

[Watch This Training Here:](#)

Today's Goal: Updating our Buyer & Seller Experience Pages on our Website!

House Keeping Items:

1. Localized Content for SEO & SGE (GEO). (Website Blogs, GMB, etc)

2. Please access our Local Lens Training [here](#) including Past Client Check-ins.

****Poll 1 :** Marketing & Conversations Check-in:

****Poll 2:** When did you last update your Buyer and Seller Pages?

 **Our Local Market Training:**

- 1) Start with ChatGPT or your preferred AI tool.
- 2) Open up your Seller Experience page here.
- 3) Use the prompt found below.
- 4) Edit page as we show in today's training. (Update photos, verbiage, links, etc)
- 5) Publish/Save page.
- 6) Update Google Business Profile
- 7) Share of Social Media Email Blast

[1 Custom Prompt For Seller Experience Page:](#)



[Ultimate Seller Experience Page SEO & SGE Optimization Prompt
\(100/100\)](#)

["I want you to act as an expert real estate copywriter and SEO/SGE strategist. I have a real estate seller experience page *\[\[insert URL\]\]*. Please fully optimize it for SEO, Google SGE, and user engagement, targeting home sellers in INSERT LOCAL MARKET. Use a friendly, knowledgeable, and reassuring brand voice, treating clients like family. My UVP is *\[\[insert UVP\]\]*. Follow these instructions:"](#)

[1 Expand & Enhance Page Content](#)

- Rewrite each section to be conversational, clear, and persuasive (400–500 characters per section).
 - Naturally include: local neighborhoods, schools, amenities, commuting info, and other local references (3–5 times per section).
 - Emphasize the home selling journey:
 - Pricing strategies
 - Home preparation & staging
 - Professional photography & video
 - Marketing plans & listing presentation
 - Online exposure & open houses
 - Current market trends
 - Use SGE-friendly formatting:
 - Short paragraphs
 - Bullet points
 - Step-by-step guidance
 - Highlight local tips or neighborhood-specific insights
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2 SEO On-Page Elements

- Suggest page title (≤60 characters) and meta description (≤160 characters), optimized for the client's market.
- Recommend H1, H2, H3 headings with keyword-rich subheadings.
- Include subheadlines that improve readability and snippet potential.

- [Include semantic keywords and LSI terms related to home selling, neighborhoods, and local market trends.](#)
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3 [CTA Text](#)

- [Provide concise, action-oriented CTAs \(2–4 words\) for:](#)
 - [Requesting home valuations](#)
 - [Booking consultations](#)
 - [Scheduling calls](#)
 - [Suggest internal anchor text naturally linking to:](#)
 - [Buyer guides](#)
 - [Featured listings](#)
 - [Market updates](#)
 - [Community pages](#)
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4 [FAQ Section](#)

- [Create 5–8 FAQ questions and answers, optimized for Google SGE featured snippets.](#)
- [Topics should include:](#)
 - [Pricing strategies](#)
 - [Neighborhood trends](#)
 - [Average time on market](#)
 - [Home staging & prep](#)

- [Listing & selling process](#)
 - [Answers should be short, actionable, and informative, using bullet points where appropriate.](#)
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5 [Structured Data \(JSON-LD\)](#)

- [Generate a single JSON-LD block for direct page use:](#)
 - [LocalBusiness \(office location + service area\)](#)
 - [FAQPage \(from above FAQ\)](#)
 - [HowTo \(step-by-step selling process for the local market\)](#)
 - [Include local neighborhood references in steps and examples.](#)
 - [Ready to paste into `<script type="application/ld+json">`.](#)
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6 [Internal Linking Strategy](#)

- [Suggest natural internal links using anchor text referencing neighborhoods, schools, and local amenities.](#)
 - [Link to:](#)
 - [Buyer guides](#)
 - [Featured listings](#)
 - [Market updates](#)
 - [Community pages](#)
 - [About page](#)
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7 Output Requirements

- Provide ready-to-paste content:
 - Headings (H1, H2, H3)
 - Bullet points
 - Step-by-step guidance
 - CTAs
 - JSON-LD
 - Content must be reader-friendly, mobile-optimized, and persuasive.
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8 Optional Competitor & Brand Guidance

- Include top competitor URLs (if provided) for tone and content differentiation.
- Reinforce brand voice consistently in every section.
- Highlight your unique value proposition naturally in content.
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2 Custom Prompt For Buyer Experience Page:

Ultimate Buyer Experience Page SEO & SGE Optimization Prompt

*"I want you to act as an expert real estate copywriter and SEO/SGE strategist. I have a real estate buyer experience page `[[insert URL]]`. Please fully optimize it for SEO, Google SGE, and user engagement, targeting home buyers in **INSERT LOCAL MARKET**. Use a friendly, knowledgeable, and reassuring brand voice, treating clients like family. My UVP is `[[insert UVP]]`. Follow these instructions:"*

1 Expand & Enhance Page Content

- Rewrite each section to be conversational, clear, and persuasive (400–500 characters per section).
- Naturally include: local neighborhoods, schools, amenities, commuting info, and other local references (3–5 times per section).
- Emphasize the home buying journey:
 - Financing options & pre-approval
 - Neighborhood research & school ratings
 - Home tours & open houses
 - Making offers & negotiations
 - Inspections & closing process
 - Current market trends & inventory updates
- Use SGE-friendly formatting:
 - Short paragraphs
 - Bullet points
 - Step-by-step guidance
 - Highlight local tips or neighborhood-specific insights

2 SEO On-Page Elements

- Suggest page title (≤60 characters) and meta description (≤160 characters), optimized for the client's market.
 - Recommend H1, H2, H3 headings with keyword-rich subheadings.
 - Include subheadlines that improve readability and snippet potential.
 - Include semantic keywords and LSI terms related to home buying, neighborhoods, schools, and local market trends.
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3 CTA Text

- Provide concise, action-oriented CTAs (2–4 words) for:
 - Requesting buyer consultations
 - Scheduling home tours
 - Getting pre-approval guidance
 - Suggest internal anchor text naturally linking to:
 - Buyer guides
 - Featured listings
 - Market updates
 - Community pages
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4 FAQ Section

- Create 5–8 FAQ questions and answers, optimized for Google SGE featured snippets.

- **Topics should include:**
 - **Financing & mortgage pre-approval**
 - **Neighborhood trends & school quality**
 - **How to tour homes effectively**
 - **Offer strategies & negotiations**
 - **Closing process & timelines**
 - **Answers should be short, actionable, and informative, using bullet points where appropriate.**
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5 Structured Data (JSON-LD)

- **Generate a single JSON-LD block for direct page use:**
 - **LocalBusiness (office location + service area)**
 - **FAQPage (from above FAQ)**
 - **HowTo (step-by-step home buying process for the local market)**
 - **Include local neighborhood references in steps and examples.**
 - **Ready to paste into `<script type="application/ld+json">`.**
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6 Internal Linking Strategy

- **Suggest natural internal links using anchor text referencing neighborhoods, schools, and local amenities.**
- **Link to:**

- **Buyer guides**
 - **Featured listings**
 - **Market updates**
 - **Community pages**
 - **About page**
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7 Output Requirements

- **Provide ready-to-paste content:**
 - **Headings (H1, H2, H3)**
 - **Bullet points**
 - **Step-by-step guidance**
 - **CTAs**
 - **JSON-LD**
 - **Content must be reader-friendly, mobile-optimized, and persuasive.**
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8 Optional Competitor & Brand Guidance

- **Include top competitor URLs (if provided) for tone and content differentiation.**
- **Reinforce brand voice consistently in every section.**
- **Highlight your unique value proposition naturally in content.**

✓ **Key Enhancements vs Standard Buyer Prompts:**

- Step-by-step home buying process fully spelled out.
- Neighborhood, school, and amenity references for SEO + SGE snippets.
- Semantic keyword guidance included.
- Brand voice reinforced in every section.
- Single JSON-LD block for LocalBusiness, FAQPage, HowTo.
- SGE-optimized formatting: bullets, short paragraphs, subheadlines.

3. Google Business Profile Prompt:

After you have created your page, ask ChatGPT-

Please make this newly created into a Google Business Profile Post my Google Business Profile.

✓ **Past Client Check-in:**

Text message:

Hi [First Name], I hope you're doing well! With mortgage rates dropping recently , I'm checking in to see if you have any real estate plans or questions about the market. Always happy to share an update if it's helpful!