

About Page Audit

Companion worksheet to "Why Your About Page Is an SEO Asset, Not a Formality"

AI does not read your About page for personality; it pulls structured identity it can verify against your other profiles. Use this worksheet to confirm the five fields are present, then check that your name and details line up across every professional surface.

1. Confirm the five fields AI extracts

Open your About page and check the box only when the field is stated explicitly, not implied.

- ☐ **Full name, as it appears on your license**
Stated in the first sentence, matching your other professional profiles.
- ☐ **Specific markets and named neighborhoods**
"Phoenix, with a focus on Arcadia and Biltmore," not "the greater Phoenix area."
- ☐ **Concrete experience markers**
Years licensed, an approximate transaction range, the buyers or sellers you most often serve.
- ☐ **Credentials and brokerage, stated explicitly**
Designations, brokerage affiliation, and license number where state law permits.
- ☐ **Outbound cross-platform links**
Links to LinkedIn, your brokerage profile, and your Google Business Profile.

Fields present: _____ / 5. One or two reads as a placeholder. AI can only attribute claims when all five are clear.

2. Run the cross-platform consistency test

Write your name exactly as it appears on each surface. Different versions of the same name make AI unsure they are one person, and none of the surfaces gets full credit.

About page

LinkedIn

Brokerage profile

Google Business Profile

3. Read it out loud for boilerplate

Generic phrasing carries no usable identity. Mark the sentences that could describe any realtor, anywhere.

The first sentence to rewrite (for example "passionate about helping families find their dream home"):

4. Your commitments

This week.

Read your About page out loud and note any sentence that could describe any realtor. The first one I will rewrite:

This month.

Rewrite the page with all five fields present, then confirm your LinkedIn About section matches. The field most often missing:

Ongoing.

When credentials shift, update the About page first, then bring the other surfaces into line. The change I need to push out next: