

Answer-First Content Checklist

AI tools look for a clear answer to the question someone asked, then the questions that follow it. A page that answers in its first two sentences, covers the next questions and uses real headings, lists and tables is easier to quote, for people and machines alike.

From lessons 61, 62, 63 · The full course and the GEO audit: reyse.co.uk/geocourse · October 2026 edition · General education, not legal advice

LESSON 6.1 · REYSE.CO.UK/GEOCOURSE/ANSWER-FIRST

Answer First, in Quotable Facts

DO THIS FIRST Rewrite the first two sentences of your fees page so they answer "how much do you charge?" with a real figure.

CHECK

The five-second test

- ☐ Open your fees page on your phone.
- ☐ Count the seconds until you see a fee figure. More than five, and the answer is buried.
- ☐ Repeat on your valuation, landlord and tenant pages.

The two-sentence test

- ☐ Write the one question each key page should answer, such as "What does it cost to let my property?"
- ☐ Read only the first two sentences under the heading. Do they answer it, with a number or a clear fact?

The quote test · AI lifts passages out of your page. Each one has to stand on its own.

- ☐ Pick three sentences from a key page.
- ☐ Could each be copied into an answer and still be true and clear? Does it name the subject, or say "it" and "this"?
- ☐ For each legal or numerical claim, is there a link to the official source?

Ask the assistants

- ☐ Ask two or three assistants: "How much does an estate agent charge in [town]?" and "What does a letting agent charge a landlord in [town]?"
- ☐ Is your page cited? Does the answer use your figures?
- ☐ Log it (lesson 2.3).

Find your candidates in Search Console

- ☐ In Performance, filter queries containing "how much" or "cost".
- ☐ The pages getting those impressions are your answer-first candidates.

FIX

Lead with the answer

- ☐ Turn vague headings ("Our fees") into the question people ask ("How much does it cost to sell a house with us?").
- ☐ Put the answer in the first sentence: the number, the yes or no, the rule.
- ☐ Put conditions, exceptions and detail after it.
- ☐ "It depends" isn't an answer. "It depends on three things; here's the usual range" is.

Make facts quotable

- ☐ Replace vague words ("competitive", "many", "great") with numbers and dates you can stand behind.
- ☐ Name the subject in each paragraph's first sentence: "Our fully managed service...", not "It...".
- ☐ Link legal statements to the specific official page (gov.uk, the ASA, your redress scheme), and say when you checked it.
- ☐ State the same fee the same way everywhere. If one page says 12% and another 10%, AI may quote either.

Name who's speaking

- ☐ "Sarah Jones, Head of Lettings, 14 years in the town" is more usable than "our experts say".
- ☐ Add a "checked by" name and date to fees and rules pages. Never invent a quote or an expert.

Let AI rewrite the opening, then check every fact

AI PROMPT Here is a page from my estate agency website. What question does it answer? Rewrite the opening so the first two sentences answer it directly. Keep every fact exactly as I've written it, and add nothing I haven't given you. [paste page]

Then: Add a "Last checked" date to fees and rules pages, and only change it when someone has really checked (lesson 6.6).

LESSON 6.2 · REYSE.CO.UK/GEOCOURSE/WHOLE-QUESTION

Covering the Whole Question: Fan-Out, FAQs, Process and Comparison Pages

DO THIS FIRST Write down the ten things a landlord asks after "should I use a letting agent?" and tick the ones your site answers.

CHECK

Sub-question brainstorm

- ☐ Write a main question at the top of a page: "Should I use an estate agent to sell my house?"
- ☐ Ask your team: what would the customer ask next? List ten.
- ☐ Tick the ones your site answers. Circle the ones it answers badly.

Real questions, from real people

- ☐ Ask each team member for the five questions they answered most this week.
- ☐ Search the main question in Google and expand "People also ask". It's an idea source, not a rule.
- ☐ Search Console: longer queries (six words or more) show sub-questions people already link to you.

The fairness test, for comparison pages

- ☐ Read your comparison text as a customer would.
- ☐ Does it admit when another option might suit them better? Does it name rivals? Any claim you couldn't prove?

Old-content search

- ☐ Search your own site for "section 21", "assured shorthold", "best and final" and "offers in excess of".
- ☐ Every hit on a process or FAQ page needs reviewing (lesson 8.2).

Ask AI for the gaps

AI PROMPT A customer asks: "Should I use an estate agent to sell my house in [town]?" List the ten sub-questions they probably also want answered. Then read my page and tell me which it answers well, which weakly and which are missing. [paste page]

FIX

Build one hub per audience

- ☐ Sell, buy, let your property, rent: one strong page each.
- ☐ A short contents list at the top, then a section per sub-question, each answering first.
- ☐ Link to deeper pages only where you have real depth (a full fees page, a market data page).
- ☐ If an idea needs two lines, make it a section, not a page.

Add process pages: what happens, step by step

- ☐ "How does renting with us work? There are six steps..." Number them, say how long each takes.
- ☐ One per journey: selling, buying, letting, renting.
- ☐ Link to gov.uk for legal rules rather than paraphrasing everything.

Write FAQs from real questions

- ☐ Two to four sentences each, answer first.
- ☐ Keep the text visible in the page code, not only in a script-driven accordion (lesson 3.3).
- ☐ Never add questions nobody asks just to carry keywords, and remove FAQs that are out of date.

Write fair comparison pages · If you only describe yourself glowingly, AI leans on comparison sites for the fair version.

- ☐ For each decision (online or local agent, sole or multi-agency, let-only or managed): who each option suits, what it includes, a dated cost range, the trade-offs, and a clear next step.
- ☐ Describe the model, not the rival: "online agents usually charge a fixed fee upfront and the owner does viewings" is fair; "online agents never sell homes" is a claim you can't prove.
- ☐ Advertising rules apply: comparative claims need evidence you hold before you publish.

Merge thin pages

- ☐ Combine overlapping pages into one stronger page and redirect the old addresses.
- ☐ Add a short "next questions" set of links at the end of each guide.

Then: Re-run your main questions in two or three assistants a month later and note which sub-topics their answers now cite you for.

LESSON 6.3 · REYSE.CO.UK/GEOCOURSE/STRUCTURE-AND-HTML

Structure: Headings, Lists, Tables and Clean HTML

DO THIS FIRST Copy just the headings of your landlord page. Would a stranger know what each section answers?

CHECK

Headings only

- ☐ Copy just the headings of a key page into a document.
- ☐ Do they tell the story? Would a stranger know what each section answers?
- ☐ One clear main heading (H1), then sensible sub-headings (H2, H3). The free WAVE tool shows the outline.

The stand-alone test

- ☐ Pick three paragraphs at random and read each on its own.
- ☐ Does it name its subject, or say "this" and "it" with no context?

Hidden content check

- ☐ Look for key answers inside tabs, accordions and "read more" buttons.
- ☐ View page source and search for a key phrase from inside one. If it's missing from the source, it isn't in the page code (lesson 3.3).

Keyboard and labels

- ☐ Use only Tab, Shift+Tab, Enter and Space to fill in your enquiry form. Can you see where you are and submit?
- ☐ Does every field have a visible label that stays while you type?
- ☐ Run Lighthouse (F12, Lighthouse, Accessibility) for a quick score.

Ask AI for an outline

AI PROMPT Here is a page from an estate agency. Show me only a proposed heading outline using questions customers ask, and flag any paragraph that wouldn't make sense read on its own. Don't rewrite the page. [paste page]

FIX

Rewrite headings as questions or topics

- ☐ "What does fully managed letting cost in Oakfield?" works. "Our approach" doesn't.
- ☐ Keep the page title, main heading and description saying the same thing.

One idea per paragraph, and real tables

- ☐ Break long blocks into short paragraphs, one idea each.
- ☐ Use numbered lists for steps and tables for fee levels and comparisons, as real text, never images.
- ☐ Don't chop everything into one-liners either: short, flowing paragraphs under each heading.

Move key answers out of hiding

- ☐ Take fees, process and areas out of tabs and accordions, or ask your web provider to make hidden sections visible in the page code.
- ☐ Keep accordions for detail, not for the main answers.

Use native HTML

- ☐ Real headings for headings, real buttons for buttons, real links for links.
- ☐ A visible label for every form field.
- ☐ Add ARIA (accessibility code) only where native elements can't do the job. Wrong ARIA makes things worse for screen-reader users.
- ☐ Be wary of accessibility overlay plugins, which often don't fix the underlying code.

Then: Ask your web provider for a structured template for fees and service pages, so every new page starts in the right shape.

Your key pages

Page	The question it answers	Answer in first 2 sentences?	Next questions covered?	Real headings, lists, tables?

Rather have us do this for you? Our managed GEO service takes it off your hands: reyse.co.uk/products/geo