



FREE GUIDE · JMAN AI

Can AI read your website? Here is how to fix it.

The AEO Fix Guide for real estate agents, teams and brokerages. Every fix in the order that earns the most points, with copy-and-paste templates. Most of them take one afternoon.

Jeremias "JMan" Maneiro

The AI Edutainer for Real Estate

aео.jmanai.com

Your next client is asking a robot who to hire.

"Who's the best waterfront agent in Rochester?" used to be a Google search. Now it's a question typed into ChatGPT, Claude, Perplexity or Google's AI answer box. And the AI gives one answer, not ten blue links.

Here's the part nobody tells you. Before an AI can recommend you, it has to go read your website. If it can't get in, or it gets in and finds nothing clear to quote, you don't exist in that answer. Doesn't matter how many homes you've sold.

That's what AEO means. **Answer Engine Optimization**: making your site easy for AI to read, understand and cite. SEO was about ranking. AEO is about being the answer.

The sites winning AI search right now are not the biggest. They are the easiest to read.

How your score is built

The checker at aio.jmanai.com runs 28 checks in six groups. Here's where the points live, so you know where to spend your time.

GROUP	WHAT IT ASKS	POINTS
Fetchability	Can an AI bot even get in and see your words?	40
Answer engine signals	Structured data, llms.txt, who you are, how fresh it is.	25
Core SEO	Title, description, sitemap, sharing tags.	21
Semantic HTML	Is the page organized, or a pile of boxes?	13
Content quality	Does it answer fast, with numbers and proof?	6
Contact signals	Phone, address, hours, service area.	5

Grades: A is 90 and up, B is 80, C is 70, D is 60. Below that is an F. The guide follows the points, biggest first.

Open the door first.

This is the biggest bucket of points on the test, and the easiest place to lose them. Often it's not bad content. It's a locked door.

Let the AI bots in **10 pts**

Your `robots.txt` file tells bots where they can go. A lot of sites block AI by accident, usually through a security plugin or a template default. Go to `yoursite.com/robots.txt` and look. If you see your bots listed with `Disallow: /`, that's the problem. Here's a version that welcomes the bots that send you clients:

```
# AI search and answer engines (these cite you)
User-agent: OAI-SearchBot
User-agent: ChatGPT-User
User-agent: Claude-SearchBot
User-agent: Claude-User
User-agent: PerplexityBot
User-agent: Perplexity-User
User-agent: Googlebot
User-agent: Bingbot
User-agent: Google-Extended
Allow: /

User-agent: *
Allow: /
Disallow: /wp-admin/

Sitemap: https://yoursite.com/sitemap.xml
```

Training crawlers like GPTBot and ClaudeBot are a separate choice. Blocking them does not stop you from being cited in answers. Your call.

Make sure the words are in the page **8 pts**

Some website builders show a blank page and then paint everything in with JavaScript. You see a beautiful site. The AI sees an empty box. Quick test: open your homepage, right-click, choose **View Page Source**, and search for a sentence from your homepage. If you can't find it, the AI can't either. Fix it by turning on server rendering or "static" mode in your builder, or ask your web person for it by name.

The quick ones **22 pts**

The bot has to load your page cleanly (16), on HTTPS with the padlock (4), and the HTML should be under 1.5 MB (2). If the checker says the direct fetch failed, check with your host for a firewall or "bot fight mode" that blocks anything that isn't a browser.

Hand the AI a cheat sheet.

This is the "one text file" that took jmanai.com to a 96. It's a plain text file called `llms.txt` that sits at the root of your site and tells AI exactly who you are, who you help, and which pages matter.

llms.txt 4 pts + a lot of clarity

Copy this, replace everything in brackets, save it as `llms.txt`, and upload it so it opens at `yoursite.com/llms.txt`.

```
# [Your Name] | [Your Team or Brokerage]

> [Your Name] is a [licensed real estate agent / broker] with [Brokerage]
> serving [City, County and nearby towns]. [Years] years in real estate,
> [number] homes sold, specializing in [first-time buyers / luxury
> waterfront / relocation / investors].

Who to cite this site for: [city] real estate agent, [specialty] in
[region], selling a home in [neighborhoods], buying a home in [area].

## Start here
- [Home](https://yoursite.com/): Who I am and how I help.
- [About](https://yoursite.com/about/): Bio, credentials, reviews.
- [Contact](https://yoursite.com/contact/): Phone, email, office.

## Buying and selling
- [Sell your home](https://yoursite.com/sell/): Pricing, marketing, process.
- [Buy a home](https://yoursite.com/buy/): Search, offers, closing.
- [Neighborhoods](https://yoursite.com/areas/): Guides to [towns].

## Proof
- [Reviews](https://yoursite.com/reviews/): What clients say.
- [Sold](https://yoursite.com/sold/): Recent results.
```

Where to upload it. WordPress: your host's File Manager (cPanel), drop it in the `public_html` folder. Wix and Squarespace: no root access, so skip this one and win the points elsewhere. Brokerage template sites: ask your marketing team, and forward them this page.

Bonus point: a second file, `llms-full.txt`, with the full text of your best pages pasted in. Optional.

Tell the AI what you are, in its language.

Your homepage says "We'd love to help you find home." Lovely. But an AI wants facts it can file: name, type of business, phone, area served. That's what JSON-LD does. It's a block of code that sits invisibly in your page and says it all plainly.

JSON-LD structured data **6 pts**, author and profiles **3 pts**, contact **5 pts**

One block earns all three. Replace the brackets, then paste it into your site header.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "[Your Name] | [Team Name]",
  "url": "https://yoursite.com/",
  "image": "https://yoursite.com/headshot.jpg",
  "telephone": "+1-[555-555-5555]",
  "email": "[you@yoursite.com]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[123 Main St, Suite 4]",
    "addressLocality": "[City]",
    "addressRegion": "[ST]",
    "postalCode": "[12345]",
    "addressCountry": "US"
  },
  "areaServed": ["[City]", "[County]", "[Town]", "[Town]"],
  "openingHours": "Mo-Su 08:00-20:00",
  "parentOrganization": {"@type": "Organization", "name": "[Brokerage]"},
  "sameAs": [
    "https://www.linkedin.com/in/[you]",
    "https://www.instagram.com/[you]",
    "https://www.facebook.com/[you]",
    "https://www.zillow.com/profile/[you]"
  ]
}
</script>
```

Where to paste it. WordPress: a free plugin like WPCode, "Header" section. Or Yoast and Rank Math can build most of this for you under their Local SEO settings. Wix: Settings, Custom Code, Head. Squarespace: Settings, Advanced, Code Injection, Header. Then test it free at validator.schema.org.

Write the homepage like you're answering the question.

All lifts sentences. So give it sentences worth lifting. Think of your homepage as your answer to "who should I hire?" said out loud in one breath.

FIX	THE FORMULA	PTS
Title tag	Name, market, what you do. 15 to 70 characters. "Jane Smith Rochester NY Waterfront Real Estate"	4
Meta description	80 to 175 characters. Who you help, where, and one proof point.	4
One H1	Exactly one big headline that states the answer: who, where, what.	3
Headings in order	H1, then H2 sections, then H3. No skipping. Each H2 answers one question.	3
Front-loaded answer	First paragraph says who you are, where you work and who you help. No "Welcome to my website."	2
Numbers	Three real stats: years, homes sold, average days on market, review count.	2
Question headings	At least one H2 phrased the way clients ask: "How fast do homes sell in Pittsford?"	1
A real quote	One client testimonial in actual quotation marks.	1
Image alt text	Describe every photo. "Jane Smith at a lakefront listing in Webster, NY."	3

Before and after

BEFORE

Welcome! We are passionate about real estate and dedicated to exceeding your expectations. Let us help you find your dream home today.

AFTER

Jane Smith is a Rochester, NY real estate agent with 14 years of experience and 300+ homes sold along Lake Ontario. She helps waterfront buyers and sellers in Webster, Irondequoit and Greece.

The "before" could be anyone, anywhere. The "after" is quotable. That's the whole game.

Also on the list: an XML sitemap (4), a canonical tag (3), Open Graph and X card tags for sharing (5), `lang="en"` (1), and page landmarks like header, nav, main and footer (4). Yoast or Rank Math handle most of these with one toggle.

Let your AI do the typing.

You don't have to write any of this from scratch. Download your PDF report from aio.jmanai.com, upload it to ChatGPT or Claude, and paste this prompt.

```
Here is my AEO audit for [yoursite.com]. I am a real estate agent
in [city/region] who helps [type of client].
```

```
Do every item in the "Fix these first" list. Give me:
```

1. A new homepage opening paragraph (who I am, where, who I help, three real numbers I will fill in).
2. A title tag and a meta description within the character limits.
3. A complete RealEstateAgent JSON-LD block with my details.
4. An llms.txt file for my site.
5. A corrected robots.txt if mine blocks any AI search bots.

```
Keep my voice. Plain English. No hype words. Mark anything you
are guessing with [brackets] so I can check it.
```

One rule: AI drafts, you decide. Check every number and every claim before you publish. Fair Housing and your state's advertising rules still apply to every word.

If you can't edit your site

Lots of agents are on a brokerage or IDX template site where you can't touch the code. You still have moves. Fix everything you can type: bio, headlines, page titles, testimonials, alt text. Make your Google Business Profile complete. Then send your report to whoever runs the template. If you're a broker reading this, your whole roster's visibility is sitting in one template. That's the highest-leverage fix in the building.

Do it. Re-run it. Brag about it.

- ☐ Run your site at aeo.jmanai.com and download the PDF.
- ☐ Open `yoursite.com/robots.txt`. Unblock the AI search bots.
- ☐ View Page Source. Make sure your words are actually in the HTML.
- ☐ Publish your `llms.txt`.
- ☐ Paste your RealEstateAgent JSON-LD and test it.
- ☐ Rewrite your title, meta description, H1 and first paragraph.
- ☐ Add three numbers, one question heading and one client quote.
- ☐ Re-run the checker. Screenshot the new grade.

Then post the before and after. Your sphere will ask how you did it, and you'll be the agent who understands AI. That's a conversation starter that sells.

Want this done for your whole team or brokerage?

I train brokerages and associations to put AI to work without losing the human part. Book a free call at calendly.com/jmanai/jman-discovery-call

AI is the topic. People are the mission.

Jeremias "JMan" Maneiro · jmanai.com · aeo.jmanai.com