

Session 3 prompts

These are prompts you can use to help make your agency more findable in AI search.

Evaluate website trust and authority

Prompt:

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]

Evaluate website trust and authority (in depth)

Prompt:

Evaluate this insurance agency website for basic trust and authority signals: [PASTE WEBSITE URL HERE].

Goal: Quickly assess whether the site appears credible to consumers and AI search systems (E E A T), using a light, best practice standard.

Context:

- *Personal lines insurance only*
- *Independent insurance agency*
- *Focus on trust, legitimacy, and perceived expertise*
- *Not a full compliance or CRO audit*

Instructions:

- *If the site is accessible, base findings on what is visible or clearly missing.*
- *If not accessible, rely on common gaps found on insurance agency websites.*
- *Identify only the most obvious missing or weak trust signals.*

Check for gaps in:

- *Licensing and legitimacy (licenses, states, legal identity)*
- *Third party validation (reviews, affiliations, awards)*
- *Demonstrated expertise (credentials, educational content, clarity of advice)*
- *Transparency (who they are, how they operate, consumer reassurance)*
- *Entity clarity for AI (clear brand, people, and organization signals)*

Output:

- *Short checklist (☐) of missing or weak signals*
- *1 brief sentence per item explaining why it matters*
- *2–3 bullets on what the site does well*

Tone: Concise, neutral, and evaluative.

Continued on next page

Write content for AI search

Prompt:

You are a skilled insurance educator.

Rewrite the content below so it is easy for both people and AI to understand and 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: [PASTE CONTENT HERE]

Refine content for AI search

Prompt:

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.