

FINDABLE. ACCURATE. CREDIBLE.

# The Realtor Online Presence Workbook

A practical, printable guide to checking the public profiles people may see before they contact you. Complete the worksheets as you go; revisit them whenever your brokerage or contact information changes.

## Start with your source of truth

Professional name / display name

Brokerage name as approved for advertising

California DRE license number

Primary phone and professional email

Website URL

Office address or service area (as applicable)

Primary cities and communities served

Profile owner / login recovery location (never write passwords here)

## One-sentence professional introduction

CLAIM AND CORRECT FIRST

# Where to show up

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Search your name, brokerage, and city before creating a new listing. Claim an existing legitimate profile where possible. Core profile tools are generally free, though platforms may sell optional advertising or upgrades.

☐ Google Business Profile

Eligible professionals can manage their appearance on Search and Maps.  
[business.google.com](https://business.google.com)

☐ Realtor.com

Review your agent profile, contact details, bio and visible activity.  
[realtor.com/marketing/profile/](https://realtor.com/marketing/profile/)

☐ Zillow

Check your agent profile, brokerage, bio, reviews and transactions.  
[zillow.com/agent-resources/](https://zillow.com/agent-resources/)

☐ Homes.com

Find and review your professional profile, if present.  
[homes.com](https://homes.com)

☐ Brokerage and local association

Check the directory pages tied to your current affiliation.  
[Your brokerage](#) / [association](#)

☐ LinkedIn, Facebook, Instagram, YouTube

Use the channels you maintain; make contact and affiliation clear.  
[linkedin.com](https://linkedin.com) / [facebook.com](https://facebook.com) / [instagram.com](https://instagram.com) / [youtube.com](https://youtube.com)

☐ Apple Business Connect and Bing Places

Review eligible business listings in other map/search systems.  
[businessconnect.apple.com](https://businessconnect.apple.com) / [bingplaces.com](https://bingplaces.com)

☐ Yelp, Nextdoor and local directories

Check for legitimate existing listings; prioritize relevant local sites.  
[biz.yelp.com](https://biz.yelp.com) / [business.nextdoor.com](https://business.nextdoor.com)

## MAKE THE FACTS AGREE

# Consistency check

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Use the same underlying facts across profiles. A minor abbreviation or formatting difference is usually less concerning than an old brokerage, disconnected number or broken website. Follow your broker's approved advertising format.

## Compare each live profile with page 1

- ☐ Professional name and current brokerage
- ☐ Phone, email and working website
- ☐ Address or service area; no misleading office location
- ☐ DRE license number and required disclosures where applicable
- ☐ Headshot, bio and markets served
- ☐ Links between website and major profiles

## Profile correction tracker

Profile 1: \_\_\_\_\_ Issue / owner / date: \_\_\_\_\_

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Profile 2: \_\_\_\_\_ Issue / owner / date: \_\_\_\_\_

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Profile 3: \_\_\_\_\_ Issue / owner / date: \_\_\_\_\_

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Profile 4: \_\_\_\_\_ Issue / owner / date: \_\_\_\_\_

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California real estate advertising rules may apply to websites and social media. Have your broker review your name, license number, responsible broker identity and other required disclosures before publishing changes.

## ELIGIBILITY AND SETUP

# Google Business Profile

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Google permits qualifying individual practitioners, including real estate agents, to have profiles. Eligibility and the address/service-area setup depend on how you actually serve customers. Review Google's current rules before creating or changing a profile.

- ☐ Search for an existing profile and request ownership if needed.
- ☐ Confirm that you qualify and use a genuine, staffed customer-facing location if displaying an address.
- ☐ Use a service area when applicable; do not invent extra offices or create duplicate city profiles.
- ☐ Use the real-world professional/business name, without added keywords or slogans.
- ☐ Select the most accurate primary category and only relevant additional categories.
- ☐ Verify the profile using Google's available process.

## My setup decisions

**Profile URL / ownership account**

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**Primary category / relevant additional categories**

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**Displayed address or service area rationale**

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**Business hours / best contact method**

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Check Google's current individual-practitioner and address rules: [support.google.com/business/answer/3038177](https://support.google.com/business/answer/3038177)

## GOOGLE PROFILE CONTENT

# Make the profile useful

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Complete fields that accurately describe your business. The goal is to answer a potential client's questions quickly and make it easy to contact the right person.

- ☐ Phone, website, hours and service area are accurate.
- ☐ Description explains whom you serve and where, in natural language.
- ☐ Services reflect actual work; avoid unrelated category or keyword stuffing.
- ☐ Current headshot and authentic, permission-cleared photos are posted.
- ☐ Website button and contact links work on mobile.
- ☐ Profile is checked after a brokerage, phone or hours change.

## Draft a short, human description

Prompt: Who do you help? Which markets do you serve? What experience or approach is relevant? Avoid unsupported superlatives and repetitive city lists.

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Google's local ranking guidance discusses relevance, distance and prominence. No checklist guarantees placement. See [support.google.com/business/answer/7091](https://support.google.com/business/answer/7091).

## REVIEWS, PHOTOS, UPDATES

# Reputation and upkeep

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Ask clients for honest feedback through ordinary channels, subject to brokerage and platform rules. Do not offer incentives for Google reviews, selectively solicit only positive reviewers, or tell clients what rating to leave.

- ☐ I have a simple, neutral review request ready.
- ☐ I respond thoughtfully without revealing private transaction details.
- ☐ I have permission for client, listing and event photos.
- ☐ I check for inaccurate suggested edits and obsolete photos.
- ☐ I review the profile at least quarterly and after any business change.

## Neutral review request

"If you have a moment, I'd appreciate an honest review of your experience working with me. Here is my profile: [link]. Thank you for considering it."

## Maintenance log

**Last review date / next review date**

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**New photos or facts to add**

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**Reviews needing a response**

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**Outdated details or suggested edits to examine**

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## SEE WHAT A CONSUMER SEES

# 15-minute search audit

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In a private window, search “[your name] Realtor” and “[your name] real estate [city].” Results vary by location and account; record the most prominent findings rather than assuming one search is universal.

## Findability

- ☐ My current brokerage and market are clear.
- ☐ My website and contact path are easy to find.
- ☐ Old or duplicate profiles do not dominate the results.

## Trust signals

- ☐ The headshot and bio feel current.
- ☐ Reviews are visible and replies are professional.
- ☐ Claims about experience and listings are supportable.

## Accuracy

- ☐ Phone, links and email work.
- ☐ License and brokerage information are current.
- ☐ No profile suggests a location where I do not operate.

## Three most important fixes

1.

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2.

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3.

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TURN FINDINGS INTO ACTION

# One-hour cleanup plan

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## 0-15 min | Inventory

Search your name; record the top profiles and obvious errors.

## 15-30 min | Google

Check eligibility, core information, categories, photos and links.

## 30-45 min | Real estate profiles

Correct brokerage, contact details, bio and headshot.

## 45-60 min | Website and social

Update disclosures, links and contact information; schedule the next review.

## Action commitments

**First fix / deadline**

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**Second fix / deadline**

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**Brokerage or platform question to resolve**

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**Next quarterly audit date**

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## Reference and publication notes

Google guidelines: [support.google.com/business/answer/3038177](https://support.google.com/business/answer/3038177) | Local ranking: [/answer/7091](https://support.google.com/business/answer/7091)

CA DRE advertising guide: [dre.ca.gov/files/pdf/re27.pdf](https://dre.ca.gov/files/pdf/re27.pdf) | License disclosure: [dre.ca.gov/files/pdf/forms/re559.pdf](https://dre.ca.gov/files/pdf/forms/re559.pdf)

Educational information only. Platform features and rules change; check current guidance and brokerage policy.