

Entity Consistency & sameAs Schema Kit

How AI tools confirm you're one real business, not several unconnected mentions — a fill-in-the-blank schema block.

Your business likely exists as separate, disconnected entries across Google, Facebook, Trustpilot, and LinkedIn. Without something tying them together, an AI tool has to guess whether they're the same business — the sameAs schema property removes the guesswork by explicitly listing every other place you exist online.

Where it goes: paste this into your homepage's <head>, alongside (not instead of) your existing RealEstateAgent schema — see the Schema Markup Pack in the SEO resources for that base block.

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "[Your business name]",
  "url": "[Your website homepage URL]",
  "sameAs": [
    "[Your Google Business Profile URL]",
    "[Your Facebook Page URL]",
    "[Your Trustpilot profile URL]",
    "[Your LinkedIn company page URL]",
    "[Your Instagram profile URL, if used for business]"
  ]
}
```

Checklist

- [] Only include profiles that are genuinely yours and actively maintained — a dead or abandoned profile in this list does more harm than good
- [] Use the exact canonical URL for each (not a redirect or a shortened link)
- [] Update this block any time you add or retire a profile
- [] Test after adding it with Google's Rich Results Test to confirm it's read correctly