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 Agent 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 Agent Network

The Agent Website includes full membership. The network has its own site, swiftagentnetwork.com, and any licensed local business can join it, with a website from anyone or with none. These are the pages where members are listed. AI tools read them too. None of them is a ranking or a recommendation.

Your license or USDOT page, made yours

Real estate agents in nine states, Texas insurance agents, electricians, A/C contractors and plumbers in Texas and Colorado, and every mover and bus company on the federal register have a page built from the public record. 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. Real estate members are also listed on the directory page for the city or county where their license is filed.

Where swiftagentsites.com/agent-check, /insurance-agent-check, /contractor-check, /mover-check and /bus-check

Your state hub

Local articles for people buying, selling, insuring a home, moving or hiring a contractor, in 33 states (our count of published hubs, 14 November 2026). Every member, free or full, is listed in name order on the hub for their state and line of work. A member in a state with no hub yet is listed on the hubs index.

Where swiftagentsites.com/hubs/<state>/

City pages

A hub page for each city a full member serves, one per line of work, such as "Insurance agents in Eagle, Idaho", listing the members who work there. Members add up to 10 cities on their dashboard. Texas also has city guides for Austin, Dallas, Houston and San Antonio.

Where swiftagentsites.com/hubs/<state>/<line of work>/in/<city>/

The next step on our check pages

Someone checking a mover in Colorado sees the real estate and insurance members in Colorado below the record. Someone checking a real estate agent sees movers, insurance agents and contractors. Up to three for each line of work, members in that city first, labelled as a listing.

Where every license, contractor, mover and bus check page

Messages a business left unanswered

When someone writes to a business that isn't a member from its check page and the business doesn't open it within 24 hours, we email them once, listing up to three members in the same line of work and state. Their message goes to a member only if they choose one.

Where an email to the person who wrote

FloodFireCheck's Swift Agent Network box

For real estate and insurance members: your name, phone and website on the neighborhood pages you work, where buyers check flood and wildfire risk. A neighborhood with no page yet can be requested there. FloodFireCheck doesn't rate or recommend anyone, and the links are tagged as sponsored.

Where floodfirecheck.com

Listing Lookout

Our free Chrome extension checks the listing agent's license on Zillow and Craigslist listings. A member agent shows as a member there, with a link to their website.

Where Chrome's side panel, on listings

Your own listing pages

On your site's listing pages, under your name: "Listed by <your name>, Swift Agent Network member", linked to your member page.

Where yourdomain.com/listings/…

Your member page and a badge for your site

A page in the member directory, and a badge to paste on your own site that states one check and its date, such as "License active · checked with TREC on 13 Nov 2026". With no dated check it says "Member since" and the date you joined, nothing more.

Where swiftagentnetwork.com/members/… and your own site

Members refer clients to each other

From your dashboard, pass a client to another member in any line of work, with the client's permission. Referrals are free: nobody pays or is paid for them. Anyone can also recommend a business for the network.

Where your dashboard, and swiftagentnetwork.com/recommend

A member list AI assistants can search

A public, read-only MCP server lets AI assistants that support it search members by state, city and line of work, with the same public facts as the member pages. We can't say how often any assistant uses it.

Where swiftagentnetwork.com/mcp, explained at /for-ai-agents

Your dashboard and help

It lists every page you show on and what would put you on more, and holds your cities, your badge code and a backup sign-in email. Guides are at swiftagentnetwork.com/help.

Where swiftagentsites.com/login

Sponsored spots and the free check pages

Your name, number and site as a labelled, paid listing on the license-check and mover-check city pages you choose, included in the Agent Website. At most three on a page. Where each check gets its facts is on our data and editorial standards page.

Where swiftagentsites.com/agent-check, /mover-check and /about/standards

Content

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, with the counts to download. They don't name clients.

Where swiftagentsites.com/articles

Not a client? Two smaller ways in

- **The Swift Agent Network on its own:** a free listing, or full membership at $29 a month or $290 a year. Apply at swiftagentnetwork.com/join; it takes about two minutes.
- **A Sponsored spot on its own,** $49 a month for one city page.

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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