

Keyword Density Audit

Companion worksheet to "Why AI Ignores Keyword-Stuffed Real Estate Content"

AI systems read for meaning, not for how many times a city name appears. Use this worksheet to find the keyword-stuffed pages on your site and rewrite them so each sentence carries information a reader could not have guessed from the keyword alone.

1. Spot the stuffing markers

Pull up one city or neighborhood page and check every statement that describes it. The more boxes, the more the keyword is doing the work the writing should do.

- ☐ **The title repeats the city or service two or more times**
Like "Best Springfield Realtor for Springfield Homes for Sale in Springfield."
- ☐ **The opening paragraph names the city five or six times**
Repetition in the first three sentences, with little actual explanation.
- ☐ **The footer is a wall of neighborhoods, school districts, and ZIP codes**
Comma-separated location terms stacked to signal relevance.
- ☐ **Nearly every paragraph starts with the city name**
Or neighborhood names are bolded over and over for local relevance.
- ☐ **Strip the keyword out and the sentences say almost nothing**
The page signals relevance through repetition, not information.

Markers checked: _____ / 5. Two or more means AI likely reads the page as low-trust filler.

2. Count the density

Pick the page from Section 1. Count the primary keyword, count the words, then judge the ratio.

Times the primary keyword appears _____

Total word count of the page _____

More than five keyword uses in a 500-word page is the rewrite line. Cut to two or three natural uses and replace the rest with real market information.

3. The strip test

Take one weak sentence from that page. Remove the keyword, then rewrite it so it carries a fact a buyer could use.

A keyword-stuffed sentence as it reads now:

The same point rewritten with real information (price, days on market, a local trend):

4. Your commitments

Turn the audit into three concrete moves.

This week.

Rewrite the page above to use the keyword two or three times and fill the rest with actual market detail. Page I will fix:

This month.

Replace your city-plus-service template pages with one well-written explanatory article each. First template page to retire:

Ongoing.

Read every post out loud before publishing. Anywhere it sounds like a robot wrote it, the density is too high. One habit I will keep:
