

E-E-A-T Audit

Companion worksheet to "What E-E-A-T Means for Real Estate Websites"

No AI system runs a literal E-E-A-T checklist, but experience, expertise, authoritativeness, and trust describe what a credible source looks like. Use this worksheet to check whether your site demonstrates all four, and to find the gaps that keep it from reading as a legitimate source.

1. Score your four signals

Read your site as an AI model would and check every statement that is clearly true.

- ☐ **Experience: articles carry first-hand, on-the-ground observations**
Specific things only a working agent in that market would notice this month.
- ☐ **Expertise: the technical side of the business is handled correctly**
Contingencies, 1031 exchanges, financing, explained accurately, not faked.
- ☐ **Authoritativeness: the same named expert appears across the web**
Local mentions, links from others, consistent presence on LinkedIn and GBP.
- ☐ **Trust: named author, license, HTTPS, honest disclosures, no dark patterns**
Basic information is not gated behind an email capture form.

Signals clearly met: _____ / 4. A weak letter is usually where citations are being lost.

2. The experience test

Open your three most recent articles. Name the one first-hand observation in each, or mark it missing.

Article 1, and its on-the-ground observation (or "missing"):

Article 2:

Article 3:

3. About-page trust audit

Pull up your About and author bio pages. Tick what is actually present, then total.

Real full name and professional headshot _____

License number, state, and brokerage affiliation _____

Years active, markets served, and a clear history _____

Any blank line is a trust signal an AI model cannot verify. Add it.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Add one specific first-hand observation to each of your three most recent articles. The observation I will add first:

This month.

Complete your About and bio pages with every credential and trust element above. The gap I will close first:

Ongoing.

Before publishing, run each article past all four signals. The one I most often skip:
