

One Set of Facts and Schema Kit

AI tools compare what different pages say about you. When the facts agree, they look reliable. When they don't, the AI guesses, and can merge you with a namesake. This kit gives you the fact sheet, the places to check and a markup template that states only what your page says.

From lessons 41, 42 · The full course and the GEO audit: reyse.co.uk/geocourse · October 2026 edition · General education, not legal advice

LESSON 4.1 · REYSE.CO.UK/GEOCOURSE/ONE-NAME-ONE-SET-OF-FACTS

One Name, One Set of Facts: Naming, NAP and Your Agency Fact Sheet

DO THIS FIRST Ask three AI assistants "Tell me about [your agency] in [town]" and tick every detail against what's true today.

CHECK

The AI identity test · Shows you whether the assistants know who you are, or who they think you are.

- ☐ In a private window, ask ChatGPT, Gemini, Copilot, Perplexity and Claude: "Tell me about [your agency] in [town]."
- ☐ Then ask: "What is the address, phone number and opening hours of [agency] in [town]?"
- ☐ Mark each detail as yours, someone else's, out of date, or missing. Save screenshots.

The name and details audit

- ☐ Make a table: one row per fact (name, address, phone, hours, services, fees link, areas), one column per place.
- ☐ Places: your website header, footer and contact page; Companies House; Google Business Profile; Bing Places; Apple Business; Rightmove; Zoopla; OnTheMarket; Facebook; LinkedIn; your redress scheme listing.
- ☐ Fill it in from the live pages, not from memory. Highlight every difference.

Look for namesakes and old entries

- ☐ Search "[your name]" and "[your name] [town]" in Google. Look for other businesses with the same or similar name in the first two pages.
- ☐ Search your phone number and your old address in quotes, and look for stale directory entries.

Do you have a fact sheet?

- ☐ Look for one page that states your name, address, phone, areas, services, fees summary and memberships together.
- ☐ If there isn't one, that's your first fix.

Ask AI to spot the mismatches

AI PROMPT Here is a table of my agency's name, address, phone, hours and services as they appear on different websites. Which cells disagree, and which source is probably the original of each error? Recommend one exact format for my name and branch name.

FIX

Pick one name, and write it down

- ☐ Decide your exact public name and branch format, for example "Abbey Lettings, Northgate".
- ☐ Don't stuff keywords into it ("Abbey Lettings Best Letting Agent Hallowford").
- ☐ Put your legal name, company number and registered office on your About page and footer, so the website can be matched to the public register.
- ☐ If you've rebranded, add a short "formerly known as" line and keep redirects from old domains.

Publish your agency fact sheet · One clean answer to quote, and the master copy for every profile.

- ☐ Who we are: trading name, legal name, company number, years trading.
- ☐ Where we are: each branch's address, phone, email and opening hours.
- ☐ What we do (and don't do): sales, lettings, management, valuations.
- ☐ Areas we cover, by town, postcode and neighbourhood.
- ☐ Fees: a short summary and a link to the full fees page (lesson 6.5).
- ☐ Memberships and registrations (lesson 4.3), team (with links), where to read reviews, how to complain.
- ☐ "Last reviewed" with a real date and the name of who checked it.
- ☐ Keep it as plain text on a web page, not a PDF, and link it from your footer and About page.

Correct the big profiles first, from the fact sheet

- ☐ Google Business Profile, Bing Places, Apple Business, the three portals, Facebook, LinkedIn, then directories such as Yell.
- ☐ Claim and update old listings, and ask for duplicates to be removed.
- ☐ Update profiles from the fact sheet, never the other way round.

Multi-branch agencies

- ☐ Give every branch its own page with its own address, phone, hours, team and areas.
- ☐ Don't put every branch's phone number in one footer block: machines can't tell which goes with which office.
- ☐ Check each branch has its own Business Profile, linking to its own branch page.

Let AI draft the fact sheet

AI PROMPT Turn these notes into a plain-text agency fact sheet with these headings: Who we are, Where we are, What we do, Areas we cover, Our fees, Memberships, Our team, Reviews, How to complain, Last reviewed. Use only the facts I give you. Where a fact is missing, write [MISSING] instead of guessing. Notes: [paste]

Then: Put one named person in charge of the fact sheet and master details. When anything changes (a move, new hours, new fees), they change the fact sheet first, then every profile, the same day.

LESSON 4.2 · REYSE.CO.UK/GEOCOURSE/STRUCTURED-DATA

Structured Data That Matches the Page (Including Listings)

DO THIS FIRST Run your homepage and one live listing through the Rich Results Test, and compare every field with what's on screen.

CHECK

Rich Results Test and Schema Validator

- ☐ Paste your homepage address into the Rich Results Test. Note what it detects and any warnings.
- ☐ Run the same page through the Schema Markup Validator, which checks everything, not just Google's types.
- ☐ Repeat with a live listing, one under offer and one let agreed.

Compare the code with the page · Valid code can still be wrong. This is the check that matters.

- ☐ View page source and search for application/ld+json.
- ☐ Read the name, phone, address, opening hours and profile links (sameAs). Compare each with the visible page and your fact sheet.
- ☐ On listings, compare price, status (availability), address and bedrooms with what's on screen.
- ☐ Open each sameAs link: is it your official, live profile, showing the same name?

Ask AI to compare them

AI PROMPT Here is the JSON-LD from my page and the visible page text. Does the markup match the page? List every field that differs, or that appears in the code but not on the page (for example ratings, prices or status).

FIX

Mark up your business, accurately

- ☐ On the homepage or About page: Organization or RealEstateAgent, with name, url, logo, address, telephone, openingHours, areaServed and sameAs links to your real profiles (Google, LinkedIn, Facebook, Companies House).
- ☐ WordPress: Yoast SEO and Rank Math add Organization markup. Check the business detail fields.
- ☐ Other sites: generate it (Merkle's free tool, or the AI prompt below), validate it, and add it through your CMS or ask your developer.

Keep listing markup in sync, or switch it off - No markup is better than wrong markup.

- ☐ Ask your provider to generate listing markup (RealEstateListing with an Offer) from the live feed, so a status or price change updates the code within the hour.
- ☐ If they can't keep it in sync, ask them to remove it.
- ☐ Don't expect a special result in Google for listings. The benefit is accuracy.

Remove what you can't stand behind

- ☐ No review stars or ratings in markup for your own business: Google doesn't allow them on a business's own pages about itself.
- ☐ No fees, awards or claims in the code that aren't on the visible page.
- ☐ Never copy another firm's template with their details still in it.

Generate it with AI, then check it

AI PROMPT Create JSON-LD for a RealEstateAgent with these details: name, address, phone, website, logo URL, opening hours, areas served and these official profile links. Use only what I give you. [paste details]

Then: Add one line to your change checklist: when an address, phone, hours or branch name changes, update the markup the same day, then re-validate.

Your fact sheet: the master copy

Publish this as a plain-text page on your site with a "last reviewed" date. Update profiles from it, never the other way round.

Fact	Your exact wording
Trading name and branch format	
Legal name and company number	
Address (each branch)	
Phone and email	
Opening hours	
What you do (and don't)	
Areas covered	
Fees page link	
Redress scheme	
Client money protection	
Memberships	
Last reviewed, and by	

Where your facts appear

Place	Link	Matches?	Fixed on
Website header, footer, contact			
Companies House			
Google Business Profile			
Bing Places			
Apple Business			
Rightmove			
Zoopla			
OnTheMarket			
Facebook			
LinkedIn			
Redress scheme listing			
Directories (Yell and others)			

STRUCTURED DATA TEMPLATE (FILL IN, THEN CHECK IT MATCHES THE PAGE)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Exact trading name]",
  "url": "https://www.your-agency.example/",
  "logo": "https://www.your-agency.example/logo.png",
  "telephone": "[Phone, as on the page]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[Street]",
    "addressLocality": "[Town]",
    "postalCode": "[Postcode]",
    "addressCountry": "GB"
  },
  "openingHours": ["Mo-Fri 09:00-17:30", "Sa 09:00-13:00"],
  "areaServed": ["[Town]", "[Village]"],
  "sameAs": [
    "[Your Google Business Profile link]",
    "[Your LinkedIn page]",
    "[Your Facebook page]",
    "[Your Companies House page]"
  ]
}
</script>
```

No review stars or ratings in markup about your own business: Google doesn't allow them on a business's own pages. Nothing in the code that isn't on the visible page. Validate with the Rich Results Test and the Schema Markup Validator (validator.schema.org).

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