

Give AI a try: Session 3 activities

Activity 1: Evaluate trust signals

Use AI to identify trust and authority improvements for your agency website.

Instructions:

1. **Copy and paste the prompt** below into your AI tool to evaluate your website.

Quickly evaluate this insurance agency website for obvious missing trust and authority signals (consumer trust + AI/E-E-A-T).

Output a short checklist of what's missing or weak and why it matters.

URL: [PASTE WEBSITE URL HERE]

2. **Paste your website URL** into prompt where indicated.
3. **Run the prompt!** (Hit 'enter')
4. **RESULT:** You'll get a checklist of areas of focus on your website to improve authority and trust, further increasing your chances of being found and cited in AI search.

Activity 2: Write content for AI

Use AI to help re-write liability coverage content AI can use.

Instructions:

1. **Copy and paste the prompt** below into your AI tool.

You are a skilled insurance educator.

Rewrite the content below so it is easy for both people and AI to understand, and for AI to cite.

Follow these rules:

- *Use plain, natural language*
- *Clearly answer real customer questions*
- *Put the most important answer first*
- *Use clear headings and short sections*
- *Add simple lists or tables where helpful*
- *Avoid marketing fluff and keyword stuffing*

Here is the content:

Understanding liability coverage

Liability coverage amounts vary depending on individual needs, assets, and risk tolerance. State minimum requirements may apply, but higher limits may be recommended in certain situations. An insurance advisor can help review coverage options to determine appropriate limits.

2. **Run the prompt!** (Hit 'enter')
3. **RESULT:** You'll get a revised version of the liability coverage content that takes into account key elements used by AI to find and cite information.

Activity 3: Refine content for AI

Use AI to further refine liability coverage content AI can use and cite.

Instructions:

1. **Copy and paste the prompt** below into your AI tool to further refine the output.

Now review the rewritten content and suggest improvements that would make it:

- *Clearer*
- *More trustworthy*
- *Easier for AI to summarize.*

Then rewrite it based on your analysis.

2. **Run the prompt!** (Hit 'enter')

3. **RESULT:** You'll get a more refined version of the liability coverage content.