

GEO, AEO and local SEO best practices checklist



This checklist helps independent insurance agencies improve visibility across search and generative AI platforms like Google AI summaries, ChatGPT, Claude, and Gemini using modern SEO, AEO, and GEO strategies. It provides practical best practices so you can strengthen your digital presence and attract clients in your target markets.

General best practices

Content structure and formatting

- Use TL;DR (Too Long; Didn't Read) summaries at the top of articles or pages.
- Include bullet points and numbered lists for key takeaways.
- Add FAQ sections with concise, direct answers.
- Break up long paragraphs for better readability and parsing.
- Use titles and headings (H2, H3) to organize content logically.

Trust and authority signals

- Include blog author bios with credentials and experience.
- Display last updated dates on content.
- Cite reputable external sources (e.g., [NAIC](#), state insurance departments, etc.).
- Link to internal pages on your website to reinforce topical authority.
- Add testimonials, reviews or case studies with real client stories.

Local and entity optimization

- Ensure consistent NAP (Name, Address, Phone) across all platforms.
- Claim and optimize your Google Business Profile.
- Use location-specific keywords (e.g., "[CITYNAME] auto insurance").
- Get listed in local directories and industry-specific platforms.

AI-friendly language

- Write in clear, declarative sentences.
- Use short sentences or phrases that AI can extract easily.
- Avoid jargon unless explained simply.
- Include definitions for industry terms.

Advanced best practices

Metadata and schema

- Use meta titles and descriptions that match user intent.
- Implement structured data for: FAQ Page, Blogs, etc.
- Add alt text to all images describing their content.
- Use recognized and unique tags to avoid duplicate content issues.

Multimodal content

- Optimize images for fast download. Consider [WebP](#) or [AVIF](#) images.
- Add infographics to explain complex topics visually.
- Use tables to compare coverage options or policy features.
- Embed videos (e.g., YouTube explainers) with transcripts.

Content distribution and repurposing

- Repurpose blog posts into LinkedIn articles, YouTube videos, and downloadable PDFs.
- Share content on social media with engaging captions.
- Submit articles to local news outlets or industry publications.

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| Local SEO improvement tips (GEO and AEO-aligned)

Google Business Profile optimization

- Claim and verify your Google Business Profile.
- Ensure Name, Address, Phone (NAP) is consistent across all platforms.
- Add business hours, services, and photos.
- Regularly post updates and promotions.
- Encourage and respond to customer reviews.

Local content creation

- Create location-specific landing pages (e.g., "Auto Insurance in [CITY], [STATE]").
- Mention local landmarks, events, or community involvement.
- Write blog posts about local insurance trends, regulations, or risks.
- Include geo-targeted keywords naturally (e.g., "[CITYNAME] homeowners insurance").

Local citations and directories

- Get listed in reputable local directories: Yelp, Chamber of Commerce, etc.
- Ensure all listings match your NAP exactly.
- Use a tool like [Moz Local](#) or [BrightLocal](#) to manage citations.

Mobile and voice search optimization

- Ensure your site is mobile-friendly and loads quickly.
- Use conversational keywords for voice search (e.g., "Who offers renters insurance near me?").
- Add [FAQ schema](#) to answer common local queries.

GEO-targeted metadata

- Include city and state in page titles, meta descriptions, and image alt text.
- Use Open Graph tags for social sharing with location context.

Local backlinks

- Partner with local businesses for cross-promotion.
- Sponsor or participate in community events and get mentioned online.
- Submit press releases to local news outlets.