Ai Search Visibility Challenge:
Day 2: Optimizing Your Website For Ai Visibility and Trust

Online presence / data

Demonstrated outcomes/reliability

3rd party validation / proof

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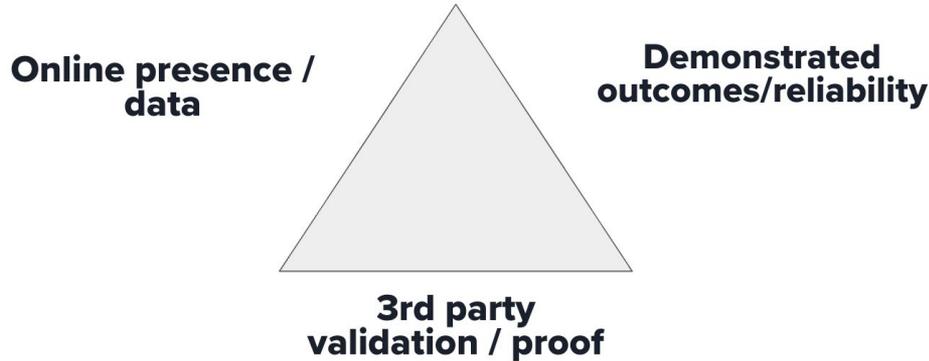
Recap:

- How LLMs work
- Audit + Match NAP
- Clarify NAP on site
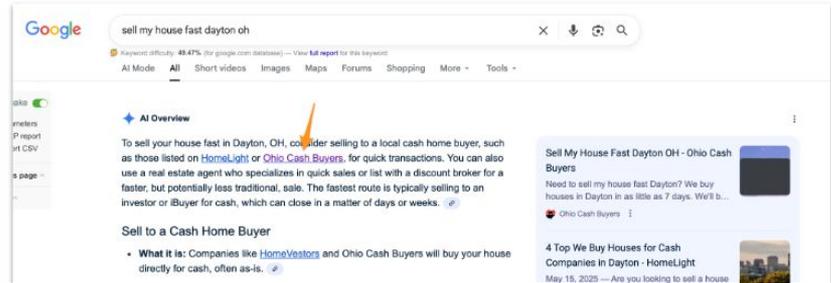- Add schema on site
- GBP optimization basics

Ai Search Visibility Challenge:
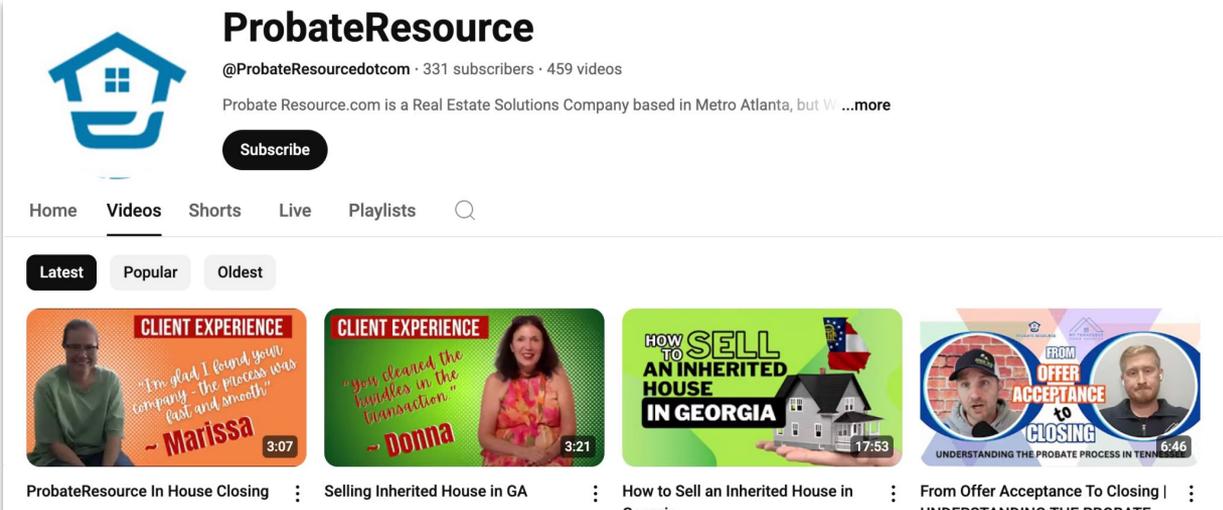**Day 1: Setting The AI Visibility Foundation**

Ai Search Visibility Challenge:

Day 3: The "New" Off-Page: Building Your Trust

ProbateResource

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Probate Resource.com is a Real Estate Solutions Company based in Metro Atlanta, but W ...more

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CLIENT EXPERIENCE — "I'm glad I found your company - the process was fast and smooth" ~ Marissa   3:07

CLIENT EXPERIENCE — "you cleared the hurdles in the transaction" ~ Donna   3:21

HOW TO SELL AN INHERITED HOUSE IN GEORGIA   17:53

FROM OFFER ACCEPTANCE to CLOSING — UNDERSTANDING THE PROBATE PROCESS IN TENNESSEE   6:46

ProbateResource In House Closing

Selling Inherited House in GA

How to Sell an Inherited House in Georgia

From Offer Acceptance To Closing | UNDERSTANDING THE PROBATE

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Ai Search Visibility Challenge:✦
Day 4: VIP Q&A / Execution Help

Join the Facebook group!

Ai Schema Generator

Ai SEO Website Schema Generator (by Carrot.com)

By Trevor Mauch

✓ Using the creator's recommended model: GPT-5

Boost your visibility in Google and AI search. SchemaMark reads your webpage, finds your services, FAQs, and reviews, and creates a validated JSON-LD schema block — instantly ready to paste into your website footer. Works great for real estate investors, agents, and home-service pros. by Carrot.com

I'm a real estate investor: Generate schema

I'm a real estate agent: Generate schema

I'm in home services: Generate schema

Audit my existing page schema.

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2 Quick Reminders...

- **Upgrade to VIP:** Get recordings + day 4 VIP Q&A.
  - Just $99 + FREE Month of your first month of Carrot

- **Activate Carrot:** Day 2 is about dialing in your website. Get your Carrot site launched today to get a jumpstart

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What we'll dive into today...

- **Trust Triangle:** What Ai wants to see in your website content
- **On-Page** Tech
- **Structuring** content effectively
  - Site structure
  - Page structure
- **Optimizing** your content for clarity/trust
  - Entities
  - Content elements that build trust

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"How to Build a Trusted Local Brand AI Systems Love to Reference"

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Trust Triangle

Online presence / data

Demonstrated outcomes/reliability
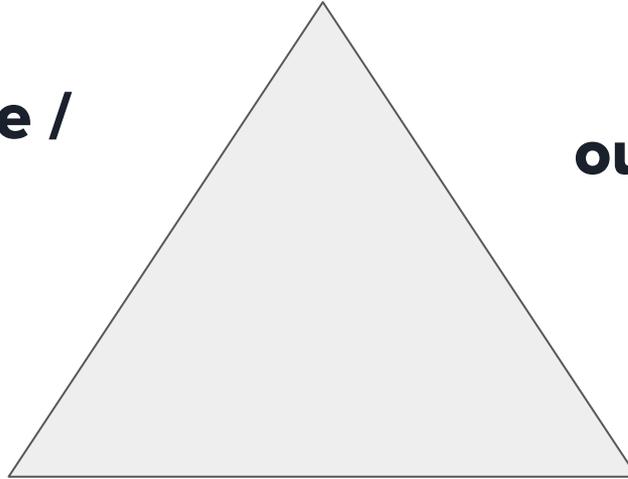
3rd party validation / proof

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Dialing The Tech

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Use Llms.txt to feed Ai Models

Include links to important assets / documents
(built into Carrot already)
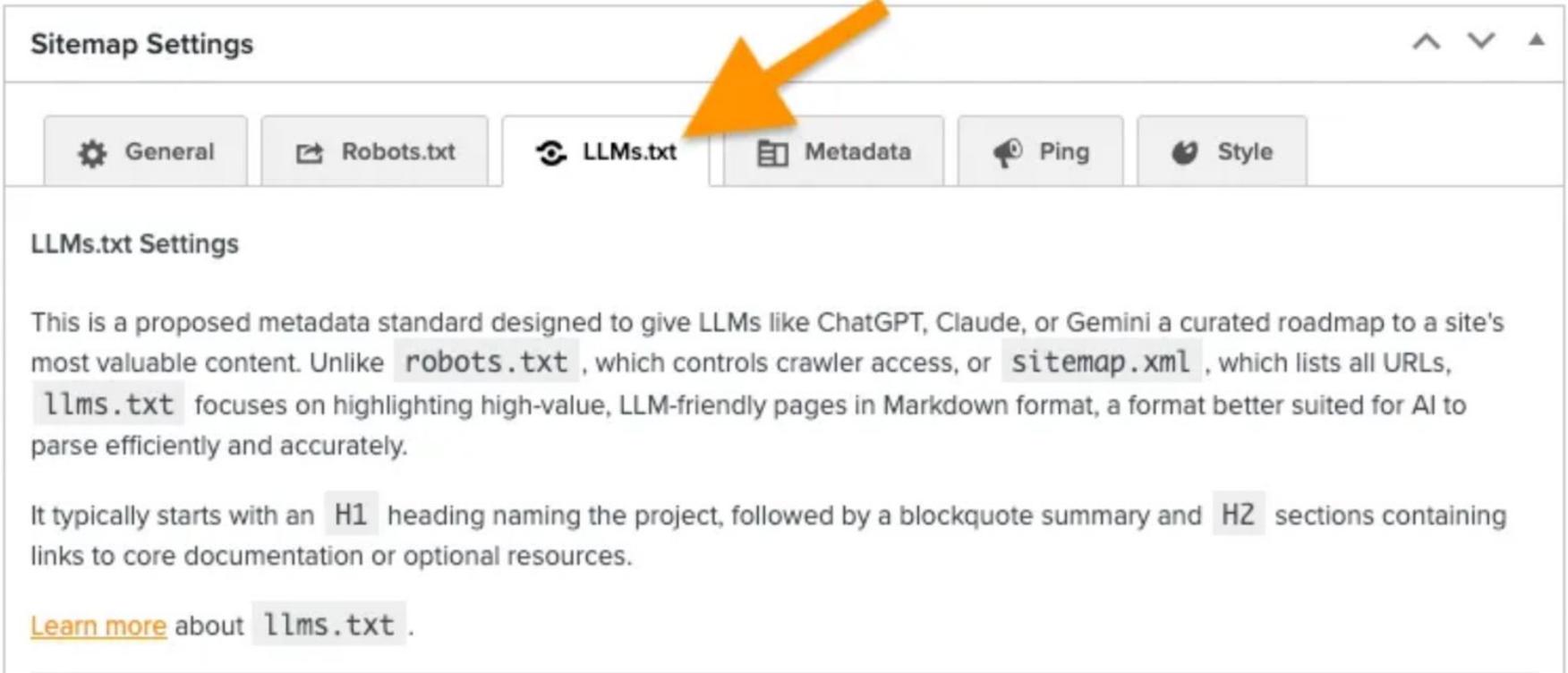
Sitemap Settings

⚙ General | ↗ Robots.txt | ↻ **LLMs.txt** | ▤ Metadata | 🔊 Ping | 🎨 Style

LLMs.txt Settings

This is a proposed metadata standard designed to give LLMs like ChatGPT, Claude, or Gemini a curated roadmap to a site's most valuable content. Unlike `robots.txt` , which controls crawler access, or `sitemap.xml` , which lists all URLs, `llms.txt` focuses on highlighting high-value, LLM-friendly pages in Markdown format, a format better suited for AI to parse efficiently and accurately.

It typically starts with an `H1` heading naming the project, followed by a blockquote summary and `H2` sections containing links to core documentation or optional resources.

Learn more about `llms.txt` .

Boost Page Speeds

Every 1 second slower load time, it reduces conversion ½%
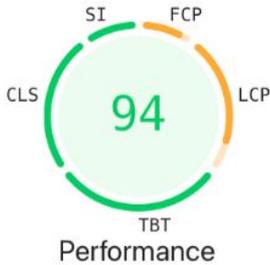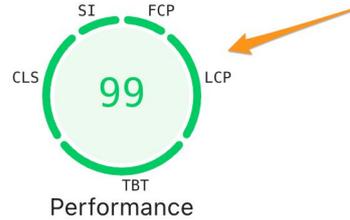
Structuring The Site For Clarity and Trust

Local Site Structure (Single Location)
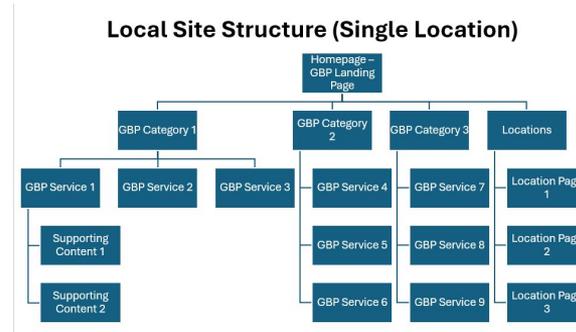
Authority Hub Pyramid

Think of your website as three connected layers:

Layer	Page Type	Purpose	AI Signal
Tier 1	Homepage	Defines who you are, what you do, and where	Primary entity definition
Tier 2	Core Service Pages	Explain each major service in detail (1 page per service)	Depth & expertise
Tier 3	Location Pages	Local versions of each service or area you cover	Entity-to-geo link

Plus supporting content:

- Blog/Knowledge Hub (authority & experience)
- About/Team page (trust)
- Reviews/Case Studies page (social proof)
- Contact/CTA page (conversion + verification)
- Resources/FAQs page (AI snippet magnet)
- Optional "Guides" or "Process" pages (educational expertise)

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Organizing your content with **topic clusters** also helps AI systems identify relevance and relationships across your site.

Example Network (Simplified):

```yaml
Homepage
├── Service: We Buy Houses
│       ├── Location: Louisville
│       ├── Location: Jeffersonville
│       └── Location: New Albany
├── Service: Realtor Representation
│       ├── Location: Louisville
│       ├── Location: Shelbyville
│       └── Location: Bardstown
├── About Us
├── Reviews
└── Blog
```

💼3️⃣ Core Service Pages — "Expert Depth on Every Main Offering"

Each primary service (e.g., "We Buy Houses," "Realtor Representation," "Property Management," "Home Remodeling," etc.) should have its own page.

Element	Purpose	Example
H1	Service + city	"Cash Home Buyers in Louisville, KY"
Problem paragraph	Show empathy	"Tired of repairs or listings? We make it simple."
Process section	Demonstrate expertise	"Here's exactly how our 3-step offer works."
Local references	Context	Mention zip codes, neighborhoods, local laws.
FAQ block	Structured data	"Do I pay closing costs?" / "How fast can you close?"
Internal links	SEO glue	Link to related service pages and homepage.

Pro Tip:

Add **one outbound link** to a relevant authority per page:

- Realtors → nar.realtor ↗
- Investors → irs.gov/like-kind-exchanges ↗
- Contractors → energy.gov ↗

> ✅ **AI Signal:** Depth + verifiability = recognized subject matter expertise.

📍 4️⃣ Location Pages — "The Local Context Layer"

Each top service area should have its own **city-specific landing page** built using your existing template.

Structure:

- H1: "Sell My House Fast in [City, ST]"
- Local intro paragraph
- Local testimonials
- Map embed + list of neighborhoods
- Local FAQ ("Do you buy in [Neighborhood]?")
- Link back to core service pages

Example:

> "We buy houses in **Jeffersontown, KY** and nearby areas like Fern Creek and Middletown.
> Recently helped a homeowner on **Maple Rd (40299)** sell as-is within 10 days."

Internal Linking Pattern:

- Each **Location Page** → **Core Services**
- Each **Core Service** → **Location Pages**
- All → **Homepage**

> ✅ **AI Signal:** This builds your **entity-to-geo** web — crucial for local AI Overviews.

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📚 5️⃣ Authority & Support Pages — "The Proof Layer"

Page	Why It Matters	Expert Example
About / Team	Confirms human authenticity.	"Meet our founder, licensed in KY #12345, with 12 years in real estate." Add photo, link to LinkedIn.
Reviews / Case Studies	Provides structured social proof.	Group reviews by city. Add schema markup (`Review` type).
Blog / Knowledge Hub	Demonstrates consistent expertise.	Create 2–3 articles per month answering local homeowner questions.
FAQ Page	Collects high-intent, AI-quotable questions.	"How does a cash offer compare to listing with an agent?"
Resources / Guides	Adds long-form topical depth.	"Ultimate Guide: Selling an Inherited House in Kentucky."

> ✅ **AI Signal:** Authority content shows consistency and thematic coverage — this is what earns "AI mentions."

🧠 7️⃣ Topic Cluster Expansion — "Owning the Conversation"

AI loves topical coverage. Build 3–5 **pillar topics** with supporting posts:

Pillar Topic	Supporting Articles
Selling Fast / Cash Offers	"When to sell as-is vs list traditionally" / "How cash buyers calculate offers"
Inherited Properties	"How to sell a house in probate" / "Tax implications of inherited homes"
Local Market Insights	"Louisville home price trends" / "Top 5 neighborhoods for investors"
Homeowner Education	"Pros and cons of selling to an investor" / "Understanding closing costs"
Repairs & Renovation	"Should you remodel before selling?" / "ROI of common home updates"

Each post links back to the relevant **Service** and **Location** pages.

> ✅ **AI Signal:** Thematic clusters + interlinking = "semantic authority" — the biggest AI ranking factor.

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🏁 9️⃣ The Trusted Site Blueprint Summary

Layer	Pages	Optimization Focus	AI Benefit
Tier 1	Homepage	Entity + EEAT summary	Defines business identity
Tier 2	4–6 Service Pages	Detailed process + outbound authority	Topical depth
Tier 3	3–8 Location Pages	Geo signals + testimonials	Local trust
Support	About, Reviews, Blog, FAQ, Resources	Human + topical proof	Contextual trust
Structure	Internal links + schema	Unified entity graph	Crawling + AI indexing

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🔄 1️⃣0️⃣ Maintenance & Growth Plan

Frequency	Action	Why
Monthly	Add one new FAQ or short blog post	Keeps freshness & authority
Quarterly	Add one city page or case study	Expands local reach
Bi-annually	Review schema & links	Maintain technical integrity
Annually	Update stats, years, and reviews	AI trusts "recent" proof

💬 Pro Tip

AI doesn't reward sites with the most pages — it rewards sites that have the clearest, most connected topic structure.

When every service, city, and proof page connects back to a consistent, verifiable entity, you create a self-reinforcing **knowledge graph** AI systems can't ignore.

E-E-A-T Is More Important Than Ever in Ai Search

- Ai **favors sources with strong trust** / EEAT signals

- It's now **NO option not to show actual real world experience**, and verifiable expertise in your online marketing.
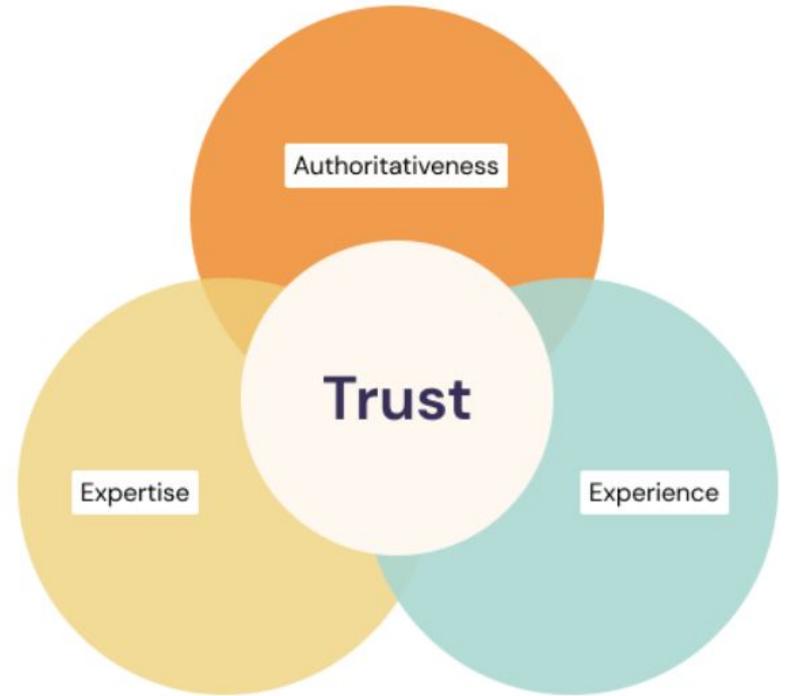
3rd Party Validation / Social Proof

- **Customer reviews:** AI analyzes user reviews for specific mentions of positive outcomes and overall satisfaction.

- **Independent validation:** Awards, certifications, and data from independent studies help AI recognize a business as a "proven choice".

- **Media mentions:** Recognition from reputable media outlets builds credibility. 🔗

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__Online Presence__ / Data

- **Optimized content:** Companies that use structured data, clear product attributes, and frequently asked questions (FAQs) make it easier for AI to understand and trust their offerings. 🔗

- **Transparency:** AI can evaluate a company's willingness to share information about its products, services, and processes. 🔗

- **Security and privacy:** For the AI to trust the data it uses for recommendations, the business must show that it has sound data practices, is secure, and respects user privacy. 🔗

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Demonstrated
Outcomes/Reliability

- **Specific, measurable results:** AI looks for evidence that a company can deliver on its promises, such as case studies that show a problem, a solution, and a measurable impact. 🔗

- **Consistent performance:** AI prioritizes businesses that are reliable and consistently deliver on their promises, based on things like a long history and positive customer feedback. 🔗

- **Quality and capability:** Companies that have a strong reputation for creating quality products and services are more likely to be recommended. 🔗

Optimizing The Content For Trust and Authority

E-E-A-T Playbook

real people, local facts, verifiable links, and expert clarity, both AI and humans will trust it — and that's what wins AI Overviews.

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🏗️ 1️⃣ EXPERIENCE — "Show You've Done This Before"

Goal: Prove real-world, hands-on results.

Content Element	What to Add	Example Copy
Before-and-After Photo Block	Real property photos labeled "Before" / "After."	"This South Louisville home sold **7 days after our offer** — no showings, no repairs."
Mini Case Studies	Short 3-sentence summaries inside the page.	"🏠 Inherited duplex in Jeffersontown → sold as-is for $172K → closed in 10 days."
Local Project Stats	Numbers (homes bought, years active, zip codes).	"We've purchased **142 homes across 40214–40220** since 2017."
Process Photos or Walkthrough Video	30-60 sec clip: "How our 3-step offer works."	Upload to YouTube → embed. Caption: "Our founder explains how we calculate fair offers."

> **AI Impact:** Reinforces "real-world experience" signals that large-language models extract from multimedia and numerically verifiable data 04_website_content_optimizer .

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🎓 2️⃣ EXPERTISE — "Teach Instead of Tell"

Goal: Demonstrate understanding of the process and local rules.

Content Element	What to Add	Example Copy
Educational Paragraphs	Short explainer blocks under each service.	"Selling to a cash buyer means we verify title, pay typical closing costs, and let you skip repairs."
FAQ Answers with Local Detail	5–6 FAQs referencing city or county.	"Do I need an attorney to sell in Kentucky? → No, most closings are handled by licensed title companies like [Local Title Co.]."
Permits / Legal Notes	One line citing authority site.	"All closings comply with **Kentucky Revised Statute § 382** – see kentucky.gov ↗."
Author Byline Box (optional)	"Content verified by [Agent Name], Licensed RE Agent #000123."	Add at bottom of page in Carrot text block.

AI Impact: Concrete teaching copy + citations = clear expertise entities in schema and content

04_website_content_optimizer   04c_authority_expansion_plan .

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🧱 3️⃣ AUTHORITATIVENESS — "Borrow Trust from Other Sources"

Goal: Connect your brand to credible, verifiable entities.

Content Element	What to Add	Example Copy
Outbound Credibility Links	Link once per section to neutral authorities.	"According to **Zillow Data 2025**, Louisville's median days-to-close is 28 — we usually close in 14."
Certifications / Membership Logos	BBB, NAR, State RE License Board, Local Chamber.	Add under "Trusted By These Organizations."
Press or Community Mentions	Quote snippet or logo grid.	"Featured in the Louisville Courier Journal Real Estate Section."
Schema "sameAs" Links	GBP, BBB, Facebook, Yelp URLs in LocalBusiness JSON-LD.	Included in AIVE Step 04 schema block `04_website_content_optimizer` .

> **AI Impact:** Every verified link or citation strengthens entity confidence and eligibility for AI Overviews
>
> `05_ai_overview_readiness_audit` .

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🤝 4️⃣ TRUSTWORTHINESS — "Remove Doubt Fast"

Goal: Give visitors and AI no reason to question legitimacy.

Content Element	What to Add	Example Copy
Transparent Offer Math Section	Short explainer table.	"Example: ARV $200K – repairs $30K – margin $20K = Offer ≈ $150K."
Visible Contact + Address	Repeat full NAP on every page footer.	"Simply Sold LLC • 123 Main St • Louisville KY 40202 • (502) 555-0193."
Review Summaries	Pull 2–3 detailed reviews that mention location & service.	"'*They bought our house in PRP within a week — honest and fair.*' — Tina M."
Privacy + Terms Links	Add in footer.	Use Carrot legal page builder.
Local Photos > Stock	Team, sign, neighborhoods.	Caption: "Our team closing with sellers in Highlands area."

AI Impact: Trust cues + consistent NAP + review context boost factual reliability scores used in LLM ranking `05_ai_overview_readiness_audit` .

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🧩5️⃣ STRUCTURAL RECAP — Where to Place EEAT Elements

(based on AIVE Step 04 layout) `04_website_content_optimizer`

Page Section	EEAT Focus	Example Content Block
Hero	Authority + Trust	H1 + years in business + "Licensed & Insured in KY"
Intro	Experience	1-2 sentences with local proof
Why Choose Us	Expertise + Trust	4–5 bullets w/ verifiable points
Reviews	Experience + Trust	Screenshot-style Carrot testimonial block
Areas We Serve	Authority	List cities + map embed
FAQ	Expertise	6 local questions + FAQ schema
Footer	Trust	Full NAP + license # + social links

🧭 The 80/20 Priority List

Rank	Task	Why It Matters	Expected Time
🚩 1	**Fix your H1 and hero copy.**	AI reads this to define your core entity and purpose.	15 min
🚩 2	**Add one "proof" section per page.**	Visual evidence (photos, stats, or case study) gives AI real-world data.	20 min
⚡ 3	**Add or clean your FAQ block with schema enabled.**	AI Overviews pull these directly.	20–30 min
⚡ 4	**Insert 1–2 outbound credibility links.**	Links to BBB, government, or data sources show authority.	10 min
⚡ 5	**Add one transparent "How it Works" or "Our Process" section.**	AI favors businesses that explain how they deliver value.	15–20 min
⚡ 6	**Verify all NAP and schema consistency.**	AI only trusts consistent, machine-readable business data.	20 min
✅ 7	**Embed 1 local photo or video per page.**	Increases "experience" and local authenticity signals.	10 min
✅ 8	**Refresh testimonials (add city names).**	Locality + sentiment boosts trust signals.	15 min

Total: ≈ 2–3 hours of high-impact improvement.

🛠️ Quick-Add Checklist (Carrot Editor)

1. Add at least **one local photo or video** per page w/ caption mentioning location + situation
2. Insert **1 authority outbound link** per major section
3. Include **license #, years in business, and BBB link** in text.
4. Add **FAQ block and FAQ schema**
5. Keep all business details **identical** to GBP for entity consistency.
6. **Add case study/review** w/ real name + city + situation

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Lets Execute 3 Key Things Today

Ai SEO OnPage Content Optimizer - by Carrot.com

By Trevor Mauch 👤

✓ Using the creator's recommended model: GPT-5

Build clear, trusted, unique, expert driven content on your website.
real people, local facts, verifiable links, and expert clarity, both AI and
humans will trust it — and that's what wins AI Overviews. Audit, then
we'll guide you on the top 3 optimizations you should tackle today.
By Carrot.com

Audit + Optimize A Specific Page	Audit + Optimize My Overall Website	Help me re-write / optimize specific sections	Create an FAQ section for a page

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Use the Onpage Content Optimizer

Ai SEO OnPage Content Optimizer - by Carrot.com

By Trevor Mauch ⚲

✓ Using the creator's recommended model: GPT-5

Build clear, trusted, unique, expert driven content on your website.
real people, local facts, verifiable links, and expert clarity, both AI and
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By Carrot.com

| Audit + Optimize A Specific Page | Audit + Optimize My Overall Website | Help me re-write / optimize | Create an FAQ section for a page |

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Add An FAQ Section

- 5-7 questions / answers
- Actual questions people would ask.
- Use the GPT tool to help you. Just ask it
- Drag and drop an FAQ section from Carrot's "patterns"
- Should match FAQ in schema

Common questions our clients ask...

▸ Will you be listing my home on the MLS or actually buying it?

▸ Do you pay fair prices for properties?

▸ How do you determine the price to offer on my home?

▸ Are there any fees or commissions to work with you?

▸ How are you different from a real estate agent?

▸ Is there any obligation when I submit my info?

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Visible Credentials

Verified authorship, verified "founded by" on about page, citations from credible studies, and visible credentials help AI distinguish trustworthy sources from generic content.

- **# of transactions / years in business**
- **BBB or other rating**
- **Show your license # (in content / footer)**
  - Link to state agency

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Well dialed in <u>About Page</u> structure...

1) Method to get in **contact**

2) Personal **story**

3) **Author bio** box

4) Link to additional **social media** profiles

5) Multimedia of you: video ideal, multiple images minimum

6) Google Business Profile linking to about me page (if non-local. If local, link GBP to homepage or specific location page instead.)
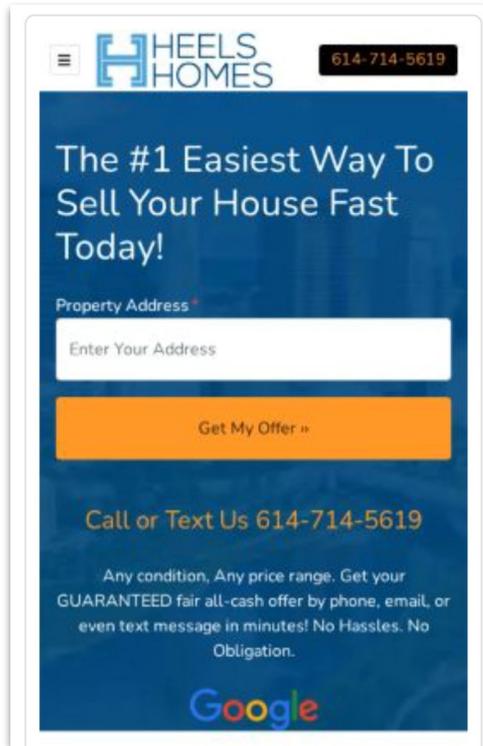
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Day 2 Action Steps:

1. **Ensure schema is in place**

2. **Ensure site loads fast + llms.txt (Carrot already dialed)**

3. **Decide on site structure (services + locations)**

4. **Optimize your home page for trust + authority** *(use the Ai tool we've provided OR chatGPT prompt to help)*
   a. FAQ section
   b. 2-3 location / service specific reviews w/ names
   c. 2-3 External authority links
   d. Add trust signals in content (BBB, years owned, # of transactions, license / credentials, founded in, etc)

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Let me know in the comments below!

What's your biggest takeaway from today?

What will be the most valuable for you today and **how much will that be worth** for you if you just close a few extra deals from it?

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# Now, Capturing Your Phone Leads And All Lead Data In One Place.

Mobile traffic for Carrot websites sits at **50.78%**, with a higher lead to conversion rate vs desktop (by 70%+). We also know that an **estimated 60% of customers prefer to call from a mobile device** than fill out a form.

Full Page
Ai Content Rewrite Tool

Now rewrite entire pages in seconds…

- Custom trained Ai writing assistant
- Retains Carrot optimizations
- Writes in your voice for your business based on your business details

carrot
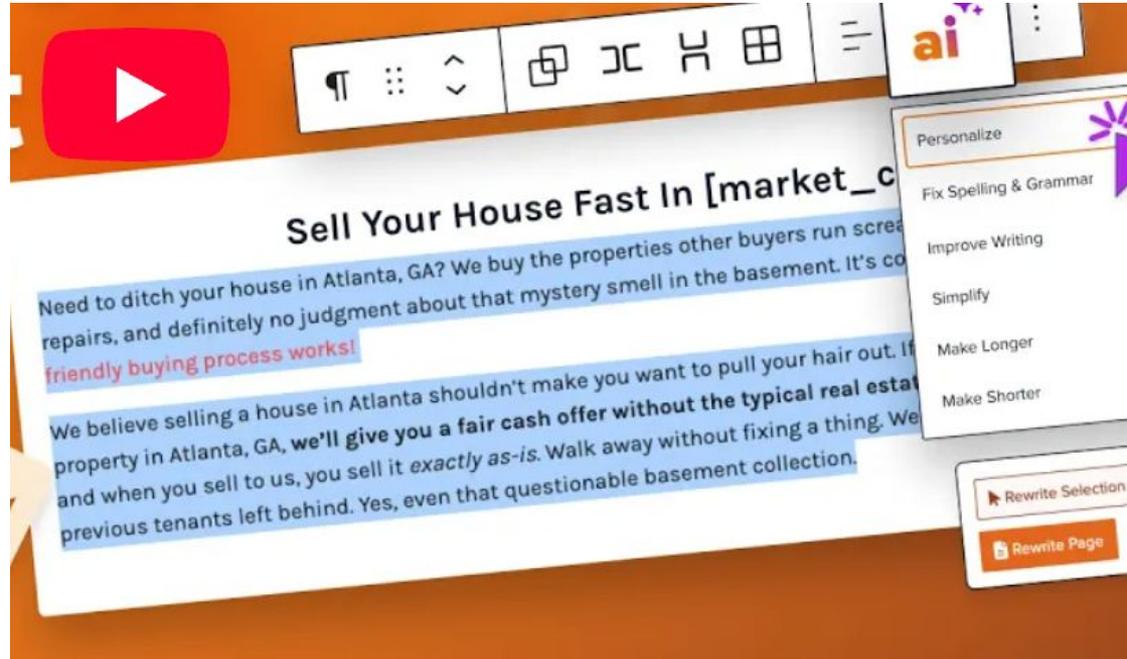
Better Page Design Control

Customize forms, images, font sizes/typography, icons, content blocks, and more

(but the BIG innovations on page and site design ease and flexibility are coming Q4 2025)

SELL YOUR WINTER HAVEN HOUSE FAST FOR CASH TODAY

GET MY FAIR CASH OFFER →

Here's What We Can Do For You

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