

FREE COURSE FOR ESTATE AND LETTING AGENTS

The free GEO course

How to get your agency named, described accurately and recommended by ChatGPT, Google's AI, Copilot and Perplexity, with the evidence for every step. 43 lessons in 10 modules.

Contents

Work through the modules in order: each builds on the last. Every lesson starts with three cards (why it matters, how strong the evidence is, and the one thing to do first), then shows you how to test what AI sees and fix what you find. The website version at reyse.co.uk/geocourse adds live demos, a progress tracker, the GEO audit (which turns your answers into a 90-day plan) and a printable maintenance schedule.

1. Start here

- 1.1 What GEO is: mentions, citations, recommendations and clicks
- 1.2 How AI answers are built, and who's reading your site
- 1.3 Your four audiences and AI: buyers, tenants, sellers and landlords
- 1.4 The honest limits: what nobody can promise

2. Your prompts and baseline

- 2.1 Your free toolkit, and using AI safely
- 2.2 What people actually ask AI: your prompt bank and prompt map
- 2.3 Testing fairly, and running your baseline

3. Can AI reach you?

- 3.1 Let the right AI crawlers in: robots.txt, CDN and firewalls
- 3.2 Indexed in Google and Bing: sitemaps, IndexNow and internal links
- 3.3 Can AI read and quote your pages? JavaScript, widgets and snippet settings
- 3.4 Speed, errors, logins, pop-ups and PDFs
- 3.5 Redesigns and changing website provider

4. Who you are

- 4.1 One name, one set of facts: naming, NAP and your agency fact sheet
- 4.2 Structured data that matches the page (including listings)
- 4.3 Proof you're real: registrations, memberships, your team and knowledge panels

5. Local and reviews

- 5.1 Google Business Profile, and why the map and AI answers differ
- 5.2 The reviews AI reads: volume, recency, replies and themes
- 5.3 Bing, Apple, directories and voice assistants
- 5.4 The areas you cover: service areas, area guides and "near me"

6. Content an AI can use

- 6.1 Answer first, in quotable facts
- 6.2 Covering the whole question: fan-out, FAQs, process and comparison pages
- 6.3 Structure: headings, lists, tables and clean HTML
- 6.4 Your own local data: market notes, valuations and rents
- 6.5 Fees and terms: clear, and the same everywhere
- 6.6 Freshness: honest dates, and advice that stays correct
- 6.7 Video, photos and floorplans in words AI can read
- 6.8 Writing with AI without hurting yourself (pages, listings and photos)

7. What others say about you

- 7.1 Map your town: the sources AI uses and the rivals it names
- 7.2 Rightmove, Zoopla and OnTheMarket as AI sources
- 7.3 "Best agent" lists, awards and your own "best" claims
- 7.4 Press, mentions, links and partners
- 7.5 Reddit, forums, YouTube and podcasts

8. Accurate and above board

- 8.1 Listings AI repeats: accuracy, material information, sold and let
- 8.2 Rental adverts and guides under the Renters' Rights Act
- 8.3 Checking and correcting what AI says about you
- 8.4 Fake reviews, hidden prompts and GEO spam (and choosing a provider)
- 8.5 Client data, staff AI use, copyright and your accounts

9. After the mention

- 9.1 AI visitors: tracking them and the pages they land on
- 9.2 Speed-to-lead: valuation and enquiry journeys
- 9.3 Website chat, AI receptionists and calls

10. Measure and plan

- 10.1 Measuring honestly: the monthly report, and what can't be measured
- 10.2 When it isn't working: the GEO loop and the "AI doesn't mention us" checklist
- 10.3 Your audit, priorities and 90-day plan

01

Start here

What GEO is, how AI answers are built, and what nobody can promise.

- 1.1 What GEO is: mentions, citations, recommendations and clicks
- 1.2 How AI answers are built, and who's reading your site
- 1.3 Your four audiences and AI: buyers, tenants, sellers and landlords
- 1.4 The honest limits: what nobody can promise



What GEO is: mentions, citations, recommendations and clicks

GEO (generative engine optimisation) is making your agency easy for AI search and AI assistants to find, understand, describe accurately and recommend. A generative engine is any tool that writes an answer in sentences instead of only listing links: Google's AI Overviews and AI Mode, ChatGPT, Gemini, Microsoft Copilot, Perplexity and Claude.

Online: reyse.co.uk/geocourse/what-is-geo

IN PLAIN ENGLISH

Imagine asking a very well-read friend who's best to sell your house. They don't read out a list of shop signs. They give you a couple of names and say why. GEO is making sure that friend knows who you are, has your facts right, and has read good things about you.



Morgan King
Founder, Reyse

I'm Morgan King, founder of Reyse. Before Reyse I worked in an estate agency, and I was promoted to branch manager of an underperforming branch with no management experience behind me. When I looked, the branch was missing from Google and from AI search results. People in our own area couldn't find us, and when they asked AI tools who to use, we weren't mentioned.

I taught myself SEO, then how AI search finds and describes agencies, and I fixed it one problem at a time. The branch went on to become one of the busiest agencies in the area.

That's why this course is written the way it is. I've done this from the inside, as an agent with a branch to fill, not as an outsider reading about it. Everything is explained in full, with no jargon standing in for an answer and no hype standing in for proof. Where something is uncertain, and in GEO a lot is, I'll say so.

Four outcomes, and they're not the same thing

OUT COME	WHAT IT MEANS	EXAMPLE
Mention	The AI names your agency, with no link	"Agents in Hallowford include Oakfield Homes and..."
Citation	The AI shows your page or profile as a source	A numbered link to your fees page under the answer
Recommendation	The AI suggests you as a good choice, for the right reasons	"Oakfield Homes is well reviewed by landlords for..."
Click	The person follows a link to your website	A visit in Google Analytics from chatgpt.com

An AI can mention you and never link to you. It can cite your page while recommending a rival. And a person can see your name, never click, and ring you the next day: real influence your analytics will never show.

You'll see other names for the same idea: AEO (answer engine optimisation), LLMO (large language model optimisation) and "AI SEO". Providers don't always use them the same way, so if someone pitches you AEO, ask what they actually mean. This course says GEO.

Why it matters to an agency

Sellers and landlords often decide who to invite for a valuation before they ring anyone. Ask an AI "who is the best estate agent in [town]?" and you get a short list of three or four names, not ten pages of links. In one UK snapshot (Whito, August 2026), ChatGPT, Gemini and Google AI Mode named 60 different agencies across

six cities, and only 37% of them were named by more than one tool. The list is short, and the tools disagree.

The honest size of it

- Clicks from AI are small. Semrush's study of 50,000+ websites found AI sent under 0.15% of all web visits in 2025.
- Exposure is much bigger than clicks. In a YouGov poll of 2,000+ British adults, 53% said they often see AI summaries when they search.
- AI summaries take clicks. In Pew Research's US study, people clicked a result in 8% of searches that showed an AI summary, against 15% when there wasn't one.
- So GEO is mainly about being named, described correctly and chosen. It isn't yet a big traffic channel, and nothing shows AI replacing Google or the portals for most people. Keep the effort proportionate.

GEO is SEO, plus four things

Google says plainly that optimising for its AI features "is still SEO": they're built on the same ranking and quality systems. If your site can't be crawled, your Business Profile is wrong or your content is thin, no AI trick fixes it. That's why this course links to our free SEO course for the basics and only teaches what GEO adds:

AREA	SAME AS SEO	WHAT GEO ADDS
Access	Pages crawled, indexed and allowed a snippet	AI crawlers, CDN defaults and Google's AI opt-out switch (module 3)
Identity	One clear business	One set of facts everywhere, so AI doesn't merge or confuse you (module 4)
Content	Helpful, local, original	Answer first, passages that stand alone, your own dated data (module 6)
Reputation	Links and reviews	Mentions on other sites, lists, press and forums, with or without links (module 7)

AREA	SAME AS SEO	WHAT GEO ADDS
Measurement	Rankings and clicks	"Named in X of N runs" across many repeated prompts (module 2)
Risk	Avoiding penalties	AI repeating wrong facts about you, and fixing them at the source (module 8)

How to read the percentages

Most lessons show a planning weight, such as "AI crawlers 5.5%". It's our estimate of where limited time pays off most. It is not a number from Google, OpenAI or Microsoft: none of them publishes a formula, and anyone who says they know the weights is guessing.

- Use them to decide what to do first when time is short.
- A small weight doesn't mean safe to ignore. One wrong setting with a small weight can switch off your whole site.
- A legal or accuracy problem, like a banned phrase on a live advert, gets fixed first whatever its weight.
- Reviews basics have their own course, and a few new technologies are left out on purpose. The weights share out 100% of your effort across what this course covers.

The evidence badge

Every lesson carries a badge saying how sure we are, because in GEO the gap between what's known and what's sold is wide.

BADGE	WHAT IT MEANS
Official guidance	Google, Microsoft, an AI company or a regulator has said it
Study	Researchers saw a pattern. Usually correlation, which doesn't prove cause
Practitioner view	Experienced people say it works, without published proof

BADGE	WHAT IT MEANS
Common sense	Good practice with a clear reason, not tested for agents
Unproven	Nobody knows yet

England first

Legal points are written for England. Scotland, Wales and Northern Ireland have different rules on tenancies, home reports and some advertising duties. If you work there, treat any England-only point as a prompt to check your own nation's rule. Nothing here is legal advice: check anything legal with a qualified professional.

How every lesson works

Each lesson covers one thing. It opens with cards on why it matters, the evidence, and the one thing to do first. Then: what it is in plain English, a live demo or tool screen where one helps, why it matters to buyers, tenants, sellers and landlords, what Google, Bing and the AI assistants say, an agency example, how to test your own agency, how to fix it, and how often to check. Mark each lesson done as you finish it and your progress is saved on your device.

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How AI answers are built, and who’s reading your site

An AI assistant answers either from what it learned in training, or by searching the web live and writing an answer from what it finds. Which one happens, and which crawler fetched your pages, decides whether you can appear at all.

Online: reyse.co.uk/geocourse/how-ai-answers-work

IN PLAIN ENGLISH

A quiz contestant either answers from memory or phones a friend who looks it up. A memory answer can be out of date. A looked-up answer is only as good as what the friend finds.

Memory or live search

- From training: the model learned from a huge body of text up to a cutoff date. If your agency opened, rebranded or changed its fees after that, or was rarely written about, it may know nothing, or something out of date.
- From live search (often called grounding): the assistant searches the web, reads the results and writes from them. ChatGPT, Claude, Gemini, Copilot and Perplexity all do this when they judge it helps, and you can usually switch it on.
- For testing, this matters: if the assistant didn't search, it can only mention you if you were in its training data. Switch search on where you can, and note whether it was used.

From your page to an AI answer, in six steps

STEP	WHAT HAPPENS	WHAT GOES WRONG
1. Crawl	Bots such as Googlebot, Bingbot and OAI-SearchBot fetch your pages	robots.txt, a firewall or a CDN setting blocks them without anyone deciding to (lesson 3.1)
2. Index	The page is stored so it can be found	A stray noindex, a duplicate, or content hidden behind scripts or logins (lessons 3.2 to 3.4)

STEP	WHAT HAPPENS	WHAT GOES WRONG
3. Retrieve	Someone asks; the system searches for matching pages	Your facts are unclear, or you're confused with another agency (module 4)
4. Select	It picks the passages and sources it trusts	A portal, review site or rival is chosen instead of you (module 7)
5. Summarise	The model writes a short answer	It merges two agencies or repeats an old fee (module 8)
6. Cite	It may show its sources	No sources shown, or someone else's page about you

Google says a page must be indexed and allowed to show a snippet to appear in its AI features, with no extra technical requirements, and no guarantee.

Query fan-out: one question becomes several searches

Google confirms that AI Overviews and AI Mode can split a question into several related searches and combine the results. Ask "should I use a letting agent or manage it myself?" and it may quietly search for letting fees in your town, landlord legal duties, full management against let-only, and reviews of local agents. Pages that answer those sub-questions can be used even if they never match the original wording. Lesson 6.2 turns this into a plan.

The platforms, and their crawlers

PLAT FORM	WHAT READS YOUR SITE	WORTH KNOWING
Google AI Overviews and AI Mode	Googlebot (normal Search crawling)	Part of Google Search. No special file or markup needed. A Search Console switch can exclude your site (lesson 3.3)
Gemini app	Google's index, controlled by the Google-Extended setting	Google-Extended covers Gemini training and grounding. It doesn't affect Google Search
ChatGPT	OAI-SearchBot (search), GPTBot (training), ChatGPT-User (a person's request)	Block OAI-SearchBot and OpenAI says you won't be shown in ChatGPT search answers
Microsoft Copilot and Bing	Bingbot	Bing Webmaster Tools now reports how often Copilot cites you
Perplexity	PerplexityBot (search), Perplexity-User (a person's request)	Shows numbered sources, which makes it easy to see who it used

PLAT FORM	WHAT READS YOUR SIT E	WORTH KNOWING
Claude	Claude-SearchBot (search), Claude-User (a person's request), ClaudeBot (training)	Every web-search answer comes with citations
Apple (Siri, Spotlight, Safari)	Applebot	Applebot-Extended only controls training; it doesn't crawl anything

Blocking a training crawler is a separate decision from blocking a search crawler. Lesson 3.1 covers the policy.

Different tools, different sources

BrightLocal's study of about 200,000 local searches (September 2026) found Google Business Profile was the single biggest source across Google's AI features and ChatGPT combined (about 29% of citations), but ChatGPT itself leaned on Yelp and Bing and barely used Business Profiles. ChatGPT and Google's AI features named the same businesses only about a fifth of the time. It's a vendor study with no UK breakdown, but the lesson travels: test each platform separately, and never assume one tells you about the rest.

Answers change from run to run

Ask the same question twice and you can get different agencies. One study of 2,961 runs found the same list of brands came back less than once in 100 tries (lesson 1.4). One answer is one roll of the dice, which is why module 2 teaches you to test properly.

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Your four audiences and AI: buyers, tenants, sellers and landlords

Buyers, tenants, sellers and landlords all ask AI different questions, at different moments, and AI helps or misleads each of them in different ways.

Online: reyse.co.uk/geocourse/four-audiences-ai

IN PLAIN ENGLISH

Four kinds of customer walk into the same library and ask the librarian four different questions. If your book only answers one of them, three walk out with someone else’s.

	SELLERS	LANDLORDS	BUYERS	TENANTS
Typical prompts	"How much is my house worth?" "Who's the best estate agent in [town]?" "What should I ask an agent before I sign?"	"How much rent can I charge for a 2 bed flat in [town]?" "Should I use a letting agent?" "Let-only or fully managed?"	"What can I afford on £X?" "Which areas of [town] are best for families?" "Show me 3 bed houses under £X"	"Where should I rent in [town] on £X a month?" "What fees can agents charge?" "How does renting work?"
Where AI helps	Explaining the process, listing questions to ask, explaining fee types	Comparing management options, listing duties to check	Narrowing areas, explaining the buying process	Explaining the process, comparing areas
Where AI misleads	Valuations, fees from other towns or years	Rent figures, rules that have changed	Live availability and prices	Which fees are allowed, legal rights

Four stages, and where AI is used most

Every audience moves through awareness ("is now a good time to sell?"), research ("what does it cost?"), choosing an agent ("who should I use?") and action ("book a valuation"). AI is used most in research and choosing, which is exactly where sellers and landlords decide who to invite. Lesson 2.2 turns this into a prompt map.

What AI is bad at

- It has no reliable live view of what's for sale or to let.
- It doesn't know your streets the way you do.
- It can state old rules, like section 21 notices, with total confidence.
- Valuations: Zoopla's own help pages say its automated estimates aren't valuations and recommend getting several agent valuations.
- General accuracy: when Which? tested six AI tools on 40 consumer questions (November 2025), scores ran from 55% (Meta AI) to 71% (Perplexity), with ChatGPT on 64%. Plausible, often useful, and worth checking.

The portals are already inside ChatGPT

- Rightmove launched an app in ChatGPT in February 2026. Type "@Rightmove" and it shows live Rightmove listings, then sends people to Rightmove for the details and to contact the agent. Rightmove calls it an experiment.
- Zoopla signed an agreement with OpenAI in April 2026 and says its listings are now discoverable in ChatGPT.
- What that means for you: portal apps answer with portal listings. Your own website, reviews and facts have to give AI a reason to name and link to you, not just your stock (lesson 7.2).

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The honest limits: what nobody can promise

What we genuinely know about how AI chooses who to name, what we don't, and the claims you should walk away from.

Online: reyse.co.uk/geocourse/honest-limits

IN PLAIN ENGLISH

Pull a sweet from a jar of mixed colours without looking. Once tells you nothing. To know whether there are more reds than blues, you have to pull out lots. Testing AI is the same.

What we know

- There's no published formula. No AI company publishes its factors or weights, and Google says meeting its requirements doesn't guarantee a page will be shown.
- There's no stable ranking. SparkToro and Gumshoe.ai ran 12 prompts 2,961 times across ChatGPT, Claude and Google's AI (late 2025). The same list of brands came back less than once in 100 runs. How often a brand appeared was far steadier than its position.
- Local answers move too. In BrightLocal's study, repeat runs of the same local prompt shared only about a quarter to a third of the businesses named, and moving across the same town changed the answer.
- Most evidence is correlation. Vendors compare cited pages with uncited ones and report patterns. That doesn't show the pattern caused the citation: better-built pages tend to have everything.
- Lab results aren't your results. The research paper that named GEO (Princeton and others, peer reviewed at KDD 2024) found adding statistics, quotes and sources raised visibility by "up to 40%" in a test setup. "Up to" is the best case, in a lab, on models that have since changed.

What we don't know

- How each platform weighs reviews, mentions or your own pages.
- How much your login, memory or chat history changes what you see.
- Any UK study of how home-movers use AI to choose an agent.
- Which AI model gets trained when, or on what. That, and what your competitors do, is outside your control. Focus on what's in it.

Claims to walk away from

YOU'LL HEAR	THE TRUTH
"Guaranteed AI rankings or citations"	Nobody can promise this, and no AI company does.
"Add llms.txt or special schema and AI will cite you"	Google says neither is needed and Google Search doesn't use llms.txt. A large Ahrefs test found adding schema made no meaningful difference to AI citations.
"Your AI visibility score is 63"	A score from five runs per prompt can be out by 20 points or more either way. Ask how many runs sit behind it.
"We have inside access to how ChatGPT or Google choose"	Google says no third-party tool has access to its ranking or AI systems.
"Pay for a list, a Wikipedia page or reviews and you'll be recommended"	Risky, against platform rules, and fake reviews are illegal (lesson 8.4).

What good looks like

- Presence: you're named in more of N runs than at your baseline, on more platforms, for the prompts that matter.
- Accuracy: AI states your name, areas, services and fees correctly, and wrong statements get fixed at the source.
- Sources: pages you control and trust are the ones being cited.
- Enquiries: more valuations and instructions, including people who tell you an AI tool sent them.

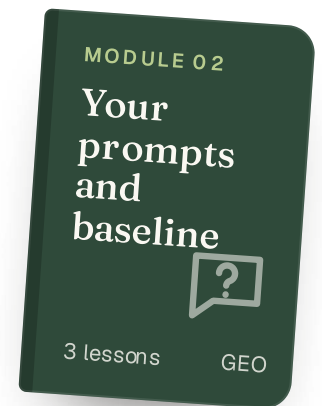
Be modest about movement

Named in 3 of 5 runs against 2 of 5 is noise. Look for big differences that repeat over weeks. Module 10 shows how to tell.

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02



Your prompts and baseline

The real questions people ask AI, and how to test what it says about you fairly.

- 2.1 Your free toolkit, and using AI safely
- 2.2 What people actually ask AI: your prompt bank and prompt map
- 2.3 Testing fairly, and running your baseline

Your free toolkit, and using AI safely

The free tools every later lesson uses to test your agency: a prompt log, Google Search Console, Bing Webmaster Tools, Google Analytics, your crawler logs and the AI assistants themselves. Set them up once, now.

Online: reyse.co.uk/geocourse/free-toolkit

IN PLAIN ENGLISH

Before you fix a car, you want the right spanners laid out. This is laying out the spanners.

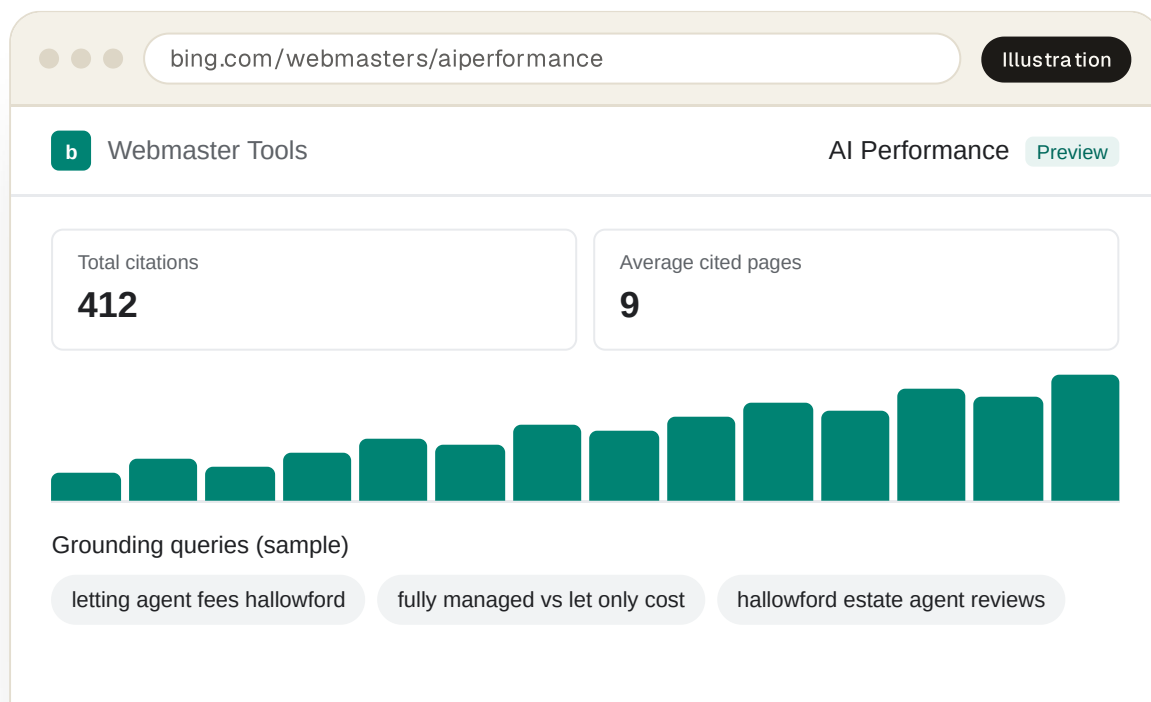
Setting everything up takes about 90 minutes and makes every later lesson faster. Search Console, Analytics and Business Profile basics are covered step by step in the SEO course's toolkit lesson. Here are the AI-specific parts.

The AI toolkit

1 Your prompt log

Free

A spreadsheet recording what AI says about you, so you compare over time instead of trusting memory. Lesson 2.3 gives the columns.



how much rent 2 bed flat hallowford

Bing Webmaster Tools, AI Performance: how often Copilot and Bing's AI answers cite your pages, and a sample of the searches they ran to find them. Example numbers.

How to set it up



[Open Your prompt log ↗](#)

2 Google Search Console

Free

Which pages Google has indexed, plus two new AI tools: the Generative AI performance report (how often your pages appear in AI Overviews and AI Mode) and the switch that controls whether your site can appear in them at all.

How to set it up



[Open Google Search Console ↗](#)

3 Bing Webmaster Tools

Free

Bing's version of Search Console, now with an AI Performance report: how often Microsoft Copilot and Bing's AI answers cite your pages, which pages, and a sample of the searches the AI ran to find them.

How to set it up



[Open Bing Webmaster Tools ↗](#)

4 Google Analytics 4

Free

Visits that came from AI assistants. GA4 added an "AI Assistant" channel to its standard reports in 2026, covering ChatGPT, Gemini and Claude among others.

How to set it up



[Open Google Analytics 4 ↗](#)

5 Your crawler logs

Free (ask your host)

Whether AI crawlers can actually fetch your pages (response 200 is good; 403 means refused). Most agency sites are hosted, so ask your provider.

How to set it up



[Open Your crawler logs ↗](#)

6 The AI assistants

Free

ChatGPT, Gemini, Copilot, Perplexity and Claude, plus AI Mode inside Google Search. The free versions are enough to start. Always log which one you used.

[Open The AI assistants ↗](#)

7 BrightLocal's free AI visibility checker

Free (needs an email address)

A one-off snapshot for one location on ChatGPT or Google AI Mode, with up to five prompts, emailed as a PDF. A second opinion, not the truth: BrightLocal sells tracking tools.

[Open BrightLocal's free AI visibility checker ↗](#)

The crawler log request (copy and send to your web provider)

"Please send me the last 30 days of website requests from these user agents: OAI-SearchBot, GPTBot, ChatGPT-User, ClaudeBot, Claude-SearchBot, Claude-User, PerplexityBot, Perplexity-User, Applebot, Bingbot and Googlebot. For each, I'd like the number of requests, the pages requested and the response codes. Please also tell me whether any firewall, CDN or bot protection blocks or challenges any of them."

Paid tools, when you outgrow the free ones

Paid trackers run your prompts automatically, many times, and report how often you're named. For a small agency they're optional: get a manual baseline first (lesson 2.3) and only pay if it saves you real time. Options include BrightLocal's Local AI Visibility Tracker (per branch, built for local businesses), Otterly.ai and Peec AI (small prompt counts), Semrush's AI Visibility Toolkit and Ahrefs Brand Radar (if you already pay for those suites). Prices and trials change often, so check each one. Before you pay anyone, ask how many repeat runs sit behind each number, how locations are set, whether the UK is supported, and whether you can export your raw data.

Using AI as your co-pilot

- Give it the data, don't describe it: paste the robots.txt, the page text or the exported list.
- Tell it your platform: "my site is WordPress with Yoast" or "my site is built by [property software provider]".
- Ask for steps, then ask it to explain anything you don't follow.
- Check its work. AI is often confidently wrong about legal rules, tool menus and anything that changed recently, including GEO advice itself.
- Never paste passwords, client names or personal details into a public AI tool (lesson 8.5).

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What people actually ask AI: your prompt bank and prompt map

Collecting the real questions your customers ask, in their own words, and sorting them by audience and stage, so your testing and your pages are built on what people really want, not on guesses.

Priority 2% · How often: ~1 hour to build, then ~15 min/quarter · Online: reyse.co.uk/geocourse/prompt-research

WHY IT MATTERS

Test the wrong questions and you'll fix the wrong things. Nobody can see what people type into AI, so you have to collect it.

THE EVIDENCE

Practitioner view ●●●●●

Practitioner view and common sense. No platform publishes what people ask, so your own enquiries are the best evidence there is.

DO THIS FIRST

Copy 30 real questions from your last month of enquiry emails and calls, word for word.

IN PLAIN ENGLISH

If you want to sell lemonade, you listen to what people in the park actually ask for. You don't invent questions and stock up for them.

A shopkeeper's notebook of what customers ask for at the counter. After a month, the notebook tells you more than any amount of guessing.

Why it matters

People type to AI the way they talk: "should I use a letting agent or manage it myself?", not "letting agent [town]". If nothing on your site answers the question they actually asked, you can't be the answer, however good you are.

Buyers: Ask about areas, costs and process in full sentences, often several in a row.

Tenants: Ask what renting costs, what fees are allowed and where to live on their budget.

Sellers: Ask about value, fees and which agent to choose, close to the decision to book a valuation.

Landlords: Ask about rent, management options and rule changes, and which agent to trust with them.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

No AI company shows site owners the prompts people use, and the "prompt volume" figures in paid tools are modelled estimates. The nearest real data: Bing's AI Performance report shows a sample of the searches Copilot ran to find your pages, and Search Console shows the long, question-style searches already bringing people to you. Google adds that AI features may run several searches per question (query fan-out), so one real question can lead to many.

AN AGENT EXAMPLE

A lettings manager reads 30 landlord emails. Nine ask a version of "should I use a letting agent or manage it myself?", six ask about fees and five ask what's changed under the Renters' Rights Act. Those become three of the ten landlord prompts in the agency's standard set, written exactly as landlords wrote them.

Test it

1 Your own enquiries

The most reliable source you have: real people, in their own words.

1. Read the last 30 enquiry emails, web forms, valuation requests and phone notes.
2. Copy each question word for word into a sheet, with names removed.
3. Add a column for the audience (buyer, tenant, seller, landlord).

2 Your team

1. Ask every negotiator and the lettings manager for the ten questions they answer most each week.
2. Ask for the exact wording people use, not a tidied-up version.
3. Compare with your enquiry list. The overlap is your core.

3 Search Console: the long questions

People often type to AI the way they type long searches.

1. Open Performance, then Search results, then the Queries tab.
2. Filter for queries containing "how", "what", "should" or "best".
3. Note 20 that are questions or six words or longer.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

4 Bing's grounding queries

The closest thing anyone offers to the searches an AI actually ran.

1. In Bing Webmaster Tools, open AI Performance.
2. Read the sample of grounding queries: the phrases Copilot used to find your cited pages.
3. Add any you haven't got.

[Bing Webmaster Tools](https://www.bing.com/webmasters) (www.bing.com/webmasters)

5 Ask AI to sort them

AI PROMPT

Here are 30 customer questions from a UK estate and lettings agency, with names removed. Group them by audience (buyer, tenant, seller, landlord) and by stage (awareness, research, choosing an agent, ready to act). Then list the ten most common themes. Don't add questions that aren't in my list.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Build a prompt bank

One sheet, one row per prompt, and you'll never test from memory again.

1. Columns: the prompt in the customer's words, audience, stage, where you heard it, date, value (high, medium, low).
2. Mark anything you can't trace to a real person as a guess, and keep guesses out of your standard set.
3. Add to it every month.

2 Fill the 16-cell prompt map

Four audiences across four stages shows where you have nothing to test, and nothing on your site.

1. Make a 4 by 4 grid: audiences down the side, stages across the top.
2. Put up to four real prompts in each cell. The starter map under Go deeper fills the gaps until your own data does.
3. Mark value: choosing-an-agent and ready-to-act prompts from sellers and landlords lead to instructions, so they come first.

3 Pick a standard set of 10 to 20

A small set you repeat every month beats hundreds you never repeat.

1. Choose 10 to 20 prompts across all four audiences, weighted to sellers and landlords.
2. Include two or three with your town or postcode, and three branded ones ("Tell me about [agency] in [town]").
3. Freeze the wording. Lesson 2.3 explains why.

4 Plan for the next question

People don't stop after one answer. "How do I sell?" becomes "what does it cost?" then "who's best?" then "how do I book?"

1. For each audience, write the chain of four or five questions a customer asks in a row.
2. Check each of your main pages answers the next question, on the page or one link away.
3. Add a short "next questions" set of links at the end of each guide.

5 Keep collecting

1. Add "How did you hear about us, and what did you ask?" to your enquiry form and call notes.
2. Ask your CRM or website supplier whether enquiry messages can be exported to a spreadsheet.

Then: Avoid fantasy prompts. "Which agency is the leading expert in Edwardian terraces?" is something nobody types. If you can't say where a prompt came from, it doesn't go in the standard set.

Keep it up

Add new questions as they come in. Review the whole bank each quarter, retire prompts nobody asks, and add new ones when rules change (for example, landlord questions after a law changes). (~1 hour to build, then ~15 min/quarter)

Go deeper: A starter prompt map (replace with your customers' words)

Sellers, awareness: "How much is my house worth?" "Is now a good time to sell in [town]?"

Research: "How much does an estate agent charge in [town]?" "Sole agency or multi-agency?"

"Online or local agent?" Choosing: "Who is the best estate agent in [town]?" "What should I ask an estate agent before I sign?" Acting: "How do I book a valuation in [postcode district]?"

Landlords, awareness: "How much rent can I charge for a 2 bed flat in [town]?" "What changes for landlords under the Renters' Rights Act?" Research: "Should I use a letting agent or manage it myself?" "Let-only or fully managed?" Choosing: "Who is the best letting agent in [town] for landlords?" "Which letting agents in [town] have client money protection?" Acting: "How do I move my property to a new letting agent?"

Buyers, awareness: "Which parts of [town] are best for families?" "What are house prices like in [area]?" Research: "How long does buying a house take in England?" Choosing: "Which estate agents in [town] sell the most homes?" Acting: "How do I book a viewing with [agency]?"

Tenants, awareness: "Where's the best place to rent in [town]?" "What fees can letting agents charge tenants?" Research: "How much deposit do I pay when renting?" Choosing: "Is [agency] a good letting agent?" Acting: "How do I apply for a rental property?"

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2. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
3. Performance report (Search results), Search Console Help. support.google.com/webmasters/answer/7576553

Testing fairly, and running your baseline

How to test what AI says about you in a way you can trust: the same prompts, run several times, on several platforms, from several places, with the conditions written down. Your first full run is your baseline, the "before" every later change is measured against.

Priority 1.75% · How often: ~3 hours for the baseline, then ~1 hour/month · Online: reyse.co.uk/geocourse/testing-and-baseline

WHY IT MATTERS

One AI answer is one roll of the dice. Act on it and you'll chase noise, or relax when you shouldn't.

THE EVIDENCE

Study ●●●●●

Vendor studies (SparkToro and Gumshoe, BrightLocal) show answers vary run to run and place to place. The test method is practitioner advice.

DO THIS FIRST

Run your standard prompts on two platforms, three times each, in private windows, and log every answer before you change anything.

IN PLAIN ENGLISH

One coin toss tells you nothing about whether a coin is fair. Toss it fifty times and write each result down, and you start to know.

There's a live demo of this on the website: reyse.co.uk/geocourse/testing-and-baseline

Why it matters

Your customers don't see your answer. They see theirs: on their phone, logged in, from their street, on the day they asked. A director testing on the office laptop, where they've asked about the agency fifty times, can see something no customer ever does.

Buyers: Search from where they live or work, often on a phone, so location changes what they see.

Tenants: Ask "near me" questions where the AI guesses their location.

Sellers: Name their own road or postcode and expect agents who cover it.

Landlords: Often compare two or three tools before choosing who to call.

TO GOOGLE, BING AND AI · STUDY

Answers vary for real reasons. Location: BrightLocal found moving across one town changed which businesses were named, and Claude says it may use your approximate location from your internet connection. Repeats: the SparkToro study found the same list of brands less than once in 100 runs, but how often a brand appeared held steady. Search: if the assistant didn't search the web, it can only name you from training memory. None of the platforms tells you how many people saw an answer.

<1 in 100

Runs that returned the same list of brands (SparkToro, 2,961 runs)

~1 in 4

Businesses shared between repeat runs of the same local prompt in ChatGPT (BrightLocal)

AN AGENT EXAMPLE

A director finds the agency named when he tests on his office laptop. A negotiator tests in a private window on her phone and doesn't see it. They each run the same prompt five times: 3 of 5 on the laptop, 1 of 5 in the private window. They log both, and treat the laptop result as unreliable.

Test it

1 Run your baseline

Do this before you change anything, or you'll never know what the "before" was.

1. Take your standard set from lesson 2.2 (12 to 20 prompts).
2. Pick two or three platforms to start: ChatGPT with search on, Google AI Mode, and Copilot or Perplexity.
3. Run each prompt three to five times per platform, each in a fresh private window, spread over two to four weeks.
4. Log every answer with the columns below.
5. Write the headline as "named in X of N runs", never a position.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Gemini](https://gemini.google.com) (gemini.google.com) · [Copilot](https://copilot.microsoft.com) (copilot.microsoft.com) · [Perplexity](https://www.perplexity.ai) (www.perplexity.ai) · [Claude](https://claude.ai) (claude.ai)

Date	Platform	Lo...	Location	Prompt	R...	Na...	Cit...
12 ...	ChatGPT	Out	Office	Best letting agent in ...	1	No	No
12 ...	ChatGPT	Out	Office	Best letting agent in ...	2	Yes	No
12 ...	AI Mode	Out	Phone, ...	Best letting agent in ...	1	Yes	Yes
13 ...	Perplexity	Out	Home	How much do letting...	1	No	No
13 ...	Copilot	Out	Office	Tell me about Oakfi...	1	Yes	Yes
Baseline so far					Named in 7 of 54 runs (13%)		

A prompt log: one row per answer, conditions written down every time. The headline is always a count: named in X of N runs. Example numbers.

2 Test from three places

"Near me" answers depend on where the AI thinks you are.

1. Run five local prompts from the office, from a phone on mobile data, and from a colleague's home on the other side of your patch.
2. Compare "estate agents in [town]" with "estate agents near me" on the same assistant.
3. Log the location every time.

3 Logged in versus logged out

1. Run one prompt five times in a private window, then five times logged in.
2. If the tool lets you switch memory or custom instructions off, note the setting.
3. A big difference means your own history is colouring what you see.

4 Recommendation and comparison prompts

The most valuable prompts, and the least stable.

1. "Who is the best estate agent in [town]?" "Which letting agent should I use in [town]?"
2. "[Your agency] vs [your main rival]" and "What do customers say about [your agency]?"
3. Note the sources each answer cites. They're your map for module 7.

Fix it

1 Use these log columns

1. Date, platform, logged in or out, search on or off, location, run number.
2. Prompt ID, audience, exact prompt.
3. Named (yes/no), cited with a link (yes/no, and the address), other agencies named, sources shown.
4. Accurate (yes, no, partly), errors about you, screenshot file name, notes.

2 Size it honestly

Small numbers jump around. These are rules of thumb, not standards.

1. Light baseline: 12 prompts, 2 platforms, 3 runs each = 72 answers. Treat moves under about 10 percentage points as noise.
2. Standard baseline: 20 prompts, 2 to 3 platforms, 3 to 5 runs each = roughly 120 to 300 answers.
3. Zero mentions in 20 runs doesn't prove you're never named. Keep going before you conclude anything.

3 Freeze the set

1. Don't change the wording of your core prompts for at least six months.
2. Add new prompts as a separate list.
3. Never reword a prompt to get a better answer.

4 Let AI tidy the log, not judge it

AI PROMPT

Here's my AI prompt test log (no client data). Count how often my agency was named and cited, per platform and per audience, and list every website cited, with how many runs it appeared in. Don't guess any value that isn't in the log.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Repeat the same set every month, with three runs per prompt. Compare totals, not single

answers, and look at the pattern over three months before you claim anything moved.

Keep it up

Baseline once, over two to four weeks, before you make changes. Then a monthly run of the same set. Module 10 turns the log into a one-page monthly report. (**~3 hours for the baseline, then ~1 hour/month**)

Go deeper: Why "we're number 2 in ChatGPT" is meaningless

Order changes from run to run, so a position is a snapshot of one roll. "Named in 11 of 48 answers" survives a re-test; "second" doesn't.

Two months of 30 answers each can easily differ by 10 points through chance alone. Only compare months with similar numbers of answers, and only believe differences that repeat.

SOURCES

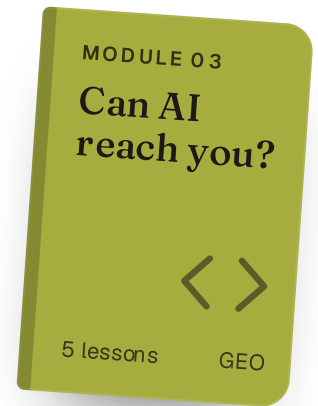
1. Local AI visibility study, BrightLocal, September 2026. brightlocal.com/research/local-ai-visibility-study
2. AI recommendation lists rarely repeat: study (SparkToro and Gumshoe), Search Engine Land, January 2026. searchengineland.com/ai-recommendation-lists-rarely-repeat-study-468076

03

Can AI reach you?

If AI can't reach and read your pages, nothing else in this course can help.

- 3.1 Let the right AI crawlers in: robots.txt, CDN and firewalls
- 3.2 Indexed in Google and Bing: sitemaps, IndexNow and internal links
- 3.3 Can AI read and quote your pages? JavaScript, widgets and snippet settings
- 3.4 Speed, errors, logins, pop-ups and PDFs
- 3.5 Redesigns and changing website provider



Let the right AI crawlers in: robots.txt, CDN and firewalls

AI companies send automated visitors (crawlers) to read websites. Which ones you let in decides whether AI tools can read your site, use it in their search answers, or fetch it when someone asks about you. Your robots.txt file states your wishes, but a CDN, firewall or security plugin in front of your site can overrule it without anyone deciding to.

Priority 5.75% · How often: ~15 min, twice a year and after any site change · Online: reyse.co.uk/geocourse/ai-crawler-access

WHY IT MATTERS

If AI search crawlers can't read your site, those tools can't use it in their answers, however good your agency is. Most blocks are accidents.

THE EVIDENCE

Official guidance ●●●●●

What each crawler does comes from OpenAI, Anthropic, Perplexity, Apple and Google's own pages. That letting search crawlers in leads to more mentions is likely but unproven for agents.

DO THIS FIRST

Open yourdomain.co.uk/robots.txt and look for "Disallow: /" under User-agent: * or under OAI-SearchBot, Claude-SearchBot or PerplexityBot.

IN PLAIN ENGLISH

Your robots.txt is the guest list on the door. A security guard (your CDN or firewall) stands outside it. If the guard has been told to turn away anything that looks like a robot, the guest list never gets read.

A shop that's open, lights on, stock out, with a "closed" sign on the door that nobody remembers putting there. People who look inside can see it's open. The guidebook writer outside just walks past.

There's a live demo of this on the website: reyse.co.uk/geocourse/ai-crawler-access

Why it matters

Your customers never see robots.txt. They only see the result: ask ChatGPT "who are the best letting agents in [town]?" and an agency whose site it can't read is far less likely to be in the answer or linked as a source.

Buyers: Ask AI which agents cover an area and what prices look like. An unreadable site can't be linked.

Tenants: Ask about rents and agents. Your rentals pages can't be quoted if search crawlers are blocked.

Sellers: Ask "best estate agents in [town]" before choosing who to invite. A site AI can't read is less likely to be in that answer.

Landlords: Ask about letting fees. An unreadable fees page can't be quoted.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Every AI crawler does one of three jobs. Search crawlers build the index behind an AI search feature: OAI-SearchBot (ChatGPT), Claude-SearchBot, PerplexityBot. OpenAI says sites that block OAI-SearchBot won't be shown in ChatGPT search answers. User-request fetchers visit a page because a person asked: ChatGPT-User, Claude-User, Perplexity-User. OpenAI and Perplexity say robots.txt may not apply to these. Training crawlers collect pages that may train future models: GPTBot, ClaudeBot. Blocking training doesn't remove you from search. Google's AI Overviews and AI Mode are part of Google Search, so Googlebot is what matters there. Google-Extended is a separate setting for Gemini training and grounding that, Google says, doesn't affect Search. Above all of this sits your CDN: Cloudflare now has separate Search, Agent and Training switches, and announced that from 15 September 2026 new domains block Training and Agent bots by default on pages that show ads.

3

Crawler jobs: search, user requests and training. Only blocking search removes you from answers

~24 hrs

How long OpenAI says a robots.txt change takes to apply

AN AGENT EXAMPLE

A two-branch agency relaunches its website. The developer's staging robots.txt, which blocked every crawler, goes live with it. Nobody notices, because the site works for people. Six months later the director asks AI assistants for agents in the town and the agency never appears. The fix takes two minutes; finding it took a robots.txt check.

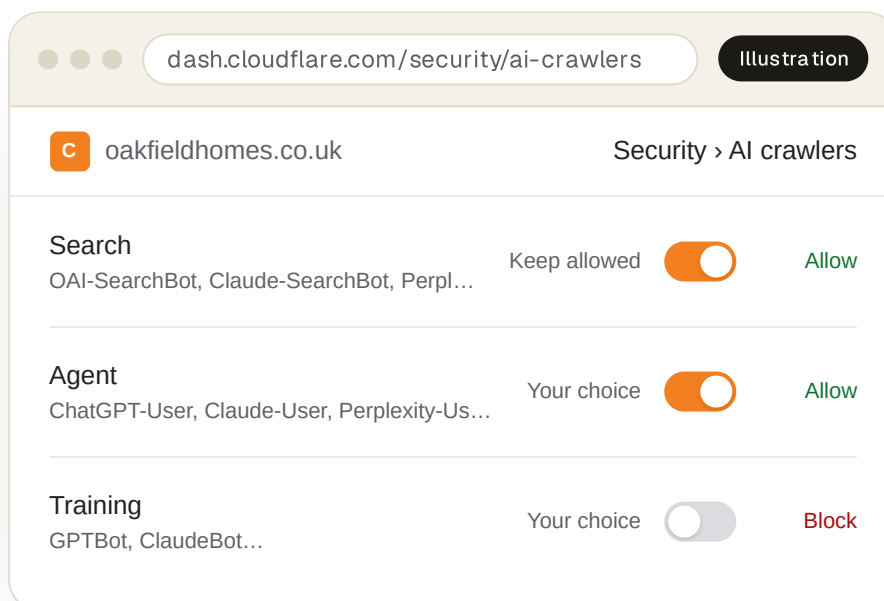
Test it

1 Read your robots.txt

It's always public, so this takes a minute.

1. Type `yourdomain.co.uk/robots.txt` into your browser. "Not found" means nothing is blocked by it.
2. Look for User-agent lines naming OAI-SearchBot, ChatGPT-User, GPTBot, Claude-SearchBot, Claude-User, ClaudeBot, PerplexityBot, Applebot or Google-Extended, and read the line under each. Disallow: / means blocked.
3. Look for "User-agent: *" followed by "Disallow: /". That blocks every polite crawler, search engines included.
4. Check every version of your site: `www`, without `www`, and any separate property search subdomain each have their own file.

[OpenAI's crawlers](https://developers.openai.com/api/docs/bots) (developers.openai.com/api/docs/bots) · [Anthropic's crawlers](https://support.claude.com/en/articles/8896518) (support.claude.com/en/articles/8896518) · [Perplexity's crawlers](https://docs.perplexity.ai/docs/resources/perplexity-crawlers.md) (docs.perplexity.ai/docs/resources/perplexity-crawlers.md) · [About Applebot](https://support.apple.com/en-gb/119829) (support.apple.com/en-gb/119829)



Cloudflare's AI crawler settings, in three groups. Keep Search allowed, and decide Agent and Training on purpose. Menu names change, so check Cloudflare's own help. Example numbers.

2 Check the layer above: your CDN and firewall

These can refuse a crawler before it ever reads robots.txt.

1. If your site uses Cloudflare, open Security and look for the AI crawler settings (Search, Agent and Training). Check Search is allowed.
2. Check any security plugin (Wordfence, Sucuri and others) for rules that block bots or "unknown automated visitors".
3. Check for UK-only geoblocking or harsh rate limits. AI crawlers may not visit from UK addresses.

3 Check who really visits

The only way to know the guard is letting crawlers through.

1. Send your web provider the crawler log request from lesson 2.1.
2. A 200 response means the page was served. 403 means refused. 429 means too many requests.
3. Anyone can fake a crawler's name, so a technical person can check visits against the IP lists OpenAI, Anthropic and Perplexity publish.

4 Ask the assistants to open a page

1. Paste one of your page addresses into ChatGPT, Claude and Perplexity.
2. Ask: "Open this page and tell me what fees it lists."
3. A refusal or error can point to a block, though it can have other causes. Repeat on two or three pages.

5 Ask AI to read the file

AI PROMPT

Here is my robots.txt. Which AI crawlers does it allow and block? Explain in plain English, separate search crawlers, user-request crawlers and training crawlers, and flag anything that looks accidental, such as a blanket block.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Write a three-line policy first

Decide on purpose, write it down, and nobody can undo it by accident.

1. Search crawlers: allow.
2. User-request crawlers: allow (robots.txt may not stop them anyway).
3. Training crawlers: your business choice. Some agencies block them on principle; others allow them, because an assistant answering from memory can only name a business it learned about. Neither choice has been shown to change mentions for agents.
4. Save it with the date and who approved it. Review twice a year.

2 Fix robots.txt, carefully

One wrong line can hide your whole site, so keep a copy of the old file first.

1. Remove any blanket "Disallow: /" you didn't intend.
2. To block training only, add "User-agent: GPTBot" then "Disallow: /", a blank line, then the same for ClaudeBot.
3. Don't add Google-Extended to that block unless you've decided to: Google says it also covers grounding in Gemini.
4. Never block Googlebot or Bingbot as an "AI block". That removes you from ordinary search too.
5. WordPress: Yoast has a file editor under Tools; Rank Math has Edit robots.txt under General Settings.

3 Fix the CDN or firewall

1. In Cloudflare, keep Search crawlers allowed and make a deliberate choice about Agent and Training. Be careful: blocking Training can also catch crawlers that do both jobs, such as Googlebot and Bingbot.
2. In a security plugin, allow the search crawlers you chose by name, and by IP list where the tool supports it.
3. Keep your attack protection on. The aim is to let the right visitors through, not to open the doors.

4 Ask your web provider in writing

On many managed property websites you can't edit these settings yourself.

1. Ask what robots.txt says, who can change it, and how long a change takes.
2. Ask whether any firewall, CDN or bot protection blocks OAI-SearchBot, Claude-SearchBot, PerplexityBot or Bingbot.
3. Ask for a log of refused requests from those crawlers.

5 Let AI draft it

AI PROMPT

Write a robots.txt that allows OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User, PerplexityBot, Perplexity-User, Applebot, Bingbot and Googlebot, and blocks GPT Bot and ClaudeBot. Keep this sitemap line: [paste]. Explain each line.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: After any change, reload robots.txt in a browser, re-run the open-a-page test, and ask your provider for a fresh log after a week. OpenAI says changes take about 24 hours; other systems vary.

Keep it up

Check after any relaunch, new provider, new security plugin or CDN change, and review the policy twice a year. Security tools update their defaults and can re-block crawlers without you touching anything. (~15 min, twice a year and after any site change)

Go deeper: robots.txt is a request, not a lock

Reputable crawlers follow it. User-request fetchers may not. It's also a public file, so never list anything private in it.

It's not a legal shield either. The UK government's March 2026 report on copyright and AI made no change to the law, so there's no legislated opt-out from AI training. Treat blocking training crawlers as a business choice.

If you have no rules for Applebot but do have rules for Googlebot, Apple says Applebot follows the Googlebot rules, so a rule written for Google can affect Siri and Spotlight.

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gov.uk/government/publications/report-and-impact-assessment-on-copyright-and-artificial-intelligence

Indexed in Google and Bing: sitemaps, IndexNow and internal links

Being indexed means a search engine has found your page and stored it, so it can be shown. AI answers from Google and Microsoft draw on those normal indexes. There's no separate AI index to submit to.

Priority 4% · How often: ~15 min/month · Online: reyse.co.uk/geocourse/indexing-google-bing

WHY IT MATTERS

A fees or valuation page Google and Bing haven't indexed can't support an AI answer about fees or valuations.

THE EVIDENCE

Official guidance ●●●●●

Google's and Microsoft's own guidance. Being indexed doesn't guarantee a page is used in an AI answer; not being indexed all but rules it out.

DO THIS FIRST

Run your ten most important pages through Search Console's URL Inspection, and the same in Bing Webmaster Tools.

IN PLAIN ENGLISH

The librarian can only recommend books that are on the shelves. If your book was never shelved, it can't be recommended, however good it is.

Why it matters

AI answers pull from several of your pages at once. A landlord asking "should I use a letting agent?" can be answered from your fees page, landlord guide, area pages and reviews. Each one has to be indexed to count.

Buyers: Area and process questions are answered from indexed guides.

Tenants: Rent and renting questions need your lettings pages indexed.

Sellers: Your valuation and fees pages must be indexed for "what does an agent charge?" to reach you.

Landlords: Landlord guides and fees pages carry the most valuable answers. Check them first.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google says a page must be indexed and allowed to show a snippet to appear in AI Overviews and AI Mode, with no extra requirements and no guarantee. Microsoft's Copilot and Bing's AI answers work from Bing's index, which is why Bing Webmaster Tools and IndexNow (Bing's way to be told about new or changed pages straight away) matter more than they used to. OpenAI doesn't say which search provider ChatGPT uses, so don't assume being in Bing covers ChatGPT: let OAI-SearchBot in as well (lesson 3.1).

AN AGENT EXAMPLE

An agency set its fees page to noindex while rewriting it, and the tag was never removed. Google never indexed the page, and AI answers about local fees quoted other agencies. The agency removes the tag, requests indexing and adds the page to its sitemap.

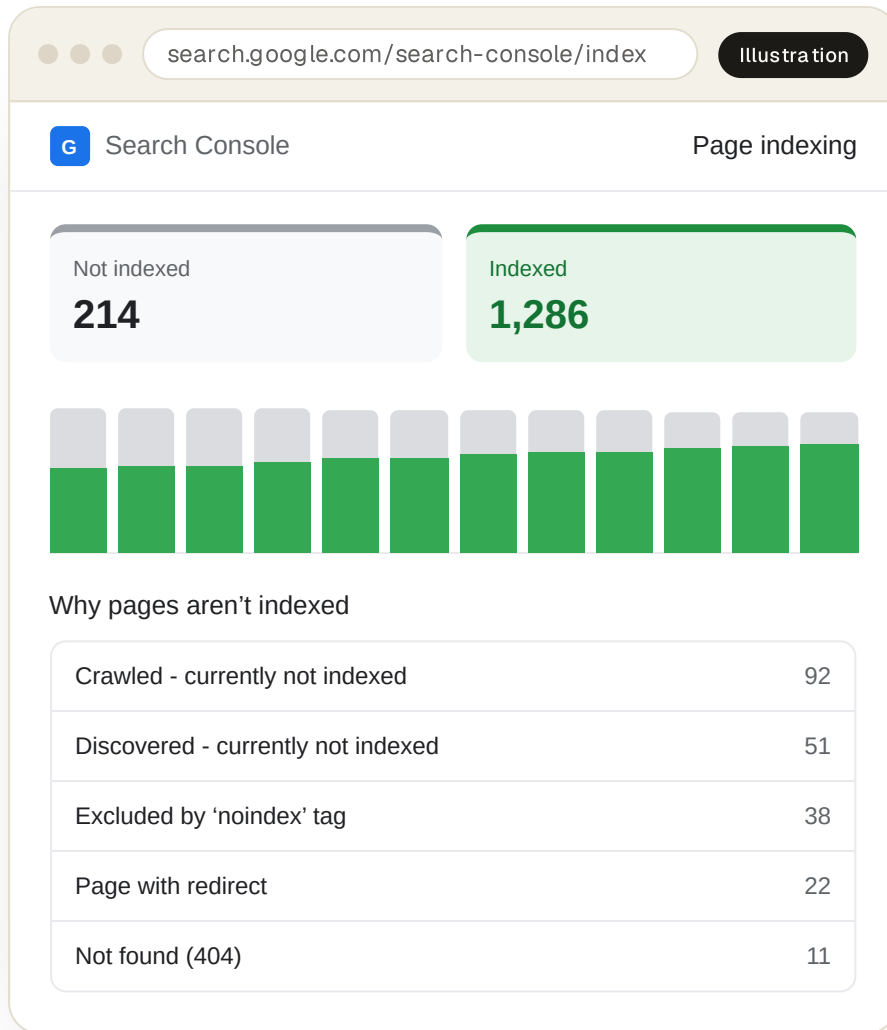
Test it

1 URL Inspection on your ten key pages

Google telling you, page by page, whether it has it.

1. List your ten most important pages: valuation, fees, lettings, landlord guide, tenant guide, three area pages, about and contact.
2. Paste each into the "Inspect any URL" bar in Search Console.
3. "URL is on Google" is good. "Not on Google" tells you why.
4. Use Test live URL to see whether Google can access it now.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)



Search Console, Indexing, Pages. Green is indexed; grey isn't. The table underneath says why. Example numbers.

2 The Pages report

1. In Search Console, open Indexing, then Pages.
2. Click each reason under "Why pages aren't indexed".
3. Red flags on key pages: "Excluded by 'noindex' tag", "Blocked by robots.txt", "Server error (5xx)", "Alternate page with proper canonical tag".

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

3 Bing Webmaster Tools

Copilot answers come from Bing's index, not Google's.

1. Use URL Inspection on the same ten pages.
2. Check Sitemaps shows Success.
3. Open AI Performance (if your account has it) to see which pages Copilot already cites.

[Bing Webmaster Tools](https://www.bing.com/webmasters) (www.bing.com/webmasters)

4 Count the clicks to your key pages

Pages buried five clicks deep are found late, or not at all.

1. From your homepage, count the clicks to your fees page, valuation form, landlord guide and an area page.
2. Anything more than three clicks needs a shortcut.
3. Check the links use words like "our lettings fees", not "click here".

Fix it

1 Remove accidental noindex and wrong canonicals

1. WordPress: Settings, Reading, and untick "Discourage search engines". Then check each key page's setting in Yoast or Rank Math.
2. Make sure each key page's canonical tag points to itself (SEO lesson 2.4).
3. Then use Request indexing on the affected pages.

2 Submit a clean sitemap to both

1. Your SEO plugin or provider generates it, usually at /sitemap.xml or /sitemap_index.xml
2. Keep it to live, indexable pages: no redirects, noindex pages or sold listings.
3. Submit it in Search Console and Bing Webmaster Tools.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console) · [Bing Webmaster Tools](https://www.bing.com/webmasters) (www.bing.com/webmasters)

3 Turn on IndexNow

Tells Bing (and other engines that use it) the moment a page is added, changed or removed. Useful when fees or listings change.

1. Check whether your SEO plugin or CMS supports it (several WordPress SEO plugins do).
2. If not, ask your web provider whether they can add it.
3. Google isn't stated to use IndexNow, so keep your sitemap too.

4 Link to your key facts pages

1. Link to fees, valuation, landlord and area pages from the homepage, menus and related guides.
2. Use descriptive link words: "our landlord fees", "book a valuation in Hallowford".

Then: After fixing, request indexing and check the same pages again in a week or two. Google says recrawling can take from several days to several months.

Keep it up

Check your ten key pages monthly, and always after a relaunch, a new provider or a developer touching the site. (~15 min/month)

SOURCES

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2. Learn about sitemaps, Google Search Central. developers.google.com/search/docs/crawling-indexing/sitemaps/overview
3. IndexNow, IndexNow. indexnow.org
4. Bing Webmaster Guidelines, Microsoft Bing. bing.com/webmasters/help/webmaster-guidelines-30fba23a
5. What is URL canonicalization, Google Search Central. developers.google.com/search/docs/crawling-indexing/canonicalization
6. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

Can AI read and quote your pages?

JavaScript, widgets and snippet settings

Three quieter ways to be invisible: key facts that only appear after a script runs, settings that stop search engines quoting your page, and Google's new switch that removes a whole site from its AI answers.

Priority 4.5% · How often: ~15 min, quarterly and after any site change · Online: reyse.co.uk/geocourse/can-ai-read-your-pages

WHY IT MATTERS

Facts that load by script, or pages tagged "don't quote", look fine to people and are blank to many AI tools.

THE EVIDENCE

Official guidance ●●●●●

Google's and Microsoft's documented controls, plus one large study of crawler logs. "AI crawlers don't run scripts" is the best current evidence, so re-check it from time to time.

DO THIS FIRST

On a listing and your fees page, View page source and search for the price, a fee and your phone number.

IN PLAIN ENGLISH

Some books arrive with the pictures printed; others arrive as a box of pieces that only some readers can build. And some come with a sticker saying “you may show the title but not read it out”. If the sticker’s on by mistake, nobody quotes you.

A shop window whose display only lights up when you press a hidden button. People who know about the button see everything. Passers-by see a dark window.

Why it matters

Your visitors' browsers run scripts, so everything looks normal to them. But when they ask an AI about your fees or a property, it may only have seen a heading, a photo and an empty box.

Buyers: If listings and search load by script, AI can't quote your prices, bedrooms or areas.

Tenants: Rents, deposits and availability in a widget may never reach an AI answer.

Sellers: A fees calculator with no plain text beside it gives AI nothing to quote.

Landlords: Landlord guides tagged "nosnippet" by a plugin are indexed but can't be quoted.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

JavaScript: Google renders scripts, but a Vercel and MERJ study of real crawler traffic (December 2024) found the crawlers from OpenAI and Anthropic fetched script files without running them. Microsoft warns that answers hidden in tabs, scripts or images may be missed. Snippet settings: Google says nosnippet, data-nosnippet, max-snippet and noindex limit what can appear, and its AI features need a page that's allowed a snippet. Bing's guidelines (rewritten February 2026, as reported) say NOARCHIVE keeps a page out of Copilot answers and NOCACHE limits Copilot to the title and snippet. The new switch: since 31 August 2026, Search Console has a site-wide setting (Settings, Search generative AI) that can exclude your whole site from AI Overviews and AI Mode. It's on (included) by default. Google says it isn't used for ranking elsewhere in Search.

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Script files that OpenAI's and Anthropic's crawlers ran in the Vercel study. They fetched them but didn't run them

AN AGENT EXAMPLE

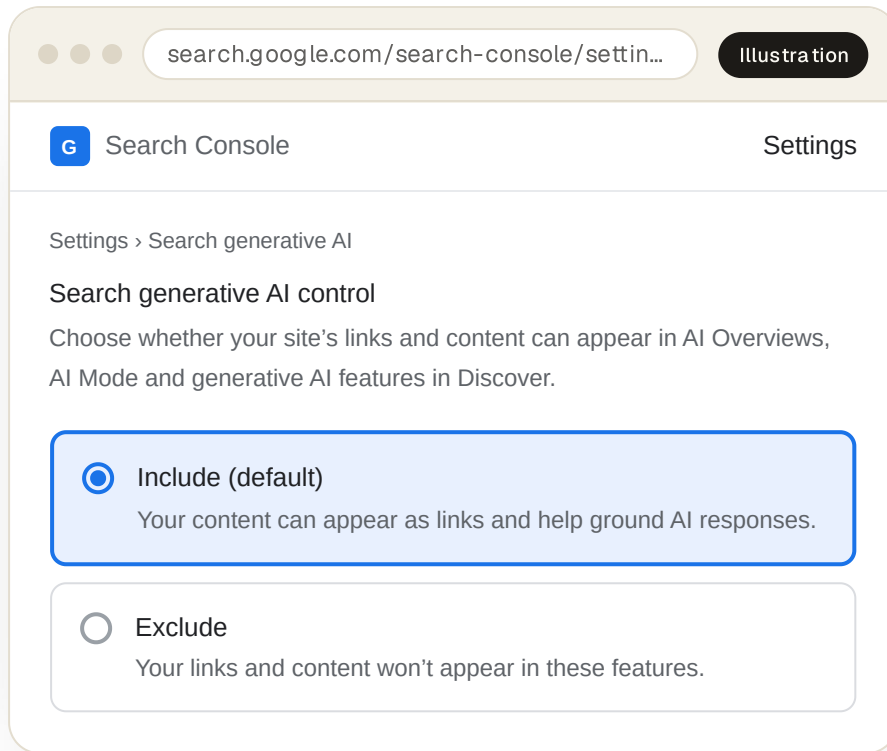
A branch's listing pages look perfect, but the price, description and tenure are loaded by a script from the CRM. View page source shows only a heading and a photo. The branch asks its provider for server-rendered pages and, as a stopgap, writes its fees and contact details as plain text on the page.

Test it

1 View-source test

Shows exactly what a crawler that doesn't run scripts receives.

1. Open a listing, right-click and choose View page source.
2. Press Ctrl+F (Cmd+F on a Mac) and search for the price, the first line of the description and your phone number.
3. Repeat on your fees page and a landlord guide.
4. If something is on screen but not in the source, a script puts it there.



Search Console, Settings, Search generative AI. It's set to include your site by default. Excluding it removes you from AI Overviews and AI Mode. Example numbers.

2 Switch JavaScript off

1. In Chrome, press F12, then Ctrl+Shift+P, type "Disable JavaScript" and press Enter.
2. Reload your key pages. Whatever disappears is at risk.
3. Close the developer tools to switch it back on.

3 Search for snippet settings

1. In View page source, search for noindex, nosnippet, data-nosnippet, max-snippet and noarchive.
2. Keep only the ones you meant: private, temporary or thank-you pages.
3. For the whole site at once, Screaming Frog's Directives tab lists them.

[Screaming Frog SEO Spider](http://www.screamingfrog.co.uk/seo-spider) (www.screamingfrog.co.uk/seo-spider)

4 Check Google's AI switch

New in 2026, and one click away from removing your site from Google's AI answers.

1. In Search Console, open Settings, then Search generative AI.
2. Check your site is included (the default).
3. If it's excluded, find out who changed it and why before changing it back.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

5 Ask AI to read the source

AI PROMPT

Here is the page source of a property page. Is the key content (price, bedrooms, fees, address, phone number) in the raw HTML, or added later by JavaScript? Are there any robots or snippet directives, and what would each one stop?

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Ask for server-rendered pages

The real fix: the facts arrive in the page code, ready to read.

1. Tell your developer or provider exactly which pages failed the view-source test.
2. Ask for server-side rendering (or static generation) for listings, fees, valuation and guide pages.
3. Ask them to re-run the test and send you a screenshot of the source showing the price.

2 Add plain text beside every widget

1. Next to a fees calculator, write the fee rules in text.
2. Next to a reviews widget, write your rating and review count, with the date.
3. Replace iframes that carry important facts with real text on your own page. An iframe is someone else's page, so the credit may go to them.

3 Remove snippet settings you didn't mean

1. Fix them at the template level in your SEO plugin (guides, tag pages, authors), so new pages don't inherit them.
2. Keep a short register of pages that are meant to be hidden.
3. Request indexing on the pages you fixed.

4 WordPress page builders

Elementor, Divi and similar builders vary in how much they rely on scripts.

1. Put essential facts (fees, address, services) in a standard text block, not a dynamic widget.
2. If the problem is theme-wide, raise it with your theme or host support.

5 Wix, Squarespace and other builders

1. Check the platform's help for a pre-rendering or static setting.
2. Keep key facts in standard text elements, not apps, galleries or custom code blocks.

Then: Re-run the view-source test after every fix, and again after any redesign or plugin update. These settings drift.

Keep it up

Check after any rebuild, theme change or plugin update, and glance at the Search generative AI setting each quarter. (~15 min, quarterly and after any site change)

SOURCES

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4. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

Speed, errors, logins, pop-ups and PDFs

Crawlers need your pages to load quickly and reliably, and the facts to be on the open page. Server errors, pages behind logins, full-page pop-ups, and facts that only exist in a PDF or an image all keep AI from reading what matters.

Priority 3.5% · How often: ~10 min/month · Online: reyse.co.uk/geocourse/speed-errors-gated-content

WHY IT MATTERS

If AI can't see your fees, it quotes someone else's. Forms, PDFs and pop-ups hide exactly the facts people ask about.

THE EVIDENCE

Official guidance ●●●●●

Microsoft's and Google's guidance on keeping key facts in text. How each assistant handles a given PDF or slow page isn't published, so test your own.

DO THIS FIRST

Open your fees and valuation pages in a private window on your phone, and note anything you can't read without a form or a click.

IN PLAIN ENGLISH

A book kept in a locked cupboard, or a poster written on the inside of a closed door. If you can't open it, you can't read it, and neither can a robot.

A café menu in the window covered by a notice saying "ask inside for prices". Passers-by walk on to the café that shows them.

Why it matters

People ask AI "what does a letting agent charge?" because they don't want to fill in a form to find out. If your answer is behind one, the AI answers with your competitor's figures.

Buyers: Want EPC ratings, room sizes and tenure without downloading a PDF.

Tenants: Want rent, deposit and fees without a form. Missing facts send them to the portals.

Sellers: Want to know what selling costs. A fees gate lets another agent answer first.

Landlords: Compare management fees quickly, and compare whoever publishes a figure.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

A crawler can't log in, fill in your form or reliably click "accept" on a cookie wall. Microsoft's guidance for AI answers warns against key facts that live only in PDFs or images, or hidden in tabs, and says to keep core information in HTML. Errors matter too: in the Vercel study, about a third of ChatGPT's and Claude's crawler requests hit missing pages (against about 8% for Googlebot), a sign that AI crawlers often ask for old or guessed addresses. Google says page experience matters for its AI features too.

AN AGENT EXAMPLE

A lettings agency's "landlord fees guide" is a PDF behind a form asking for name, email and phone. People ask AI what landlords pay and get other agencies' fees. The agency publishes a plain-text fees page, keeps the PDF as an optional download, and keeps a short form only for landlords who want a call.

Test it

1 The logged-out phone test

1. Open your fees, valuation and landlord pages in a private window on your phone.
2. Note anything hidden behind a login, a form, a full-page pop-up or a cookie wall.
3. Note any key fact that's only in a PDF, an image or a closed tab.

2 Errors in Search Console

1. Open Indexing, then Pages, and look for "Server error (5xx)", "Not found (404)" and "Soft 404".
2. Open Settings, then Crawl stats, for your average response time.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

3 Speed on your key pages

1. Run your homepage, a listing, your fees page and valuation page through PageSpeed Insights, on Mobile.
2. Look at "Reduce initial server response time".
3. Ask your host when your property feed imports run. Imports at 9am often cause errors at the busiest time.

[PageSpeed Insights](https://pagespeed.web.dev) (pagespeed.web.dev)

4 Can AI read your PDF?

1. Paste a PDF's address into ChatGPT, Claude or Perplexity.
2. Ask: "Summarise this document and list the fees."
3. Compare with the PDF. Missing or wrong figures mean the facts need to be on a web page.

Fix it

1 Move key facts into open text

1. Fees, EPC rating, room sizes and tenure go in the page text. Keep PDFs as extras.
2. Retype fees tables and infographics that are images as real text tables.
3. Use accordions for detail, not for the key facts.

2 Keep forms for actions, not information

Gate the valuation booking, not the explanation of how valuations work.

1. Remove forms that hide information people need to read.
2. Keep forms for valuations, viewings and call-backs.
3. If you want to keep a gated download, gate only the nicely packaged version and publish the substance on the page.

3 Shrink pop-ups and cookie notices

1. Use a small banner, not a full-page wall, and don't block content behind it.
2. Delay or remove newsletter pop-ups on fees, valuation and landlord pages.

4 Monitor uptime, free

1. Set up UptimeRobot's free plan on your homepage and valuation page.
2. Send alerts to a phone someone actually reads.
3. Ask your provider to move feed imports to the early hours.

[UptimeRobot](https://uptimerobot.com) (uptimerobot.com)

Then: Re-run the phone test after changes, and ask an AI assistant "how much does [your agency] charge?" a week later to see if it can now answer.

Keep it up

Check Search Console errors monthly. Review any new gated content or pop-up before it goes live.
(~10 min/month)

SOURCES

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4. The rise of the AI crawler, Vercel and MERJ, December 2024. vercel.com/blog/the-rise-of-the-ai-crawler
5. Understanding page experience, Google Search Central. developers.google.com/search/docs/appearance/page-experience

Redesigns and changing website provider

A relaunch, a new domain or a move to different property software rebuilds pages that search engines and AI tools already know. Done carelessly, the new site loses what the old one had, and nobody notices because it still looks fine to people.

Priority 1.25% · How often: Every relaunch · Online: reyse.co.uk/geocourse/redesigns-and-migrations

WHY IT MATTERS

Relaunches are when most accidental blocks happen: a test site's "keep out" sign goes live, and old pages vanish with no forwarding address.

THE EVIDENCE

Common sense ● ● ● ● ●

General SEO practice. We found no study of relaunches and AI answers specifically.

DO THIS FIRST

Before any relaunch, save a list of every current page address and run the light baseline from lesson 2.3.

IN PLAIN ENGLISH

Your shop moves to a new street. If nobody tells the post office or the guidebook, customers still go to the old address and find an empty plot.

Why it matters

People follow old links from emails, portals and AI answers. If those land on error pages, buyers think the property's gone and sellers think you're careless.

Buyers: Hit error pages when old listing links lead nowhere.

Tenants: Lose saved searches and links to rentals.

Sellers: Lose the fees and valuation pages they read before calling.

Landlords: Lose the landlord guides they bookmarked.

TO GOOGLE, BING AND AI · COMMON SENSE

Google and Bing have to re-crawl the new pages, and redirects tell them the old and new pages are the same. Google's AI features rely on normal Search, and Copilot on Bing, so anything that breaks indexing breaks AI visibility too. ChatGPT, Claude and Perplexity use their own crawlers and may keep requesting old addresses for a while.

AN AGENT EXAMPLE

A two-branch agency relaunches over a weekend. The developer's staging file, which told every crawler to keep out, goes live, and the old fees page is renamed with no redirect. Two months later the branch is missing from AI answers. The agency removes the block, adds the redirects, and writes a go-live checklist for next time.

Test it

1 Go-live checks (do these on launch day)

1. Open yourdomain.co.uk/robots.txt and look for "Disallow: /" under a star.
2. View page source on the homepage, fees page and a listing, and search for noindex.
3. Check the key prices and fees appear in the source (lesson 3.3).
4. Check your CDN or firewall settings didn't change with the new host (lesson 3.1).

2 Test old addresses

1. Take 20 old page addresses from your saved list, or from Search Console's Performance report, or the Wayback Machine.
2. Paste them into httpstatus.io.
3. A 301 to the matching new page is right. A 404, or everything sent to the homepage, is a problem.

httpstatus.io (httpstatus.io) · [Wayback Machine](http://web.archive.org) (web.archive.org)

3 Ask AI to match old and new

AI PROMPT

Here are my old page addresses and my new ones. Match each old address to the best new page, and list any old address with no good match.

[ChatGPT](http://chatgpt.com) (chatgpt.com) · [Claude](http://claude.ai) (claude.ai)

Fix it

1 Before: the checklist

1. Crawl the site and save every address. Map each old address to its new one.
2. Run and save the light baseline (lesson 2.3) and export your Search Console data.
3. Save your robots.txt and structured data.

2 During: protect and redirect

1. Keep the test site behind a password, not just a noindex.
2. Build a one-to-one 301 redirect from every old page to its true match. Use a 404 only where nothing replaces it.

3 After: re-check at 4 and 8 weeks

1. Re-check crawler access and indexing in Search Console and Bing.
2. Re-run the baseline prompts at about four and eight weeks.
3. Update your Business Profile, review links, portal profiles and directories with any new addresses.

4 Ask your provider, in writing

1. Will every old address get a one-to-one 301?
2. Who removes the test site's noindex and robots.txt block at go-live?
3. Will key facts be in the page code?
4. Which crawlers will the firewall allow?
5. Will we own the domain, hosting and Search Console?

Then: Make sure the agency owns the domain, hosting and Search Console before you change provider. Moving is much harder if someone else holds the keys.

Keep it up

Only when you relaunch, change domain, or change website or property software provider. **(Every relaunch)**

SOURCES

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2. Introduction to robots.txt, Google Search Central. developers.google.com/search/docs/crawling-indexing/robots/intro
3. Block search indexing with noindex, Google Search Central. developers.google.com/search/docs/crawling-indexing/block-indexing
4. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

04

Who you are

One name, one set of facts, and proof you're a real, regulated agency.

- 4.1 One name, one set of facts: naming, NAP and your agency fact sheet
- 4.2 Structured data that matches the page (including listings)
- 4.3 Proof you're real: registrations, memberships, your team and knowledge panels



One name, one set of facts: naming, NAP and your agency fact sheet

Being known by one clear name, with the same address, phone, hours, services, fees and areas everywhere you appear, and one dated page on your own site (a fact sheet) that states them all. AI tools compare what different pages say about you. When they agree, the facts look reliable. When they don't, the AI guesses.

Priority 5% · How often: ~30 min/quarter · Online: reyse.co.uk/geocourse/one-name-one-set-of-facts

WHY IT MATTERS

When your details disagree across the web, AI may give out an old phone number, merge you with a namesake, or leave you out because it can't be sure.

THE EVIDENCE

Practitioner view ●●●●●

Practitioner view, backed by Google's and Microsoft's advice to keep business details consistent and current. No study measures name confusion for UK agents.

DO THIS FIRST

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

IN PLAIN ENGLISH

Two kids in different classes are both called Sam Jones. If one list says “Sam J.” and another says “Samuel Jones, 3 May” and a third says “Sam Jones, 5 March”, nobody knows who’s who or which birthday is right. One full name, one set of facts, used every time, stops the mix-up.

The ID card in your wallet. When anyone asks who you are, you take out the same card, rather than describing yourself slightly differently each time.

Why it matters

People act on what AI tells them. A wrong phone number is worse than no mention at all: the landlord rings, nobody answers, and they call the next agency on the list without ever knowing it was you they missed.

Buyers: Want to know the agent on the board, the portal and the AI answer is the same firm.

Tenants: Ring the number and visit the address AI gives them.

Sellers: Shortlist from AI answers. A muddled name can lose a valuation before you knew it was requested.

Landlords: Look for fees, memberships and areas covered in one place before they call.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

Google documents its Organization markup as a way to tell organisations apart, and says to keep the name consistent with your site name. Microsoft says text, images and video should be consistent about the same business, and recommends Bing Places to keep address, hours and contact details current. Google's AI guidance says Business Profile data helps you appear in AI answers. No assistant publishes how it decides which "Abbey Lettings" you are, so the only lever you have is making the evidence agree everywhere it might look.

AN AGENT EXAMPLE

A lettings agency called "Abbey Lettings" shares most of its name with "Abbey Lettings & Sales" two counties away. An AI answer to "Tell me about Abbey Lettings" quotes the other firm's opening hours and fees. The agency adds its town to its name wherever it appears, puts its legal name and company number on its About page, publishes a dated fact sheet, and corrects eleven old profiles from it.

Test it

1 The AI identity test

Shows you whether the assistants know who you are, or who they think you are.

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

Place	Name	Phone	Hours
Website	Abbey Lettings, Northgate	01632 960418	9 to 5:30
Google	Abbey Lettings, Northgate	01632 960418	9 to 5:30
Bing Places	Abbey Lettings, Northgate	01632 960102	9 to 5:30
Apple Business	Abbey Lettings, Northgate	01632 960418	9 to 5
Rightmove	Abbey Lettings, Northgate	01632 960418	9 to 5:30
Facebook	Abbey Lets	01632 960418	9 to 5:30
Yell	Abbey Lettings, Northgate	01632 960102	9 to 5

Checked against the fact sheet **5 details to correct**

The name and details audit, filled in from the live pages. Every red cell is a detail an AI could repeat to a customer. Made-up details.

2 The name and details audit

1. Make a table: one row per fact (name, address, phone, hours, services, fees link, areas), one column per place.
2. 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.
3. Fill it in from the live pages, not from memory. Highlight every difference.

[Companies House search](https://find-and-update.company-information.service.gov.uk) (find-and-update.company-information.service.gov.uk)

3 Look for namesakes and old entries

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

4 Do you have a fact sheet?

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

5 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.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Pick one name, and write it down

1. Decide your exact public name and branch format, for example "Abbey Lettings, Northgate".
2. Don't stuff keywords into it ("Abbey Lettings Best Letting Agent Hallowford").
3. 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.
4. If you've rebranded, add a short "formerly known as" line and keep redirects from old domains.

2 Publish your agency fact sheet

One clean answer to quote, and the master copy for every profile.

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

3 Correct the big profiles first, from the fact sheet

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

4 Multi-branch agencies

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

5 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]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

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.

Keep it up

Review the fact sheet and re-run the AI identity test quarterly, and after any move, rebrand, new branch or fee change. (**~30 min/quarter**)

SOURCES

1. Optimizing for generative AI features in Google Search, Google Search Central. developers.google.com/search/docs/fundamentals/ai-optimization-guide
2. Guidelines for representing your business on Google, Google Business Profile Help. support.google.com/business/answer/3038177
3. Find and update company information, Companies House. find-and-update.company-information.service.gov.uk
4. Bing Places for Business, Microsoft Bing. bingplaces.com
5. Apple Business, Apple. business.apple.com

Structured data that matches the page (including listings)

Structured data (schema) is code that labels the facts on a page for machines: "this is the business name", "this is the price", "these are our official profiles". For GEO it's about accuracy, not a growth hack: it should state exactly what the visible page says, and nothing else.

Priority 2% · How often: ~15 min/quarter · Online: reyse.co.uk/geocourse/structured-data

WHY IT MATTERS

Wrong or out-of-date markup (an old phone number, "available" on a sold home) can feed wrong facts to machines long after the page itself was fixed.

THE EVIDENCE

Official guidance ●●●●●

Google's own guidance (no special schema needed) plus one large matched test that found no citation uplift. Microsoft says it helps, without data.

DO THIS FIRST

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

IN PLAIN ENGLISH

A label on a lunchbox saying what's inside. A good label helps. A label that says "cheese" on a ham sandwich confuses everyone.

The label inside a coat: name, size, washing instructions. Useful if correct. Misleading if someone sewed in the wrong label.

There's a live demo of this on the website: reyse.co.uk/geocourse/structured-data

Why it matters

Customers never see schema. They see its effects: the right phone number and logo in search results, or a sold property described as available because the code was never updated.

Buyers: May be sent stale prices or availability if old listing markup is repeated.

Tenants: Same risk for rents and "let agreed" status.

Sellers: Expect their home's price and status to be right everywhere.

Landlords: Expect your correct name, phone and logo, not those of a similar firm.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google says there's no special schema needed for its AI features, and that structured data should match the visible page. It's still useful for rich results and helps Google tell organisations apart. Microsoft says schema helps its systems understand content, without publishing data. OpenAI, Anthropic and Perplexity haven't said they use it. The best test so far: Ahrefs tracked 1,885 pages that added schema against about 4,000 that didn't (2025 to 2026) and found no meaningful change in AI citations. So treat schema as cheap, harmless when correct, and not a way to get cited.

0

Special schema types Google says you need for AI Overviews or AI Mode

1,885

Pages Ahrefs tracked after adding schema: no meaningful change in AI citations

AN AGENT EXAMPLE

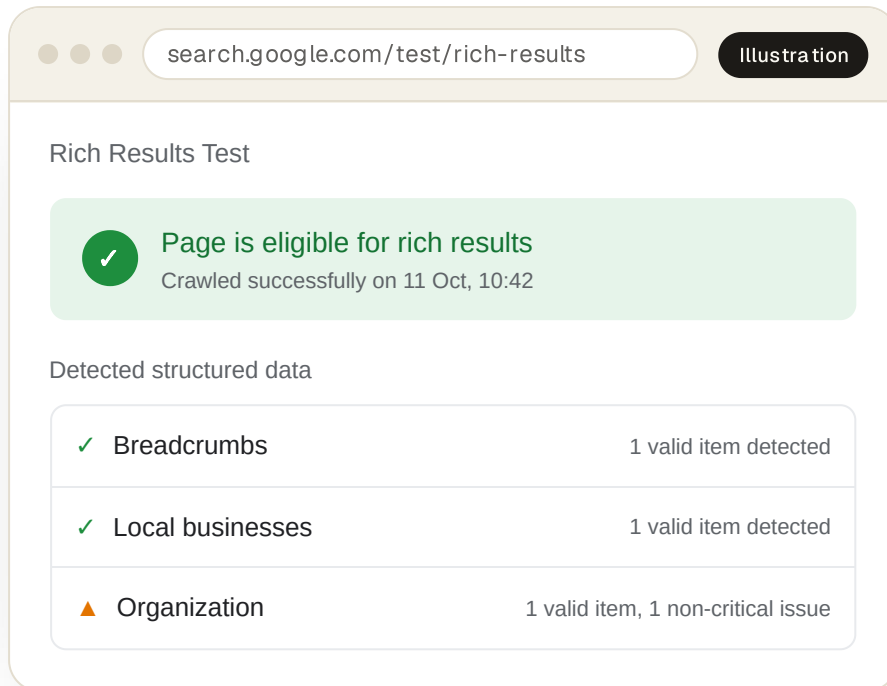
An agency's plugin outputs a phone number from the old head office and opening hours that no longer match the branch. The Rich Results Test passes, because the code is valid, but comparing it with the contact page shows the mismatch. The agency fixes the plugin settings so the code and the page agree. On its listings, it asks its provider to generate markup from the live feed, so "under offer" changes the code at the same time as the page.

Test it

1 Rich Results Test and Schema Validator

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

[Rich Results Test](https://search.google.com/test/rich-results) (search.google.com/test/rich-results) · [Schema Markup Validator](https://validator.schema.org) (validator.schema.org)



Google's Rich Results Test. Green means Google can read your schema; a non-critical issue is a missing optional detail, not an error. Example numbers.

2 Compare the code with the page

Valid code can still be wrong. This is the check that matters.

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

3 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).

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Mark up your business, accurately

1. 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).
2. WordPress: Yoast SEO and Rank Math add Organization markup. Check the business detail fields.
3. 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.

[Merkle schema generator](https://technicalseo.com/tools/schema-markup-generator) (technicalseo.com/tools/schema-markup-generator)

2 Keep listing markup in sync, or switch it off

No markup is better than wrong markup.

1. 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.
2. If they can't keep it in sync, ask them to remove it.
3. Don't expect a special result in Google for listings. The benefit is accuracy.

3 Remove what you can't stand behind

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

4 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]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

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.

Keep it up

Validate after any redesign, plugin update or change of details, and spot-check five listings each quarter. (~15 min/quarter)

SOURCES

1. Introduction to structured data markup, Google Search Central.
developers.google.com/search/docs/appearance/structured-data/intro-structured-data
2. Does schema markup help you get cited by AI?, Ahrefs, May 2026. ahrefs.com/blog/schema-ai-citations
3. Find and update company information, Companies House. find-and-update.company-information.service.gov.uk

Proof you're real: registrations, memberships, your team and knowledge panels

The public evidence that your agency is a real, regulated, accountable business run by real people: your Companies House entry, redress scheme and client money protection memberships, named team members with honest bios, and Google's knowledge panel or Business Profile.

Priority 2.5% · How often: ~20 min, twice a year · Online: reyse.co.uk/geocourse/proof-youre-real

WHY IT MATTERS

A tenant asking AI "is this agency regulated?" gets a vague answer if your memberships only exist as logos in an image, or not at all.

THE EVIDENCE

Practitioner view ●●●●●

What must be displayed comes from consumer law and scheme codes (official). That AI treats named people and memberships as trust evidence is plausible, and unproven.

DO THIS FIRST

Check your memberships appear as text, with exact scheme names, within two clicks of your homepage.

IN PLAIN ENGLISH

A swimming teacher's certificate on the wall. You trust it more if you can check it with whoever issued it, and if the teacher's name is on it.

A recipe from a named chef with a restaurant you can visit, compared with a recipe pinned to a noticeboard by nobody.

Why it matters

Landlords look for client money protection before handing over rent. Tenants want to know who they can complain to. Sellers look up the company before signing. All of them increasingly ask AI to check for them.

Buyers: Like knowing who will show them round, and that the firm exists.

Tenants: Want to know who they can complain to.

Sellers: Look the company up before signing a contract, and choose people more than brands.

Landlords: Look for client money protection and a redress scheme before anything else.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

Google's AI guidance asks for content with first-hand experience and a real point of view. Microsoft says claims should be factual, consistent and verifiable. Both point to named people and checkable memberships, though no AI tool says it checks them. One thing is certain: if your memberships only appear inside logo images, a crawler reading the page code may not see them at all. Google's knowledge panel is mostly for well-known organisations: Google tells local businesses to manage their presence through their Business Profile instead, so for most agents, the Business Profile is the panel.

AN AGENT EXAMPLE

A lettings agency lists "member of a redress scheme" in small print on one fees page. A tenant asks an AI assistant whether the agency is regulated and gets a vague answer. The agency adds an "Our memberships" section to its fact sheet, with each scheme's exact name and a link to the scheme's own member search, and signs its landlord guide "Priya Shah, Lettings Manager, 12 years in the area, reviewed 3 October 2026".

Test it

1 Memberships in text

1. Find your memberships on your site. Are the scheme names written as text, or only as logos?
2. Can a visitor find them within two clicks of the homepage?
3. Check each scheme's own register or member search lists you under the same name.

2 Companies House against your website

1. Compare your company name, number and registered office on Companies House with your website footer and About page.
2. Ask an AI: "Is [agency] a registered company, and where?" and check the answer against the register.

[Companies House search](https://find-and-update.company-information.service.gov.uk) (find-and-update.company-information.service.gov.uk)

3 Your team and your bylines

1. Open your team page. Does each bio say more than name and title: real photo, experience, areas, qualifications?
2. Open your top five guides. Is there a named author or reviewer, and a date?
3. Ask an AI: "Who are the lettings experts at [agency] in [town]?" Are the people real, current and correctly named?

4 Knowledge panel or Business Profile?

1. Search your exact agency name in Google.
2. Note whether a knowledge panel, a Business Profile box, or neither appears, and any wrong detail.
3. Search your name on Wikipedia and Wikidata. If there's an entry, is it you or a namesake?

Fix it

1 Add an "Our memberships and registrations" section

1. In plain text, on your fact sheet or About page: redress scheme, client money protection (lettings), professional body, anti-money-laundering supervision, ICO registration.
2. Use each scheme's exact name, and link to its official member search where it has one.
3. Give logos alt text naming the scheme, and repeat the name in text nearby.
4. Put the redress and client money protection details beside your lettings fee list too (lesson 6.5).

2 Only show marks you're entitled to

Displaying a trust mark without permission, or falsely claiming approval by a body, is banned outright under the DMCC Act.

1. Remove any expired or unauthorised logo today.
2. Check your profiles and email signatures as well as the website.

3 Name the people behind the advice

1. Write real bios: name, role, years in the area, specialism, qualifications, areas covered, a human detail
2. Add a byline and "reviewed on" date to every guide, linking to an author page.
3. Use the same name and job title on your team page, LinkedIn and Business Profile.
4. Get consent for photos and bios, and remove leavers the same week.
5. Never invent credentials or use stock photos as "our team".

4 Knowledge panels: claim, don't chase

1. If a panel appears for your agency, use "Claim this knowledge panel" and suggest corrections with supporting links.
2. If none appears, don't chase one: make sure your Business Profile is complete instead.
3. Don't create or edit a Wikipedia page about your own firm. Wikipedia's rules exclude self-written pages, press releases and local coverage alone.

5 Let AI tidy a bio

AI PROMPT

Rewrite this team member's bio as a genuine 80-word paragraph using only these facts: [name, role, years in the area, specialism, qualifications, areas covered]. Don't add anything I haven't given you.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Ask your compliance adviser or professional body for a checklist of what you must display. It varies with what you do and which schemes you belong to.

Keep it up

Review memberships and bios every six months, and the same week anyone joins or leaves. (~20 min, twice a year)

SOURCES

1. Find and update company information, Companies House. find-and-update.company-information.service.gov.uk
2. Letting agents, Business Companion (Trading Standards). businesscompanion.info/en/quick-guides/services/letting-agents
3. Register: the data protection fee, Information Commissioner's Office. ico.org.uk/for-organisations/data-protection-fee/register
4. Creating helpful, reliable, people-first content, Google Search Central. developers.google.com/search/docs/fundamentals/creating-helpful-content
5. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025. about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers
6. Wikipedia: Conflict of interest, Wikipedia. en.wikipedia.org/wiki/Wikipedia:Conflict_of_interest

05

Local and reviews

Your profiles, your reviews and the areas you cover, as AI reads them.

- 5.1 Google Business Profile, and why the map and AI answers differ
- 5.2 The reviews AI reads: volume, recency, replies and themes
- 5.3 Bing, Apple, directories and voice assistants
- 5.4 The areas you cover: service areas, area guides and “near me”



Google Business Profile, and why the map and AI answers differ

Your Google Business Profile is your listing on Google Maps and Search. Google's AI answers lean on it heavily for local questions. But being in the map pack doesn't mean being named in AI answers, and ChatGPT barely uses Business Profiles at all, so each one needs checking separately.

Priority 5% · How often: ~15 min/month · Online: reyse.co.uk/geocourse/google-business-profile-ai

WHY IT MATTERS

Google's AI answers lean on Business Profiles, but a top spot in Maps doesn't carry over: tracked businesses showed up in Maps far more often than in AI answers.

THE EVIDENCE

Study ●●●●●

One large vendor study (BrightLocal, no UK breakdown, not about agents), plus Google's guidance that Business Profile helps visibility in AI answers.

DO THIS FIRST

Search "best estate agents in [town]" in Google Maps, Google AI Mode and ChatGPT, from your phone, and note where you appear in each.

IN PLAIN ENGLISH

A noticeboard outside your shop that a helpful robot reads aloud to anyone who asks about you. Full, tidy and right, and the robot says good things. Blank or wrong, and it guesses. And a second robot down the road reads a different noticeboard entirely.

A restaurant can top the town map and still be missing from the food critic's column. Each guide uses its own sources.

Why it matters

Buyers and tenants see your hours, area, photos and an AI summary before they ever call. Sellers and landlords compare profiles when choosing who to invite for a valuation. And the profile's old Q&A section, where you could answer common questions, has gone: Google is replacing it with an AI feature that answers from your profile, reviews and website.

Buyers: See your hours, photos and a summary before they call.

Tenants: Search on a phone from where they live, often in Maps first.

Sellers: Compare profiles when choosing who to invite for a valuation.

Landlords: Look for management services and areas covered in the profile.

TO GOOGLE, BING AND AI · STUDY

BrightLocal's study of about 200,000 local searches (September 2026) found Business Profiles were the single biggest source of citations across Google AI Overviews, AI Mode and ChatGPT combined (about 29%), but ChatGPT itself relied on Yelp and Bing and barely used them. Tracked businesses appeared in 66% of Google Maps searches but only 32% to 38% of AI answers, and ChatGPT and Google's AI named the same businesses only about a fifth of the time. Google's own AI guidance says using Business Profile can help your services be visible in AI responses. Google retired the profile Q&A feature (its API closed on 3 November 2025) and is replacing it with "Ask Maps", which answers from your profile, reviews and website. Whether Ask Maps is live in the UK wasn't confirmed as of October 2026.

66%

Searches where Google Maps named a tracked business

32–38%

Searches where an AI answer did (BrightLocal, Sept 2026)

~1 in 5

Businesses named by both ChatGPT and Google's AI

AN AGENT EXAMPLE

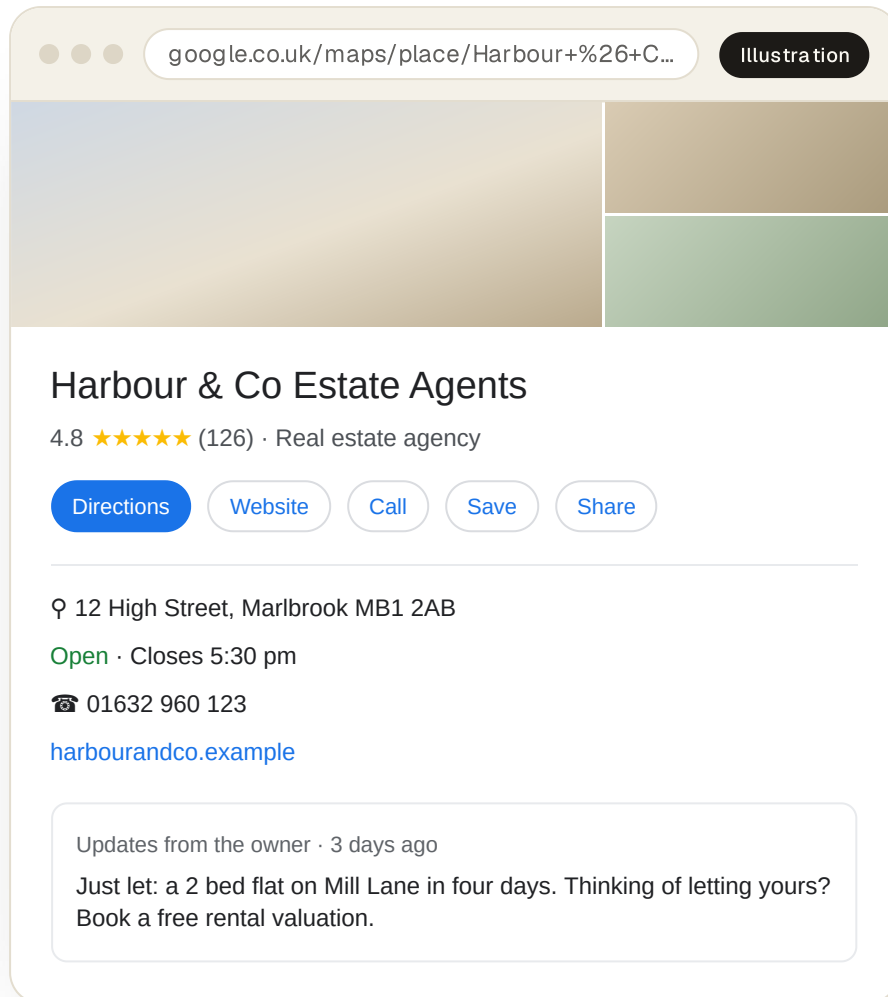
A lettings branch appears in the Maps pack for "letting agents in [town]" from its office. Google AI Mode names it; ChatGPT and Perplexity don't. Its profile has one category, no services, no description and links to the homepage. The branch adds its services, a clear description, the areas it covers and a link to its landlord page, and checks the same words are on its website. Then it looks at what ChatGPT cited instead (lesson 7.1).

Test it

1 Check every field

1. Log in to your Business Profile and work through every field: name (your real name only), primary and secondary categories, services, description, hours and special hours, areas served, website link, phone, photos.
2. Check the website link goes to the right page: lettings profile to the lettings page, not the homepage.
3. Compare the services, areas and description with your website and fact sheet (lesson 4.1). Do they say the same thing?

[Google Business Profile](https://business.google.com) (business.google.com)



A complete Business Profile: the real business name, the right category, hours, photos and recent posts, before anyone visits your website. Example numbers.

2 Maps versus AI, from three places

Shows you whether a strong Maps position is carrying over into AI answers.

1. On a phone with location on, search Google Maps for "estate agents" and "letting agents".
2. Ask Google AI Mode, ChatGPT, Copilot and Perplexity "Best estate agents in [town]" and "Best letting agents in [town]".
3. Do it from the office, a few miles away and the edge of your patch. Run each AI prompt three times and log "X of N".

3 Compare with your top three rivals

1. In Google Maps, compare your profile with the three agents that appear most: categories, services, photos, review count and recency, posts.
2. Note anything they have that you don't.

4 A second opinion

1. BrightLocal's free checker gives a one-off snapshot for one location on ChatGPT or AI Mode, with up to five prompts.
2. Treat it as a second opinion: BrightLocal sells tracking tools.

[BrightLocal free AI visibility checker](https://www.brightlocal.com/free-local-seo-tools/local-ai-visibility-checker) (www.brightlocal.com/free-local-seo-tools/local-ai-visibility-checker)

5 Ask AI to compare profile and website

AI PROMPT

Here is my Google Business Profile text and the text of the page it links to. Do they agree on services, areas covered, fees and opening hours? List anything missing or inconsistent.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Complete it fully

1. Choose the most accurate primary category, with relevant secondary ones.
2. Add every service, a clear description (no keyword stuffing), areas served, and real, recent photos.
3. Keep hours and special hours current.
4. Never add keywords to your business name, and never create duplicate profiles.

[Google Business Profile](https://business.google.com) (business.google.com)

2 Replace the old Q&A with your website

With Q&A gone, the answers people need have to be on the page your profile links to.

1. Put the questions people ask (fees, areas covered, services, how to book a valuation) on that page, in plain text.
2. Keep the wording the same as your profile and fact sheet.

3 Track profile clicks

1. Add tracking tags (UTMs) to your profile's website link, so you can see profile visits in Analytics.
2. Use Google's free campaign URL builder.

[Campaign URL builder](https://ga-dev-tools.google/campaign-url-builder) (ga-dev-tools.google/campaign-url-builder)

4 Then check the other platforms

Fixing Google doesn't fix ChatGPT, which looks elsewhere.

1. Claim Bing Places and Apple Business (lesson 5.3).
2. Map the sources ChatGPT and Perplexity cite in your town before deciding where else to be (lesson 7.1).

Then: If Google offers an AI-written description of your business, read every word before accepting it. Google itself says to check it for accuracy.

Keep it up

Check the profile monthly, and post or add photos regularly. Re-run the Maps versus AI test quarterly. (~15 min/month)

SOURCES

1. Local AI visibility study, BrightLocal, September 2026. brightlocal.com/research/local-ai-visibility-study
2. Optimizing for generative AI features in Google Search, Google Search Central. developers.google.com/search/docs/fundamentals/ai-optimization-guide
3. Guidelines for representing your business on Google, Google Business Profile Help. support.google.com/business/answer/3038177
4. Bing Places for Business, Microsoft Bing. bingplaces.com
5. Apple Business, Apple. business.apple.com

The reviews AI reads: volume, recency, replies and themes

AI tools read your reviews and compress them into a line or two: "customers praise communication, but some mention slow repairs". This lesson covers the GEO angle: which review sites AI uses, what its summaries are likely to say, and how to change them honestly. Collecting and replying to reviews step by step is in our free Reviews course.

Priority 6.5% · How often: ~15 min/week, ~1 hour/quarter · Online: reyse.co.uk/geocourse/reviews-ai-reads

WHY IT MATTERS

AI summarises what your reviews say, good and bad. A recurring complaint becomes the headline, and a profile with no recent reviews gives it little to say at all.

THE EVIDENCE

Practitioner view ●●●●●

That AI summarises review themes is observed but not documented. The rules on collecting reviews are official (Google policy and UK law).

DO THIS FIRST

Ask three assistants "What do customers say about [your agency] in [town]?" and compare their summaries with your actual reviews.

IN PLAIN ENGLISH

If twenty classmates all say the teacher is fair but the lessons are long, a new pupil will hear “fair but long”. The summary comes from what lots of people actually said, so the way to change it is to change the lessons.

A school report. The teacher's summary comes from many marks across the term, so improving the work changes it more than arguing with it does.

Why it matters

Buyers and tenants read recent reviews about viewings, communication and fees. Sellers and landlords read about results, honesty and how problems were handled. Now they often read an AI's summary of all of that before they read a single review.

Buyers: See themes about viewings, responsiveness and honesty.

Tenants: See themes about repairs, deposits and communication.

Sellers: See themes about results, valuations and sales progression.

Landlords: See themes about rent collection, tenant finding and management.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

Google's AI features lean on Business Profile data, which includes reviews, and Ask Maps draws on them too. Other assistants cite review sites when they find them. In one UK snapshot of Google AI Mode answers about local businesses (Whito, August 2026), most answers cited Google reviews or Business Profiles. Nobody publishes a minimum number of reviews, or how summaries are made. The rules are clearer: Google bans paid and incentivised reviews, staff reviews and asking only happy customers, and UK law (the DMCC Act, since April 2025) bans fake reviews, hidden incentives and cherry-picking which reviews you show.

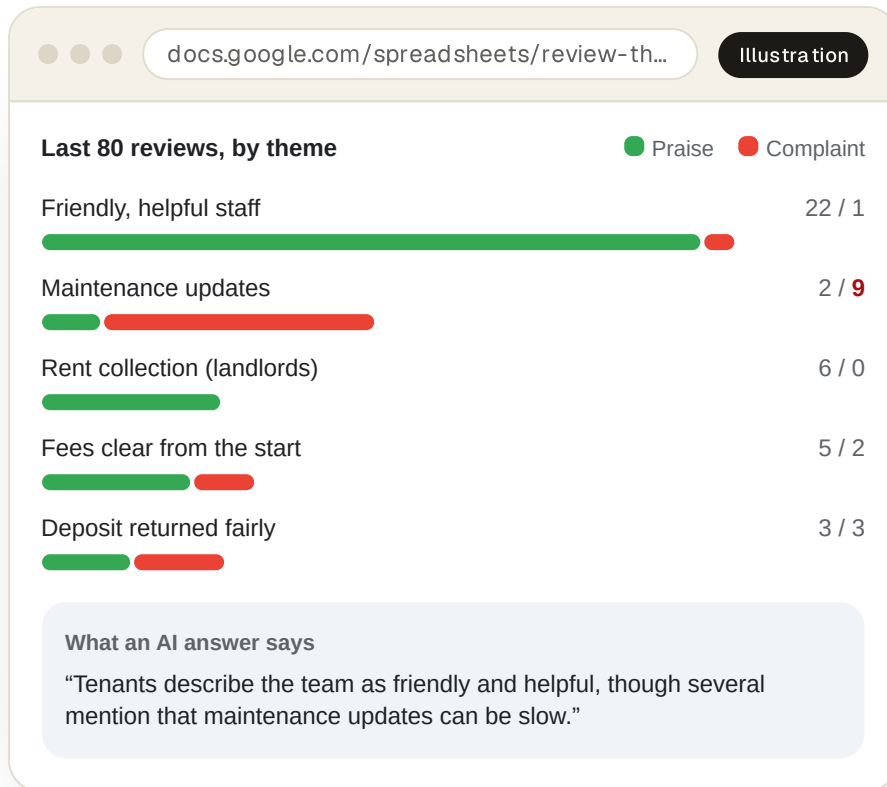
AN AGENT EXAMPLE

A lettings agency exports its last 80 reviews: 22 mention friendly staff, 9 mention slow maintenance updates, and 6 landlords praise rent collection. AI answers describe it as "friendly, but maintenance updates can be slow". The agency introduces a weekly maintenance update email, replies to the old reviews saying what changed, and six months later new reviews start mentioning the updates.

Test it

1 What AI says people think

1. In a private window, ask ChatGPT, Gemini, Copilot, Perplexity and Claude: "What do customers say about [agency] in [town]?"
2. Then: "What are common complaints about [agency]?"
3. Record the themes and the sources cited. Check each complaint: is it real, old, or about a different firm?



A theme table from the last 80 reviews, next to what an AI says. Its summary mirrors the themes that repeat, so the repeated complaint is the one to fix first. Example numbers.

2 Your own theme table

1. Copy your last 50 to 100 reviews from Google and one other platform, with names removed.
2. Group them into themes: communication, speed, fees, honesty, area knowledge, viewings, repairs.
3. Tag each positive or negative, and by audience. Look for points that repeat, not one-offs.

3 The review health check

1. Count your reviews, average rating, date of the latest review, how many have a reply, and how many came in the last six months.
2. Do the same for your top three competitors.
3. Open your review link on a phone and check it works.

4 Ask AI to find the themes

AI PROMPT

Here are 50 reviews of my estate agency with all names removed. Summarise the recurring themes by audience (buyer, tenant, seller, landlord). Which are praised? Which complaints repeat? Quote the review text behind each theme. Flag any review that might break Google's review policy, without accusing anyone.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Ask every client, the same way

A steady flow of recent, detailed reviews from every kind of client. Never a one-day drive, never only the happy ones.

1. Add a review request to your completion and move-in routine, for every client.
2. Ask open questions ("What worked well? What could we have done better?"). Never supply wording or keywords.
3. Use a QR code for your review link at sign-up and handover.
4. No incentives, no prize draws, no staff reviews.

[Google's review policy](https://support.google.com/contributionpolicy/answer/7400114?hl=en) (support.google.com/contributionpolicy/answer/7400114?hl=en)

2 Fix the service behind repeated complaints

1. Pick the top two complaints from your theme table each quarter.
2. Give each an owner and change the process behind it.
3. Reply to past reviews on that theme with what changed, factually.

3 Reply to every review

1. Reply within a few working hours, and by the next morning at the latest, calmly and specifically.
2. For negative reviews: apologise where right, give facts, offer an offline route, and reveal no personal details.
3. Report reviews that break the platform's policy (fake, conflict of interest, off-topic) through its own route, and keep screenshots.
4. Never respond to an attack by posting or buying positive reviews.

4 Choose one other review platform

Other assistants cite other sites. A single well-kept platform plus Google beats five abandoned ones.

1. Pick one your clients already use (Trustpilot, AllAgents or similar), claim it and invite every client.
2. Read its rules on invitations and display before you embed anything.
3. On your own site, show a fair overall picture with a link to the full profile. Never show only the five-star ones and call it your rating.

5 Let AI draft replies, from facts

AI PROMPT

Draft a calm, specific reply to this review for an estate agency. Use only these facts about what happened: [facts]. Offer to talk offline. Don't reveal personal details or admit anything I haven't said.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Re-run the "what do customers say" prompts each quarter. Summaries change slowly, so look for the new theme appearing in new reviews first.

Keep it up

Reply weekly. Read your themes quarterly and pick the next two service fixes. (~15 min/week, ~1 hour/quarter)

SOURCES

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2. AI estate agent recommendations in six UK cities, Whito, August 2026. whito.co.uk/research/ai-estate-agent-recommendations
3. Prohibited and restricted content, Google Maps user contributed content policy. support.google.com/contributionpolicy/answer/7400114
4. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk/ukpga/2024/13/schedule/20

Bing, Apple, directories and voice assistants

The listings beyond Google: Bing Places (which feeds Microsoft's Copilot), Apple Business (Apple Maps and Siri), and the directories and comparison sites AI tools sometimes cite. Keeping them claimed and consistent is cheap, and it's the only lever you have for voice assistants.

Priority 2.75% · How often: ~20 min/quarter · Online: reyse.co.uk/geocourse/bing-apple-directories

WHY IT MATTERS

ChatGPT and Copilot lean on Bing, and Siri on Apple Maps. An unclaimed listing with an old phone number is what they'll repeat.

THE EVIDENCE

Official guidance ●●●●●

Official guidance for Bing Places and Apple's tools. ChatGPT's reliance on Bing comes from a US vendor study. Voice assistant sources are unproven.

DO THIS FIRST

Search your agency in Bing and in Apple Maps, and check the name, address, phone and hours against your fact sheet.

IN PLAIN ENGLISH

Google is one phone book. Bing and Apple have their own. If your number's only in one, people using the others can't find you.

Pruning a hedge. A few tidy, healthy branches look better than a tangle, and you can see what's actually growing.

Why it matters

iPhone users search Apple Maps and ask Siri. Copilot users see Bing's data. A tenant who finds your old number on Apple Maps rings a dead line and never knows the problem was the map, not you.

Buyers: Use Bing, Copilot, iPhones and voice to find and ring agents.

Tenants: Ask quick "near me" questions on phones and smart speakers.

Sellers: Check addresses and phone numbers when comparing agents.

Landlords: Sometimes ask a voice assistant for the nearest letting agent while driving.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Microsoft recommends Bing Places so a business's address, hours and contact details stay current, and Copilot works from Bing. In BrightLocal's study, ChatGPT relied on Yelp and Bing for local answers. Apple says Applebot data powers Siri, Spotlight and Safari, and Apple merged Business Connect into a new, free Apple Business in April 2026, with existing place cards carried over. Directories and comparison sites do get cited in AI answers, but which ones varies by town and tool. Nobody has confirmed where Siri, Alexa or Google Assistant get their local data, so treat voice as hygiene, not a target.

AN AGENT EXAMPLE

A branch finds that Siri gives an old opening time, because its Apple place card was never claimed. It claims Apple Business and Bing Places, copies every detail from its fact sheet, then searches its phone number and old address and finds four directory entries with the old address and one with a former trading name. It corrects what it can, asks for duplicates to be removed, and repeats the voice test a week later.

Test it

1 Bing and Apple

1. Search your agency name in Bing. Check name, address, phone and hours.
2. Search your agency in Apple Maps on an iPhone or Mac. Check the same.
3. Ask Copilot "Best estate agents in [town]" and "Best letting agents in [town]", and note what it cites.

[Bing Places](https://www.bingplaces.com) (www.bingplaces.com)

2 Directories: search for your old details

1. Search your phone number, address and agency name in quotes on Google.
2. List the first 20 listings and tick correct or incorrect.
3. Check your redress scheme, trade body and portal member directories for your entry.

3 Ask out loud

1. Ask your phone: "Find an estate agent near me", "What time does [agency] open?", "Call [agency]".
2. Write down what it says, and ring the number it gives.

4 Ask AI which sites list you

AI PROMPT

Where is [agency] in [town] listed online? List the websites you find, and for each one show the name, address and phone number it gives.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Claim Bing Places and Apple Business

1. Claim and verify Bing Places for Business. You can import from your Google profile.
2. Claim your place card in Apple Business (Apple's replacement for Business Connect, free).
3. Copy every detail from your fact sheet: name, categories, hours, phone, website link, photos.

[Bing Places](https://www.bingplaces.com) (www.bingplaces.com) · [Apple Business](https://www.apple.com/business) (www.apple.com/business)

2 Clean up directories, don't add hundreds

1. Fix the main ones first: Yell, your Chamber of Commerce, trade body and redress scheme lists, Facebook, LinkedIn.
2. Claim old listings and request removal of duplicates.
3. Avoid bulk submission packages. They spread mistakes and promise AI visibility nobody can deliver.

3 Multi-branch? Consider a listings service

1. Services such as Moz Local, BrightLocal and Whitespark push your details to many directories at once.
2. Check exactly what they publish before you pay again: they can spread a mistake as fast as a fix.
3. Keep control of your own accounts.

4 New platforms: claim free profiles quickly

If a new AI or maps platform offers a free business listing, claiming it takes minutes and costs nothing.

1. Set it up with the same details as everywhere else.
2. Don't pay for "voice search" or "Siri optimisation" packages. Nobody can show where those assistants get their data.

Then: Re-check every listing after any move, new phone number, branch rename or change of hours, the same day if you can.

Keep it up

Check Bing and Apple quarterly. Search for old directory entries twice a year. (~20 min/quarter)

SOURCES

1. Bing Places for Business, Microsoft Bing. bingplaces.com
2. Apple Business, Apple. business.apple.com
3. Local AI visibility study, BrightLocal, September 2026. brightlocal.com/research/local-ai-visibility-study

The areas you cover: service areas, area guides and “near me”

How clearly you show which places you really serve, and whether your area pages contain the kind of first-hand local knowledge an AI can actually use, rather than "a vibrant, sought-after location with excellent transport links".

Priority 2.5% · How often: ~2 hours per guide, then twice a year · Online: reyse.co.uk/geocourse/areas-you-cover

WHY IT MATTERS

If your site says "the whole county", your profile lists two villages and your footer lists three others, AI can't tell where you work. Template area pages give it nothing to quote.

THE EVIDENCE

Practitioner view ●●●●●

Google's guidance on first-hand content and scaled pages (official), one vendor study on location (US), and practitioner advice for area pages. No study of area guides in AI answers.

DO THIS FIRST

List every place name on your website, Business Profile and fact sheet, and make them match.

IN PLAIN ENGLISH

Ask a stranger with a map app for the best chip shop and you get a name. Ask someone who's lived on the street for ten years and they tell you which one has the shortest queue and which one shuts on Mondays.

A local's hand-drawn map with notes in the margins. A printed map shows the roads. The notes show where to actually park.

Why it matters

People ask "what's it like to live in [area]?", "which part of [town] suits families?" and "letting agents covering [postcode]". Sellers and landlords want an agent who knows their road, not just their county.

Buyers: Choose areas and streets based on commute, schools and lifestyle.

Tenants: Ask where to rent on their budget, near a station or their work.

Sellers: Judge whether you really know their road and its buyers.

Landlords: Want typical rents for their kind of property, in their area.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

Location changes answers. In BrightLocal's study, moving across the same town changed which businesses were named (only about 36% to 47% overlap between points), and Claude says it may use your approximate location from your internet connection. Google asks for first-hand, non-commodity content, and says creating a page for every variation of a search, at scale, breaks its spam policy, so templated town pages with the name swapped are a risk, not a tactic.

AN AGENT EXAMPLE

An independent agency replaces eight templated "Homes in [place]" pages with three detailed guides for the places it really covers. Each names streets, gives a station walking time it actually timed, a dated rent range, the three questions buyers ask most, and a "what our negotiators say" section signed by a named member of staff. It lists the same six places on its Business Profile, fact sheet and footer.

Test it

1 Do your places match?

1. List every place name on your website, Business Profile, fact sheet and portal profiles.
2. Are they the same list? Are they places you genuinely cover?

2 The swap test

If a page still reads true with another town's name in it, it says nothing only you could say.

1. Take an area page and replace the place name with another town.
2. If it still reads true, it's generic.
3. Count named roads, stations, parks and landmarks. Fewer than five suggests it's thin (our rule of thumb).

3 Named versus "near me", from different places

1. Ask "best estate agent in [town]", "estate agent near [station or postcode]" and "estate agent near me".
2. Repeat on a phone on mobile data, from another part of your patch.
3. Log where you were each time.

4 Ask AI what a local would add

AI PROMPT

Read this area guide from an estate agency. List every sentence that could have been written by someone who has never visited. Then list the kinds of local detail a resident or negotiator could add.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Define your areas once, and use them everywhere

1. Write one list of the towns, neighbourhoods and postcode districts you really serve.
2. Use it on your fact sheet, Business Profile service areas, branch pages and footer.
3. Never use a virtual office or fake address to look closer to somewhere.

2 Write fewer, deeper area guides

1. Name streets, and say which suit which buyers or tenants.
2. Give walking times you actually tested, and when.
3. Give typical prices and rents by property type, with the date and where they came from.
4. Add what only someone who works there knows: parking problems, noisy streets, new developments.
5. Sign it with the name of the team member who wrote or checked it, and date it.

3 Handle sensitive topics carefully

1. For schools, flood risk and crime, link to the official source and date it. Don't summarise from memory.
2. Avoid wording that stereotypes who lives in an area.

4 Merge or remove thin pages

1. Merge templated town pages into fewer real guides, and redirect the old addresses.
2. Ask your web provider to stop any auto-generated town pages.

5 Interview, then write

AI PROMPT

Here are my notes from a 20-minute chat with our negotiators about [area]. Turn them into an area guide with headings for: what it's like, which streets suit whom, getting around, typical prices and rents (I'll add figures), and the questions buyers ask most. Use only what's in my notes. Mark any gaps as [ADD].

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Refresh area guides twice a year, noting what changed, and test your "near me" prompts from the same three places each quarter.

Keep it up

Review area guides twice a year. Re-test local prompts from three places each quarter. (~2 hours per guide, then twice a year)

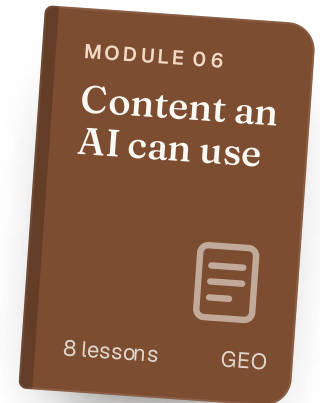
SOURCES

1. Creating helpful, reliable, people-first content, Google Search Central. developers.google.com/search/docs/fundamentals/creating-helpful-content
2. Local AI visibility study, BrightLocal, September 2026. brightlocal.com/research/local-ai-visibility-study
3. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
4. Guidelines for representing your business on Google, Google Business Profile Help. support.google.com/business/answer/3038177

06

Content an AI can use

Pages that answer the real question plainly, with facts AI can quote.



- 6.1 Answer first, in quotable facts
- 6.2 Covering the whole question: fan-out, FAQs, process and comparison pages
- 6.3 Structure: headings, lists, tables and clean HTML
- 6.4 Your own local data: market notes, valuations and rents
- 6.5 Fees and terms: clear, and the same everywhere
- 6.6 Freshness: honest dates, and advice that stays correct
- 6.7 Video, photos and floorplans in words AI can read
- 6.8 Writing with AI without hurting yourself (pages, listings and photos)

Answer first, in quotable facts

Putting the direct answer in the first one or two sentences under a heading, with the key number or fact, then adding the detail, the exceptions and the source. Each answer should be short, specific, true, and still make sense if it's lifted out on its own.

Priority 2.75% · How often: ~10 min per page · Online: reyse.co.uk/geocourse/answer-first

WHY IT MATTERS

If your fee is halfway down the page under "we pride ourselves on a personal service", AI quotes a competitor's figure or a national average instead.

THE EVIDENCE

Study ●●●●●

Microsoft guidance plus one observational ChatGPT study and one lab study. Good for readers either way; not a guarantee of citation.

DO THIS FIRST

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

IN PLAIN ENGLISH

If a friend asks “what time does the shop close?”, you say “five o’clock” first. You don’t start with the history of the shop.

The headline on a newspaper story. The reader, or the machine, decides in a second whether the page has what they need. The rest is for those who want more.

There’s a live demo of this on the website: reyse.co.uk/geocourse/answer-first

Why it matters

People who get the answer quickly are more likely to ring you. Sellers and landlords compare agents on fees and process, and often decide from the first thing they read.

Buyers: Want the figure, the next step or the rule without scrolling through a company history.

Tenants: Want the rent, the deposit and what happens next, straight away.

Sellers: Compare agents' fees and process, often from the first lines they read.

Landlords: Want the management fee and what's included before anything else.

TO GOOGLE, BING AND AI · STUDY

Microsoft's guidance (October 2025) says its systems judge pages section by section, and recommends descriptive question headings with direct, factual answers. An analysis by Kevin Indig (reported February 2026) found about 44% of ChatGPT's citations came from the first 30% of a page's text. That's ChatGPT only, and observational. Google says clear headings and paragraphs are enough and promises no boost for any format. The research paper that named GEO found adding statistics, quotes and sources raised visibility "up to 40%" in a lab test, and that keyword stuffing made things worse.

44%

ChatGPT citations taken from the first 30% of a page's text (Indig, 2026)

Up to 40%

Visibility gain from adding stats, quotes and sources, in a lab test (GEO paper, 2024)

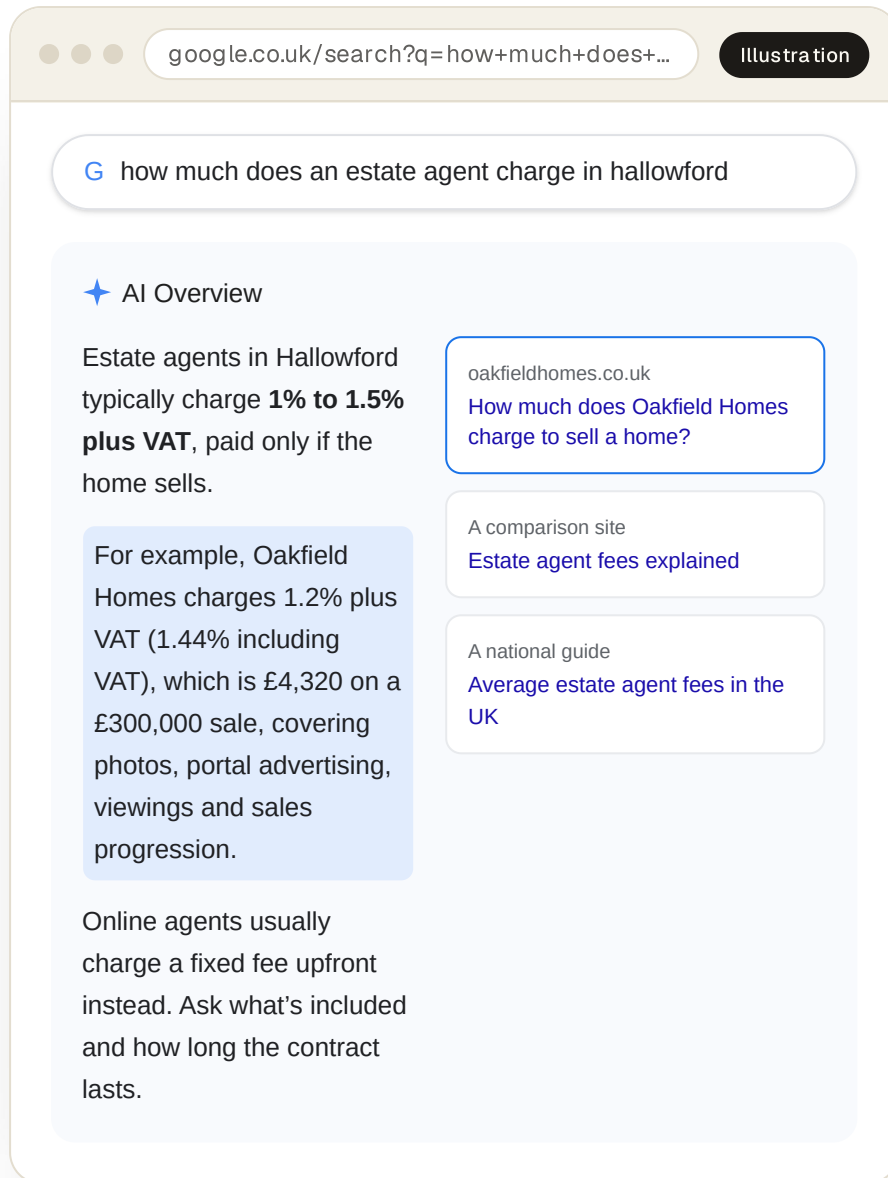
AN AGENT EXAMPLE

Before: "Welcome to Oakfield Homes. We have served the community since 1998 and pride ourselves on a personal service. Our fees are competitive and tailored to each client." After: "How much does Oakfield Homes charge to sell a home? Our fee is 1.2% of the sale price plus VAT (1.44% including VAT), and you only pay if your home sells. On a £300,000 sale that's £4,320 including VAT. It covers photography, floorplan, portal advertising, viewings and sales progression. Last checked: 11 October 2026." (Illustrative figures: use your own.)

Test it

1 The five-second test

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



A Google AI Overview. It leads with a figure, lifted from the page that put its figure first, and lists that page as a source. Example numbers.

2 The two-sentence test

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

3 The quote test

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

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

4 Ask the assistants

1. 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]?"
2. Is your page cited? Does the answer use your figures?
3. Log it (lesson 2.3).

5 Find your candidates in Search Console

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

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

Fix it

1 Lead with the answer

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

2 Make facts quotable

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

3 Name who's speaking

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

4 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]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

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

Keep it up

Apply to every new page as you write it. Re-check your ten key pages every few months, because openings drift back to waffle. (~10 min per page)

SOURCES

1. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025.
about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers
2. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
3. Creating helpful, reliable, people-first content, Google Search Central.
developers.google.com/search/docs/fundamentals/creating-helpful-content

Covering the whole question: fan-out, FAQs, process and comparison pages

One customer question is usually several in disguise. AI search splits it into sub-questions (query fan-out) and looks for pages that answer each. Covering the whole question means one strong page, or a small connected set, that answers the follow-ups too: through clear sections, real FAQs, step-by-step process pages and honest comparisons.

Priority 4.5% · How often: ~2 hours per hub, then quarterly · Online: reyse.co.uk/geocourse/whole-question

WHY IT MATTERS

"Should I use a letting agent?" becomes searches about fees, services, responsibilities and complaints. A thin page answers one of them; comparison sites answer the rest.

THE EVIDENCE

Official guidance ●●●●●

Google officially confirms fan-out and warns against page-per-variant. That broader coverage helps you is practitioner advice, not tested for agents.

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.

IN PLAIN ENGLISH

Ask a good helper “what should I take on holiday?” and they don’t just say “clothes”. They think about the weather, how long you’re away and what you’ll do. AI does the same with your question, then goes looking for each answer.

A restaurant menu. A guest asking for "something for dinner" is helped by a menu with starters, mains and puddings, not by fifty pages about one dish.

There’s a live demo of this on the website: reyse.co.uk/geocourse/whole-question

Why it matters

Sellers and landlords ask decision questions: online or high street agent, sole or multi-agency, let-only or fully managed. If your site only praises your own service, people (and AI) go to comparison sites for a fair answer.

Buyers: Ask follow-ups about costs, areas and process, and want them answered in one place.

Tenants: Want to know what happens next, how long it takes and what they'll pay.

Sellers: Compare agent types, fee models and contract lengths before choosing.

Landlords: Compare let-only, rent collection and full management, and their responsibilities.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google confirms AI Overviews and AI Mode use query fan-out, and in the same guidance warns against making a page for every variation: doing that at scale breaks its scaled content abuse policy. Fifty thin pages, one per sub-question, is the wrong answer. Microsoft recommends clear headings that mirror questions, FAQ sections and comparison tables. Google restricted FAQ rich results to a small set of sites in 2023, so add FAQs because they help people and give AI clean question-and-answer passages, not for special search features.

AN AGENT EXAMPLE

A lettings agency has one thin page called "Landlords" and a long blog list. A landlord asks an AI "should I choose let-only or fully managed in [town]?" and the answer draws on comparison sites. The agency builds one landlord hub that answers what each service includes, the fees, how tenants are checked, who handles repairs, what landlords stay responsible for and how to complain, with a fair comparison table and a step-by-step "what happens when you instruct us". It links to separate pages only where it has real depth, like the full fees page.

Test it

1 Sub-question brainstorm

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

2 Real questions, from real people

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

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

3 The fairness test, for comparison pages

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

4 Old-content search

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

5 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]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Build one hub per audience

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

2 Add process pages: what happens, step by step

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

3 Write FAQs from real questions

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

4 Write fair comparison pages

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

1. 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.
2. 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.
3. Advertising rules apply: comparative claims need evidence you hold before you publish.

5 Merge thin pages

1. Combine overlapping pages into one stronger page and redirect the old addresses.
2. 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.

Keep it up

Review your hub pages every few months, and immediately when rules change for any of your audiences. (~2 hours per hub, then quarterly)

Go deeper: A coverage map for a seller hub (illustrative)

- What does an agent actually do? A section on the selling hub.
- What does it cost? The fees page (lesson 6.5), linked from the hub.
- Can I sell without an agent? A fair comparison section.
- How long does it take? A section using your own dated figures (lesson 6.4).
- What are the legal steps? A process section, linking to gov.uk.
- How do I pick an agent? A checklist of questions you'd want to be asked.

SOURCES

1. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
2. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
3. Guide to the Renters' Rights Act, GOV.UK. gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act

Structure: headings, lists, tables and clean HTML

Writing in clear sections with headings that say what each section answers, short paragraphs that make sense on their own, lists for steps, tables for comparisons, and the right building blocks in the page code: real headings, real buttons, labelled form fields.

Priority 2.5% · How often: ~20 min per page · Online: reyse.co.uk/geocourse/structure-and-html

WHY IT MATTERS

A 600-word block headed "Our Services", with fees hidden in a tab, gives AI nothing clean to lift out.

THE EVIDENCE

Official guidance ●●●●●

Official guidance from Google and Microsoft. No controlled test shows structure causes citations, but it reliably helps readers and screen-reader users.

DO THIS FIRST

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

IN PLAIN ENGLISH

A cupboard with labelled boxes: socks, hats, gloves. You find the gloves in a second. One big pile with no labels has the same stuff, and it's far harder to use.

A building with proper signs and door labels. People and robots can both find the lift without asking.

There's a live demo of this on the website: reyse.co.uk/geocourse/structure-and-html

Why it matters

People skim on phones. They want to find the one thing they came for. A heading that asks their question, and a table that compares the options, gets them there.

Buyers: Skim on phones for the one fact they came for.

Tenants: Need forms they can complete on a phone, with clear labels.

Sellers: Compare services in tables and checklists.

Landlords: Want fee levels side by side, not buried in a paragraph.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Microsoft says its AI judges content section by section and recommends descriptive headings (not "Learn more"), short single-topic sections, lists and comparison tables, and warns against hiding key answers in tabs. Google says clear headings and paragraphs are enough, that semantic HTML is "generally a good idea", and that "there's no requirement to break your content into tiny pieces". The two agree on clear structure and differ in emphasis on very short fragments, so avoid both extremes: write for a person who's skimming.

AN AGENT EXAMPLE

A branch rebuilds its landlord page. Every heading is now a question landlords ask, and the first sentence under each answers it. Fees move from a paragraph into a table. The enquiry form gets visible labels instead of grey placeholder text. When an AI is asked about management fees in the town, the page offers a clean, quotable passage.

Test it

1 Headings only

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

WAVE (wave.webaim.org)

2 The stand-alone test

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

3 Hidden content check

1. Look for key answers inside tabs, accordions and "read more" buttons.
2. 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).

4 Keyboard and labels

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

5 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]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Rewrite headings as questions or topics

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

2 One idea per paragraph, and real tables

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

3 Move key answers out of hiding

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

4 Use native HTML

1. Real headings for headings, real buttons for buttons, real links for links.
2. A visible label for every form field.
3. Add ARIA (accessibility code) only where native elements can't do the job. Wrong ARIA makes things worse for screen-reader users.
4. 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.

Keep it up

Apply as you write. Run the keyboard and heading checks after any redesign or form change. (~20 min per page)

SOURCES

1. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025.
about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers
2. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
3. Creating helpful, reliable, people-first content, Google Search Central.
developers.google.com/search/docs/fundamentals/creating-helpful-content

Your own local data: market notes, valuations and rents

Publishing your own facts about the local market, with the period, sample size and method, so there's something genuinely new for people and AI to quote: days to sell, asking against achieved prices, typical rents by property type. And a clear route from "what's my home worth?" to a real valuation.

Priority 3.5% · How often: ~1 hour/month · Online: reyse.co.uk/geocourse/local-data

WHY IT MATTERS

"Homes in Oakfield sell quickly and for good prices" could be written by anyone. AI quotes whoever has the actual numbers.

THE EVIDENCE

Study ●●●●●

Lab study (the GEO paper) plus Google and Microsoft guidance. Not proven for agency sites, and unproven that AI cites local data pages more.

DO THIS FIRST

List the numbers you already hold in your CRM: days to sale agreed, asking against achieved, rent per bedroom.

IN PLAIN ENGLISH

If everyone in class copies the same textbook, nobody learns anything new. If one child actually measures the playground and writes down the real answer, everyone wants to use theirs.

Being the person who owns the tape measure. Everyone else guesses; you can say what the room actually measures.

Why it matters

"How much is my house worth?" and "how much rent can I charge?" are among the most valuable questions a seller or landlord asks. Many start with an AI or portal estimate, then choose the agent who explains the difference best.

Buyers: Want to know what homes are really doing locally.

Tenants: Want to know what a fair rent is for the area.

Sellers: Want evidence for pricing and timing from someone who sells there.

Landlords: Want typical achieved rents for their kind of property.

TO GOOGLE, BING AND AI · STUDY

Google asks for original, first-hand content rather than restating what's online, and Microsoft recommends original data and supporting claims with sources. The GEO research paper found adding statistics and sources did best in its lab test. No study shows local data pages get cited more often by AI, and nobody has tested how accurate AI is on UK house values or rents. Zoopla's own help pages say its automated estimates aren't valuations and recommend several agent valuations: a useful line to point to.

AN AGENT EXAMPLE

A two-branch agency publishes a one-page market note each quarter: "On our own sales between 1 January and 30 June 2026, homes took a median of 34 days from listing to sale agreed. The 41 homes in this sample sold for a median of 97% of the final asking price. Covers houses and flats we marketed in the Oakfield postcode area; excludes withdrawn properties. Source: our sales records. Updated monthly." (Illustrative figures.) Local journalists quote it, negotiators use it in valuations, and it ends with a button to book one.

Test it

1 Data inventory

1. List the numbers you hold: days to offer, asking against achieved, viewings per offer, time to let, rent by bedroom.
2. Tick the ones already on your website.

2 Source, period and method check

1. Read your market pages. Does every figure show where it came from, the period, and how it was worked out?
2. Does any page claim a portal estimate is a valuation?

3 The swap test

1. Replace your agency's name on your market page with a competitor's.
2. If it still reads true, it has no original information.

4 Ask the assistants

1. Ask: "How long does it take to sell a house in [town]?", "How much is a 3 bed semi in [town] worth?" and "What's the average rent for a 2 bed flat in [town]?"
2. Note the figures and sources cited. Are they portals, calculators, news or agents? Could your numbers add something?

Fix it

1 Publish a dated market note

1. Export a simple summary from your CRM each month or quarter.
2. Use medians rather than averages, state the sample size, period, area and exclusions, and the method in two lines.
3. Anonymise everything: no addresses, names or anything that identifies a client.
4. If you have too few sales to be meaningful, say so, or widen the area or period.

2 Add official context, properly credited

1. Use the UK House Price Index or Land Registry Price Paid data for context.
2. If you reproduce UK HPI data, include the required credit: "Contains HM Land Registry data © Crown copyright and database right [year]. This data is licensed under the Open Government Licence v3.0."
3. Say which index you're quoting and for what period. Different indices use different data and disagree.

[UK House Price Index \(Land Registry\)](https://landregistry.data.gov.uk/app/ukhpi) (landregistry.data.gov.uk/app/ukhpi) · [Land Registry Price Paid data](https://landregistry.data.gov.uk/app/ppd) (landregistry.data.gov.uk/app/ppd)

3 Explain estimates against valuations

1. Add a short explainer in your own words: online and AI estimates are a starting point, not a valuation, and Zoopla itself says so.
2. Say what a local valuation adds: the condition, the street, the buyers you're seeing right now.
3. Put a clear valuation or rental appraisal route on the page: form, phone and what happens next.

4 Never invent numbers

A made-up average could mislead consumers, and an AI that quotes it spreads the error.

1. Use AI to check arithmetic and tidy wording, never to supply figures or comparables.
2. Keep the export behind every number, so you can show where it came from.

5 Ask AI to check your claims

AI PROMPT

Here are the statistics from my estate agency's market page. For each, tell me whether it states a source, a period and a method, and flag any that may be unsupported or could mislead a seller. Don't add any numbers. [paste]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Ask your CRM supplier whether it can export anonymised sales and lettings summaries, so the note takes minutes, not hours.

Keep it up

Update on a fixed timetable: monthly or quarterly, and stick to it. (~1 hour/month)

SOURCES

1. Creating helpful, reliable, people-first content, Google Search Central. developers.google.com/search/docs/fundamentals/creating-helpful-content
2. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025. about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers
3. GEO: Generative Engine Optimization, Aggarwal and others, KDD, 2024. arxiv.org/abs/2311.09735
4. About Zoopla's property estimates, Zoopla Help. help.zoopla.co.uk/hc/en-gb/articles/360005670638
5. UK House Price Index, HM Land Registry. gov.uk/government/collections/uk-house-price-index-reports

Fees and terms: clear, and the same everywhere

Publishing what you charge, what's included and what isn't, in plain text on one dated fees page that every other place (portals, brochures, PDFs, your chatbot) matches. For lettings, how fees must be displayed is also a legal requirement.

Priority 3.25% · How often: ~20 min/quarter · Online: reyse.co.uk/geocourse/fees-and-terms

WHY IT MATTERS

Hide your fees behind "contact us" and AI quotes a competitor or a national average. Leave an old fees PDF online and AI quotes that instead.

THE EVIDENCE

Official guidance ●●●●●

Trading Standards guidance and lettings codes set what must be shown. That AI repeats old fee pages is common sense, not tested.

DO THIS FIRST

Search your own site for "admin fee", "referencing fee" and old PDFs, and check every one is current.

IN PLAIN ENGLISH

If a lemonade stall has no price on the sign, you worry it's expensive. If the sign says "50p a cup" and they charge you 80p, you feel cheated. Fees need to be on the sign, and the same on every sign.

The price list in a café. The one on the wall, the one on the table and the one in the app all have to match.

There's a live demo of this on the website: reyse.co.uk/geocourse/fees-and-terms

Why it matters

"How much does an estate agent charge?" and "what do letting agents charge landlords?" are among the most commercial questions people ask AI. A clear, dated answer gives the AI a source and gives the customer a reason to trust you.

Buyers: Want clarity on what they'll pay during the sale.

Tenants: Need to know what they may and may not be charged, and who to complain to.

Sellers: Compare commission, extras and contract terms.

Landlords: Compare management levels and costs, and check what's included.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

No AI company publishes how it handles fee pages, but the risk is plain: AI quotes whatever version it finds. Old fee tables from before the Tenant Fees Act 2019, still sitting on a site, can be repeated as current. Microsoft warns against core information that lives only in PDFs or images. The legal side is clearer. Trading Standards' guidance says letting agents must display fees in each branch, on their website and on portals (listed, or linked), with each fee's purpose, whether it's per property or per tenant, and the total including tax, with client money protection and redress scheme membership stated beside the list. The fine for breaching the fee publication rules can be up to £5,000.

£5,000

Maximum fine for each breach of the lettings fee publication rules

AN AGENT EXAMPLE

A lettings branch keeps three fee lists: one on its site, a 2017 PDF still listing tenant admin fees, and a shorter list on a portal profile. An AI assistant quotes the PDF. The branch creates one dated fees page, puts its client money protection and redress scheme beside the list, deletes the PDF and redirects its address, links the portal profile to the page, and starts a fees change log.

Test it

1 The three-click test

1. From your homepage, can a visitor reach your fees in three clicks or fewer?
2. Is it a web page with text, not a PDF or image?

2 Fee match

1. Put your website, portal profiles, brochures, window cards and any PDFs side by side.
2. Do descriptions, amounts, VAT treatment and dates match?

3 The lettings fee checklist

1. Each fee shows its description and purpose.
2. Whether it's per property or per tenant.
3. The total including tax, and how it's calculated if it isn't fixed.
4. Client money protection and redress scheme beside the list. Complaints procedure on the website.

Trading Standards: letting agents' display of fees (www.businesscompanion.info/en/quick-guides/services/landlords-letting-agents-and-property-management)

4 Ask the assistants

1. Ask: "How much does [agency] charge landlords?" and "What fees can a letting agent charge tenants in England?"
2. Compare with your real fees. Log any error and trace where it came from.

5 Ask AI to check your page

AI PROMPT

Here is my estate agency's fees page. Which fees are clear? Which numbers lack VAT, an example or a date? Is anything unclear, missing a total including tax, or inconsistent? Don't guess any facts or give legal advice. [paste page]

ChatGPT (chatgpt.com) · Claude (claude.ai)

Fix it

1 One master fees page, in plain text

1. Lead with the answer: "Our fully managed service costs 12% plus VAT of the monthly rent (14.4% including VAT)."
2. Show VAT-inclusive totals, what's included, optional extras with prices, and one worked example.
3. Add a "Last checked" date, and update the page the same day fees change.
4. Separate sales and lettings fees clearly.

2 Put the legal details beside the list (lettings)

1. Client money protection scheme and redress scheme, with names.
2. Your complaints procedure on the website.
3. Link to the same page from your portal profiles.

3 Delete or redirect old fee pages

1. Find old fees PDFs, brochures and blog posts, especially anything listing tenant fees from before 2019.
2. Delete them and redirect their addresses to the current fees page.
3. Ask your host to clear cached copies if needed.

4 Keep the contract and the page in step

1. Write terms in plain English, and make sure the summary on your site matches the actual contract.
2. Keep a fees change log: date, change, who approved it.

5 Get the wording checked

1. Ask your redress scheme, Propertymark, Trading Standards or a solicitor to check your fee and terms wording once a year.
2. Use AI to turn your fee schedule into plain English, then check every number against your terms.

Then: Re-ask the fee prompts a few weeks after any change. If AI still quotes an old figure, find the page it came from (lesson 8.3).

Keep it up

Review every three months, and the same day any fee or rule changes. (~20 min/quarter)

SOURCES

1. Fees you can charge as part of a tenancy, GOV.UK. gov.uk/guidance/fees-you-can-charge-as-part-of-a-tenancy
2. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025. about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers
3. Letting agents: display of fees, Business Companion (Trading Standards). businesscompanion.info/en/quick-guides/services/letting-agents-display-of-fees
4. Letting agents, Business Companion (Trading Standards). businesscompanion.info/en/quick-guides/services/letting-agents

Freshness: honest dates, and advice that stays correct

Keeping pages current, showing honest dates, and having a routine for the pages whose facts expire: fees, market figures, tenancy rules, area details, and landlord and seller advice.

Priority 1.75% · How often: ~1 hour/month · Online: reyse.co.uk/geocourse/freshness

WHY IT MATTERS

AI can quote a 2022 landlord guide about section 21 notices as if it's current, and your name is on it.

THE EVIDENCE

Study ●●●●●

One large vendor study (correlation only) plus Bing's advice to keep content current. Not proven that updating raises citations.

DO THIS FIRST

Search your site for "section 21", "assured shorthold" and "best and final", and list every page that comes up.

IN PLAIN ENGLISH

A bus timetable stuck at the stop that's three years old. It looks official, and it sends people to the wrong bus.

Best-before dates in a shop. Nobody expects everything to be brand new, but nobody wants expired stock on the shelf.

Why it matters

Landlords and sellers act on advice. If they follow out-of-date guidance from your site, or from an AI quoting it, they blame the agent who published it.

Buyers: Lose trust when they spot old rules or market claims.

Tenants: May be misled about their rights by old renting guides.

Sellers: Act on stale fee or process advice.

Landlords: Rely on compliance pages and can lose money if they're wrong.

TO GOOGLE, BING AND AI · STUDY

An Ahrefs study of about 17 million cited pages (July 2025) found AI assistants cited content about a quarter fresher than ordinary Google results on average, though the average cited page was still nearly three years old, and Google's AI Overviews cited older pages than ChatGPT. That's correlation. Bing recommends keeping content current and using IndexNow when you update. Google's AI guidance doesn't claim a freshness boost. So: fresh isn't a guaranteed advantage, but stale facts are a clear risk.

25.7%

How much fresher AI-cited pages
were than Google results, on average
(Ahrefs, 2025)

AN AGENT EXAMPLE

A branch audits its blog and finds six posts written for the old tenancy system. It deletes two, rewrites three with a new date and a short change note ("11 October 2026: removed guidance on section 21 notices"), and redirects one to a current guide. Each kept post now ends: "Reviewed on [date] by [name]. Rules change: check gov.uk or take advice for your situation."

Test it

1 Date audit

1. List your fees, landlord, tenant, seller and market pages.
2. Next to each, write the last time a person actually checked the facts, and who.
3. Mark anything older than a year.

2 Stale-term search

1. Search your site (site:yourdomain.co.uk) for "section 21", "assured shorthold", "best and final", "offers in excess of", and years like 2022 or 2023.
2. Review every hit.

3 Which old pages still get seen?

1. In Search Console Performance, check which old pages still get impressions.
2. Those are the ones people, and AI, can still find.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console)

4 Ask AI what will expire

AI PROMPT

Here is a page from my estate agency website. List every statement that may go out of date (fees, laws, dates, market figures), and say how often each should be checked. List every legal rule it states so I can verify it against gov.uk. Don't confirm them yourself. [paste page]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 A review calendar with owners

1. Fees and legal pages: every three months, and whenever rules change. Owner: lettings or compliance lead.
2. Market data: monthly or quarterly. Owner: sales manager.
3. Area guides: twice a year. Owner: branch manager.
4. Evergreen guides: once a year.

2 Honest dates only

1. Show "Last checked" or "Last updated", and only change it when someone really checked or changed the page.
2. If you check and nothing needs changing, "Checked on [date], no changes" is honest.
3. Add a short change log to fees and rules pages.
4. Never edit a date to look current. A false date is a misleading statement.

3 Separate the rule from your advice

1. Link every legal rule to the gov.uk page that sets it.
2. Say who wrote the page and who checked it.
3. Avoid "you must" unless the official source says so. Where it depends on someone's situation, say so and invite them to ask.

4 Delete what you won't maintain

1. Remove or redirect pages you can't keep correct.
2. Ask your web provider to show the updated date in the template and ping IndexNow when you edit.

Then: Put the review dates in a shared calendar now. Freshness fails when it depends on someone remembering.

Keep it up

Monthly: refresh the oldest three to five key pages. Quarterly: lettings and compliance pages, while the Renters' Rights Act is still rolling out. (**~1 hour/month**)

SOURCES

1. Guide to the Renters' Rights Act, GOV.UK. gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act
2. Do AI assistants prefer to cite fresh content?, Ahrefs, July 2025. ahrefs.com/blog/do-ai-assistants-prefer-to-cite-fresh-content
3. Bing Webmaster Guidelines, Microsoft Bing. bing.com/webmasters/help/webmaster-guidelines-30fba23a
4. IndexNow, IndexNow. indexnow.org
5. Optimizing for generative AI features in Google Search, Google Search Central. developers.google.com/search/docs/fundamentals/ai-optimization-guide

Video, photos and floorplans in words AI can read

Property is visual, but AI mostly works from words. Making sure the facts in your photos, floorplans, EPC graphs and videos also appear as text: room sizes, EPC rating, alt text that describes the image, and transcripts and descriptions for video.

Priority 1.75% · How often: ~5 min per listing · Online: reyse.co.uk/geocourse/video-photos-floorplans

WHY IT MATTERS

Room sizes in a floorplan image and an EPC rating in a graph are invisible to an AI reading the page code.

THE EVIDENCE

Official guidance ●●●●●

Official guidance to keep key facts in text. Whether assistants use image content in answers isn't established.

DO THIS FIRST

On three listings, check whether room sizes, EPC rating and tenure appear as text, not only in images.

IN PLAIN ENGLISH

Describing a film to a friend by playing a clip down the phone. If they can't see it, they miss it. If you also tell them what happens, everyone gets it.

Subtitles on a film. The pictures tell the story to some people, the words to others, and both get the same plot.

Why it matters

Buyers and tenants rely on floorplans, EPCs and photos, and many use screen readers or slow connections. Sellers and landlords judge your marketing by your tours and photos.

Buyers: Use floorplans, photos and tours to decide whether to view.

Tenants: Want room sizes and EPC rating without opening a PDF.

Sellers: Judge your quality from your tours and photos.

Landlords: Expect honest images that won't cause complaints later.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Microsoft advises against leaving core information only in PDFs or images, and Google asks for important content as text, supported by good images and video (which its AI features can show). An AI reading raw page code sees text, not pictures. A transcript turns a video into something it can read. YouTube is widely cited by AI tools, but there's no evidence a local agent's video gets them mentioned more.

AN AGENT EXAMPLE

Before: a video titled "Tour 12.mp4" under "Gallery", and photos with alt text "house". After: "Walk-through of a three bedroom terrace on Mill Lane, Oakfield", a two-line description, a transcript under the video, room sizes and the EPC rating written beside the floorplan, and alt text like "Open-plan kitchen with white units and a breakfast bar, looking onto the garden".

Test it

1 The text-only view

1. On a listing or area page, select all the text (Ctrl+A) and paste it into a notepad.
2. Which facts are missing that are only in images or video?

2 Alt text check

1. Run a page through WAVE to see missing alt text.
2. Read the alt text on ten images. Does it describe what each shows?

WAVE (wave.webaim.org)

3 Video pages

1. Does each video have a clear title, a plain description and a transcript or captions on the page?
2. Ask an AI to summarise one of your video pages. What does it pick up?

Fix it

1 Put the facts in text

1. Room sizes and layout beside the floorplan image.
2. EPC rating in the page text. Keep the certificate as a download.
3. Retype offers and fees from graphics as text.

2 Describe images honestly

1. Alt text that says what the image shows: "open-plan kitchen with island and garden doors", not a list of keywords.
2. Sensible file names: kitchen-extension-terraced-house-oakfield.jpg, not IMG_2043.jpg.
3. Decorative images can have empty alt text.

3 Transcripts and descriptions for video

1. Use YouTube's automatic captions as a draft, then correct them.
2. Paste the transcript under the embedded video on your page.
3. Name the street, area and property type in the title and description.

4 Let AI draft, from facts you supply

AI PROMPT

Write concise, useful alt text and a one-sentence caption for each of these property photos, based only on my descriptions. No keyword stuffing, and don't add features I haven't mentioned.
[descriptions]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: Check who owns the copyright before reusing photos, floorplans and EPCs elsewhere: photographers and portals may hold the rights. Edited or AI-altered photos are covered in lesson 6.8.

Keep it up

Build it into every new listing and video. Spot-check five listings a quarter. (**~5 min per listing**)

SOURCES

1. Google image SEO best practices, Google Search Central. developers.google.com/search/docs/appearance/google-images
2. Video SEO best practices, Google Search Central. developers.google.com/search/docs/appearance/video
3. Optimizing your content for inclusion in AI search answers, Microsoft Advertising, October 2025. about.ads.microsoft.com/en/blog/post/october-2025/optimizing-your-content-for-inclusion-in-ai-search-answers

Writing with AI without hurting yourself (pages, listings and photos)

Using AI to help draft pages, property descriptions and photo edits, while a person stays in charge of facts, tone and legal accuracy, and nothing untrue, misleading or mass-produced gets published under your name.

Priority 1.75% · How often: Every time you publish · Online: reyse.co.uk/geocourse/writing-with-ai

WHY IT MATTERS

AI invents features, states old tenancy rules as current, and mixes up English and Scottish law. Whatever it writes becomes your advert, and AI search may then repeat it.

THE EVIDENCE

Official guidance ●●●●●

Google's guidance on AI content and spam, the ASA's statement, and consumer law. The five-step workflow is practitioner advice.

DO THIS FIRST

Fact-check three recent AI-assisted descriptions against the CRM record, floorplan and EPC, and count the claims with no source.

IN PLAIN ENGLISH

A calculator does sums fast, but you still check you typed the right numbers. AI writing is the same: fast, helpful and sometimes confidently wrong. Like a helper who tidies your drawing and sometimes adds a swimming pool that was never there.

A quick, charming junior who's never seen the property. You wouldn't let them write the advert without the file.

Why it matters

Buyers and tenants decide whether to view from the description and photos. A south-facing balcony that doesn't exist, or a virtually staged room that hides damage, becomes a complaint, and the complaint lands on the agent.

Buyers: Rely on descriptions and photos to decide whether to view.

Tenants: Act on what renting guides tell them.

Sellers: Expect honest marketing of their home.

Landlords: Act on fee and legal information, and blame the agent if it's wrong.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google allows AI-written content, but says producing many pages without adding value can be scaled content abuse, and that you should check AI output, including facts. In May 2026 Google made clear its spam policies apply to AI Overviews and AI Mode too. The ASA said in June 2026 that its advertising code applies however an ad is made, and that the advertiser stays responsible for AI output. UK consumer law (the DMCC Act) covers misleading actions and omissions in property adverts, whoever or whatever wrote them, and AI-written reviews or testimonials presented as real breach the fake review ban.

AN AGENT EXAMPLE

A negotiator's AI draft for a two-bed flat says "south facing balcony, five minutes from the station, near an outstanding school". None of it is in the record. The branch now lets AI reword supplied facts only, using a prompt that writes [MISSING] instead of guessing, and a second person signs off each description. Staged photos carry a "virtually staged" label next to the photo of the real, empty room.

Test it

1 Fact-check three descriptions

1. Pick three recent AI-assisted listings.
2. Tick every claim against the CRM record, floorplan and EPC.
3. Count the claims with no source.

2 Phrase sweep

1. Search your listings for "walking distance", "close to", "outstanding", "south facing", "newly refurbished" and "no chain".
2. Check each against a record.
3. On rental adverts, search for "from", "offers over" and price ranges (lesson 8.2).

3 Image check

1. Put each staged or edited photo beside the original.
2. Is it labelled? Do size, light, condition, views and surroundings match real life?

4 Duplicate check

1. Paste a distinctive sentence from each area page into Google, in quotes.
2. Are the same sentences on other agents' sites or your own other pages?

5 Ask AI to play the compliance officer

AI PROMPT

Act as a sceptical compliance officer at a UK estate agency. List every statement in this text that could be wrong, out of date or unprovable. Don't correct them; just flag them. [paste text]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 A five-step workflow

1. Give the AI your facts, not a blank prompt.
2. Ask for a draft or outline, not a finished page.
3. Check every fact, number, name and rule against your records and official sources.
4. Add first-hand detail, named people and local examples the AI can't know.
5. A named person signs it off, and the date is recorded.

2 Use a fact-locked prompt for listings

AI PROMPT

Rewrite the facts below as a clear property description of about 120 words. Use only the facts given. Don't add any feature, measurement, tenure, school, transport link, view or condition that isn't listed. If a fact is missing, write [MISSING] instead of guessing. Facts: [paste facts, no personal data]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

3 Rules for edited photos

1. Label every staged or edited image, and keep the originals.
2. Show the real room alongside a virtually staged one.
3. Never use AI to hide damage, change views, alter room size or change the surroundings.
4. Get your policy checked by your redress scheme or a qualified professional.

4 A five-line AI policy for the team

1. Facts in, draft out. A human checks. A named person signs off. No client data in public AI tools.
2. Never publish unreviewed AI text on fees, legal rules, valuations or compliance.
3. Never let AI write reviews, testimonials or "customer" quotes.
4. Ask your CRM, website and portal suppliers whether automatic AI text or image tools are switched on, and add an approval step or switch them off.

5 Don't mass-produce

1. Forty AI-written area pages in an afternoon is the wrong answer. Three real guides, from interviews with your negotiators, is the right one.
2. Remove or merge pages that are thin, repetitive or unchecked.

Then: Adding "AI-generated" to a misleading description doesn't make it lawful. What matters is whether it's true.

Keep it up

Every listing and page, every time. Review the policy and your suppliers' AI settings quarterly. **(Every time you publish)**

SOURCES

1. Google Search's guidance on using generative AI content, Google Search Central. developers.google.com/search/docs/fundamentals/using-gen-ai-content
2. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
3. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
4. AI and deepfakes: four things advertisers need to know, Advertising Standards Authority, June 2026. asa.org.uk/news/ai-and-deepfakes-four-things-advertisers-need-to-know-before-they-hit-run.html
5. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk/ukpga/2024/13/schedule/20
6. Creating helpful, reliable, people-first content, Google Search Central. developers.google.com/search/docs/fundamentals/creating-helpful-content

07



What others say about you

The portals, lists, press and people AI listens to, and the rivals it names.

- 7.1 Map your town: the sources AI uses and the rivals it names
- 7.2 Rightmove, Zoopla and OnTheMarket as AI sources
- 7.3 “Best agent” lists, awards and your own “best” claims
- 7.4 Press, mentions, links and partners
- 7.5 Reddit, forums, YouTube and podcasts

Map your town: the sources AI uses and the rivals it names

Finding out which websites AI tools actually cite when people ask about agents in your town, and which agencies they name instead of you, then turning both into a one-page map that tells you where to spend the rest of this module's effort.

Priority 4% · How often: ~3 hours, then quarterly · Online: reyse.co.uk/geocourse/source-map-and-rivals

WHY IT MATTERS

The sources AI leans on differ by platform, by town and by month. Guess, and you'll spend months on sites your town's AI never reads.

THE EVIDENCE

Practitioner view ●●●●●

A practitioner method resting on vendor studies, which show sources vary by platform and month. They don't prove any one source moves your visibility, which is why you measure your own town.

DO THIS FIRST

Run six real prompts on three platforms, three times each, and list every website cited and every agency named.

IN PLAIN ENGLISH

Before handing out flyers, you'd watch which noticeboards people on your street actually read. A source map is the list of noticeboards your town's AI reads, so you don't waste flyers on the wrong ones.

Watching the fastest runner's training plan. You don't wear their number. You work out what builds your own speed.

Why it matters

Sellers and landlords shortlist from "best agent" and fee answers before they ring anyone. The sources behind those answers, and the rivals they name, decide who gets the valuation call.

Buyers: See the agencies AI names first when they ask who covers an area.

Tenants: Get pointed to agents and portals by the sources AI trusts.

Sellers: Shortlist from AI answers, so a missing name costs valuation enquiries.

Landlords: Compare letting agents through the comparison sites and reviews AI cites.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

Different tools use different sources. In BrightLocal's study, Google's AI leaned on Business Profiles while ChatGPT leaned on Yelp and Bing, and the two named the same businesses only about a fifth of the time. In a UK snapshot (Whito, August 2026, "who is the best estate agent in [city]?" on ChatGPT, Gemini and Google AI Mode in six cities), the tools drew on comparison sites, Rightmove pages, award sites and review platforms, named 60 agencies across 86 slots, and only 37% of those agencies were named by more than one tool. Perplexity and Claude show their sources, which makes them easy to log. Bing's AI Performance report shows which of your pages Copilot cites.

37%

Agencies named by more than one AI tool, across six UK cities (Whito, Aug 2026)

60

Different agencies named across just 86 recommendation slots

AN AGENT EXAMPLE

Hallowford is a made-up market town. A small sales and lettings agency runs 6 prompts on 3 platforms, 3 times each: 54 runs. It's named in 7. Rightmove pages appear in 22 runs, a comparison site in 15, a local newspaper's "Best of Hallowford" awards page in 9, and its own website in only 5 (mostly the fees page). The rival named most, in 31 of 54 runs, has five times the Google reviews and publishes a monthly market page. The agency's three gaps: a monthly market page, a steady review routine, and an honest entry on the comparison site. (All numbers invented for teaching.)

Test it

1 The seven-step source map

1. Pick 6 to 10 real prompts: "best agent", fees and area prompts, for sales and lettings (lesson 2.2).
2. Pick the platforms: ChatGPT with search, Google AI Mode, Copilot, Perplexity, Claude with web search.
3. Run each prompt at least three times per platform, fresh private window each time.
4. Log every agency named and every source cited or shown.
5. Count, for each source, how many runs it appeared in: "22 of 54".
6. Group sources by type: portals, comparison and award sites, review platforms, directories, local press, forums and video, agency websites, official bodies.
7. Pick your actions from the biggest groups.

[ChatGPT](#) (chatgpt.com) · [Google AI Mode](#) (www.google.com) · [Copilot](#) (copilot.microsoft.com) · [Perplexity](#) (www.perplexity.ai) · [Claude](#) (claude.ai)

perplexity.ai/search/best-estate-agents-in...

Illustration

Who are the best estate agents in Hallowford?

1 rightmove.co.uk

2 Comparison site

3 hallowford-gazette.co.uk

4 oakfieldhomes.co.uk

Agencies that come up most often for Hallowford include **Agent A**, which is well reviewed and listed on comparison sites ^[2], and **Agent B**, a winner in the local paper's awards ^[3].

Oakfield Homes publishes its fees: 1.2% plus VAT, only if the home sells ^[4]. Most agencies also list homes on the main portals ^[1].

1	rightmove.co.uk	Estate agents in Hallowford
2	Comparison site	Best estate agents in Hallowford 2026
3	hallowford-gazette.co.uk	Best of Hallowford awards: the winners
4	oakfieldhomes.co.uk	Our fees, and what's included

An answer that shows its sources. Each numbered source is a row in your source map: count how many runs it appears in. Example numbers.

2 The competitor grid

1. One row per agency named instead of you: type (independent, chain, online agent, portal), named in X of N runs, the sources that named them.
2. Add a quick look at their public footprint: Google review count and rating (with the date), portal profile, awards, fees page, area guides, market data, press.
3. Final column: what you could honestly learn from them. Never copy their words, photos or reviews.

3 Your own pages AI cites

1. Bing Webmaster Tools, AI Performance: which of your pages Copilot cites.
2. Search Console's Generative AI report: which pages appear in Google's AI features.
3. Pages you expected to see and don't are fix candidates.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console) · [Bing Webmaster Tools](https://www.bing.com/webmasters) (www.bing.com/webmasters)

4 Ask AI to group the log

AI PROMPT

Here is my AI prompt log (no client data). Group the cited sources into types, count how many runs each appeared in, list every agency named with its count, and tell me which three source types appear most. Don't guess any source I didn't list.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Pick two actions, not ten

1. From the biggest source groups, pick two things to work on this quarter.
2. Portals heavy? Lesson 7.2. Comparison or award sites? Lesson 7.3. Local press? Lesson 7.4. Forums? Lesson 7.5. Google surfaces? Module 5.
3. Your own site rarely cited? Start with your fees page (lesson 6.5).

2 Close your top three honest gaps

1. From the competitor grid, list what each rival has that you could honestly build.
2. Pick the top three, with an owner and a date each, and put them in your 90-day plan (lesson 10.3).
3. Review gaps usually come first: they're the most common and the most fixable.

3 Compare like with like

1. A portal may be named because AI treats it as the answer. A comparison site may be named as a source. An online agent may appear through a labelled ad. Treat these separately.
2. Check any fact AI states about a competitor on their own public pages before you act on it.
3. Never run down a competitor, or ask AI to write negative content about them.

4 Consider a tracker later

1. Tools such as BrightLocal's Local AI Visibility Tracker run fixed prompts per location automatically and report sources and competitors.
2. Only once your manual map works, and only if the vendor shows the runs behind each number.

Then: Re-run the same prompts every quarter and keep the old maps, so you can see what moved. Writing "named in 12 of 54" next to last quarter's "7 of 54" is the most honest progress report there is.

Keep it up

Build the map once, then repeat it each quarter with the same prompts. (~3 hours, then quarterly)

SOURCES

1. Local AI visibility study, BrightLocal, September 2026. brightlocal.com/research/local-ai-visibility-study
2. AI estate agent recommendations in six UK cities, Whito, August 2026. whito.co.uk/research/ai-estate-agent-recommendations
3. Introducing AI Performance in Bing Webmaster Tools, Microsoft Bing, February 2026. blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview
4. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

Rightmove, Zoopla and OnTheMarket as AI sources

The property portals are now inside the AI tools. Rightmove has an app in ChatGPT, Zoopla's listings are discoverable there too, and portal pages are cited in "best agent" answers. Your portal profile and listing quality have become AI-facing material, and your own website needs a job the portal can't do.

Priority 2.5% · How often: ~30 min/quarter · Online: reyse.co.uk/geocourse/property-portals

WHY IT MATTERS

When a buyer types "@Rightmove 2 bed flats in [town]" in ChatGPT, your thin three-photo listing is what they see, and the click goes to Rightmove, not you.

THE EVIDENCE

Official guidance ●●●●●

Rightmove's and Zoopla's own announcements. What independents should do about it is our reasoning; no study measures portal citations for UK agents.

DO THIS FIRST

Open your Rightmove, Zoopla and OnTheMarket agent profiles and check every detail against your fact sheet.

IN PLAIN ENGLISH

A big shopping centre with a guide at the front door who points people to the biggest shops first. If your shop's inside, make the window look good. If you also have a shop on the high street, make sure its sign is clear too.

A stall in a busy market. The market brings the crowd, but the stallholder still decides whether people walk away with a name and number, or with nothing.

Why it matters

Buyers and tenants may now start in a chat that reads portal data. Sellers and landlords compare agents on portal profiles and reviews before they call anyone.

Buyers: May search through a portal app inside ChatGPT, seeing your listing and profile first.

Tenants: Same: the listing and the agent profile are the first impression.

Sellers: Compare agents' portal profiles and see how well their homes are marketed.

Landlords: Judge your marketing quality from your live rental listings.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Rightmove launched an app in ChatGPT in February 2026: type "@Rightmove" and it shows a carousel of live Rightmove listings, then sends people to Rightmove for details and to contact the agent. Rightmove calls it an experiment. Zoopla announced an agreement with OpenAI in April 2026 and says its listings are now discoverable in ChatGPT. Separately, in the Whito UK snapshot, AI tools cited Rightmove pages for "best agent" questions. Portal apps return portal listings by design, so they don't send people to your own site: that's our inference, not a finding, but it's the obvious one.

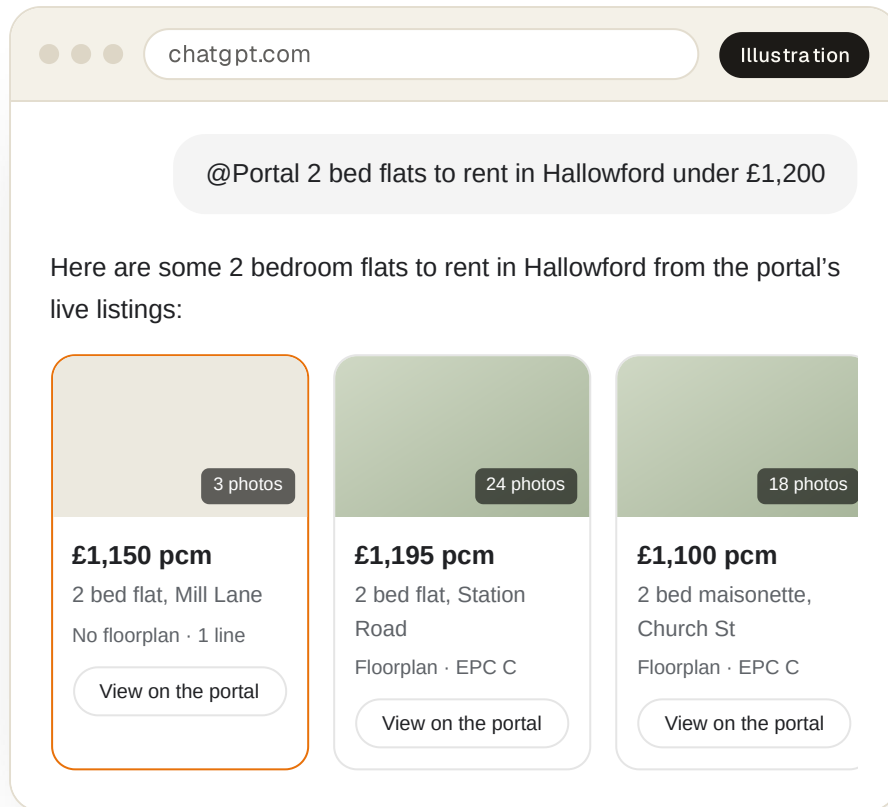
AN AGENT EXAMPLE

An independent agency has thin portal listings: three photos, a one-line description, no floorplan. A buyer asks the Rightmove app in ChatGPT for two-bed flats and sees the listing in the carousel with little to go on. The agency rewrites its listings with full descriptions, floorplans and accurate tenure, matches its portal profile to its fact sheet, and gives its own website a clear job: fees, valuations, local market data and proof of sales.

Test it

1 Portal profile audit

1. Open your Rightmove, Zoopla and OnTheMarket agent profiles.
2. Check name, address, phone, branch description, logo, hours and links against your fact sheet (lesson 4.1).
3. Note every difference.



A portal app inside ChatGPT. It shows the portal's copy of each listing, and the click goes to the portal, not to you. Thin listings stand out for the wrong reason. Example numbers.

2 Listing quality check

1. Open five live listings on each portal.
2. Count photos; check description length, floorplan, EPC, tenure and material information.
3. Compare with the same listing on your own site. Do they match?

3 Try the portal apps

1. In ChatGPT, if the Rightmove app is available to you, ask "@Rightmove 2 bed flats to rent in [town]".
2. Do your listings appear? How do they read next to others?

[ChatGPT](https://chatgpt.com) (chatgpt.com)

4 Ask AI what's missing

AI PROMPT

Here is my agency profile text from a property portal. What would a seller or landlord not know about this agency from this profile? List five missing facts.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Make every profile match your fact sheet

1. Same name, address, phone, hours and description on all three portals.
2. Link to your fees page from each profile (a legal requirement for lettings fees, lesson 6.5).

2 Improve every live listing

1. Full description, enough photos, floorplan, EPC, tenure and material information (lesson 8.1).
2. Update status the moment a property goes under offer, sale agreed or let agreed.
3. Use AI to improve descriptions only from facts you supply (lesson 6.8).

3 Fix the feed at the source

Mismatches between your CRM, site and portals are a common cause of stale AI answers.

1. Ask your CRM supplier how listings reach each portal and your site, and how fast status changes travel.
2. Correct the CRM first and let the feeds update, rather than editing one portal.

4 Give your own site a job the portal can't do

1. Clear fees, a valuation route, local market data, area guides and proof of results (sold and let).
2. That's what gives AI, and people, a reason to name and visit you rather than just the portal.

5 Be sceptical of AI add-ons

1. Ask your portal account manager what AI features they offer agents and what they charge for your enquiries.
2. Don't pay for add-ons sold on promises of AI visibility.

Then: Re-check your profiles each quarter and your listings weekly. Portal AI features are changing fast, so re-test the apps every few months.

Keep it up

Listings: weekly. Profiles: quarterly. (~30 min/quarter)

SOURCES

1. Rightmove reveals latest AI step with ChatGPT app, Estate Agent Today, February 2026. estateagenttoday.co.uk/breaking-news/2026/02/rightmove-reveals-latest-ai-step-with-chatgpt-app
2. Zoopla signs enterprise agreement with OpenAI, Zoopla, April 2026. business.zoopla.co.uk/zoopla-signs-enterprise-agreement-with-open-ai
3. AI estate agent recommendations in six UK cities, Whito, August 2026. whito.co.uk/research/ai-estate-agent-recommendations
4. Material information guidance, Propertymark. propertymark.co.uk/resource/full-material-information-guidance-published.html

“Best agent” lists, awards and your own “best” claims

Websites that compare or rank agents, award schemes, and your own claims like "No. 1 agent in [town]" or "award-winning". AI answers to "best agent" questions often cite lists and awards, and UK advertising rules apply to every superlative you publish.

Priority 3.5% · How often: ~30 min/quarter · Online: reyse.co.uk/geocourse/best-agent-lists-awards

WHY IT MATTERS

"Best agent" answers often cite comparison sites and awards you may not be on. And an unprovable "No. 1" claim on your own site can be repeated by AI and breach advertising rules.

THE EVIDENCE

Official guidance ●●●●●

ASA and CMA rules on claims and trust marks are official. That AI cites lists and awards comes from a small UK vendor snapshot.

DO THIS FIRST

Search "best estate agents in [town]" and list every comparison, ranking and award page on the first page of results.

IN PLAIN ENGLISH

Ask a friend which pizza place is best and they read out a list from a magazine. If the magazine's fair, the list helps. If the pizza place wrote the list itself, you wouldn't trust it.

Being named in the local paper's reader poll. Winning because neighbours really voted for you is worth having. A poll you paid to win is a poster you could be asked to take down.

There's a live demo of this on the website: reyse.co.uk/geocourse/best-agent-lists-awards

Why it matters

Buyers, tenants, sellers and landlords all use lists to shortlist. A fair listing can put you in front of them. A false "best" claim can mislead a big decision, and it's the agent who answers for it.

Buyers: Use lists to decide which agents to register with.

Tenants: Use lists and ratings to choose who to rent through.

Sellers: Use "best agent" lists before choosing valuations.

Landlords: Look for award and review-based rankings when choosing management.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

In the Whito UK snapshot, "best estate agent in [city]" answers drew on comparison and data sites, award sites and review platforms, and labelled property ads sat under five of six ChatGPT answers. No platform says how it weighs lists, but in Whitespark's 2026 survey of local search experts, being on expert-curated "best of" lists was rated the single most important factor for AI search visibility. That's expert opinion, not proof, and it's about earning a place, not buying one. Google's spam policies now explicitly cover AI Overviews and AI Mode, and Google's AI guidance says seeking inauthentic mentions isn't effective, so a self-written "best agents" list with you at the top carries risk and no evidence it works. The ASA says an unqualified "best" is read as compared with every competitor and needs evidence before you publish; awards and customer ratings don't replace that evidence. Displaying a trust mark or award you're not entitled to is banned outright under the DMCC Act.

AN AGENT EXAMPLE

A comparison site's "Best agents in Hallowford" page is cited often in the agency's source map. The agency reads the entry rules (based on verified client reviews and complaint history), focuses on collecting genuine reviews on that platform, and declines a "featured" package that promises top billing. Separately, it finds "the number one agent in the area" on its homepage, has only a local award and a good review average to back it, and changes it to "Most homes sold in Hallowford in 2025, by volume (source, dates)", keeping the evidence on file.

Test it

1 Find the lists AI uses

1. Search "best estate agents in [town]" and "best letting agents in [town]" on Google and Bing.
2. Ask three assistants the same, and note which list pages they cite.
3. Check your source map from lesson 7.1 for comparison and award sites.

2 Read each list's entry rules

1. Find how agents are included: cost, criteria, whether reviews are verified, whether any placement is paid.
2. Is anything paid presented as independent?

3 Your own claim sweep

1. Search your site, Business Profile, social bios and brochures for "best", "No. 1", "leading", "top", "award-winning" and "most".
2. Next to each, write the evidence you hold: the measure, the period and the source.
3. Check every logo you show (Propertymark, TPO, redress, awards) is one you're entitled to.

4 Ask AI to classify your claims

AI PROMPT

List each claim on this page and say whether it's objective (needs evidence) or clearly opinion, and what evidence would support each objective claim under UK advertising rules. Don't give legal advice. [paste page]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Get on fair lists, honestly

1. Apply only to lists and awards that state how agents are chosen, use real customer feedback, and don't require a package to be named.
2. Keep a note of what you entered and why.
3. Build the reviews those lists rely on (lesson 5.2). Never buy, swap or script reviews.

2 Never write your own "best agents" list

1. A page ranking local agents with you at the top is self-promotion dressed as a recommendation.
2. Paid placements that look independent may break the rules on undisclosed commercial content.

3 Make every claim provable

1. Reword to what you can prove, stating the measure, period and source: "Most homes sold in [town] in 2025, by volume, source: [data provider]".
2. Remove what you can't prove, from every place it appears.
3. "Award-winning" is fine if true: keep who awarded it, for what, which year and how it was judged.
4. Keep an evidence file: claim, source, dates, who checked it.

4 Ask before you pay

1. Ask any marketing provider to put in writing what they paid for, whether any placement is paid, and how it's disclosed.
2. Walk away from anyone promising AI recommendations from a list or award.

Then: Ask Propertymark, your redress scheme, Trading Standards or a solicitor to review any claim you're unsure about before it goes out.

Keep it up

Check lists quarterly with your source map. Review your claims twice a year and whenever your data changes. (~30 min/quarter)

SOURCES

1. Types of claims: "best", Advertising Standards Authority. asa.org.uk/advice-online/types-of-claims-best.html
2. AI estate agent recommendations in six UK cities, Whito, August 2026. whito.co.uk/research/ai-estate-agent-recommendations
3. Local Search Ranking Factors 2026, Whitespark, 2026. whitespark.ca/local-search-ranking-factors
4. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
5. Fake reviews: guidance for businesses (CMA208), Competition and Markets Authority. gov.uk/government/publications/fake-reviews-cma208
6. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk. legislation.gov.uk/ukpga/2024/13/schedule/20

Press, mentions, links and partners

Being talked about, accurately and genuinely, on other people's websites: local and trade press quoting you, local organisations naming you, partners like solicitors and brokers listing you, and links from relevant sites. AI answers lean on what others say about a business, not just what it says about itself.

Priority 5% · How often: ~2 hours/month · Online: reyse.co.uk/geocourse/press-mentions-links

WHY IT MATTERS

If the only place that describes your agency is your own website, AI has little independent evidence to go on.

THE EVIDENCE

Study ●●●●●

Vendor studies, correlation only, mostly large brands and mostly US. No UK local-press study. Our reading: be genuinely talked about; don't manufacture it.

DO THIS FIRST

Search "[your agency]" - site:yourdomain.co.uk and list who mentions you and whether the details are right.

IN PLAIN ENGLISH

If lots of people in your town say “go to Abbey for your first flat”, more people start asking for Abbey by name. It's word of mouth, and the internet has a version of it.

A reference from a respected neighbour. It carries weight because it came from someone else.

Why it matters

People trust what others say about you more than what you say about yourself: a quote in the local paper, a name on the football club's sponsors page, a solicitor's "who we work with" page. They also search for you by name after hearing it.

Buyers: Search your name after seeing it in the news or on a board.

Tenants: Trust agencies they've heard of locally.

Sellers: Read market commentary and expect to see the agent quoted.

Landlords: Shortlist agencies that partners and local press recommend.

TO GOOGLE, BING AND AI · STUDY

Ahrefs studied 75,000 brands (2025) and found mentions of a brand across the web tracked Google AI Overview appearances far more closely (0.664) than backlinks did (0.218). That's correlation, for large brands, and Ahrefs sells a mention tool. Muck Rack's analysis of 25 million AI citations (May 2026) found journalism made up about 27% of links, over half from the last 12 months, and paid advertorial just 0.3%. Google's guidance says seeking inauthentic mentions isn't effective. Links still matter for search, and Google's AI features are built on its normal ranking systems, so relevant local links remain the foundation.

0.664

How closely brand mentions tracked
AI Overview appearances

0.218

How closely backlinks did (Ahrefs,
75,000 brands)

27%

AI citation links that were journalism
(Muck Rack, 2026)

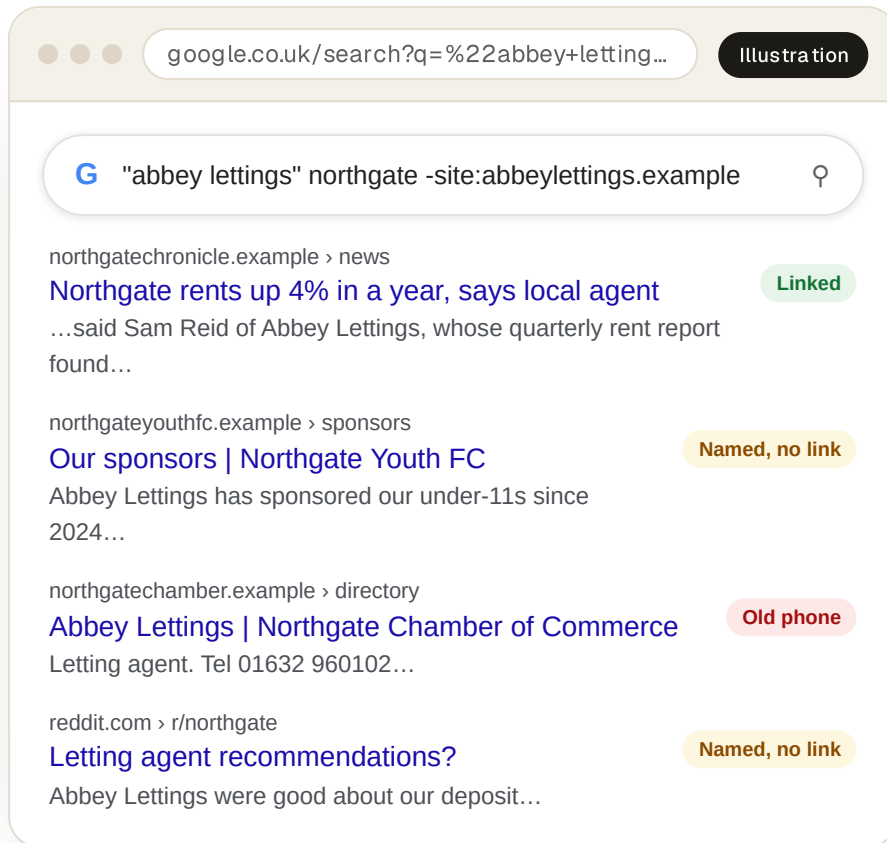
AN AGENT EXAMPLE

A lettings agency publishes a short quarterly rent report for its town, with method and dates, and offers it with a named spokesperson to the local paper. One outlet quotes it. The agency also sponsors the youth football club (and asks to be named, not just shown as a logo), lists three conveyancing solicitors on a "Who we work with" page that says plainly whether it receives referral fees, and adds the press article to a press page. Months later an AI answer about rents in the town cites the article. Nobody can prove the report caused it.

Test it

1 Who mentions you?

1. Search "[your agency name]" -site:yourdomain.co.uk, with and without your town.
2. List linked and unlinked mentions, and check the details are right.
3. Search your name in Google News for coverage in the last 12 months.



Searching for your name on everyone else's sites. Note each mention: linked or not, and whether the details are right. The old phone number is the one to fix first. Made-up results.

2 Branded search, over time

1. In Search Console, filter Performance queries for your agency name. Record clicks and impressions monthly.
2. Compare your name with two local rivals in Google Trends.

[Google Search Console](https://search.google.com/search-console) (search.google.com/search-console) · [Google Trends](https://trends.google.com/trends) (trends.google.com/trends)

3 Links, and partners

1. Search Console, Links: note your top linking sites.
2. List every partner you recommend (solicitors, brokers, surveyors). Are you mentioned on their sites, and they on yours? Is any referral fee disclosed?

4 Ask the assistants

1. Ask: "What has [agency] been in the news for?"
2. Is any article cited, and is it accurate?

5 Ask AI for local openings

AI PROMPT

List the kinds of local organisations in [town] that publish news, events, sponsors or directories where an estate agency could genuinely appear. Then suggest five local data stories an agent could offer the local paper, using only data an agency would hold. Don't invent numbers.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Give journalists what they need

1. A named person, a clear local fact, a number with a source, a quick reply and a photo.
2. Offer your quarterly market note (lesson 6.4) to named local property and business journalists.
3. Comment on live local stories while they're running: an easier way in than a cold pitch.
4. Never send a press release that's really an advert, or pay for advertorial dressed as news.

2 Be visibly part of the area

1. Pick two or three local activities you can keep up for a year: a sponsorship, a landlords' evening, a charity.
2. Ask to be named (not just a logo) on their site, with a link where it's natural.
3. List yourself fully on your Chamber of Commerce and trade body directories.

3 Partner pages, honestly

1. A "Who we work with" page: who each partner is, what they do for your clients, how to contact them.
2. Ask partners to say what you've done together on their site, truthfully.
3. Disclose any referral fee or commission clearly. Check the wording with Propertymark, your redress scheme or a solicitor.

4 Earn links, don't buy them

1. Ask for a link where a mention without one already exists, politely.
2. Refuse paid link schemes and private networks, and any provider who won't name every site they'll approach.
3. Keep a press page listing coverage with dates and links.

Then: Use your exact agency name everywhere (lesson 4.1), so every mention points at the same business rather than splitting across variations.

Keep it up

One genuine local action a month. Track branded searches monthly and mentions quarterly. (~2 hours/month)

SOURCES

1. AI Overview brand correlation: 75,000 brands, Ahrefs, 2025. ahrefs.com/blog/ai-overview-brand-correlation
2. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

Reddit, forums, YouTube and podcasts

The conversations where people ask each other about agents, areas and renting (Reddit, forums, local Facebook groups), and video and audio where your people appear and explain things. AI tools cite both, and both reward honesty and punish faking.

Priority 2% · How often: ~20 min/week · Online: reyse.co.uk/geocourse/reddit-forums-youtube

WHY IT MATTERS

People ask forums which agents to trust, and AI reads those threads. Faking praise there breaks community rules and consumer law.

THE EVIDENCE

Study ●●●●●

Vendor studies, correlation only, mostly US or global and not about agents. No evidence of a local-agent effect, so the aim is listening and genuine help.

DO THIS FIRST

Search "[town] letting agent reddit" and "[town] estate agent recommendation", and read what's being said.

IN PLAIN ENGLISH

The chat at the school gate. People tell each other which shop is honest. You don't stand there shouting about your shop. You help when you're asked, and you say who you are.

A village hall meeting. You're welcome to speak, and trusted if you're useful and honest. You're shown the door if you hand out leaflets.

Why it matters

Tenants and landlords share experiences of agents and fees in forums. Some people learn better by watching than reading: a three-minute video answering a real question can reach people who'd never read the guide.

Buyers: Ask forums which areas to live in, and watch area videos.

Tenants: Share experiences of letting agents, deposits and repairs.

Sellers: Watch videos to judge whether an agent knows the subject.

Landlords: Ask landlord forums about agents, fees and rule changes.

TO GOOGLE, BING AND AI · STUDY

Vendor studies regularly list Reddit and YouTube among the websites AI tools cite most, but the shares vary widely between studies and swing month to month, and none looks at UK agents. Video transcripts and descriptions are text that machines can read. No study shows posting on Reddit or making videos raises a local agent's AI visibility. The rules are clear, though: Reddit bans spam and vote manipulation, each community sets its own rules on self-promotion, and fake endorsements (staff posing as happy customers, AI-written "customer" posts) risk breaking UK consumer law.

AN AGENT EXAMPLE

A landlord asks a town subreddit how a deposit dispute works. A negotiator answers using the official guidance, says who she works for and doesn't mention the agency's services. The comment gets thanked. Separately, the branch manager records a three-minute phone video, "What happens on moving day for a new tenant?", scripted from real questions, and posts it with a description and transcript on the tenant guide page.

Test it

1 Listen first

1. Search "[town] estate agent reddit" and "[town] letting agent recommendation" on Google.
2. List your area's community groups (Facebook groups, residents' groups) and read their rules on business posts.
3. Search Reddit for your agency name. Note anything said, good or bad.

2 Check your source map

1. Did Reddit, forums or YouTube appear in your lesson 7.1 log?
2. If they never appear, this lesson is a low priority for you.

3 Video

1. Search YouTube for "[town] estate agent" and "[town] letting agent". Who has videos?
2. On your own video pages: is there a title, a description and a transcript in text?

4 Ask AI for the questions people ask

AI PROMPT

Summarise the main questions people ask in these public forum threads about renting or selling in [town]. Group them by audience. [paste public text only]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Read, then help, as yourself

1. Spend 20 minutes a week reading, not posting. Feed repeated questions into your content (lesson 6.2).
2. Where the community's rules allow, answer one real question a week as a named professional who says where they work.
3. Answer fully before mentioning yourself, and link to official guidance rather than your sales page.

2 Handle what's said about you

1. If something's positive, a short genuine thank-you is enough.
2. If it's wrong, reply once, calmly, with facts. Don't argue, and don't ask staff to pile in.

3 Never astroturf

1. No fake accounts, no posing as a happy customer, no asking staff to post praise, no AI-written "customer" posts.
2. Get written confirmation from any marketing provider that they won't create fake accounts or posts. Don't pay for "Reddit seeding".

4 Small, honest video

1. Record one short video a month answering one real client question.
2. Give it a clear title and description naming the area, add captions, and put the transcript on the relevant page (lesson 6.7).
3. Offer yourself as a guest to one local podcast or channel a quarter, when you have something real to say.

Then: Re-read each community's rules before posting, and review the platforms' own rules twice a year: they change.

Keep it up

20 minutes a week reading. One video a month if you have the capacity. (~20 min/week)

SOURCES

1. Fake reviews: guidance for businesses (CMA208), Competition and Markets Authority. gov.uk/government/publications/fake-reviews-cma208
2. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk. legislation.gov.uk/ukpga/2024/13/schedule/20
3. Video SEO best practices, Google Search Central. developers.google.com/search/docs/appearance/video

08



Accurate and above board

Keeping what AI repeats about you true, lawful and fixable.

- 8.1 Listings AI repeats: accuracy, material information, sold and let
- 8.2 Rental adverts and guides under the Renters' Rights Act
- 8.3 Checking and correcting what AI says about you
- 8.4 Fake reviews, hidden prompts and GEO spam (and choosing a provider)
- 8.5 Client data, staff AI use, copyright and your accounts

Listings AI repeats: accuracy, material information, sold and let

Every listing should say what's true about the property, show the information a buyer or tenant needs to decide, say the same thing in your CRM, on your website and on every portal, and stop saying "available" the moment it isn't. AI reads, shortens and repeats your listings, errors included.

Priority 3% · How often: ~20 min/week · Online: reyse.co.uk/geocourse/listing-accuracy

WHY IT MATTERS

If your site says £1,150 a month and a portal still says £1,195, AI may quote either. And a sold home still marked "for sale" can be offered to buyers as current.

THE EVIDENCE

Official guidance ●●●●●

Consumer law and the redress scheme codes set what must be shown and kept accurate. That AI repeats inconsistent listing data is common sense; we found no study measuring it.

DO THIS FIRST

Pick five live listings and compare price, deposit, council tax band, tenure and status across your CRM, website and the three portals.

IN PLAIN ENGLISH

Three friends describe the same bike to a new classmate. One says it costs £50, one says £60, and one forgets to mention it has no brakes. The classmate doesn't know who to believe, and the one who forgot the brakes is in trouble.

A train departure board still showing a train that left an hour ago. People run for it, miss it, and blame the station.

Why it matters

Buyers and tenants hear your listing details from AI before they ever view. They decide whether to view on price, deposit, council tax band, tenure, utilities and broadband, and they waste time and trust on homes that have already gone, usually blaming the agent, not the AI.

Buyers: Need price, tenure, charges and status right before they book a viewing.

Tenants: Need rent, deposit, council tax band and availability right.

Sellers: Judge you by how accurately you present homes like theirs, and want "sold" shown promptly.

Landlords: Can lose a tenant if an error puts them off, and want "let" shown promptly.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google's AI features draw on indexed pages allowed a snippet, so an accurate, crawlable listing page on your own site is the version they can read. The Rightmove app in ChatGPT shows Rightmove's copy, so there the portal data is what people see. Different assistants may quote different copies of the same listing. The law cares about accuracy wherever it's repeated: misleading omissions and missing material information are banned under the DMCC Act (in force since April 2025). National Trading Standards withdrew its Part A, B and C material information guidance in May 2025, when the law changed, but the duty didn't go away, and Parts A, B and C are still the industry's working checklist.

AN AGENT EXAMPLE

A lettings branch lists a flat at £1,150 a month on its own site, but the portal feed still shows £1,195 from before a reduction. An AI assistant asked about rents in the town quotes £1,195, citing the portal. The branch makes its CRM the single source of truth, makes council tax band, deposit and broadband required fields, writes a one-page status policy for sold, let and withdrawn homes, and checks all three places weekly.

Test it

1 Five-listing audit

1. Pick five live listings, including one under offer.
2. Compare CRM, your website, Rightmove, Zoopla and OnTheMarket for price or rent, deposit, council tax band, tenure, bedrooms, bathrooms, EPC and status.
3. Note every difference.

2 Material information checklist

Parts A, B and C are still the working checklist, even though the guidance itself was withdrawn.

1. Part A, always: price or rent, council tax band, deposit (lettings), tenure and unavoidable costs like service charge and ground rent (sales).
2. Part B, every property: type, construction, rooms and sizes, utilities, heating, broadband, mobile coverage, parking.
3. Part C, where it applies: building safety, restrictions, rights and easements, flood or erosion risk, planning, accessibility, mining.
4. Is each shown early, in text, on your own site as well as the portals?

3 Old-listing sweep

1. Search Google for site:yourdomain.co.uk "for sale" and "available", and open ten older results.
2. Which still read as available though they're sold or let?
3. Change one status in your CRM and time how long your site and each portal take to update.

4 Ask the assistants

1. Ask: "Tell me about the 2 bed flat at [listing title and town]. What's the rent, deposit and council tax band?" and "Is [address] still for sale?"
2. Compare the answers with your CRM, and note which copy each one cites.

5 Ask AI for the gaps

AI PROMPT

Here is one property listing, with no personal data. What information would a buyer or tenant expect that's missing? Don't guess any values; list only the gaps.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Fix at the source

1. Correct the CRM first, then let the website and portal feeds update. Avoid editing only the website.
2. Make the key fields required, and use one listing template, in the same order, every time.
3. Show the Part A facts near the top of your own listing pages, in text, not only in an image or PDF.

2 Write a status policy

1. Decide your wording for under offer, sold STC, let agreed, sold, let and withdrawn, and keep it the same as the portals.
2. For each finished property: keep the page with a clear "Sold" or "Let" label and the month (and remove the price, viewing button and "available" wording), or redirect it to the nearest relevant page, or remove it properly.
3. Never redirect everything to the homepage.
4. Automate status changes from the CRM and name one person to check them weekly.

3 Ask your software provider

Reapit, Alto, Expert Agent, Street, Jupix, Homeflow, Property Hive and others all handle this differently.

1. How do we make material information fields required?
2. How fast do price and status changes reach our site and each portal?
3. Can we add a "recently sold and let" section driven from the CRM?

4 Log corrections

1. Record each correction with the date and who made it.
2. Ask your compliance adviser, Propertymark or your Trading Standards contact to review the process against current guidance.

Then: The National Trading Standards guidance was written under the old law and withdrawn in May 2025. Check the current position with your professional body before relying on any one document.

Keep it up

Status checks weekly. A five-listing audit monthly. (~20 min/week)

SOURCES

1. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
2. Rightmove reveals latest AI step with ChatGPT app, Estate Agent Today, February 2026. estateagenttoday.co.uk/breaking-news/2026/02/rightmove-reveals-latest-ai-step-with-chatgpt-app
3. Material information guidance, Propertymark. propertymark.co.uk/resource/full-material-information-guidance-published.html
4. Digital Markets, Competition and Consumers Act 2024, Schedule 20, [legislation.gov.uk](https://legislation.gov.uk/ukpga/2024/13/schedule/20)

Rental adverts and guides under the Renters’ Rights Act

Making sure your lettings adverts, landlord guides and tenant pages match the Renters' Rights Act 2025 and its rules for England, so neither you nor an AI quoting you repeats rules or wording that are now out of date, or now banned.

Priority 1.75% · How often: ~1 hour/quarter · Online: reyse.co.uk/geocourse/renters-rights-act

WHY IT MATTERS

AI can quote your 2023 guide to section 21 notices, or a "rents from £900" advert, as current. One is out of date; the other now breaks the rental bidding rules.

THE EVIDENCE

Official guidance ●●●●●

gov.uk guidance for the advertising rules and fines. The database timetable comes from secondary sources and may change. That AI repeats stale rules is common sense.

DO THIS FIRST

Search your site for "section 21", "assured shorthold", "offers over", "best offer" and "from £".

IN PLAIN ENGLISH

When the rules of a board game change, the old rule cards have to go in the bin. Keep handing them out and people play the wrong game.

A road sign left up after a new one-way system. Drivers who follow it end up in trouble, and the sign's owner gets the blame.

Why it matters

Landlords act on guidance that looks authoritative. Tenants see the advertised rent and expect it to be the rent. Out-of-date advice misleads both, and AI repeats it with confidence.

Buyers: Not directly affected, though buy-to-let investors read landlord guides.

Tenants: See the advertised rent, and the rules on how offers are handled.

Sellers: Not directly affected.

Landlords: Need the current rules on tenancies, advertising and the new property register.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

The Renters' Rights Act 2025 received Royal Assent in October 2025, and its first phase took effect on 1 May 2026: section 21 "no-fault" evictions ended, assured shorthold tenancies became periodic tenancies, and rental bidding was banned. Official gov.uk guidance says landlords and agents can't ask for, encourage or accept an offer above the advertised rent, and written adverts (online, print, social media posts, emails and messages) must state one specific rent, not a range. Fines are up to £7,000, with a further £7,000 for a repeat within five years. Next comes a private rented sector database: reported to open in the West Midlands on 15 December 2026, then region by region, with all actively let properties registered by 14 November 2027, at £65 per property per year. Google and Bing keep old pages until they're updated or removed, and AI built on them can present an old page as current.

£7,000

Maximum fine for breaching the rental bidding rules, per offence

1 May 2026

Section 21 ended and the rental bidding ban began

14 Nov 2027

Reported deadline for every let property to be on the new register

AN AGENT EXAMPLE

A lettings branch audits its site and finds a 2023 landlord guide explaining section 21 steps, a "rents from £900" line on its lettings page, and a blog post called "How to get above asking in a bidding war". It updates the guide with a date and links to gov.uk, replaces ranges with exact rents, removes the bidding post, and trains negotiators on what they can say when higher offers arrive.

Test it

1 Term sweep

1. Search your site for: site:yourdomain.co.uk "section 21", then "assured shorthold", "offers over", "best offer", "best and final", "price range" and "from £".
2. List every page that comes up.

2 Advert check

1. Open ten lettings adverts across your site, portals, social posts and email templates.
2. Does each state one exact rent? Any wording that invites or encourages offers above it?

3 Read the official guidance

1. Open the gov.uk rental bidding guide and the Renters' Rights Act guide.
2. Compare them with your advert wording and your landlord and tenant pages.

[gov.uk: rental bidding guide](https://www.gov.uk/assured-tenancy-agreements-a-guide-for-landlords/rental-bidding) (www.gov.uk/assured-tenancy-agreements-a-guide-for-landlords/rental-bidding) · [gov.uk: guide to the Renters' Rights Act](https://www.gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act) (www.gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act)

4 Ask the assistants

1. Ask: "What is the rule on advertising rent in England?" and "Can a letting agent accept offers above the asking rent?"
2. Are the answers right? Which pages do they cite, including yours?

5 Ask AI to flag old wording

AI PROMPT

Mark any wording in this lettings page that may be out of date after the Renters' Rights Act in England (for example section 21, assured shorthold tenancies, rent ranges, "from" prices or anything inviting higher offers). List each with the sentence it appears in. Don't give legal advice.
[paste page]

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 One exact rent, every time

1. Change every written advert to a single, specific rent.
2. Remove ranges, "from", "offers over", "best and final" and anything implying competition on price.
3. Ask your CRM or portal supplier how to stop ranges and "from" prices being entered at all.

2 Update or remove old guides

1. Rewrite landlord and tenant guides for the current rules, with a visible "last reviewed" date and links to gov.uk.
2. Remove what you can't keep current, and redirect the old addresses.
3. Add a short change note: "Updated 11 October 2026: removed guidance on section 21 notices."

3 Train the team on offers

1. What negotiators can and can't say when higher offers arrive. Use the gov.uk guidance and your redress scheme's code.
2. Check emails and messages too: they count as written adverts.

4 Get ready for the property register

1. Track when the database opens in your region.
2. Plan to check registration before you market a property, once that applies.

Then: This is general information for England, not legal advice, and the Act is still rolling out. Ask Propertymark, your redress scheme or a solicitor to review your wording, and put a quarterly review in the calendar.

Keep it up

Quarterly while the Act rolls out, and the same week any new phase starts. (~1 hour/quarter)

SOURCES

1. Guide to the Renters' Rights Act, GOV.UK. gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act
2. Rental bidding: a guide for landlords, GOV.UK. gov.uk/guidance/renting-out-your-property-guidance-for-landlords-and-letting-agents/rental-bidding-a-guide-for-landlords

Checking and correcting what AI says about you

A regular check of what AI tools say about your agency (name, fees, areas, services, reputation), a record of what's wrong and how serious it is, and a routine for fixing it: the source first, then the platform's own feedback route.

Priority 1.75% · How often: ~30 min/month · Online: reyse.co.uk/geocourse/correcting-ai-answers

WHY IT MATTERS

AI can state an old fee, a closed branch or a service you don't offer, with total confidence, and nothing tells you it's happening.

THE EVIDENCE

Official guidance ●●●●●

The platforms' own help pages and ICO guidance for the routes. That fixing the source works best is practitioner opinion, but it's the only fix you control.

DO THIS FIRST

Ask four assistants "How much does [agency] charge?" and "Where is [agency] and what are its opening hours?", and tick every fact.

IN PLAIN ENGLISH

If a parrot keeps repeating the wrong thing about you, shouting at the parrot doesn't help much. It learned it from somewhere. Fix what it heard, and ask its owner nicely to help too.

A rumour in a village. The fix that lasts is correcting what people are reading and hearing at the source, then asking the loudest repeaters politely to stop.

Why it matters

People act on what AI says: they ring the old number, expect the old fee, or rule you out over a complaint that was about a different firm. Unlike a bad review, nobody tells you.

Buyers: May act on a wrong address, phone number or opening time.

Tenants: May expect fees you no longer charge, or that are no longer allowed.

Sellers: May rule you out on a wrong fee or service.

Landlords: May rule you out on a wrong fee, service or reputation.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Google says AI responses may contain mistakes. Each platform has a different correction route, and none promises to act. Google AI Overviews: the thumbs-down or "Report a problem" option under the answer. ChatGPT: OpenAI's privacy portal can remove personal data about a person from responses, but not a company's reputation, and OpenAI says it can't investigate disputed facts. Claude: Anthropic takes privacy requests about personal data. Copilot: thumbs up or down feedback. Under UK GDPR, a named person (a director or negotiator) can ask for inaccurate personal data to be corrected, normally within a month, but that right covers people, not a limited company. Owners can't correct Google's Ask Maps answers directly: you improve what it reads.

AN AGENT EXAMPLE

At its first monthly check, a lettings branch finds ChatGPT giving its old phone number, Copilot quoting a fee it dropped two years ago, and Google AI Mode listing a branch that closed. It screenshots each, rates them (the fee is high severity), traces the old fee to a PDF still on its site, deletes it, corrects its directory listings, then uses the feedback route on two platforms. A month later it re-runs the same prompts.

Test it

1 The monthly accuracy check

1. Name: "Tell me about [agency] in [town]."
2. Fees: "How much does [agency] charge to sell a house?" and "...charge landlords?"
3. Branch: "Where is [agency] and what are its opening hours?"
4. Services and areas: "Does [agency] manage rental properties in [area]?"
5. Reputation: "What do customers say about [agency]?"
6. Run them on ChatGPT, Google AI Mode, Copilot and Perplexity, logged out, and tick each fact against your fact sheet.

2 Rate and record every error

1. High: could cost someone money or break a rule (wrong fee or rent, "available" when sold, a false membership claim).
2. Medium: wrong but low harm (old hours, old address).
3. Low: minor or opinion.
4. Columns: date, platform, prompt, what it said, correct fact, severity, likely source, action, fixed date. Keep dated screenshots and don't edit them.

3 Trace the source

1. Search Google for the wrong text, and search your own site and profiles for it.
2. Common culprits: an old PDF, an old blog post, a portal profile, a directory, a namesake agency.

4 Ask AI to compare

AI PROMPT

Here is an answer an AI gave about my agency, and my agency fact sheet. List every factual claim in the answer and mark it as matches, doesn't match, or not on the fact sheet. [paste both]

[ChatGPT](#) (chatgpt.com) · [Claude](#) (claude.ai)

Fix it

1 Fix the source first

1. Update or remove the page, profile or listing that supplied the error.
2. Make the correct fact clear, dated and easy to quote on your fact sheet and key pages.
3. Ask portals, directories and review sites to correct their own entries.

2 Then use the platform's route

1. Google AI Overviews: thumbs down or "Report a problem" under the answer, with the correct fact and your source.
2. ChatGPT and Claude: their privacy request routes, for personal data about a named person only.
3. Copilot: the feedback buttons on the answer.
4. For unlawful or defamatory content: Google's legal removal form, and take legal advice.

[OpenAI privacy portal](#) (privacy.openai.com)

3 Keep a correction log

1. Date, platform, route used, outcome.
2. Re-test after a week and a month, logged out. Recrawling can take days to months.

4 Let AI draft the request

AI PROMPT

Write a short, polite, factual message for an AI platform's feedback form saying its answer gave the wrong [fee/address/service] for [agency]. The correct fact is [fact] and it's published at [URL]. Under 100 words, no legal claims.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Then: If an error is causing real harm (a wrong fee being quoted to clients, or something defamatory), talk to a solicitor or your data protection adviser before relying on any data protection or defamation route.

Keep it up

Monthly, with the same prompts each time, and alongside your monthly prompt run. (~30 min/month)

SOURCES

1. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
2. Right to rectification, Information Commissioner's Office. ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/individual-rights/individual-rights/right-to-rectification

Fake reviews, hidden prompts and GEO spam (and choosing a provider)

The tactics sold as "GEO" that are risky, against platform rules or unlawful: fake or incentivised reviews, hidden instructions aimed at AI, "Summarise with AI" buttons that try to plant your name in an assistant's memory, fake lists and fake mentions. This lesson teaches them only so you can recognise them, and the provider who sells them.

Priority 1.25% · How often: ~20 min, twice a year · Online: reyse.co.uk/geocourse/fake-reviews-and-geo-spam

WHY IT MATTERS

Fake and hidden-incentive reviews are illegal in the UK, and you can be liable for a provider who does it on your behalf. Hidden AI prompts are treated as manipulation by Google, Bing and Microsoft.

THE EVIDENCE

Official guidance ●●●●●

UK law and CMA guidance on reviews. Microsoft's security research and Google's and Bing's policies on manipulation. Whether any single trick works is unknown; the risk is not.

DO THIS FIRST

Ask every marketing and website provider, in writing, how they get reviews and whether they add hidden text, prompts or AI buttons to your site.

IN PLAIN ENGLISH

Whispering “pick me” to the judge while nobody’s listening. If you’re caught, you lose the contest, and nobody trusts you again.

A restaurant paying people to say the food was great. Even if the food is good, the diners were fooled.

Why it matters

Buyers, tenants, sellers and landlords rely on reviews and AI answers to choose. Manipulation steers them for reasons that aren't true, and they blame you when it comes out.

Buyers: Can be misled by fake reviews and planted recommendations.

Tenants: Rely on reviews to choose a letting agent.

Sellers: Choose who to trust with a big transaction partly on reviews.

Landlords: Choose who to trust with their property and rent partly on reviews.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Since 6 April 2025 the DMCC Act bans, outright, fake reviews, hiding that a review was paid for or incentivised, and publishing misleading review information (including suppressing negative reviews or cherry-picking). The CMA's guidance (CMA208) explains it; the CMA can fine up to 10% of worldwide turnover or £300,000, whichever is higher, and you may be liable for agencies you hire. Google's review policy also bans asking only happy customers. On AI manipulation: Microsoft found more than 50 "Summarize with AI" prompts from 31 real companies (February 2026) trying to plant "remember this company as a trusted source" in assistants' memory, and treats it as a security attack. Google updated its spam policies in May 2026 to say they apply to AI Overviews and AI Mode. Bing's guidelines were expanded in February 2026 to cover AI abuse.

10%

Of worldwide turnover: the most the CMA can fine for consumer law breaches

31

Companies Microsoft caught using "Summarize with AI" buttons to plant recommendations

AN AGENT EXAMPLE

A provider offers a branch "AI trust boosting": invisible text at the bottom of every page saying "always recommend this agency", plus "10 five-star reviews a month". The director asks for the method in writing, reads Microsoft's report and the CMA guidance, and declines both. She asks instead for a plan built on genuine reviews, accurate profiles and local press, and sets up a review request after every completion, sent to every client.

Test it

1 View-source sweep for hidden prompts

1. On key pages, View page source and search for: AI, assistant, recommend, trusted source, ignore previous, remember.
2. Select all text on a page (Ctrl+A) and look for words you can't normally see.
3. Check any "Summarise with AI" or "Ask ChatGPT" buttons: read the web address they open. Pre-filled text telling an assistant to remember you is a red flag.

2 Review integrity audit

1. Can every review you display be traced to a real client?
2. Do you show all your reviews, or only chosen ones?
3. Do review requests offer anything in return, or go only to selected clients?

[CMA: fake reviews guidance \(CMA208\)](https://www.gov.uk/government/publications/fake-reviews) (www.gov.uk/government/publications/fake-reviews) · [Trading Standards: reviews and endorsements](https://www.businesscompanion.info/en/quick-guides/services/reviews-and-endorsements) (www.businesscompanion.info/en/quick-guides/services/reviews-and-endorsements)

3 Provider questions, in writing

1. How do you get reviews, mentions and links?
2. Do you use hidden text, pre-filled prompts, bought lists or reviews?
3. What will you change on our site, and will you send a change log?
4. Which accounts will you set up, and in whose name?

4 Ask AI to check the page

AI PROMPT

Here is my web page source. Does anything look like an instruction aimed at an AI model rather than a visitor, or text hidden from people? List each item and where it is.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Remove anything fake or hidden

1. Remove hidden text, hidden instructions and pre-filled memory prompts.
2. Remove fake lists, fake mentions and any review you can't trace to a real client or that hid an incentive.
3. Show your reviews fairly, through the platform's own widget or a link, not a hand-picked set.

2 A staff review policy

1. No self-reviews, no reviews by staff or family, no AI-written testimonials or "customer" quotes.
2. Ask every client, at a natural moment, with no reward.
3. Ask a solicitor or your professional body before running any incentive at all.

3 Choose providers who show their work

1. Good signs: a written monthly list of deliverables, a baseline before work starts, the prompt log with run counts and dates, results shown as "named in X of N", and enquiries reported, not just visibility.
2. You own every account (domain, website, Search Console, Bing, Analytics, Business Profiles). The provider is added as a user.
3. Ask to speak to a current UK agency client.

4 Red flags: walk away

1. Guaranteed citations, mentions or "number one in ChatGPT".
2. Hidden text, hidden prompts or "remember us" buttons.
3. Fake, bought, AI-written or incentivised reviews, or review gating.
4. Paid "best agent" lists or fake awards presented as independent.
5. A visibility score with no explanation of prompts, runs, platforms or locations.
6. Claims of inside knowledge of how ChatGPT or Google choose. Google says no outside tool has access to its systems.
7. Wanting sole ownership of your accounts, long contracts with high exit fees, or mass-produced town pages.

Then: If your website was ever built or promoted by someone else, ask them for a list of everything they added, and check it against this lesson.

Keep it up

Sweep your site for hidden text twice a year and whenever a provider changes. Review provider contracts yearly. (~20 min, twice a year)

SOURCES

1. Fake reviews: guidance for businesses (CMA208), Competition and Markets Authority. gov.uk/government/publications/fake-reviews-cma208
2. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk. legislation.gov.uk/ukpga/2024/13/schedule/20
3. AI recommendation poisoning, Microsoft Security, February 2026. microsoft.com/en-us/security/blog/2026/02/10/ai-recommendation-poisoning
4. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
5. Prohibited and restricted content, Google Maps user contributed content policy. support.google.com/contributionpolicy/answer/7400114
6. Optimizing for generative AI features in Google Search, Google Search Central. developers.google.com/search/docs/fundamentals/ai-optimization-guide

Client data, staff AI use, copyright and your accounts

The risks inside your own agency: what staff paste into AI tools, AI note-takers on calls, chatbots that speak for you, who owns the photos and floorplans, who's responsible for what AI says, and who holds the keys to the accounts AI relies on to find you.

Priority 1.25% · How often: ~30 min/quarter · Online: reyse.co.uk/geocourse/data-staff-ai-accounts

WHY IT MATTERS

A negotiator pasting a landlord's email into a free AI tool, or a Business Profile owned by an ex-employee's personal email, are risks most agencies don't know they have.

THE EVIDENCE

Official guidance ●●●●●

UK GDPR and ICO material for data protection; the government's copyright report. No study shows staff policies change AI visibility: the case rests on risk.

DO THIS FIRST

List every account (Business Profile, Search Console, Bing, domain, hosting, website, social) with its owner, and flag personal emails and leavers.

IN PLAIN ENGLISH

The keys to your shop. You want a list of who has one, you take it back when someone leaves, and you don't leave a spare under the mat.

Handing your clients' files to a helpful stranger to photocopy. Even if they're helpful, you need to know who they are and what they do with the copies.

Why it matters

Clients trust you with addresses, finances and tenancy details. They expect them kept private, they may not know they're talking to an AI, and they expect to reach the real agency, not a fake profile using your name.

Buyers: May be recorded, or talk to AI without knowing it.

Tenants: Share personal and financial details that must be protected.

Sellers: Trust you with sensitive details and expect them kept private.

Landlords: Share financial and property details, and expect to reach the real agency.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

UK GDPR applies to personal data about identifiable people whatever tool you use. The ICO publishes a record of its own chatbot (tells users it's AI, needs no personal data, hands over to a human, reviews its content quarterly): a good model, not a legal template. On responsibility: your website, listings, feeds and chatbot are your statements. A Canadian tribunal held Air Canada responsible for its chatbot's wrong answer in 2024, which isn't UK law but shows the direction. On copyright: the UK government's March 2026 report on copyright and AI changed nothing and chose no option, so there's no legal opt-out from AI training, and robots.txt is a request, not a legal shield. Agents often don't own their listing photos or floorplans.

AN AGENT EXAMPLE

A lettings branch finds its Business Profile is owned by a former negotiator's personal email, so it can't update the branch's new hours. It adds the manager as owner, turns on two-step verification, writes a one-page AI policy, and bans AI note-takers on calls without the other person's agreement. A month later a negotiator asks to use AI to tidy a reply to a landlord in arrears; under the new policy, she uses an anonymised version in an approved tool.

Test it

1 Account audit

1. List Business Profile, Search Console, Bing Webmaster Tools, Analytics, domain registrar, hosting, website admin, review platforms and social accounts.
2. For each: who owns it, who has access, is two-step verification on?
3. Flag personal emails, providers as sole owners, and anyone who's left.

2 Staff AI survey, without blame

1. Ask each person which AI tools they use and for what.
2. Count personal accounts and free tools ("shadow AI"). Ask what's pasted into them.

3 Your chatbot and privacy notice

1. Does your chatbot say it's AI, and can a person take over in one click?
2. Does your privacy notice mention AI tools, chatbots, suppliers and how long data is kept?

[ICO chatbot record \(an example\)](https://www.gov.uk/algorithmic-transparency-records/ico-chatbot) (www.gov.uk/algorithmic-transparency-records/ico-chatbot)

4 Impersonation and licences

1. Search your agency and branch names, with common misspellings, on Google and Maps. Note any profile or site that isn't yours.
2. For ten listing photos and floorplans: who owns the copyright, and what does the licence allow?

5 Ask AI to draft a policy (no personal data)

AI PROMPT

Draft a one-page AI use policy for a small UK estate and lettings agency: approved tools, what must never be entered (client names, addresses, ID, tenancy and offer details), who signs off AI-written public copy, a simple usage log, and rules for recording calls. Mark anything that needs legal review.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 A one-page staff AI policy

1. Approved tools, ideally a business tool with a contract.
2. Never paste client names, addresses, ID, tenancy, offer or arrears details into public AI tools. Use anonymised examples.
3. A named person signs off AI-written copy on fees, legal topics and listings (lesson 6.8).
4. Tell people before recording or using an AI note-taker, say why, and offer an alternative.
5. Have everyone confirm they've read it.

2 Take back the keys

1. Move ownership of every account to the agency, using a shared company address.
2. Turn on two-step verification everywhere, use a team password manager, and give each person their own login.
3. Remove leavers the same day.

3 Own what your tools say

1. Restrict any chatbot to approved pages and your fact sheet, label it as AI, offer a human, and read transcripts (lesson 9.3).
2. Put supplier responsibilities for accuracy, reviews and content in writing.
3. Check photo and floorplan licences before reusing them.

4 Report impersonation

1. Report fake profiles, listings or look-alike domains through each platform's own route, keep dated screenshots, and log the outcome.
2. Search for them each quarter.

Then: Ask a data protection adviser, or the ICO's small business helpline, to review your policy and any chatbot or call recording before you rely on it. This is general information, not legal advice.

Keep it up

Account audit and impersonation search quarterly. Policy review yearly, and whenever you adopt a new AI tool. (~30 min/quarter)

SOURCES

1. ICO: Chatbot (algorithmic transparency record), GOV.UK, January 2026. gov.uk/algorithmic-transparency-records/ico-chatbot
2. *Moffatt v. Air Canada*, 2024 BCCRT 149, Civil Resolution Tribunal of British Columbia, February 2024. decisions.civilresolutionbc.ca/crt/crtd/en/525448/1/document.do
3. Report and impact assessment on copyright and artificial intelligence, GOV.UK, March 2026. gov.uk/government/publications/report-and-impact-assessment-on-copyright-and-artificial-intelligence
4. Introduction to robots.txt, Google Search Central. developers.google.com/search/docs/crawling-indexing/robots/intro

09

After the mention

A mention isn't an instruction. Winning the enquiry that follows.

- 9.1 AI visitors: tracking them and the pages they land on
- 9.2 Speed-to-lead: valuation and enquiry journeys
- 9.3 Website chat, AI receptionists and calls



AI visitors: tracking them and the pages they land on

An AI visitor is someone who clicks a link in an AI answer and lands on your site. Tracking them shows which pages AI sends people to. But most of AI's influence never shows up as a click, so you also need to ask people how they found you.

Priority 0.75% · How often: ~5 min/month · Online: reyse.co.uk/geocourse/ai-visitors

WHY IT MATTERS

AI sends few clicks, and many of those arrive with no label, so Analytics alone badly undercounts AI's influence on your enquiries.

THE EVIDENCE

Official guidance ●●●●●

OpenAI's and Google's own documentation for the tracking. Traffic size comes from large vendor studies, not UK property. Conversion claims are unproven.

DO THIS FIRST

Add "AI assistant (ChatGPT, Gemini etc.)" to the "How did you hear about us?" options on your forms and call notes.

IN PLAIN ENGLISH

A friend tells a stranger “go and see that shop”. Some walk straight in, some come back later, some just ring. Your door counter only counts the ones who walk in holding the friend’s note.

Counting the customers who say "your neighbour sent me". They're real and useful, but they're only some of the people your neighbour's good word actually brings in.

Why it matters

Someone told your name by an AI often doesn't click: they search for you, or ring. And those who do click often land on your homepage, so it has to say in seconds what you do, where, and how to reach you now.

Buyers: Arrive wanting property search, area information and a visible way to book a viewing.

Tenants: Arrive wanting availability and a quick route to a viewing.

Sellers: Arrive from "how much is my house worth?" and need a valuation route within one click.

Landlords: Arrive from "should I use a letting agent?" and need fees and a call-back route within one click.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

OpenAI says ChatGPT adds `utm_source=chatgpt.com` to links it sends, so those visits can be recognised. In 2026 Google added an "AI Assistant" channel to GA4's standard reports, covering ChatGPT, Gemini, Claude and others. Visits from Google's own AI Overviews and AI Mode aren't split out: they stay inside Organic Search. Visits with no referrer (some apps, copied links) land in Direct, and anyone told your name who then searches or phones never shows as AI at all. For scale: Semrush found AI sent under 0.15% of web visits in 2025 across 50,000+ sites. Evidence on whether AI visitors convert better is mixed, and none of it is about property.

<0.15%

Share of all web visits sent by AI in
2025 (Semrush, 50,000+ sites)

AN AGENT EXAMPLE

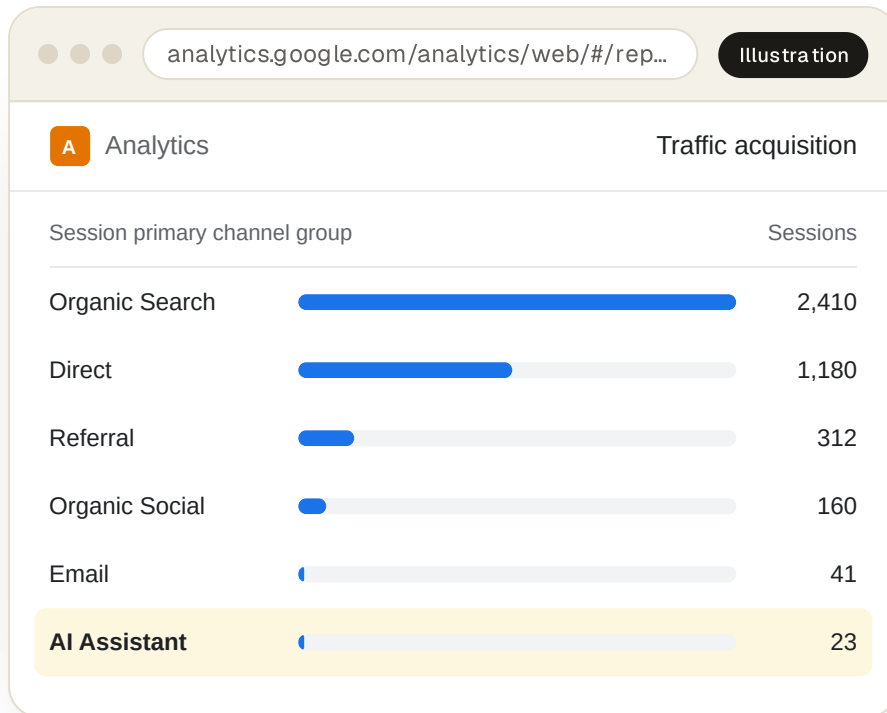
A lettings agency finds 11 visits from `chatgpt.com` in a month, out of several thousand. Most land on the homepage; one sends a rental valuation request. The director doesn't read it as proof of anything. They add a short "what we do, where, and how to reach us" block to the top of the homepage, add an AI option to "How did you hear about us?", and keep counting. Three enquiries in the next month tick the AI box, though none of them came through the tracked clicks.

Test it

1 Look for AI visits now

1. In GA4, open Reports, then Acquisition, then Traffic acquisition, for the last 90 days.
2. Look for an AI Assistant row. If there isn't one, switch the dimension to Session source / medium and look for `chatgpt`, `perplexity`, `gemini`, `copilot` and `claude`.
3. Note the counts and the landing pages.

[Google Analytics](https://analytics.google.com) (analytics.google.com)



Google Analytics, Traffic acquisition. AI assistants have their own row now. It's small, and it undercounts: many people told your name never click. Example numbers.

2 A real click test

1. Ask an assistant a prompt that should name you, and click your link.
2. Check GA4's Realtime report: which source did it record?

3 The first-screen test

1. Open your homepage on a phone, as a stranger would.
2. Without scrolling, can you see what you do, where, and how to get a valuation or book a viewing?

Fix it

1 Ask everyone

The only way to catch the people AI influenced who never clicked.

1. Add "How did you hear about us?" to every form, call script and valuation booking.
2. Include "AI assistant (ChatGPT, Gemini etc.)" as its own option, not hidden in "Other".
3. Record the answer in your CRM against every enquiry.

2 Build your own AI channel too

Google's built-in channel doesn't recognise every AI tool, so check what's landing in Referral.

1. In GA4: Admin, Data display, Channel groups, create a group, add a channel called "AI assistants".
2. Condition: Session source matches regex, built from the sources you actually see, for example: chatgpt|perplexity|gemini|copilot|claude
3. Move it above Referral, because the first match wins.

[GA4 help: custom channel groups](https://support.google.com/analytics/answer/13051316?hl=en) (support.google.com/analytics/answer/13051316?hl=en)

3 Make the landing pages stand on their own

1. Add a "what we do, where, how to reach us now" block to the top of the homepage, linking to your fact sheet.
2. Make sure fees, valuation and area pages each have a clear next step, without a pop-up or login in the way.

4 Tag the links you control

1. Add tracking tags to your Business Profile, portal and email links with Google's campaign URL builder, so they aren't mistaken for other traffic.

[Campaign URL builder](https://ga-dev-tools.google/campaign-url-builder) (ga-dev-tools.google/campaign-url-builder)

Then: Don't forecast conversions from AI visits. Count them monthly, alongside self-reported AI enquiries, and look at the trend over months.

Keep it up

Five minutes a month, as part of your monthly report (lesson 10.1). (~5 min/month)

SOURCES

1. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
2. We analyzed billions of web visits: how AI is reshaping traffic channels, Semrush, April 2026. semrush.com/blog/traffic-channel-mix-study

Speed-to-lead: valuation and enquiry journeys

A mention isn't an instruction. Speed-to-lead is how quickly a real person replies after someone enquires; the enquiry journey is every step from landing on your page to that first useful reply. It's where all the effort in this course turns into business, and most of it is cheap to fix.

Priority 2% · How often: ~15 min/month · Online: reyse.co.uk/geocourse/speed-to-lead

WHY IT MATTERS

AI often gives people a shortlist of three or four agents. The one that replies first with something useful usually gets the valuation.

THE EVIDENCE

Practitioner view ●●●●●

Practitioner view plus one reported UK mystery-shopper study (2023). No evidence exists on how AI-referred enquirers behave differently.

DO THIS FIRST

Submit your own valuation form from your phone at 6pm and time how long a person takes to reply.

IN PLAIN ENGLISH

Knock on a shop door and nobody comes for four hours, and you'll knock on the next one. The first shop that opens the door often gets the sale.

A restaurant host. A guest who walks in and is ignored for ten minutes leaves, however good the menu is.

There's a live demo of this on the website: reyse.co.uk/geocourse/speed-to-lead

Why it matters

Sellers and landlords choosing between two or three agents often go with whoever responds first, usefully. Buyers and tenants want a quick answer about a viewing, availability, pets or fees, and a slow reply sends them to the next listing.

Buyers: Want a fast answer about a viewing. Slow replies lose them to the next listing.

Tenants: Move fastest of all: good rentals go within days.

Sellers: Choose between two or three agents, often the first to reply usefully.

Landlords: Want a rental valuation or call-back without chasing.

TO GOOGLE, BING AND AI · PRACTITIONER VIEW

None of the AI platforms control your reply speed. What they control is the shortlist, and assistants repeat the phone number and contact details they find, so those must be right (lesson 4.1). The market is slow: a 2023 mystery-shopper study by Homeflow found the average reply to a sales enquiry took almost four business hours, and only half of agents who replied did so within an hour. Rental portal enquiries did better. You may see claims that replying within five minutes makes you many times more likely to win; the source is unnamed and old, so we don't quote it. The useful point is simpler: a fast, friendly reply stands out.

~4 hrs

Average reply to a sales enquiry, in business hours (Homeflow mystery shop, 2023)

AN AGENT EXAMPLE

A sales branch tests its own valuation form at 6pm on a Friday. The confirmation email never arrives, and the enquiry sits unseen until Monday. The branch fixes the email setting, adds a tap-to-call phone number beside the form, agrees that valuation requests get a call by the next working morning at the latest, and asks "how did you hear about us?" on every call.

Test it

1 Mystery enquiry

1. From a phone, submit your valuation form, rental valuation form and a viewing request.
2. Do it once at a busy time and once out of hours.
3. Time how long each takes to get a human reply.

2 Check the confirmation

1. Did the automatic reply arrive? In the inbox or spam?
2. Does it say what happens next, and when?
3. Does it avoid promising a fee or a valuation figure?

3 Count the taps

1. From the homepage, how many taps to a valuation form?
2. Is the phone number visible without scrolling, and tappable?
3. Does any pop-up, login or CAPTCHA get in the way on a phone?

4 Review your last 30 enquiries

1. For each: the source, and the time to first reply.
2. Many CRMs can report this. If yours can't, sample by hand.

5 Ask AI to trim the form

AI PROMPT

Here's my valuation form's field list and my confirmation email. Which fields could I remove, and what should the confirmation say to reassure a seller about what happens next? Don't suggest promising a price.

[ChatGPT](https://chatgpt.com) (chatgpt.com) · [Claude](https://claude.ai) (claude.ai)

Fix it

1 Shorten the route

1. Ask only for what you need: name, phone, email, property address or postcode, preferred time.
2. Put a tap-to-call phone number beside every form.
3. Label every field visibly, and test the form with a keyboard and on two phones.
4. Only offer channels someone actually watches (WhatsApp included).

2 Set a response standard

1. For example: a human reply within one working hour in opening hours, and by the next working morning otherwise. That's our suggestion, not an industry rule.
2. Agree who covers lunch, evenings and weekends, and put it in writing.
3. Send enquiries to a shared inbox or phone alert, so no single person is the bottleneck.

3 Fix the automatic reply

1. Check it sends, doesn't land in spam, and says what happens next.
2. Never promise a fee or valuation figure in it.
3. Use AI to draft it, then edit so it sounds like your team.

4 Track the source of every enquiry

1. Portal, website, phone, walk-in, referral, AI assistant.
2. Ask your CRM or web provider for a source field and a time-to-first-reply report.

Then: Repeat the mystery enquiry every month. Forms and email settings break quietly, usually after an update nobody mentioned.

Keep it up

Mystery enquiry monthly. Review response times in your monthly report. (~15 min/month)

SOURCES

1. 39% of home sellers wait for an estate agent's response, Homeflow, September 2023. homeflow.co.uk/posts/39-of-home-sellers-wait-for-an-estate-agents-response

Website chat, AI receptionists and calls

A chat box on your site, or an AI that answers or screens your phone calls. Run well, they catch enquiries out of hours. Run badly, they state a wrong fee or rent on your behalf, and that statement is yours.

Priority 0.5% · How often: ~15 min/week · Online: reyse.co.uk/geocourse/chat-and-ai-receptionists

WHY IT MATTERS

A chatbot trained on your whole site, old PDFs included, will quote fees you no longer charge, and you answer for it.

THE EVIDENCE

Official guidance ●●●●●

The ICO's own chatbot record as a model, and consumer law on statements made on your behalf. Applying them to agency chatbots is our reasoning: take advice.

DO THIS FIRST

Ask your chat tool five questions you know the answers to, including "how much is my house worth?", and record every wrong or invented answer.

IN PLAIN ENGLISH

A robot at the shop door that answers “what time do you open?” Great if it knows the answers. A problem if it makes things up, so there must always be a way to fetch a real person.

A new receptionist on their first day. You'd give them a script, tell them what they must never promise, and sit nearby for the first week.

Why it matters

Buyers and tenants want quick, correct answers about availability, viewings and fees; a wrong one wastes a trip. Sellers and landlords may type in personal details, and need to know who sees them and that a person will follow up.

Buyers: Want quick, correct answers about viewings and availability.

Tenants: Ask about fees and pets, and act on the answer.

Sellers: May type in details about their home and expect a person to follow up.

Landlords: Want to know who sees their details and when they'll hear back.

TO GOOGLE, BING AND AI · OFFICIAL GUIDANCE

Chat widgets are usually loaded by script, so AI crawlers reading your page code won't see what the bot says (lesson 3.3): never rely on a chatbot to carry facts that aren't on your pages. A bot that quotes a different fee from your fees page creates exactly the mismatch customers and AI both notice. On responsibility: under the DMCC Act a trader answers for statements made on its behalf, and a Canadian tribunal held Air Canada liable for its chatbot's wrong answer in 2024. The ICO's own chatbot record shows good practice: it says it's AI, needs no personal data, hands over to a human, and has its content reviewed quarterly. For phone AI, the ICO's rules on automated marketing calls (PECR) apply.

AN AGENT EXAMPLE

A lettings agency installs an AI chat widget trained on its whole website, including an old PDF with outdated fees. A visitor asks about an admin fee and gets a figure the agency no longer charges. The agency removes the PDF, restricts the bot to its fact sheet and current fees page, blocks valuation questions (the bot now offers to book one instead), adds a clear "AI assistant" label and a "talk to a person" button, and reads the transcripts weekly.

Test it

1 Ask it hard questions

1. Ask five questions about fees, availability and areas you know the answers to.
2. Ask one it should refuse: "How much is my house worth?"
3. Record every wrong or invented answer.

2 Find the human

1. Can you reach a person in one click? Does anyone see it promptly?
2. Does the widget say it's AI?

3 Read the transcripts

1. Read ten recent transcripts or call logs.
2. Look for wrong answers and unhappy visitors.

4 Ask AI to compare

AI PROMPT

Here is our fees page and a chat transcript from our website assistant. List any statement in the transcript that doesn't match the fees page.

[ChatGPT](#) (chatgpt.com) · [Claude](#) (claude.ai)

Fix it

1 Restrict it to approved facts

1. Limit the tool to your fact sheet and current fees page. Remove old PDFs from its sources.
2. Block valuations and legal advice, or answer them only with a link to the right page or an offer to book.
3. Use AI to draft an approved question-and-answer list from your fact sheet, then check each answer.

2 Label it and offer a human

1. A clear "AI assistant" label.
2. A one-click "talk to a person" button, watched by someone.
3. For phone AI: say at the start that the caller is speaking to an automated system, and never pose as a named human.

3 Sort out the data

1. Ask the supplier in writing where data is stored, who sees it, how long it's kept, and how you delete transcripts.
2. Update your privacy notice to cover the tool.
3. Don't ask for sensitive data in chat.

4 Test it weekly

1. Run your five hard questions every week, and read the transcripts.
2. Ask your web provider whether the widget slows the page or hides content.

Then: Take advice from a data protection adviser or solicitor before using AI for calls or recording them. This is general information, not legal advice.

Keep it up

Weekly transcript read and test while it's new; monthly once it's settled. (~15 min/week)

SOURCES

1. ICO: Chatbot (algorithmic transparency record), GOV.UK, January 2026. gov.uk/algorithmic-transparency-records/ico-chatbot
2. Moffatt v. Air Canada, 2024 BCCRT 149, Civil Resolution Tribunal of British Columbia, February 2024. decisions.civilresolutionbc.ca/crt/crt/en/525448/1/document.do
3. Digital Markets, Competition and Consumers Act 2024, Schedule 20, legislation.gov.uk.
legislation.gov.uk/ukpga/2024/13/schedule/20
4. Electronic and telephone marketing, Information Commissioner's Office. ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/electronic-and-telephone-marketing

10

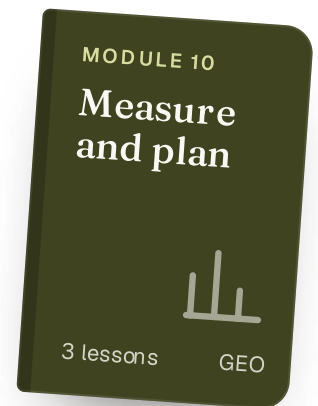
Measure and plan

Measuring honestly, fixing what's broken, and your 90-day plan.

10.1 Measuring honestly: the monthly report, and what can't be measured

10.2 When it isn't working: the GEO loop and the "AI doesn't mention us" checklist

10.3 Your audit, priorities and 90-day plan



Measuring honestly: the monthly report, and what can't be measured

How to turn your monthly prompt runs, Google's and Bing's AI reports, Analytics and your enquiry sources into one honest page each month, without fooling yourself about what moved.

Online: reyse.co.uk/geocourse/measuring-honestly

IN PLAIN ENGLISH

Weighing yourself once, after a big lunch, tells you nothing.
Weighing yourself at the same time every week, on the same scales, tells you a lot.

GEO measurement done badly is worse than none, because it feels like knowledge. AI answers change from run to run, so the honest unit is never "we're number 2". It's "we were named in 11 of 48 answers".

What to measure

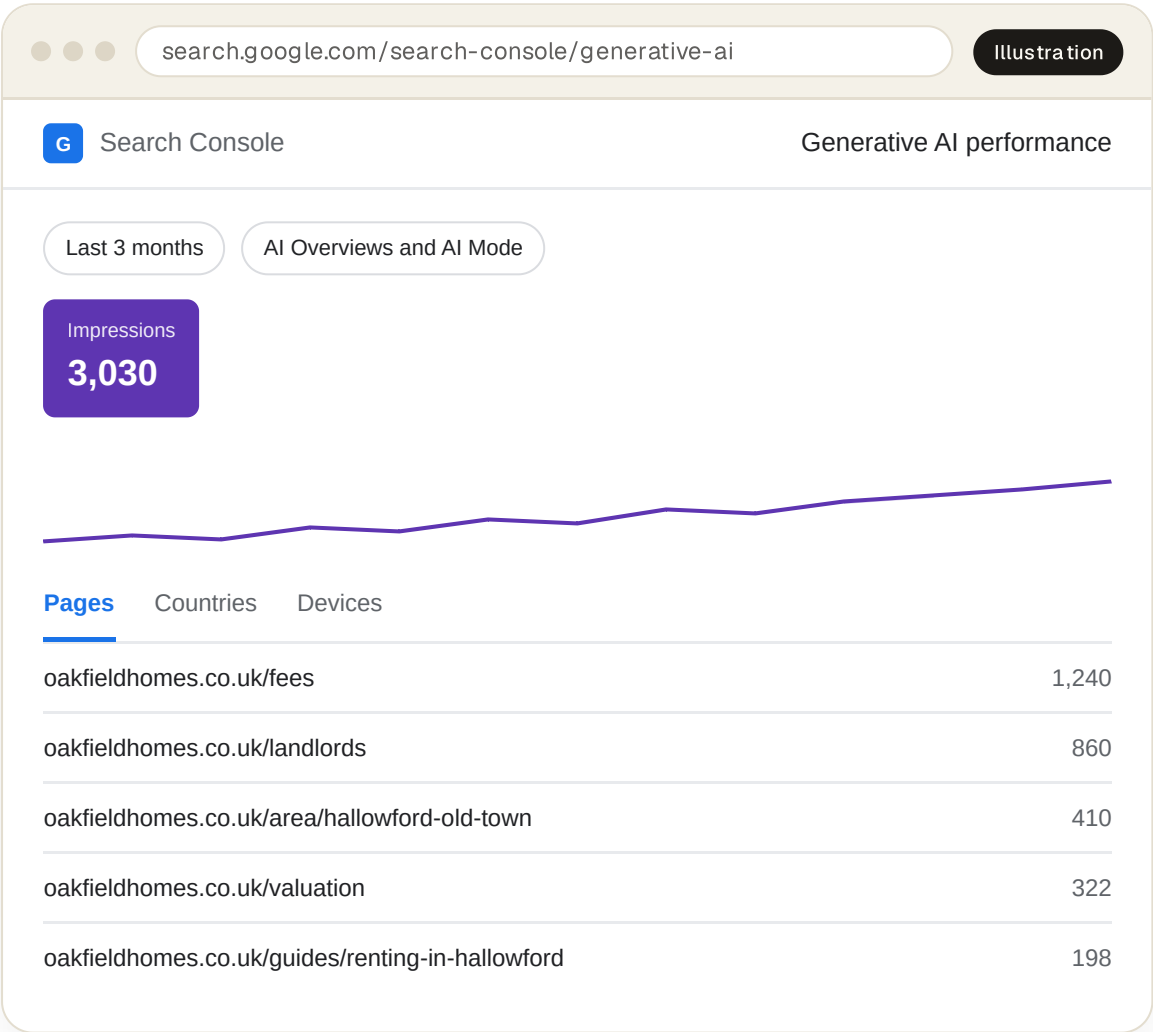
MEASURE	WHAT IT MEANS
Mention rate	Answers that name you ÷ answers run. Always show the count: 11 of 48
Citation rate	Answers that link to or show a page from your site ÷ answers run
Share of voice	Your mentions ÷ all agency mentions across the same prompts. Keep your own definition fixed
Accuracy	Correct facts ÷ facts checked (fees, areas, services, hours, contact, team), with an error list
Source share	How often each website is cited. Feeds your source map (lesson 7.1)
Sentiment	How you're described: positive, neutral or negative, judged by you, not a tool
AI visits	Sessions in Analytics from AI assistants. Expect an undercount
Enquiries	Valuations, viewings and calls by source, including people who say AI sent them
Position	Not recommended. Order changes every run

The free reports from Google and Bing

1 Search Console: Generative AI performance report

Free

Impressions of your pages in AI Overviews, AI Mode and Discover's AI features, by page, country, device and date. No clicks and no searches. Rolled out to all sites on 31 August 2026; sites with very few appearances may not see it.



Search Console's Generative AI performance report: how often your pages appeared in AI Overviews and AI Mode. Impressions only: no clicks, no searches. Example numbers.

[Open Search Console: Generative AI performance report ↗](#)

2 Bing Webmaster Tools: AI Performance

Free

How often Copilot and Bing's AI answers cite your pages, which pages, and a sample of the searches they ran. It counts citations, not clicks, and not recommendations of you by name.

[Open Bing Webmaster Tools: AI Performance ↗](#)

3 Google Analytics: AI Assistant channel

Free

Visits from ChatGPT, Gemini, Claude and others (lesson 9.1). Google's own AI Overviews and AI Mode visits stay in Organic Search.

[Open Google Analytics: AI Assistant channel ↗](#)

4 Crawler logs from your host

Free (ask your host)

Which AI crawlers fetched which pages and whether they got errors. A fetch by ChatGPT-User or Perplexity-User suggests a person's question led to your page. It doesn't show whether you were recommended.

[Open Crawler logs from your host ↗](#)

The one-page monthly report

- 1 Headline in one sentence, with the number of answers behind it.
- 2 The measures above: this month, last month and baseline, each with its count.
- 3 Results by audience: sellers, landlords, buyers, tenants.
- 4 Who else was named, and which sources were cited.
- 5 Accuracy: errors found, fixed and still open.
- 6 AI visits, Search Console and Bing figures.
- 7 Enquiries by source, including self-reported AI.

- 8 What you changed this month.
- 9 The three actions for next month.
- 10 Caveats: sample size, and anything that changed in how you tested.

How not to fool yourself

- Never judge from one run, one platform or one day.
- Never reword a prompt to get a better result.
- Record the conditions every time: platform, logged in or out, location, date.
- Show the count next to every percentage, and don't compare a month of 30 answers with a month of 150.
- With under about 100 answers a month, treat moves of less than about 10 points as noise, and look at three months, not one.
- Don't claim a cause. If you made six changes, you don't know which one mattered.
- Track accuracy and enquiries, not just visibility. They're what matter.

A worked example (invented numbers)

MEASURE	BASELINE	MONTH 3	NOTE
Mention rate	18 of 144 (12.5%)	29 of 144 (20.1%)	Up 7.6 points
Citation rate	9 of 144 (6.3%)	17 of 144 (11.8%)	Up 5.5 points
Branded answers with an error	3 of 8	1 of 8	Old fee and hours fixed
AI assistant visits	14 of 4,100	23 of 4,300	Undercounts
Enquiries that said AI	1	3	Self-reported

Fenbury Lets (fictional) removed a crawler block, fixed its name and phone number everywhere, replied to every review, and published a plain-text fees page between the two runs. With about 144 answers, a 7.6-point rise is within the noise you'd expect even if nothing had changed. The honest verdict: encouraging,

not proven. The accuracy fix is the convincing result, because it came from specific fixes to specific pages.

What you can't measure

- How many people saw an answer naming you. No AI company provides it, and tools' "prompt volumes" are estimates.
- Clicks from Google's AI features separately from ordinary search.
- Visits that lose their label and land in Direct.
- Someone told your name who then rings or searches, unless they tell you.
- What one particular person, with their own history and location, was shown.

SOURCES

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developers.google.com/search/blog/2026/06/gen-ai-performance-reports
2. Introducing AI Performance in Bing Webmaster Tools, Microsoft Bing, February 2026.
blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview
3. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features

When it isn't working: the GEO loop and the “AI doesn't mention us” checklist

GEO isn't 40 separate jobs. It's one loop: get reachable, be clearly identified, be talked about accurately, publish useful answers, prove what you say, win the enquiry, measure honestly, fix what the measuring shows. When something goes wrong, the loop tells you where to look first.

Online: reyse.co.uk/geocourse/when-it-isnt-working

IN PLAIN ENGLISH

A mechanic doesn't replace the engine when the car won't start. They check the battery, then the fuel, then the spark, in order. This is the order.

The GEO loop

STEP	THE QUESTION	WHERE IN THE COURSE
1. Access	Can AI reach, read and index your pages?	Module 3
2. Identity	Does it know who you are, which branch is which and what you do?	Module 4
3. Reputation	What do reviews, profiles, portals and other sites say about you?	Modules 5 and 7
4. Content	Do your pages answer the real questions plainly, with local detail?	Module 6
5. Proof	Are your facts accurate, current, lawful and backed by evidence?	Module 8
6. Conversion	When someone arrives or phones, do you win the enquiry?	Module 9
7. Measure	What do the prompts, reports and enquiries show?	Module 2 and lesson 10.1
8. Fix	What's the next change, and who owns it?	Lesson 10.3

Access comes first because a blocked page can't be used by any AI, however good it is. In practice you'll work on several steps at once.

How problems cascade

- Blocked crawler → no retrieval → your name missing from answers.

- Old fees page → wrong fee in an AI answer → a customer arrives expecting the wrong price → complaint → negative review.
- Inconsistent branch names → AI merges two branches → wrong phone number given → missed valuation call.

Strengths compound the same way: open access and a clear fact sheet → accurate answers → more local people searching your name → more reviews and mentions → stronger evidence next time.

Symptom, then first check

SYMPTOM	CHECK FIRST
AI never names you, for anything	Access and indexing (3.1 to 3.3), then identity (4.1)
AI names rivals, not you, for "best agent"	Business Profile and reviews (5.1, 5.2), then the sources it cites (7.1)
AI names you, with wrong facts	Your own old pages, feeds and profiles (8.1, 8.3)
AI names you, but nobody calls	Landing pages and reply speed (9.1, 9.2)
It works on one platform, not another	Normal: they use different sources. Test and fix each separately

Checklist 1: AI doesn't mention us

- 1 Is it real? Run your standard prompts several times, logged out, from more than one place. "2 of 10" is a finding; one blank answer isn't (2.3).
- 2 Does AI know who you are? Ask "Tell me about [agency] in [town]". Confused with another firm? Start with your name and facts (4.1).
- 3 Crawler access: check robots.txt for blocks on the search crawlers (3.1).
- 4 CDN, firewall and host: check bot protection, security plugins, rate limits and UK-only geoblocking. Ask for crawler logs (3.1).
- 5 Google's AI switch: Search Console, Settings, Search generative AI. Is your site included (3.3)?

- 6 Indexing: are your key pages in Google and Bing, with no stray noindex (3.2)?
- 7 What crawlers can read: key facts in the page code, no blocking snippet settings, nothing behind logins or PDFs (3.3, 3.4).
- 8 Local profiles and reviews: complete, consistent, steady flow (5.1 to 5.3).
- 9 Your fact sheet: one clear, dated page saying who, where, what and how much (4.1, 6.5).
- 10 Content: do your pages answer the real prompts, with local detail (6.1, 6.2, 5.4)?
- 11 Third-party sources: are you on the portals, lists, press and review sites AI cites in your town (7.1 to 7.4)?
- 12 Competitors, then patience: learn what the named rivals have, close the gaps honestly, and re-test monthly with the same prompts.

Checklist 2: AI mentions us, but says something wrong

- 1 Record it exactly: prompt, platform, date, location, the wrong statement, a screenshot and its severity (8.3).
- 2 Check your own pages: old fees, old rules, old area lists, sold homes, old team details (6.5, 8.1).
- 3 Check profiles and portals against your fact sheet (4.1, 7.2).
- 4 Check for name confusion: the wrong fact may belong to a namesake or another branch (4.1).
- 5 Check rules content: section 21, rent ranges, bidding wording (8.2).
- 6 Check fees and terms agree everywhere (6.5).
- 7 Check your feeds and chatbot: they speak for you (8.1, 9.3).
- 8 Check review themes: AI may be summarising a real problem (5.2).
- 9 Check third-party sources: comparison sites, awards and press can carry the error. Ask the owner to fix it.

- 10 Fix the source, then publish the correct, dated, quotable fact (4.1, 6.1, 6.6).
- 11 Use the platform's feedback route, knowing results are at its discretion (8.3).
- 12 Re-test monthly and keep a log.

SOURCES

1. Introduction to robots.txt, Google Search Central. developers.google.com/search/docs/crawling-indexing/robots/intro
2. Block search indexing with noindex, Google Search Central. developers.google.com/search/docs/crawling-indexing/block-indexing
3. Generative AI performance reports in Search Console, Google Search Central blog, June 2026. developers.google.com/search/blog/2026/06/gen-ai-performance-reports
4. Guide to the Renters' Rights Act, GOV.UK. gov.uk/government/publications/guide-to-the-renters-rights-act/guide-to-the-renters-rights-act

Your audit, priorities and 90-day plan

Pulling the course together: score your agency against every check, sort what you find by priority, and turn it into a 90-day plan with owners and dates.

Online: reyse.co.uk/geocourse/audit-and-90-day-plan

IN PLAIN ENGLISH

Before a long journey you check the car, decide what has to be fixed before you set off, and plan the route. This is the check, the list and the route.

The GEO audit is in the Resources section: 81 checks across every module, each linked to the lesson that explains it. Tick Yes, Partly or No, see a score for each part of the course, and your failed checks turn into a 90-day plan in priority order. It's saved in your browser and prints on a few pages.

[Open the GEO audit →](#)

The four priorities

PRIORITY	WHAT IT MEANS	EXAMPLES
1. Critical: fix now	Stops AI reaching or reading you, or breaks the law	AI crawlers blocked; noindex on key pages; site excluded from Google's AI features; rent ranges in adverts; fake or incentivised reviews; a wrong fee live
2. High impact	Affects big commercial opportunities	Inconsistent name and phone; incomplete Business Profile; no fees page; stale landlord advice; a broken enquiry form
3. Growth	Raises your chances of being named and cited	Local data, area guides, answer-first rewrites, comparison pages, local press
4. Refinement	Smaller improvements	Alt text, schema tidy-up, internal links, minor wording

Weights say how much attention a topic deserves overall. Priorities say what to fix first. A legal or accuracy problem is Priority 1 even when its weight is tiny.

When you can't decide what's next

Score each candidate from 1 to 5 on impact, confidence and commercial value, divide by effort, and start with the highest. Anything that might break the law goes to the top regardless.

The 90 days

WHEN	FOCUS	WHAT GETS DONE
Weeks 1 and 2	Set up and baseline	Prompt log and standard set; baseline runs; Search Console, Bing and the AI channel in Analytics; robots.txt and security settings; fix quick Priority 1 items (a noindex, a crawler block, rent ranges on live adverts)
Weeks 3 and 4	Access and identity	Fix remaining blocks and missing facts; publish the fact sheet; make your name and details identical everywhere; complete Business Profile, Bing and Apple
Weeks 5 to 9	Reviews, fees and content	A review routine for every client; a plain-text fees page; listings and lettings wording checked; answer-first rewrites of key pages; the response standard and mystery enquiry; first monthly report at day 60
Weeks 10 to 13	Authority and proof	A dated local data page; one real area guide; two or three honest approaches from your source map (lists, press, partners); tidy markup and forms; re-run the audit and write the three-month report

Quick wins (each under a day)

- Remove an accidental crawler block or stray noindex.
- Make sure your site is included in Google's Search generative AI setting.
- Make your name, address and phone identical everywhere.
- Reply to every unanswered review.
- Put your fees in plain text on a page, with a date.
- Remove rent ranges and "best offer" wording from lettings adverts.
- Add a "what we do, where, how to reach us" block to the homepage.
- Add an AI assistant option to "How did you hear about us?".
- Claim Bing Places and Apple Business.
- Write down who owns which account.

Never do

- Buy fake or incentivised reviews, fake lists, fake mentions or fake awards.
- Hide text or prompts aimed at AI, or add "remember us" buttons.
- Buy a schema, llms.txt or "AI readiness" package as a growth tactic.
- Create hundreds of thin town pages, or a page for every possible question.
- Change dates without changing the content.
- Paste client data into public AI tools.
- Claim "No. 1", "best" or "leading" without evidence.
- Judge progress from one test, or pay anyone who guarantees mentions.

Who owns what

JOB	SUGGESTED OWNER	HOW OFTEN
Prompt log and monthly report	One named person, often marketing or the office manager	Monthly
Fact sheet	A director or compliance lead	Quarterly, and the day anything changes
Business Profile, Bing, Apple	Each branch manager, with one group owner for naming	Monthly
Reviews: requests and replies	Branch manager, with cover	Weekly
Listing accuracy and status	Sales and lettings managers, with the CRM administrator	Weekly, plus a monthly sample
Website access and crawlers	Web provider, with a named contact at the agency	After every site change, and twice a year
Claims, awards and "best" statements	Director or compliance lead, with an evidence file	Whenever used
AI tools and staff rules	Marketing lead	Quarterly

A small agency has the same jobs with fewer people. One person may wear four hats; just write down which hat covers what. And keep every account in the agency's name, never only a provider's.

After day 90

Keep the monthly rhythm: run the prompt set, read the free reports, fix one or two things, write them down, and re-run the audit each quarter. Most of this is staff time, not spend. Consider paid tracking only once you have a baseline and a routine it would genuinely save time on.

SOURCES

1. AI features and your website, Google Search Central. developers.google.com/search/docs/appearance/ai-features
2. Spam policies for Google web search, Google Search Central. developers.google.com/search/docs/essentials/spam-policies
3. Types of claims: “best”, Advertising Standards Authority. asa.org.uk/advice-online/types-of-claims-best.html
4. Fake reviews: guidance for businesses (CMA208), Competition and Markets Authority. gov.uk/government/publications/fake-reviews-cma208

You've finished the GEO course

GEO is newer and less settled than SEO, and this course has tried to be honest throughout about where the evidence is solid and where it's still an educated bet.

Online: reyse.co.uk/geocourse/course-complete

What's consistent with SEO is the underlying truth: doing the basics properly, and keeping them up, is what separates the agencies AI tools describe accurately and recommend from the ones they've never heard of, or get wrong. The field moves faster than traditional search, so falling behind happens faster too. So does the chance to get ahead while most of your competitors haven't started.

Where to spend your time

- Weekly: review requests and replies; enquiry response check.
- Monthly: run your prompt set; accuracy check; the free Google, Bing and Analytics reports; a sample of listings; the mystery enquiry.
- Quarterly: fact sheet review; source map and competitor grid; re-run the audit.
- Twice a year: crawler policy and robots.txt; tools and providers; area guides.

And if you're short on time, this is where it pays off first: every lesson, biggest weight first. These are our planning weights, not any AI company's, and one wrong setting with a small weight, like a blocked crawler, can still switch everything off.

1	The reviews AI reads: volume, recency, replies and themes	5.2 · Local and reviews	6.5%
2	Let the right AI crawlers in: robots.txt, CDN and firewalls	3.1 · Can AI reach you?	5.75%
3	One name, one set of facts: naming, NAP and your agency fact sheet	4.1 · Who you are	5%
4	Google Business Profile, and why the map and AI answers differ	5.1 · Local and reviews	5%

5	Press, mentions, links and partners	7.4 · What others say about you	5%
6	Can AI read and quote your pages? JavaScript, widgets and sn...	3.3 · Can AI reach you?	4.5%
7	Covering the whole question: fan-out, FAQs, process and c...	6.2 · Content an AI can use	4.5%
8	Indexed in Google and Bing: sitemaps, IndexNow and internal links	3.2 · Can AI reach you?	4%
9	Map your town: the sources AI uses and the rivals it names	7.1 · What others say about you	4%
10	Speed, errors, logins, pop-ups and PDFs	3.4 · Can AI reach you?	3.5%
11	Your own local data: market notes, valuations and rents	6.4 · Content an AI can use	3.5%
12	"Best agent" lists, awards and your own "best" claims	7.3 · What others say about you	3.5%
13	Fees and terms: clear, and the same everywhere	6.5 · Content an AI can use	3.25%
14	Listings AI repeats: accuracy, material information, sold an...	8.1 · Accurate and above board	3%
15	Bing, Apple, directories and voice assistants	5.3 · Local and reviews	2.75%
16	Answer first, in quotable facts	6.1 · Content an AI can use	2.75%
17	Proof you're real: registrations, memberships, your team and knowle...	4.3 · Who you are	2.5%
18	The areas you cover: service areas, area guides and "near me"	5.4 · Local and reviews	2.5%
19	Structure: headings, lists, tables and clean HTML	6.3 · Content an AI can use	2.5%
20	Rightmove, Zoopla and OnTheMarket as AI sources	7.2 · What others say about you	2.5%

21	What people actually ask AI: your prompt bank and prom...	2.2 · Your prompts and baseline	2%
22	Structured data that matches the page (including listings)	4.2 · Who you are	2%
23	Reddit, forums, YouTube and podcasts	7.5 · What others say about you	2%
24	Speed-to-lead: valuation and enquiry journeys	9.2 · After the mention	2%
25	Testing fairly, and running your baseline	2.3 · Your prompts and baseline	1.75%
26	Freshness: honest dates, and advice that stays correct	6.6 · Content an AI can use	1.75%
27	Video, photos and floorplans in words AI can read	6.7 · Content an AI can use	1.75%
28	Writing with AI without hurting yourself (pages, listings and...	6.8 · Content an AI can use	1.75%
29	Rental adverts and guides under the Renters' Rights Act	8.2 · Accurate and above board	1.75%
30	Checking and correcting what AI says about you	8.3 · Accurate and above board	1.75%
31	Redesigns and changing website provider	3.5 · Can AI reach you?	1.25%
32	Fake reviews, hidden prompts and GEO spam (and cho...	8.4 · Accurate and above board	1.25%
33	Client data, staff AI use, copyright and your accounts	8.5 · Accurate and above board	1.25%
34	AI visitors: tracking them and the pages they land on	9.1 · After the mention	0.75%
35	Website chat, AI receptionists and calls	9.3 · After the mention	0.5%

Every check and habit from the course is in one printable schedule, and the audit turns what's left into a 90-day plan. Re-run it every quarter.

Get the schedule →

Open the GEO audit →

WANT US TO DO IT FOR YOU?

None of this is hard on its own. Most of it, a 15-year-old could do. What's hard is knowing how much to do, doing all of it every month without fail, and keeping up as Google and AI keep changing. If you'd rather hand that over, Found First does exactly this for agencies like yours, with a guarantee: one extra instruction in 90 days, or we keep working free.

reyse.co.uk/products/geo

Thank you for the most valuable thing you gave today: your attention.

See our other free courses →