

Platform SEO Scorecard

Companion worksheet to "How to Choose a Real Estate Website Platform That Supports SEO"

Not every platform supports the content authority AI search rewards. Score yours against the eight features that matter, then decide where to work around a gap and where it is worth a longer-term fix.

1. Score the eight features

For each feature, circle how well your current platform supports it.

1. Clean, editable URLs	Full / Partial / None
2. Real categories and tags	Full / Partial / None
3. Author bio pages	Full / Partial / None
4. Schema markup support	Full / Partial / None
5. Editable meta titles and descriptions	Full / Partial / None
6. Auto-updating XML sitemap	Full / Partial / None
7. Fast page load on mobile	Full / Partial / None
8. Exportable, portable content	Full / Partial / None

Rated Full: _____ / 8. The Partial and None rows are the constraints you are working with.

2. Name the real constraints

List the features you rated Partial or None.

3. Work around it or switch?

A switch breaks URLs and backlinks, so reserve it for platform-blocking gaps.

A gap I can work around (and how):

A gap serious enough to factor into a longer-term platform decision:

4. Your commitments

This week.

Score your platform above. How many features rated Full?

This month.

Document the workarounds you adopt so they stay consistent. The first one I will write down:

Ongoing.

Reassess platform fit once a year, not weekly. The month I will review: