

# AI Citation Self-Assessment

Companion worksheet to "What AI Citations Are and Why Realtors Should Care"

---

Being cited by an AI tool is different from ranking: the AI has already chosen your content as the source. Use this worksheet to see whether your content is built to be that source, and to find the questions where you could be.

## 1. Score your content against what AI weighs

Check each statement that is true of your content today.

- Specific, not general**  
Do your posts name neighborhoods, price ranges, and current data, or stay broad and interchangeable?
  - A named author it can verify**  
Is there a real person's name, bio, license, and market history tied to the content?
  - Published consistently over time**  
Have you published on a steady cadence, or only in occasional bursts?
- 

Boxes you can honestly check: \_\_\_\_\_ / 3. Each unchecked one is a citation you are leaving on the table.

## 2. See who gets cited now

Search your city's market conditions in ChatGPT or Perplexity and read the cited sources.

Which sources did the AI cite?

---

Did any local realtor or local site appear? If yes, what kind of content earned it?

---

## 3. Find your highest-priority questions

Run questions your clients ask through an AI tool. List ones that return an AI answer with no strong local source. Those are your openings.

---

---

---

## 4. Your commitments

Turn the findings into three concrete moves.

### This week.

Search your market in an AI tool and note which sources it cites.

---

### This month.

Run 5 to 10 common client questions through AI and mark the gaps where no local source appears.

---

### Ongoing.

Before publishing anything, ask: would an AI system trust this as a source?

---

---