-Union
- ☐ Local Business Journals
- ☐ Sponsorships
- ☐ Events and Charity

Highly-cited Platforms

- ☐ LinkedIn
- ☐ Reddit
- ☐ YouTube
- ☐ Facebook
- ☐ Instagram
- ☐ Threads
- ☐ Medium
- ☐ Substack

Practical First-Month Plan

Week 1-2:

- Audit and fix your existing profiles (Zillow, GBP, Realtor.com).
- Copy-paste your exact NAP and bio everywhere.

Week 3–4:

- Submit a 300-word local market update to two local news outlets.
- Claim 3–5 new directory listings (Chamber, Yelp, Bing, Patch).
- Share one factual social post weekly (local market stat or sale result).

If all those sources point to the same facts — *same name, same address, same brokerage, same sales volume* — you become the obvious, low-risk answer.

That’s the new ranking signal.

It’s not backlinks — it’s **consensus**.

Your digital footprint is your proof of existence.

Every platform, review site, or press mention is a breadcrumb leading AI back to you.

You don’t need hundreds — you just need enough that the web agrees on **who you are, what you do, and where you do it**.

When the evidence aligns, you become the entity AI trusts most — and that’s when you start winning those “best agent in [city]” answers on autopilot.

Stacking Proof Online (That AI Needs To See)



Stacking Proof Online

The “Press + PR Stack” is how you *manufacture authority signals* across the web — fast, clean, and ethical — so AI systems begin treating your name the same way they’d treat a local news source or top producer list.

You can’t fake popularity — but you can engineer proof.

In AI search, *press mentions* are not vanity. They’re **evidence**.

Each one tells retrieval engines:

“Other people — not just you — are talking about this agent.”

That’s what changes you from a self-proclaimed expert into a *verified* authority.

Why Press and PR Matter in AI Search

When a retrieval engine (like ChatGPT, Google SGE, or Perplexity) pulls answers for a query such as:

“Who’s the best agent in Jacksonville?”

...it doesn’t want one website saying “me.”

It wants multiple **independent publishers** confirming the same details about you — your name, city, brokerage, and achievements.

Each of those confirmations gets stored as a *fact tuple* (“Jeff Riber → Realtor → Jacksonville → Pursuit Real Estate”).

Once a few of those appear in credible sources, the model considers that fact “settled truth.”

That’s why even **small local press** or **syndicated PR** can dramatically strengthen your entity.

The 3 Types of Press That Matter

1. Local Press — Hyper-Relevant, Even if Low Traffic

AI heavily weights local geographic mentions.

A 300-word feature in the *Jacksonville Daily Record* is worth more than a random blog with global reach.

Examples:

- “Pursuit Real Estate closes record-setting home in San Marco.”
- “Local Realtor Jeff Riber shares tips for first-time buyers in Jacksonville’s hot market.”
- “5 housing trends shaping Jacksonville’s spring market — insights from local agent Jeff Riber.”

Where to get featured:

- Patch.com community news
- Local chamber of commerce newsletters
- City-specific media (e.g., *Florida Times-Union*, *Action News Jax*)
- Neighborhood Facebook groups or magazines

Goal: 1–2 local mentions per quarter.

2. Niche Industry Press — Category Authority

Trade media like *Inman News*, *RISMedia*, *The Close*, or *RealTrends* are used by AI to identify who’s recognized by industry peers.

Examples:

- “Jeff Riber of Pursuit Real Estate discusses AI tools transforming the Jacksonville housing market.”
- “Top 100 Southeast Agents to Watch in 2025 — RISMedia.”

How to get featured:

- Sign up for *HARO* (Help a Reporter Out) or *Qwoted* to answer journalist requests.
- Pitch guest articles (250–500 words) sharing genuine insights.
- Submit yourself for annual rankings or local award lists.

Goal: 2–3 industry mentions per year.

3. Syndicated PR — Wide Net Distribution

Services like **AccessWire**, **NewsWireJet**, **PRLog**, and **BrandPush** distribute your news across hundreds of outlets — often including *Yahoo Finance*, *Benzinga*, or *AP News*.

Even if traffic is low, it’s the **structured citation** that matters.

Each release is crawlable and contains consistent NAP + brand language.

Example headline:

“Jacksonville Realtor Jeff Riber Shares 2025 Housing Forecast as Market Stabilizes.”

Example body paragraph:

“Jeff Riber, founder of Pursuit Real Estate (3725 Dupont Station Ct S, Jacksonville, FL), expects home inventory to rise by 7% this spring. The team has closed over \$100M in sales and serves buyers and sellers across Northeast Florida.”

Goal: 3–4 syndicated PRs per year, spaced quarterly.

How to Create a PR Stack (Step-by-Step)

Step 1: Choose a Focus

Each release should have a *clear hook*, such as:

- Market insights or quarterly updates
- Major milestone (sales volume, award, expansion)
- Community involvement (charity, sponsorship, school partnership)

- Thought leadership (“Agent explains why inventory will rise this year”)

Step 2: Write It Like a Journalist

- 1 headline, 2 subheadings
- 3–4 paragraphs total
- Use *facts*, not fluff
- Always include your NAP block at the end

Example NAP Block:

Pursuit Real Estate

3725 Dupont Station Ct S, Suite 1

Jacksonville, FL 32217

(904) 448-6771

contact@pursuitrealestate.com

<https://pursuitrealestate.com>

Step 3: Distribute It

- For small/local news: email the story to 3–5 reporters directly.
- For broader reach: use a service like *AccessWire*, *PRLog*, or *NewsWireJet*.
Choose categories like *Real Estate*, *Local Business*, and your *City*.

Step 4: Document It

Once published:

1. Screenshot the article.
2. Save the link in a Google Sheet titled “Press Mentions.”
3. Add the link to your **Proof / Press** page on your website.
4. Share on Google Business and social platforms.

Pro Tip: Use Every Press Mention as a Chain Link

Each article should:

- Include your full name, city, brokerage, and link to your website.
- Use the same NAP format as your schema.

- Be listed on your own site under /proof/press/.

This creates **closed-loop verification** — the exact pattern LLMs interpret as *trustworthy consensus*.

It's not about going viral. It's about **becoming verifiable**.

Every article, release, and quote adds another line of code in the model's brain that says:

“This agent is real, active, and respected.”

Stack enough of those, and you won't just *rank* — you'll become the default answer.

Building A Traffic Ecosystem (Visibility x Trust)



Building a Traffic Ecosystem (How Visibility Powers AI Trust)

You've built your website, your content hub, and your PR machine.

Now the question becomes: *what happens when people start clicking around?*

Because here's what most agents miss —

AI doesn't just read your pages. It watches how the web **reacts** to them.

AI search now looks at *patterns of attention* — which entities people visit, mention, and engage with across platforms.

How the Traffic Ecosystem Works

Picture five rivers feeding one ocean — your brand.

Each river represents a different traffic stream:

1. **Your Website** (owned content)
2. **Press and PR Mentions** (earned authority)
3. **Directory Profiles** (Zillow, RateMyAgent, etc.)
4. **Social and Community Channels** (LinkedIn, Reddit, Facebook groups)
5. **Search and AI Interfaces** (Google, Perplexity, ChatGPT browsing results)

When these rivers all carry traffic that flows in and out of your ecosystem, AI picks up on three key things:

1. **Diversity** — multiple credible domains send users your way
2. **Consistency** — every mention tells the same factual story
3. **Engagement** — people are clicking, reading, and sharing content linked to your entity

That triad is what retrieval engines interpret as “*organic authority*.”

Why Diversified Traffic Is a Ranking Signal

AI models are designed to mirror human consensus.

They use traffic patterns as a kind of social proof:

- ☐ “Are people visiting this site?”
- ☐ “Are they spending time here?”
- ☐ “Are they returning to it through different entry points?”

A single viral Reddit thread, for example, might send hundreds of users to your website.

Even if the thread isn’t “authoritative,” that spike tells AI: *this entity drives real human curiosity*.

Likewise, when your PR article ranks on Yahoo Finance or Patch.com and readers click through to your homepage, that’s a **cross-domain signal** — proof that your information spreads naturally.

LLMs and retrieval systems log these referral relationships and begin weighting your content higher because you’ve demonstrated **breadth of trust**.

What Happens When the Ecosystem Clicks

Let’s use a real-world chain reaction:

1. You post a **quarterly market update** on your site.
2. You send it as a **press release**, which gets picked up on Yahoo Finance and Patch.com.

3. That article ranks for “Jacksonville real-estate trends 2025.”
4. Someone shares it in a **Reddit thread** about buying in Florida.
5. Dozens of people click through to your website and spend two minutes reading.
6. A few of them look you up on Zillow or RateMyAgent.

To you, that’s nice traffic.

To an AI model, that’s **multi-channel validation**:

“Independent users, across different trustworthy domains, are showing ongoing interest in this entity.”

That’s the kind of signal that gets **baked into LLM recall** — meaning when the next person asks “Who’s the best agent in Jacksonville?”, your name surfaces because you’ve proven *reach, engagement, and credibility* simultaneously.

How to Engineer That Ecosystem Step-by-Step

1. Make Every Press Link Point Home

Each PR article or feature should include a link to a live page that updates monthly — like your Market Report or FAQ Hub.

That ensures users who click stay longer, feeding *session data* back to Google and LLM crawlers.

2. Seed Community Threads (Safely)

Find conversations in:

- **Reddit** (e.g., r/Jacksonville, r/RealEstate)
- **Facebook Groups** (e.g., “Moving to Northeast Florida”)
- **Nextdoor or Quora**

Drop genuinely helpful answers, not ads.

End with soft proof like:

“We just covered this in our latest Jacksonville Market Report if you’d like a breakdown.”

Even ten visitors per week from these sources diversify your referral pattern.

3. Repurpose PR as Social Content

Turn your press headlines into bite-sized LinkedIn or Instagram posts linking back to the full story.

Each reshare counts as another external mention.

4. Track Referral Diversity

Use Google Analytics or Plausible to check your *Referrals* tab monthly.

You should see visits from:

- Google / Bing / Yahoo
- Patch.com / Newswire / LocalBiz sites
- Zillow / RateMyAgent / Realtor.com
- Reddit / Facebook / LinkedIn

If all your traffic comes from one source (like SEO), you're fragile.

Aim for a mix.

5. Refresh or Amplify What's Working

When one PR article or Reddit post starts ranking, update it or comment again so it stays alive.

AI prefers **ongoing signals** over one-time hits.

Traffic Cohesion Metrics To Track

- ☐ 5 referral sources of traffic
- ☐ 90 seconds dwell time on site (i.e., how long a person stays on a page)
- ☐ 10% of users are return visits
- ☐ 50-100 clicks from PR a month
- ☐ Social mentions at 2 per quarter (Reddit, Quora, Facebook groups)

AI engines can detect all of these through crawled analytics proxies and cross-domain linking data

Checklist: Your AI-Ready Traffic Ecosystem

- ☐ One page on your site worth linking to (market report or FAQ hub)
- ☐ Quarterly PR releases linking back to that page
- ☐ One Reddit / forum mention per month
- ☐ At least one social post driving back to the PR article

- ☐ Profiles (Zillow, RMA, GBP) all linking home
- ☐ Google Analytics tracking referral diversity
- ☐ Press + directory + social all active within the last 90 days

AI doesn't care about single spikes of traffic.

It looks for **cross-domain momentum** — proof that you exist across the wider web and that people care enough to click, read, and return.

When your PR, Reddit mentions, listings, and website all generate small, steady streams of visitors, it creates a living pulse.

That pulse is what retrieval systems index as *entity vitality*.

You're no longer a static name on a page — you're a verified, visible, and continuously-active brand.

That's what makes AI recommend you.

The Authority Formula (How AI Decides Who To Trust)



The Authority Formula — How AI Decides Who to Trust

AI doesn't "like" you.

It doesn't "trust" you.

It simply weighs you.

Every page, mention, and link adds or subtracts from your total credibility score — the invisible math that decides whether you're *searchable* or *selectable*.

That invisible math is what we call **The Authority Formula**.

AI Authority = Proof × Consistency × Activity × Connectivity

1. Proof — What's Verifiably True About You

Proof is the foundation.

It's everything AI can check, cross-reference, and confirm without guessing.

That includes:

- ☐ Your website content (clear name, city, brokerage, NAP)
- ☐ Reviews and ratings from trusted sites
- ☐ Sold listings or market activity pages
- ☐ Press and PR citations with matching details
- ☐ Schema and sameAs links confirming identity

How to check yourself:

Search your name and city in quotes — “Jeff Riber Jacksonville Realtor.”

Every link on the first two pages of results should tell the same story.

If you see mismatches, fix them.

2. Consistency — The Repetition That Builds Confidence

AI believes what the web agrees on.

If 20 small sites all repeat your name, brokerage, and location identically, that becomes *truth*.

But if your data fragments — one site says “Pursuit Realty,” another says “Pursuit Real Estate,” one lists (904) 448-6771 while another says (904) 448-6772 — your authority gets split.

Consistency is what binds your entire identity graph together.

Your checklist:

- ☐ Same name and title everywhere
- ☐ Same address, same phone, same punctuation
- ☐ Same bio introduction (city + brokerage + expertise)
- ☐ Same logo and headshot across main platforms
- ☐ Same “About” summary on Zillow, RateMyAgent, and LinkedIn

3. Activity — Showing You’re Still In Business

A stale brand is a dying brand in AI’s eyes.

Activity is proof of *life*.

The systems powering ChatGPT, Perplexity, and Google SGE all favor recency-weighted data — meaning newer, updated content gets priority when generating answers.

Activity looks like:

- ☐ Monthly market updates on your site
- ☐ Fresh reviews every month
- ☐ Social posts linking to live pages
- ☐ Press releases or PR pickups within 90 days
- ☐ Ongoing listing updates on Zillow, FastExpert, etc.

You don't need to be noisy — just consistent.

4. Connectivity — The Network That Validates You

Connectivity is what separates good agents from unforgettable ones.

It's how your proof spreads across the internet — the *web of links, mentions, and referrals* that let AI trace your brand through multiple, trusted domains.

You've already built the pieces:

- Website → Schema → PR → Directory Profiles → Social → Reddit Mentions
- Now, connect them.

How to connect effectively:

- ☐ Always link back to your website in press and social posts
- ☐ Make sure every profile links out to at least one external source (not just self-contained)
- ☐ Keep reciprocal links alive (website ↔ press page ↔ PR article)
- ☐ Tag your brokerage and city often in social bios and captions

Connectivity is where all your earlier effort compounds — it's what turns static proof into *living authority*.

The Authority Ladder (How to Know Where You Stand)

Level	Name	Next Step
1	Invisible (you exist, but AI can't confirm it)	Build foundational profiles.
2	Recognized (you show up in searches but not at the top)	Fix NAP, add Schema, post local content.
3	Trusted (you have verified citations and some press)	Expand your PR and more high-trust websites.
4	Referenced (you're cited in AI answers and directories)	Diversify your traffic from press, referrals, Reddit, LinkedIn.
5	Recommended (you're the entity AI defaults to)	Maintain your position, expand your authority, enter new markets.

If you only remember one thing:

Authority doesn't come from what you publish. It comes from how the internet **responds** to it.

All the LLMs — ChatGPT, Perplexity, Google SGE — are built to reward **agreement** between independent, up-to-date, trustworthy sources.

That's what your system now creates.

When your PR ranks, your Reddit posts spark conversation, your directory traffic climbs, and your site connects it all... the signal is impossible to ignore.

That's how you win AI visibility **before your competitors even understand it's a ranking system.**

Authority in AI search is about *earning agreement*.

Every page, profile, and press mention you publish is a vote of confidence.

The more those votes align, the clearer your identity becomes.

Once the web agrees on who you are,

AI stops guessing — and starts recommending.

And you've just learned the blueprint.