

# Blog Like a Local Expert

A Real Geeks guide to writing posts that get found, get cited, and get you clients

## Why Blogging Matters More Now Than Ever

When someone searches "best neighborhoods for families in [your city]" or asks an AI tool like ChatGPT or Google a real estate question – something is going to show up as the answer. **It could be you.**

Three things are driving this right now:

### AEO – Answer Engine Optimization

Writing content that directly answers the questions people are asking online. Search engines pull clean, confident answers to the top. If your post leads with the answer, it's more likely to be the one that shows up.

### GEO – Generative Engine Optimization

Writing content that AI tools – like ChatGPT, Perplexity, and Google's AI Overview – can find, trust, and cite. These tools look for specific, authoritative, locally grounded content. A blog post that says *"The average home in Scottsdale's McCormick Ranch neighborhood sold in 14 days this spring"* is exactly the kind of thing an AI cites. A post that says *"The market is hot right now!"* is not.

### The Listicle Advantage

"**Top 7**" and "**Best X**" formats are among the most-cited content types in AI responses. A post titled *"5 Best Neighborhoods in [City] for Families"* gives AI tools a clean, structured list to extract and cite – and gives readers an easy, scannable answer. Listicles and blog posts work together. Use blog posts to go deep; use listicles to get cited.

- 📌 Agents who blog well aren't just getting Google traffic. They're becoming the source AI tools point people to. That's a different kind of visibility – and it compounds.

# The One Rule That Covers Everything

Answer the question in your first sentence. Then prove it.

If your post is titled "Is it a buyer's or seller's market in Austin right now?" – your first sentence should answer that directly. Not "*Great question! The real estate market is always changing.*" The actual answer. Then spend the rest of the post explaining why, with local data and your professional read.



## Search Engines

Reward direct, confident answers at the top of your post.



## AI Tools

Look for specific, authoritative, locally grounded content to cite.



## Real Human Readers

Don't want to scroll to find what they came for – give it to them up front.

This structure works for search engines, AI tools, and real human readers. **All three reward it.**

# Best Practices: What To Do

## Write for one specific reader

Before you start, picture the person who's going to find this post. A first-time buyer who just moved to town. A homeowner wondering if now is the right time to sell. Write directly to that person, not to a general audience.

## Use the question as your title

*"How much does it cost to buy a home in Phoenix?"* outperforms *"Phoenix Home Buying Tips"* every time. Questions match what people actually type – and what they say out loud to AI assistants.

## Lead with the answer, then go deeper

Don't make readers scroll to find what they came for. Give the direct answer up top, then back it up with detail, context, and your local expertise.

## Add real local specifics

School names. Neighborhood boundaries. Commute times. Local businesses. These details do two things: they prove you actually know the market, and they're what AI tools look for when deciding whether to cite a source. *"About 20 minutes from downtown"* is useful. *"About 20 minutes from downtown via Loop 101 during off-peak hours"* is citable.

## Write at least 400–800 words

Short posts rarely show up in search results. For most topics, aim for 500–800 words. Deeper guides (like a full neighborhood breakdown or a step-by-step buyer's guide) can go longer.

## Use clear section headers

Break your post into sections with bold headers. This makes it easier to read – and easier for AI tools to extract the relevant part of your post when someone asks a related question.

## Link to your IDX search pages

If you write a post about homes in a specific neighborhood, link it to the live search results for that neighborhood on your Real Geeks site. It keeps readers on your site longer and reinforces your site's relevance for those searches.

## Update time-sensitive posts

A market update from 18 months ago doesn't just fail to help – it can hurt your credibility. Refresh date-sensitive posts quarterly and update the publish date.

# What To Avoid

## Don't copy from other sites

Duplicate content is penalized by search engines. Everything should be in your own words, drawing on your own local market knowledge. That's also what makes it worth reading.

## Don't write for algorithms only

Keyword-stuffed posts that repeat the same phrase 15 times don't work anymore. Write like a knowledgeable friend explaining something to someone they care about. Search engines and AI tools have both gotten very good at recognizing that.

## Don't be vague to sound safe

*"The market is changing." "Now might be a good time to buy."* These say nothing. Give your honest, specific read on the market. Specificity is what builds trust and what gets cited.

## Don't forget a call to action

Every post should end with a next step. Something like: *"Curious what homes in this neighborhood are selling for right now? Search current listings here"* – linked to your IDX. Or: *"Ready to talk through what this market means for you? Reach out anytime."*

## Don't scatter your topics

Blogging about your city's real estate market, then a recipe, then travel tips, then mortgage rates nationally – that scattered approach doesn't build authority anywhere. Pick a lane: your market, your neighborhoods, your buyer or seller type. Depth and consistency are what get you recognized as a local expert.

## Don't post once and disappear

Share your posts. Send them in your email newsletter. Link to them from your social profiles. A post no one sees doesn't help you, no matter how good it is.

# Post Ideas To Get You Started

Replace anything in brackets with your specific city, neighborhood, or price point.

## Neighborhood Guides

- What's it like to live in [Neighborhood]?
- [Neighborhood A] vs. [Neighborhood B]: Which one is right for you?
- Best neighborhoods in [City] for first-time buyers
- Hidden gems in [City] under \$[Price Point]

## Market Updates

- Is it a buyer's or seller's market in [City] right now?
- What's the [City] real estate market doing this [season/quarter]?
- What does "days on market" actually mean for buyers in [City]?
- How have home prices in [City] changed over the past year?

## Buyer How-Tos

- How much do I need to put down to buy a home in [State]?
- What happens between offer and closing in [State]?
- How long does it take to buy a house?
- What should I look for during a home inspection?
- How to get pre-approved for a mortgage in [City]

## Seller How-Tos

- What fees do sellers pay when selling a home in [City]?
- Best time to list your home in [City]
- How do I price my home in today's market?
- What repairs should I make before listing?

## FAQ-Style Posts (*great for AEO and GEO*)

- Frequently asked questions about buying a home in [City]
- What out-of-state buyers need to know about [City]
- What is [local program or term] and how does it work in [State]?

## Listicles (*great for GEO and AI citations*)

- Best neighborhoods in [City] for [buyer type]
- Top [#] things to know before buying a home in [City]
- [#] mistakes sellers make in [City]'s current market
- Best suburbs of [City] for [commuters / families / retirees]
- Top [#] most affordable neighborhoods in [City] right now
- [#] reasons people are moving to [City/Neighborhood]

# Blog Post Template for AI

To streamline your content creation, you can leverage an AI platform like ChatGPT, Claude, or Gemini to help draft your blog posts. We've developed a comprehensive prompt that gets you 80-90% of the way there, allowing you to focus on adding your unique local expertise.

## The AI Prompt Template

"You are a real estate agent named [YOUR NAME] based in [YOUR CITY/NEIGHBORHOOD]. Write a blog post for my real estate website on the following topic: [PASTE BLOG TOPIC HERE].

The post should be written in a friendly, conversational tone — like a knowledgeable local friend explaining something to someone they trust. Use simple, clear language.

Follow this structure:

Start with a direct answer to the topic in the first 1-2 sentences

Use 3-4 sections with bold headers to break up the content

If the topic lends itself to a list format (e.g., "best neighborhoods" or "top mistakes sellers make"), use a numbered list as the backbone of the post instead of prose sections. Each item should have a bold label and 2-3 sentences of detail.

Include specific local details where possible, such as neighborhood names, school names, commute times, or local landmarks in [YOUR CITY]

End with a short call to action inviting the reader to search listings or get in touch

Length: 500-700 words. No fluff, no filler. Every sentence should be useful to someone who is actively thinking about buying or selling a home in [YOUR CITY]."

**Remember to replace the bracketed information ([YOUR NAME], [YOUR CITY/NEIGHBORHOOD], [PASTE BLOG TOPIC HERE]) with your specific details. This customization ensures the AI generates content that is highly relevant to your business and local market.**

## Refining AI Output with Local Expertise

While the prompt is robust, the true magic happens when you infuse your personal touch. If the initial draft feels generic, don't hesitate to provide the AI with specific local facts. Mention a unique school program, a new community development, a specific data point from a recent neighborhood sale, or even a local coffee shop. Then, ask the AI to seamlessly weave these details into the post. This iterative process is what elevates a standard AI-generated article into a citable, expert-level resource that resonates with your local audience and builds trust.

# Before You Hit Publish: Quick Checklist

Run through every item before publishing your post.



Title is a specific question or a clear, concrete promise



First sentence answers the title directly



Post is at least 400 words (ideally 500–800)



Local specifics included: city, neighborhood, school names, data points



At least 2–3 section headers used to break up the content, using H1 and H2 headers



No content copied from other websites



Ends with a clear call to action



Linked to a relevant IDX search page on your Real Geeks site



Date-sensitive content reviewed and accurate



If it's a listicle, each item has a clear label and at least 1–2 sentences of detail (this is what AI tools extract and cite)