Swift **Agent Sites**

A GUIDE FROM SWIFT AGENT SITES · NOVEMBER 2026

How we get you found.

What matters today for being found by people, by search engines and by AI answer tools, and every way we help a client get noticed. Plain English, with the sources, and no promises we can't keep.

Part 1 · What matters now

Six things that help people, search engines and AI tools find and trust you.

Part 2 · What we do

Your site, the Swift Agents Network and our content: what each is and where it shows up.

Being found is not only Google any more.

People still search, but more of them now ask ChatGPT, Gemini, Perplexity or Google's AI answers who to call. Nobody outside those companies knows exactly how they choose. What is sure is simpler: an AI tool can't name you from something it never read.

01 Say the same thing everywhere.

Your name, phone, the areas you work and what you're known for should read the same on your site, your Google profile, your license record and every directory that lists you. An AI answer is put together from what a tool has read, and when the facts agree in many places there is less for it to get wrong.

> This is our reasoning, not a published rule: none of the AI companies says how it weighs sources. Google does say a business's details should be complete and accurate in its profile.

02 Answer real questions, first-hand and local.

One plain answer for each question your clients ask, about one neighborhood, property type or kind of deal, naming the place. Write what you'd tell a friend. Generic copy anyone could have written gives a reader, or a tool, no reason to pick you.

> Google's guidance on helpful content asks whether content shows first-hand experience. Duda looked at 858,000+ sites it hosts: those with 50 or more blog posts were crawled about 33 times as much as those with none. Duda sells websites and being crawled is not being named, so read it as a direction, not a cause.

03 Be on video.

Long videos, one question each, with a full description. AI answers cite YouTube, and a small channel isn't ruled out.

> In OtterlyAI's 2026 study of YouTube videos cited by AI tools, about 41% had under 1,000 views. OtterlyAI sells AI visibility tracking, so keep that in mind.

04 Reviews and a Google Business Profile.

For anyone searching nearby, the Google profile is often the first thing they see, and reviews are part of it. Ask happy clients for a review and make it easy, with a direct link.

> Google says local results are based mainly on relevance, distance and prominence, and that review count and score factor into local ranking.

05 A fast site that reads without JavaScript.

The words that matter should be in the page itself, not drawn in later by a script. A page that is mostly script can look fine to a person and nearly empty to a crawler.

> Vercel's 2024 study of AI crawlers found that the crawlers behind ChatGPT and Claude fetch JavaScript files but don't run them.

06 Say it plainly for machines too.

Structured data (schema.org) states who you are, what you do and where, in a format search engines read. **A sitemap and IndexNow** tell search engines a page is new or changed. **llms.txt** is a short plain-text summary of a site for AI tools.

> Google documents structured data as a way to help it understand a page. IndexNow is supported by Bing, Yandex and others; Google does not use it. llms.txt is a proposed standard: no major AI company has said it reads it, so we treat it as cheap to have, not as a lever.

What nobody can honestly promise

That an AI tool will name you, that you'll rank on Google, or that any of this brings inquiries. Rankings depend on competition, your content, links and how well known you are locally. What you can do is make sure everything above is true of you, then ask the AI tools the same questions every month and write down who comes back.

Every way we help you get noticed.

Most of this comes with the $890-a-year Agent Website. Each line says what it is and where it shows up. None of it is a promise of mentions, rankings or business.

YOUR SITE

A fast site on your own domain

Built on our own platform and sent as finished HTML, so people, search engines and AI crawlers all read the same words without running a script. Hosting and SSL included; the domain stays yours if you leave.

WHERE your domain

Structured data

schema.org data saying who you are, the business type (real estate agent, insurance agency and so on), the town you work and the brokerage you're with, linked to your Google profile.

WHERE in the code of every page, read by search engines

llms.txt, a sitemap and IndexNow

A plain description of your business for AI tools at */llms.txt*, a sitemap listing every page, and an IndexNow ping when your site changes, so Bing and the other engines that use it hear about it.

WHERE yourdomain.com/llms.txt and /sitemap.xml

Your Google profile and a review link

Add your Google Business Profile and its review link in your dashboard: the site links to the profile, shows a "Leave a review on Google" link, and your dashboard gives you a QR code for the review page to hand out.

WHERE your site and your dashboard's Google page

A "Save contact" card

One tap saves your name, phone and site to a visitor's phone contacts, so you're easy to find again.

WHERE your site, at /contact.vcf

Your blog, with hub posts if you want them

Your own posts, plus local articles from our regional hub for your state and line of work, ready for your blog whenever you want them.

WHERE your site's blog, managed from your dashboard

Lead pages for your own ads

Landing pages you build yourself from four templates, with your own questions on the form.

WHERE yourdomain.com/p/…

THE SWIFT AGENTS NETWORK

The pages we run that link to our clients. They are more places to be found and checked out, and AI tools read them too. None of them is a ranking or a recommendation.

Your license page in our agent directory

Real estate agents in Texas, Colorado, Florida, New York, Connecticut, Delaware, California, Illinois and Arizona have a page with their license facts from the state's own file. As a client, yours adds a box labelled "Added by the agent": your photo, phone, website, a short bio and a Contact me form, with the "Verified by Swift Agent Sites" mark. Verified means you're our client, matched to that license; it isn't a rating. Where we hold your state's file, you're also in the Verified section of your city's page.

WHERE swiftagentsites.com/agent-check/…

Listing Lookout

Our free Chrome extension for home buyers and renters checks the listing agent's license on Zillow and Craigslist listings. A client sees the same Verified mark there, with a link to their website.

WHERE Chrome's side panel, on listings

Regional hubs

Local articles on real estate, insurance and moving for each state, with our clients listed beside them. Idaho, Oregon, Texas and Wyoming so far.

WHERE swiftagentsites.com/hubs/<state>/

Ask a local agent

Real questions people ask about living and moving in a state, answered by member agents under their own name, with a link to their site.

WHERE the hub for your state and line of work

Moving to <city> and city pages

Pages for the cities our members work, with local public facts and the member agents, insurance agents and movers who work there, each linked to their own site. Being added city by city.

WHERE the hubs, city by city

FloodFireCheck's Swift Agents Network box

A real estate client's name, phone and website, free, on the FloodFireCheck neighborhood pages they work and on address checks there, where FloodFireCheck has a page for the area. That's where buyers check flood and wildfire risk before they move. FloodFireCheck doesn't rate or recommend agents, and the links are tagged as sponsored for search engines.

WHERE floodfirecheck.com

Sponsored spots

Your name, number and site as a labelled, paid listing on the license-check city pages (real estate and insurance agents) and mover-check city pages for the places you choose. At most three sponsors on a page. It is a paid label, not a ranking.

WHERE check pages for your cities · included in the Agent Website

The free check pages

License checks for real estate and Texas insurance agents, mover and bus company checks, and website checkers. People use them before they hire, and the city pages are where the directory and Sponsored spots appear.

WHERE swiftagentsites.com/agent-check, /mover-check, /check and more

CONTENT

Member spotlight Shorts

A short vertical video of three public facts about the place a member works, closing on their name, “Swift Agents Network member” and their site, with the hub and the site linked in the description. Made only for members who have said yes.

WHERE our YouTube channel

Data stories

Articles built from the public license files we copy each month, such as 2026’s new real estate licenses in Texas by county and across six states, with the counts to download. They are written for readers and reporters and bring attention to the network; they don’t name clients.

WHERE swiftagentsites.com/articles

Not a client? Two smaller ways in

- **The $99-a-year Profile.** No website: your own license page in the directory made yours, with the photo, phone, website link, bio, Contact me form and, once we’ve checked the license is yours, the Verified mark. Movers and bus companies can add the same to their company page.
- **A Sponsored spot on its own,** $49 a month for one city page, for agents who already have a website.

NEXT STEP

See your own site before you pay anything.

We build a free preview with your name on it. The Agent Website is $890 a year, no setup fee, and the domain stays yours if you leave.

Get a free preview

Tell us your name, your market and what you're known for.

swiftagentsites.com/free-preview

Or text James Brazil, who builds every site himself: (240) 284-3206 · mail@swiftagentsites.com

What we don't do

We don't sell leads, run ad campaigns or offer MLS/IDX feeds, and we don't promise that any AI tool will name you. We do keep count, as totals for each page, of visits that arrive from AI tools such as ChatGPT and Perplexity, across the network and client sites. No visitor data is stored.

SOURCES

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