

Sales-Page Conversion Audit

Companion worksheet to "Why AI Favors Explanatory Content Over Sales Pages"

AI systems cite pages that answer a reader's question and skip pages that pitch the agent. Use this worksheet to find your most promotional page and convert it into an explanatory page that still earns the call.

1. Spot the sales-register markers

Pull up the most promotional page on your site. Check every marker that applies. The more boxes, the more the page pitches instead of answers.

- ☐ **It is built around claims about you**
Top producer, local expert, best results, smoothest transaction.
- ☐ **Those claims are unverifiable and identical to competitors**
A model has no way to confirm them and no reason to prefer yours.
- ☐ **Nothing on the page answers a question a reader actually asks**
People ask how pricing works or what a neighborhood is like, not who is best.
- ☐ **It pushes "call now" more than it explains anything**
The commercial intent runs throughout instead of sitting at the end.
- ☐ **Even the informational sections tilt into a pitch**
A neighborhood guide quietly becomes a reason to hire you.

Markers checked: _____ / 5. Two or more means a model likely reads the page as selling, not answering, and discounts it.

2. The question behind the page

The agent's value comes through in the quality of the explanation, not a list of adjectives. Name the gap on the page you chose.

The actual question a reader has when they land on this page:

The explanation that would answer it:

3. Count answer versus pitch

Read the page sentence by sentence and count each pattern. The balance tells you which register the page is written in.

Sentences that answer a reader's question _____

Sentences that promote you or push a call _____

Verifiable specifics: numbers, process steps, named places _____

If the pitch count outweighs the answers, the page reads as commercial and gets discounted. Separate the explanation from the sales and let each do its job.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Pick the most promotional page and write down the actual question a reader might have when they land on it. Page and question:

This month.

Rewrite it as an explanation of how the process or market works, with a single clear call to action at the end. The process I will explain:

Ongoing.

For every new page, decide up front whether it is explanatory or commercial. One rule I will keep: