

Authority on a Time Budget

Companion worksheet to "How Realtors Can Compete Without Huge SEO Budgets"

You cannot out-spend Zillow, and in AI search you do not have to. Size matters less than depth, consistency, and local specificity, which an individual realtor can produce. The real constraint is not money; it is hours. Use this worksheet to set your time budget, cut the spending that does not compound, and put the hours where they do.

1. Set your real time budget

Be honest about the weekly hours you can actually protect for content. That number is your budget.

Hours per week I can commit: _____ · **Fixed day/time block:** _____

2. Cut the low-yield spending

Check anything you currently pay for. These deliver poor returns for AI citation. Cut or shrink them.

- ☐ **Outsourced generic content**
A writer in another state cannot match first-hand local knowledge.
- ☐ **Link-building campaigns**
AI weighs content quality and source consistency over backlink counts.
- ☐ **Paid traffic to lead-capture pages**
Clicks, not authority. It stops the moment the budget stops.
- ☐ **Premium SEO tool suites**
Free and low-cost tools cover what a small site actually needs.

3. Put the hours on the high-yield five

All five are free. Assign part of your weekly hours to each, then protect the block.

Local market commentary monthly, numbers plus interpretation _____

Neighborhood coverage three to five submarkets, deep _____

Evergreen explainers from real transactions _____

Google Business Profile maintained, minutes a week _____

LinkedIn linked to your site one short post a week _____

4. Your commitments

Turn the plan into three concrete moves.

This week.

Map your honest weekly hours for content. That number is the budget I will work within:

This month.

Audit current spending, cut a low-yield line item, and redirect the time or money into commentary and neighborhood content. The first thing I am cutting:

Ongoing.

Treat the weekly block as fixed. Skipping a week costs more than any single investment. The block I am protecting: