

Building a High-Impact Online Presence

Prioritizing Website & LinkedIn for Real Estate Professionals

Designed for agents starting from a 'Zero Baseline' with little or no effective online presence, including inactive or unoptimized digital platforms.



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PLATFORM PRIORITIES

Establish the foundational platforms before expanding to social media.

- **Website with Blog** – Central digital hub and authority.
- **Optimized LinkedIn Profile** – Professional credibility and referral network.
- **YouTube** - Video content to build trust and expand search visibility.
- **Facebook & Instagram** – Supporting channels for awareness and engagement.
- **Core Principle:** Owned platforms form the foundation; YouTube builds authority; social media amplifies reach.

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WHY FOCUS ON WEBSITE & LINKEDIN?

These platforms provide the greatest long-term business value.

- **Ownership & Control** – Full branding and messaging authority.
- **SEO & AEO Discoverability** – Enhanced visibility in search engines and AI-driven results.
- **Professional Credibility** – Demonstrates expertise and experience.
- **Lead Conversion** – Enables contact forms, testimonials, and case studies.
- **Content Longevity** – Evergreen content with compounding value.
- **YouTube Integration** - Video content enhances trust and supports SEO/AEO when connected to your website.

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ROLE OF FACEBOOK & IG (VS. YOUTUBE)

Social media should amplify, not replace, the foundational platforms.

- **Increase awareness and maintain relationships** with the agent's sphere.
- **Drive traffic** to the website and blog.
- **Showcase** listings, transactions, and community involvement.
- **Serve as supporting channels** rather than the primary foundation.
- **Different from YouTube** – Social media distributes content; YouTube builds long-term, searchable authority.

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INTEGRATED DIGITAL ECOSYSTEM

All platforms should work together to create a cohesive digital presence.

- **Website** – Authority and conversion hub.
- **Blog** – Demonstrates expertise and supports SEO/AEO.
- **LinkedIn** – Professional validation and referral network.
- **Social Media** – Awareness and engagement.
- **YouTube** – Builds trust and expands visibility through searchable video content.
- **AI** – Powers content creation, optimization, and workflow efficiency.

Start with core content → Adapt across platforms
Blog → LinkedIn → YouTube → Social

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DATA & INDUSTRY VALIDATION

This framework reflects established digital marketing, search, and content strategy principles applied to real estate.

- **Google Search & Content Guidelines** — How content is indexed and ranked.
- **HubSpot (Inbound Marketing Research)** — Content-driven lead generation and traffic strategy.
- **LinkedIn Business Insights** — Credibility, trust signals, referral behavior.
- **BrightEdge / Search Engine Land** — SEO and AI search (AEO) trends.
- **YouTube (Google Platform Data)** — Video discovery and content longevity.

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This is how digital visibility works across industries.

The difference is applying it correctly in real estate.

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Using AI to Improve Your Real Estate Business

Operating Framework for Agents Starting to Use AI in Their Business



PRESENTATION DEVELOPED BY:

Applying structured thinking and AI in real estate practice.

Scott Ford

Bella Casa Partners | KW United
Alexandria, Virginia

This framework reflects a disciplined approach to building an online presence that attracts attention and builds credibility.

If you want to explore how AI applies to your business, I'm happy to continue the conversation.



**Structured thinking creates better outcomes.
AI accelerates how you deliver them.**