

Neighborhood Coverage Plan

Companion worksheet to "How Neighborhood-Level Content Builds AI Trust"

You cannot out-publish the portals at the city level, but the neighborhood layer below is wide open. Narrow questions go to narrow sources, so the realtor who covers a few submarkets deeply becomes the one AI cites. Use this worksheet to choose your submarkets and plan coverage with real depth.

1. List your priority submarkets

Name the neighborhoods where you have the most actual experience. Cap the list at five. Depth in five beats breadth across thirty.

1. _____
2. _____
3. _____
4. _____
5. _____

2. Specificity check on your strongest one

Pick the strongest submarket from the list. Check what you can write from your own first-hand experience.

- ☐ **Specific landmarks, streets, or local spots by name**
The kind of detail a freelancer 2,000 miles away could not fake.
- ☐ **Price patterns and housing stock inside its borders**
What homes exist here, and roughly what they run.
- ☐ **The buyer profile you actually observe there**
Who is drawn to this submarket, and why.
- ☐ **A recent change you watched happen**
A new school, a shifting price band, a development.
- ☐ **A distinction between this submarket and the one next to it**
The difference only someone working the area would know.

Boxes checked: _____ / 5. Four or more means you have the specificity AI reads as proof.

3. Plan the foundational article

Block out the first deep article for that submarket.

Submarket, and the one specific landmark or observation you will lead with:

The recurring update cadence you will hold for each priority submarket:

4. Your commitments

Turn the plan into three concrete moves.

This week.

Finalize your capped list of priority submarkets above. The five I am committing to:

This month.

Write one foundational article on your strongest submarket, full of first-hand specifics. The submarket I will start with:

Ongoing.

Hold a recurring slot per submarket, even quarterly. Resist covering the whole metro thinly. The rule I will follow: