

Four elements for GEO

There are four elements that build trust and clarity.

**1**

Fresh

- Publish content regularly online
- Make updates to existing content (include “last updated”)
- Add FAQs to your website

**2**

Authoritative

- Include blog author bios with credentials and experience
- Cite reputable external sources (Insurance Information Institute, state insurance depts, etc.)
- Link to pages on your site to reinforce authority
- Add testimonials with real client stories
- Connect the agency to carrier profiles (Find an Agent)

**3**

Structured

- Add clear titles (headings) that mirror questions
- Use section names/headers to break up content
- Include bulleted lists or step-by-step formats
- Keep punctuation simple

**4**

Clear

- Put direct answers near the top, add context below
- Use short explanations
- Avoid jargon and define industry terms