

Author Identity Audit

Companion worksheet to "Why AI Needs to Know a Real Person Wrote Your Content"

AI cites sources it can verify. A real, named author it can cross-check across the web is what separates genuine expertise from anonymous filler. Use this worksheet to check whether your author identity is verifiable and consistent.

1. Score your author identity

Check each statement that is true today.

- Your real name on everything**
Does every post and page carry your full name, not a brokerage or team name?
 - A dedicated author bio page**
Is there a bio page with your name, license, years in market, and specialties?
 - Consistent info across platforms**
Do your name, market, and credentials match everywhere you appear?
 - Content from first-hand experience**
Does your writing show direct, current knowledge of your market?
 - A footprint that grows over time**
Have you published under your name consistently, building a track record?
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Boxes you can check: _____ / 5. Each gap is a signal AI cannot confirm.

2. Match your name across sources

Check every place your exact name and market appear the same way. Gaps create ambiguity that works against entity recognition.

- Your website**
- State license record**
- Google Business Profile**
- LinkedIn profile**
- Published content (articles, reports)**

3. Your commitments

Turn the gaps into three concrete moves.

This week.

Confirm your full name is the listed author on every page and post; fix any generic or missing ones.

This month.

Write or update your author bio page: name, license, years in your market, neighborhoods and price ranges, your approach.

Ongoing.

Write under your real name, with specific first-hand detail from the market you actually work.
