

RankOps GEO Execution Plan (Mortgage – Colorado Springs)

Objective

Dominate high-intent AI + search queries for:

First-time buyers

VA loans

Low down payment buyers

Colorado Springs local market

Target: 15–40+ inbound leads/month (6–12 months)

Content Cluster (15 Pages)

Core Money Pages:

1. Best Mortgage Broker in Colorado Springs
2. First-Time Home Buyer Programs Colorado Springs
3. VA Loan Colorado Springs Guide
4. FHA Loan Colorado Springs Guide
5. Conventional Loan Colorado Springs Guide

High-Intent “How-To” Pages:

6. How to Buy a House in Colorado with Little Money Down
7. How to Get Preapproved in Colorado Springs
8. What Credit Score Do You Need to Buy a House in Colorado
9. How Much House Can I Afford in Colorado Springs

Comparison Pages (High AI Visibility):

10. CHFA vs FHA Colorado
11. VA vs Conventional Loan Colorado
12. CHFA vs Conventional Loan Colorado
13. Is CHFA Worth It in Colorado

Local + Conversion Pages:

14. Colorado Springs First-Time Buyer Guide

15. Closing Costs in Colorado Springs

Page Structure (Use for EVERY page)

H1: Exact question/query

Opening (2–3 sentences):

Direct answer (AI snippet target)

Sections:

Clear explanation

Local context (Colorado Springs)

Program details (CHFA, VA, etc.)

Simple examples

FAQs (3–5 per page):

Use exact conversational questions

Add schema markup

CTA (every page): 🙌 Get Preapproved

Internal Linking Strategy

Every page links to:

Preapproval page

2–4 related pages in cluster

Comparison pages link → loan type pages

“How-to” pages link → programs + preapproval

Conversion Layer (Critical):

Simple preapproval CTA (above the fold)

“Talk to a local expert” positioning

Trust signals:

Reviews mentioning VA / first-time buyers

Local expertise

Speed + clarity

Review Optimization

Have clients naturally mention:

“first-time home buyer”

“VA loan”

“explained everything clearly”

“Colorado Springs”

“easy process”

Execution:

Publish 5 core pages

Publish 5 how-to pages

Publish comparison + local pages

Add supporting FAQs + internal links

KPIs to Track

AI mentions (ChatGPT / Perplexity testing)

Organic rankings

Branded searches

Preapproval submissions

Calls / form fills

Positioning:

“Own Colorado Springs first-time buyer + VA loan conversations in AI + search.”