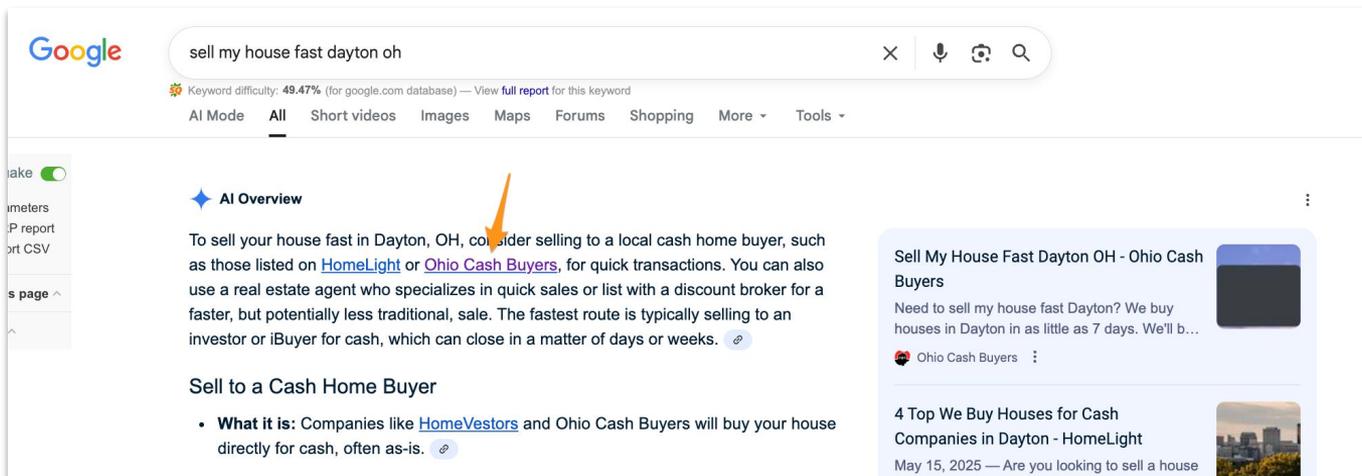


# Ai Search Visibility Challenge:

## Day 3: The “New” Off-Page: Building Your Trust



Google

sell my house fast dayton oh

Keyword difficulty: 49.47% (for google.com database) — View full report for this keyword

AI Mode All Short videos Images Maps Forums Shopping More Tools

AI Overview

To sell your house fast in Dayton, OH, consider selling to a local cash home buyer, such as those listed on [HomeLight](#) or [Ohio Cash Buyers](#), for quick transactions. You can also use a real estate agent who specializes in quick sales or list with a discount broker for a faster, but potentially less traditional, sale. The fastest route is typically selling to an investor or iBuyer for cash, which can close in a matter of days or weeks.

Sell to a Cash Home Buyer

- **What it is:** Companies like [HomeVestors](#) and Ohio Cash Buyers will buy your house directly for cash, often as-is.

Sell My House Fast Dayton OH - Ohio Cash Buyers

Need to sell my house fast Dayton? We buy houses in Dayton in as little as 7 days. We'll b...

Ohio Cash Buyers

4 Top We Buy Houses for Cash Companies in Dayton - HomeLight

May 15, 2025 — Are you looking to sell a house



# Join the Facebook group!

## Carrot.com 3-Day AI Search Challenge

Private group · 37 members



[+ Invite](#) [Share](#) [Joined](#) ▼

[About](#) [Discussion](#) [Featured](#) [Members](#) [Events](#) [Media](#) [Files](#) 🔍 ⋮



 Anonymous post  Feeling/activity  Poll

**Featured** 1 new ⓘ ▼

Most relevant ▼



**Tim Cook**  
17h · 🌐

Hi all, I'm looking forward to getting started and learning from everyone.

 Stephen Eller 1 comment

 Like  Comment  Send

 Stephen Eller [Admin](#)

### About

 **Private**  
Only members can see who's in the group and what they post.

 **Visible**  
Anyone can find this group.

### Upcoming events



**ay 1**  
EO Challenge  
On-Page Foundations

**TODAY AT 12 PM**  
**Day 1: Master the On-Page AI Foundations**



Going



**ay 2**  
EO Challenge  
Off-Page Authority

**TOMORROW AT 12 PM**  
**Day 2: Build Off-Page Authority That AI Can't Ignore**



# Want Help Setting This Up And Maintaining It Monthly?



Done For You Ai Search  
Visibility setup + monthly  
optimization beta.

**[carrot.com/ai-seo](https://carrot.com/ai-seo)**

# 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

# What we'll dive into today...

- **Trust Triangle:** What Ai wants to see in your website content
-

**“AI doesn’t just read your website — it studies the world’s opinion of you. Real voices, real reviews, and real presence build the trust both humans and AI reward.”**

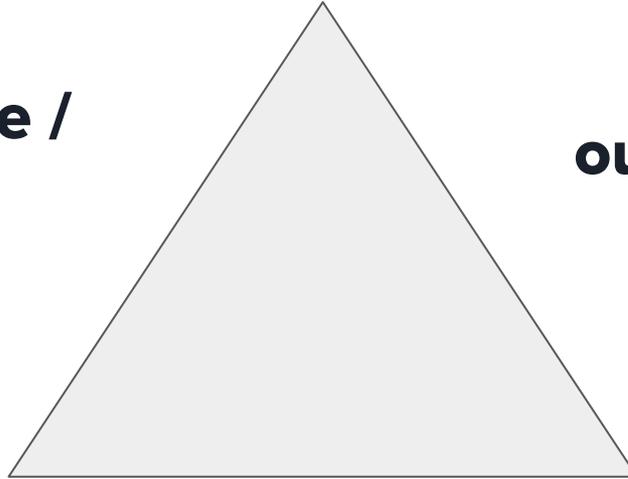
**“You don’t have to out-size national brands  
— you just have to out-prove them.”**

**Real local proof, structured and fresh,  
beats generic brand noise every time.”**

# Trust Triangle

**Online presence /  
data**

**Demonstrated  
outcomes/reliability**

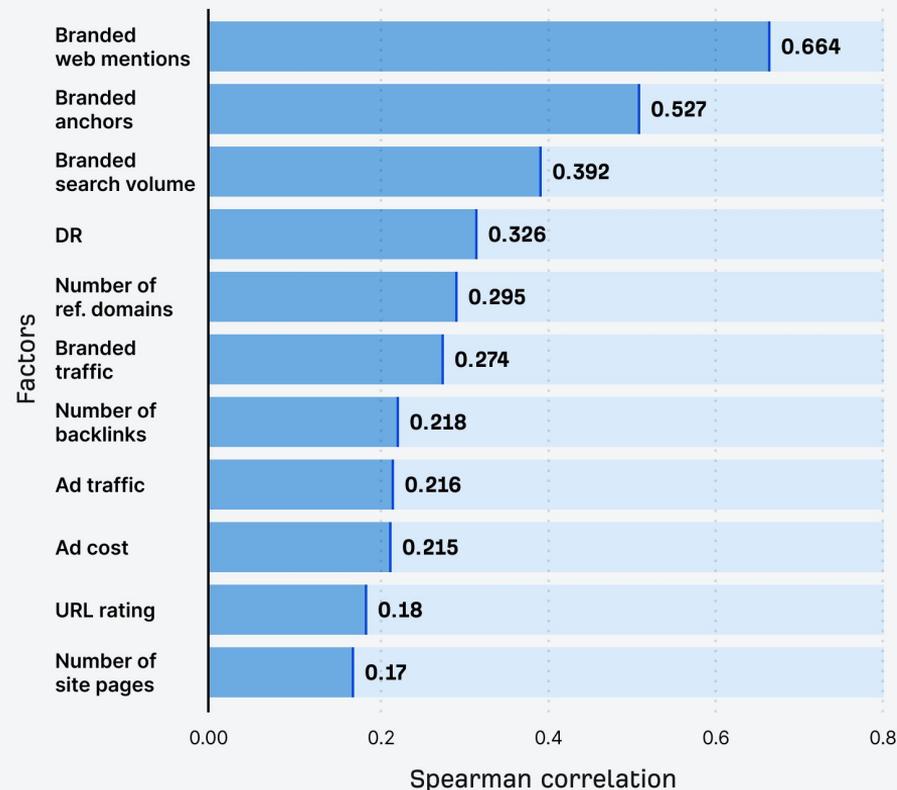


**3rd party  
validation / proof**

# Factors that correlate with brand appearance in AI overviews

Based on a study of ~75K brands.

Source: Ahrefs Brand Radar and Ahrefs Site Explorer.



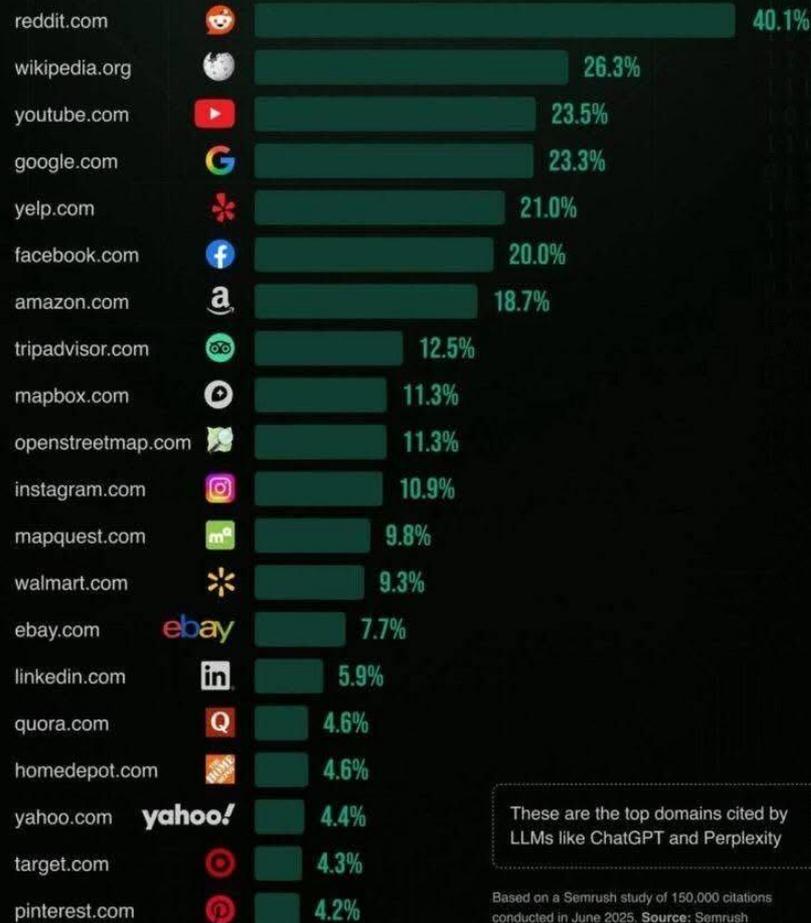
Web mentions (0.664) correlate **much more strongly than backlinks** (0.218).

The top 3 correlations are all **off-site factors**: brand web mentions (0.664), brand anchors (0.527), and brand search volume (0.392).

# 4 Key Principles Ai Uses To Measure Off-Page Trust



# WHERE AI GETS ITS FACTS



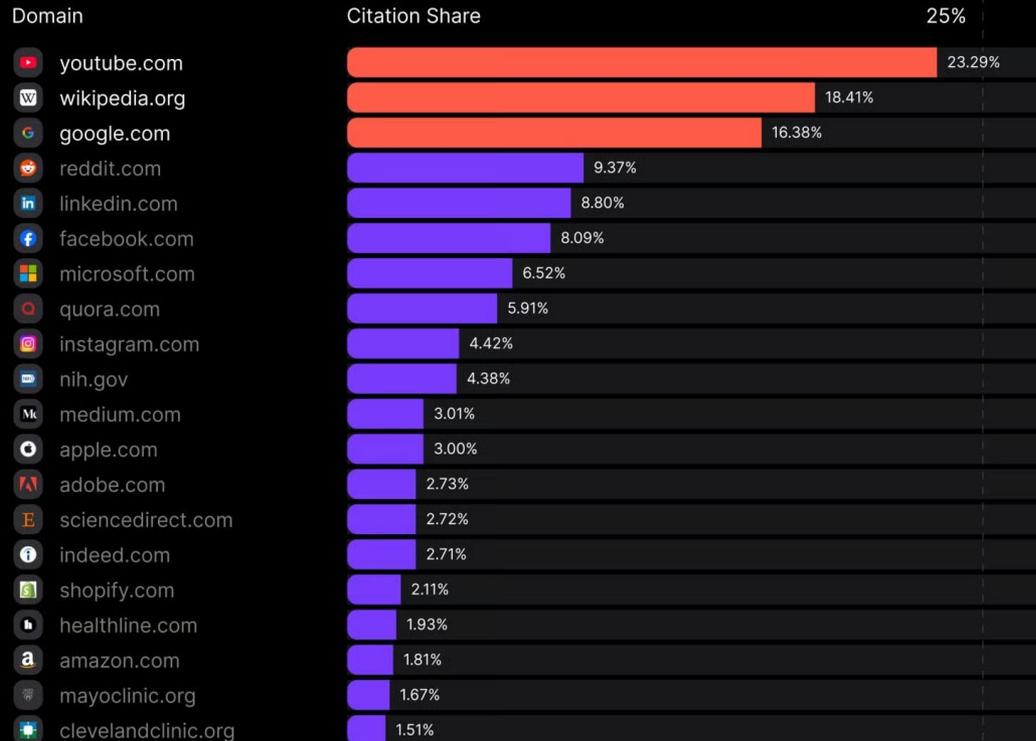
These are the top domains cited by LLMs like ChatGPT and Perplexity

Based on a Semrush study of 150,000 citations conducted in June 2025. Source: Semrush



# Top Domains Cited In AI Overviews

Based on Surfer's analysis of 46M citations  
across 36M AI Overviews generated  
between March 1 and August 31, 2025.





*Unlinked mentions—text written about your brand on other websites—have very little impact on SEO, but a much bigger impact on GEO... LLMs derive their understanding of a brand's authority from words on the page, from the prevalence of particular words, the co-occurrence of different terms and topics, and the context in which those words are used.*



**Ryan Law**, Director of Content Marketing, [Ahrefs](#)

# Ai Maps The “Entity Web”

AI maps the business across every mention — reviews, social, forums, YouTube, local citations.



# Diversity Matters

Brands cited across multiple trustworthy surfaces (news, Reddit, BBB, YouTube) rank higher in AI Overviews.



# Reputation Is Key

AI uses *sentiment* + *recency* + *authenticity* to judge brand credibility.



# Consistency = Confidence

Mismatched NAP, conflicting reviews, or outdated info  
lower “trust confidence.”

# 1. Reviews

## Sentiment and Freshness

Rapid Fire Home Buyers | Sell My House  
Fast | We Buy Houses



4.8 ★★★★★ (213) · Real estate consultant in Montgomery, Alabama



# Continue generating reviews.

LLMs depend on fresh, authentic, user-generated content. Regular reviews help your business stand out in AI-powered lists.



See photos

**J.P. Pirtle Real Estate Group**  
Guaranteed Offer On Your Home Today!

4.5 ★★★★★ 222 Google reviews

Real estate agency in Lyndon, Kentucky

Website

Directions

Website

Directions

Reviews

Save



See photos

**Cash Offer KY**

5.0 ★★★★★ 24 Google reviews

Real estate consultant in Louisville, Kentucky

Website

Directions



See photos

**Chris Buys Homes in Louisville**

5.0 ★★★★★ 24 Google reviews

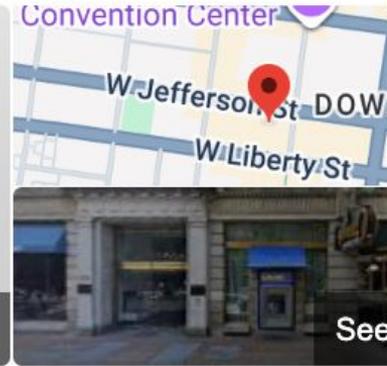
Real estate agency in Louisville, Kentucky

Website

Directions

Reviews

Save



See photos

# 1. Reviews

## Some tips...

- Target *quality + recency*, not just volume.
- Ask within 48 hours of service; mention staff or specific jobs.
- Respond to every review within 48 hours (positive or negative).
- Embed real Google reviews on service pages (helps schema trust).
- Track review velocity and diversity (Google / Yelp / Facebook).
-  Goal: +20 new reviews in 60 days, at least 2 platforms covered

# Rapid Fire Home Buyers Fast | We Buy Houses

4.8 ★★★★★ (213) · Real estate cc



**Brandon Morehouse**

3 reviews



★★★★★ 2 months ago

I had an excellent experience working with Rapid Fire Home Buyers. From start to finish, their team was knowledgeable, professional, and incredibly efficient. They made the entire process straightforward and stress-free, answering all of my ... [More](#)



Hover to react



[Website](#)

[Directions](#)

Overview

Google review summary ⓘ



**Rapid Fire Home Buyers | Sell My House Fast | We Buy Houses (Owner)**

2 months ago

Thank you so much for this thoughtful and detailed review, Brandon! It means a lot to our team at Rapid Fire Home Buyers to know that we made the experience easy and stress-free for you. We always strive to be transparent, responsive, and efficient, so we're really glad that stood out. We truly appreciate your recommendation and were happy to be part of your journey!

# Rapid Fire Home Buyers | Sell My House Fast | We Buy Houses

4.8 ★★★★★ (213)



## Rapid Fire Home Buyers

734 followers

Posts About Mentions

### Intro

Founded with the goal of helping people in difficult situations. With over 10 years of transactions under our belt, we know how to handle any situation or problem. We are a local so give us a call.

- Page · Real Estate Company
- Montgomery, AL, United States
- (334) 310-3079
- info@rhomebuyers.com
- rhomebuyers.com
- Closed now

Real estate agency for difficult rentals.

Address: 4249 Longwood

Areas served: Montgomery

Hours: Open 24 hours

Phone: (334) 310-3079

Suggest an edit · Own this business?



## Rapid Fire Home Buyers

IMPROVING COMMUNITIES ONE HOUSE AT A TIME. IMPROVING COMMUNITIES ONE HOUSE AT A TIME. IMPROVING COMMUNITIES ONE HOUSE AT A TIME.



## Rapid Fire Home Buyers

@rapidfirehomebuyers · 51 subscribers · 37 videos

More about this channel ...more

rhomebuyers.com and 1 more link

Subscribe

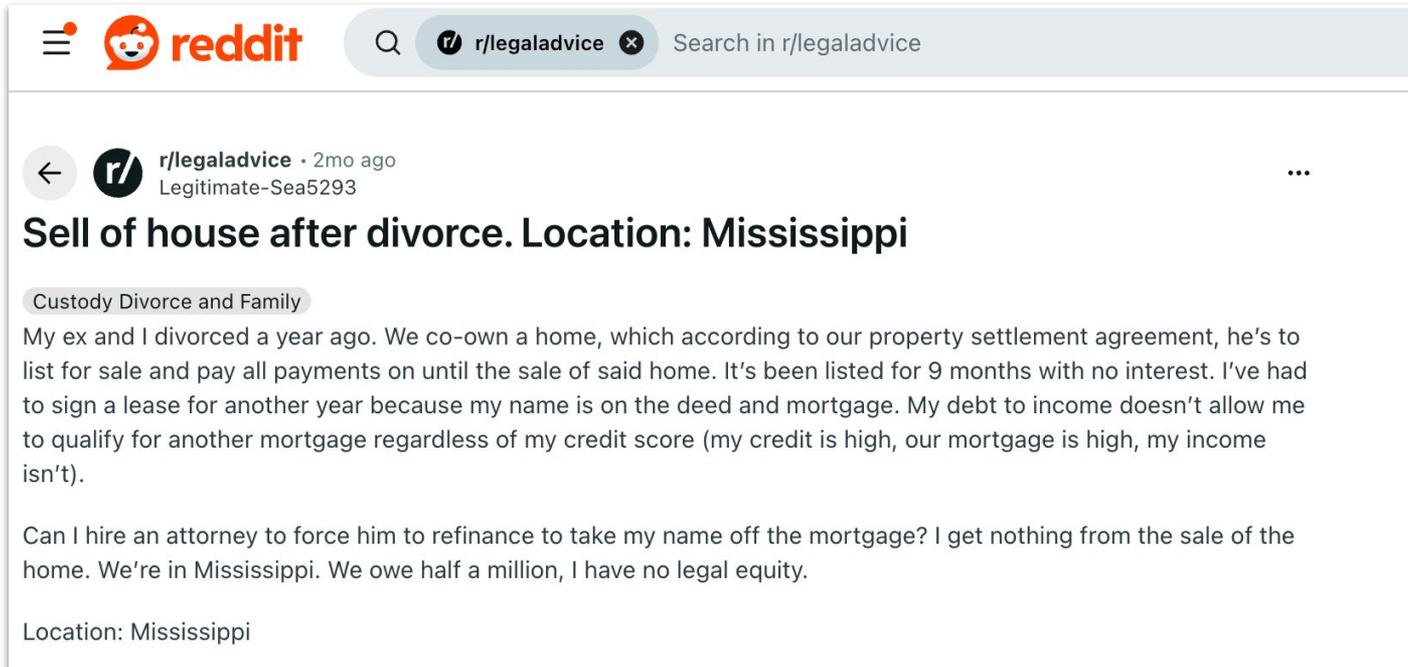
Home Videos Shorts Playlists

WHEN I HAD TO SELL MY HOME AFTER MY HUSBAND DIED AND IT WAS VERY EMOTIONAL... THE GENTLEMEN WHOM I WAS ASSOCIATED WITH WERE



# 2. Reddit + Engagement

Find + engage in community convos



The screenshot shows a Reddit post interface. At the top, there is a search bar with the text "r/legaladvice" and "Search in r/legaladvice". Below the search bar, the post is from the subreddit "r/legaladvice" and was posted "2mo ago" by the user "Legitimate-Sea5293". The post title is "Sell of house after divorce. Location: Mississippi". A tag "Custody Divorce and Family" is visible. The main text of the post reads: "My ex and I divorced a year ago. We co-own a home, which according to our property settlement agreement, he's to list for sale and pay all payments on until the sale of said home. It's been listed for 9 months with no interest. I've had to sign a lease for another year because my name is on the deed and mortgage. My debt to income doesn't allow me to qualify for another mortgage regardless of my credit score (my credit is high, our mortgage is high, my income isn't). Can I hire an attorney to force him to refinance to take my name off the mortgage? I get nothing from the sale of the home. We're in Mississippi. We owe half a million, I have no legal equity." At the bottom of the post, it says "Location: Mississippi".

reddit

Search in r/legaladvice

r/legaladvice · 2mo ago  
Legitimate-Sea5293

## Sell of house after divorce. Location: Mississippi

Custody Divorce and Family

My ex and I divorced a year ago. We co-own a home, which according to our property settlement agreement, he's to list for sale and pay all payments on until the sale of said home. It's been listed for 9 months with no interest. I've had to sign a lease for another year because my name is on the deed and mortgage. My debt to income doesn't allow me to qualify for another mortgage regardless of my credit score (my credit is high, our mortgage is high, my income isn't).

Can I hire an attorney to force him to refinance to take my name off the mortgage? I get nothing from the sale of the home. We're in Mississippi. We owe half a million, I have no legal equity.

Location: Mississippi



# 2. Reddit + Engagement

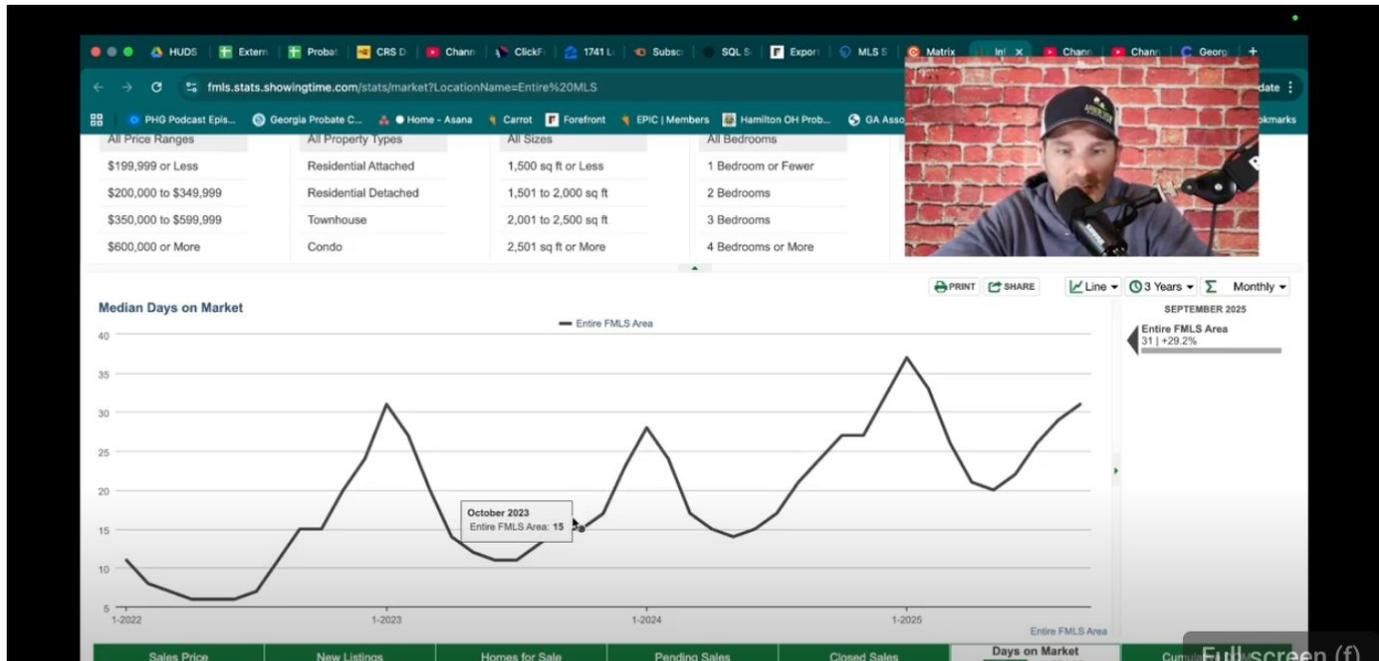
## Some tips...

- Reddit threads feed AI models heavily — each post adds “semantic trust density.”
- Join local & industry subs (e.g., r/YourCity, r/RealEstate, r/HVAC).
- Reply authentically — no links, no sales pitch — offer helpful insight.
- Engage 3 threads per month using the AIVE “Reddit Thread Finder Tool.”

07\_reddit\_tf

# 3. YouTube / Video

Brand presence in videos



# 3. YouTube / Video

Some tips...

- Create 1–2 short educational videos per month: “3 Heating Tips for Winter,” etc.
- Use local phrases (“in Roseburg,” “in Louisville”) for entity connection.
- Embed videos on relevant service pages to boost dwell time & schema richness.

# Brad is having his best year ever, and consistent Ai leads

The screenshot shows the YouTube channel page for ProbateResource. At the top left is a logo of a house with a smiley face. The channel name is "ProbateResource" with the handle "@ProbateResourcedotcom", 331 subscribers, and 459 videos. A bio states: "Probate Resource.com is a Real Estate Solutions Company based in Metro Atlanta, but W...more". A "Subscribe" button is visible. Below the bio are navigation tabs for Home, Videos, Shorts, Live, and Playlists. There are also filters for "Latest", "Popular", and "Oldest". The main content area displays a grid of video thumbnails. The first row includes: "CLIENT EXPERIENCE" with Marissa (3:07), "CLIENT EXPERIENCE" with Donna (3:21), "HOW TO SELL AN INHERITED HOUSE IN GEORGIA" (17:53), and "FROM OFFER ACCEPTANCE TO CLOSING" (6:46). The second row includes: "UNDERSTANDING THE PROBATE PROCESS IN TENNESSEE" (6:46), "FROM OFFER ACCEPTANCE TO CLOSING" (6:46), "HANDLING TENANTS IN A PROBATE" (6:46), and "COMMON INHERITANCE DEAL" (6:46). Each video thumbnail includes a title, a brief description, and a duration. The channel name "ProbateResource" is visible in the top left of the video grid.

**ProbateResource**  
@ProbateResourcedotcom · 331 subscribers · 459 videos

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

Subscribe

Home Videos Shorts Live Playlists

Latest Popular Oldest

**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** 6:46

**UNDERSTANDING THE PROBATE PROCESS IN TENNESSEE** 6:46

**FROM OFFER ACCEPTANCE TO CLOSING** 6:46

**HANDLING TENANTS IN A PROBATE** 6:46

**COMMON INHERITANCE DEAL** 6:46



# 4. Hyper Local Links

Local mentions and links

The image shows a screenshot of the Roseburg Area Chamber of Commerce website. The top navigation bar includes 'Breaking News', a phone number '541-672-2648', and social media icons for Facebook, YouTube, and Instagram. Below this is a secondary menu with 'The Chamber', 'Advocacy', 'News', 'Programs & Events', and 'Relocate or Visit'. The main content area features a large background image of a man in a yellow shirt working on a green electrical panel. The Roseburg Area Chamber of Commerce logo is in the top left. Three circular callout icons are overlaid on the bottom of the page: an orange flame icon labeled 'CATALYST for', a green group of people icon labeled 'CONVENER of', and a purple megaphone icon labeled 'CHAMPION for our'. The 'carrot' logo is in the bottom right corner.

# 4. Hyper Local Links

## Some tips...

- Secure links from verified local sources: Chamber of Commerce, charities, events, youth sports, local blogs.
- Sponsor community events that publish participant links.
- Use the “Local Link Finder Module” (prompt template from AIVE Step 06) to uncover missed opportunities `06_citation_hunter` .
- Run quarterly mini-audits to track new mentions and expired links.

# Get **Quality Local Citations /** **Credible Mentions**

## Charities and nonprofits

- **Local charities:** Supporting local charities is a great way to build goodwill and earn backlinks. Many nonprofits list their sponsors on a dedicated page on their website.
- **Community foundations:** Partnering with a community foundation demonstrates a broad commitment to local causes and often results in mentions and links on their authoritative websites.
- **Service clubs:** Organizations like Rotary or Lions Club have strong community ties. Sponsoring their events or joining as a member can lead to valuable networking and online mentions. 

# Which ones to pick?

- **Verify online presence:** Before committing, check if the organization has an active and authoritative website, not just a social media page. A link from a well-maintained site is most valuable.
- **Align with your audience:** Sponsor events that your target customers attend. For example, a sports equipment store would benefit most from sponsoring a local youth league.
- **Confirm a backlink:** When negotiating a sponsorship, explicitly confirm that your business will be featured with a link on their website.
- **Seek media coverage:** If the event typically draws local media attention, your sponsorship may also result in mentions in news articles, which can provide high-quality, authoritative backlinks.
- **Consider longevity:** A long-term partnership with an organization can create ongoing brand exposure and more consistent SEO benefits. 

**Why does Ai has a  
bias towards  
national brands?**

## Why AI Is Biased Toward National Brands

- 1. Data Volume Bias** – National brands have massive digital footprints: thousands of reviews, citations, and mentions across high-authority domains.  
→ AI sees *more signals* = assumes *more trust*.
- 2. Entity Confidence Bias** – LLMs favor entities with *more verified cross-references* (Wikipedia, News, LinkedIn, BBB, etc.).  
→ A local business often has fewer, or unstructured, signals.
- 3. Source-Bias Weighting** – AI prefers sources it already trusts (Reddit, YouTube, major publishers).  
→ Most local signals (like chamber sites) aren't deeply indexed or interlinked.
- 4. Recency & Freshness Bias** – National brands constantly push new PR and content; local ones go quiet for months.  
→ AI assumes inactivity = less relevance.

## Summary: Beat Bias with Clarity & Consistency

### National Advantage

Massive link volume

Big-brand PR

Recognizable entity graph

Frequent content updates

Review scale

Social chatter

### Local Countermove

High-trust *local* links (chamber, city news, charities)

Local media quotes + community guides

Tight schema + sameAs + consistent NAP

Monthly local videos/posts

Detailed, city-specific review quality

Authentic engagement on Reddit/Nextdoor

# 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



# Day 3 Action Steps:

1. **Reply to any reviews that don't have a reply. Put customer Review Engine in place. Generate 5 additional reviews over the next 30 days**
2. **ID 3 hyper local site links. Join Chamber of Commerce**
3. **Create "About" video + explainer video on your primary client situation. Add to site**
4. **Check Reddit for any brand mentions + engage.**

# 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?

# 2 Quick Reminders...

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  - 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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Done For You Ai Search  
Visibility setup + monthly  
optimization beta.

**[carrot.com/ai-seo](https://carrot.com/ai-seo)**