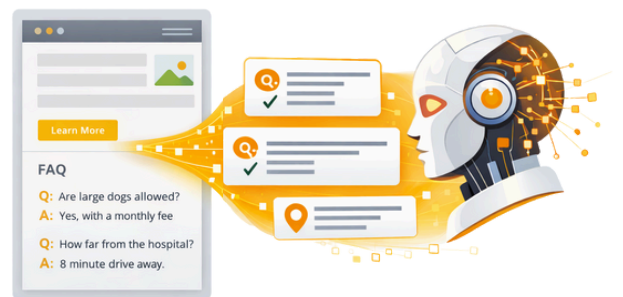


HOW TO BUILD FAQs THAT AI CAN READ, TRUST & RANK

WHY FAQs POWER AI SEARCH:

- AI extracts answers – it doesn't browse
- FAQs mirror renter questions
- Strong FAQs = higher AI visibility



WHAT AI LOOKS FOR:

- Clear questions
- Direct answers
- **Location context**
- Structured formatting

FAQ WRITING RULES THAT WORK:

- One question, one answer
- **Write how renters ask**
- Add location naturally
- Keep answers short (40–90 words)



HOW FAQs SHOULD BE DISPLAYED:

- Visible in page HTML
- Schema-enabled
- On high-intent pages
- **Don't add on one page**

FAQS AI PRIORITIZES:

- Pets
- Location & commute
- Lease terms
- Utilities
- Parking
- Tours/move-in

