

Your GEO Starter Checklist

Run through these 7 steps before anything else. This is the foundation every other GEO signal builds on.

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- 01 Audit every platform where your name appears**
Social media, Zillow, Realtor.com, your brokerage page, your website bio. Document inconsistencies before fixing anything.

 - 02 Standardize your name and niche everywhere**
Same first and last name, same market area, same specialty. No nicknames, no abbreviations, no mixed messages.

 - 03 Rewrite your bio with local keywords and a CTA**
Include your market, your niche, 2-5 service keywords, and a direct call to action. Update every platform at the same time.

 - 04 Claim and verify your Google Business Profile**
If it is not verified, start there. Then fill every field: services, hours, photos, and a description that matches your other bios.

 - 05 Request three new outcome-specific reviews**
Reach out to three recent clients. Ask them to mention the specific outcome you delivered and the neighborhood or city where you helped them.

 - 06 Publish one piece of original local content**
A market update, a neighborhood guide, or a blog post. Post it to your website so AI has something to cite. Then repurpose it across your channels.

 - 07 Post your first Google Business Profile update**
Around 100 words. Share a market insight, a recent sale, or a neighborhood tip. Include local keywords. Set a weekly reminder to keep it going.
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Repeat this audit quarterly as your digital presence grows. | homebot.ai/blog/geo-real-estate-agents-ai-search