

AEO 101 CHECKLIST FOR INSURANCE AGENCIES

Answer Engine Optimization strategies your agency can take to show up in AI search results.



WHAT'S INCLUDED

See everything that is covered in this resource.

1. AEO vs. SEO
2. Turning Questions Into Traffic
3. Your AEO Action Plan

AEO VS. SEO

Answer Engine Optimization—like SEO, but for AI search.

THE DEFINITION OF AEO

The way your clients and prospects search the internet is changing. While traditional **Search Engine Optimization (SEO)** focuses on ranking your website in a list of links, **Answer Engine Optimization (AEO)** focuses on providing direct answers.

Think about the last time you used a search engine. You likely noticed AI features that provide an immediate summary or answer without requiring you to click through multiple websites. AEO is the strategy that optimizes your content to appear in these direct responses, ensuring your agency is visible where modern searchers are looking.

THE "HERO" MOMENT

The goal of AEO is to position your agency as the immediate solution during a specific time of need. Imagine a prospect asking an AI tool a high-intent question, such as, "How do I file an auto insurance claim?"

If your website content is optimized to answer that question clearly and directly, your agency pops up as the result. In that moment, your agency becomes the hero, saving the day simply because your online presence was geared toward answering their burning question.

AEO VS. SEO CONTINUED...

Answer Engine Optimization—like SEO, but for AI search.

COMPLEMENTARY STRATEGIES

It is important to understand that AEO does not replace SEO. In fact, they work hand-in-hand. You should view AEO as an additional strategy that complements your existing efforts.

While SEO relies on technical ranking factors and keywords to drive organic traffic, AEO is essentially SEO at its core, but optimized for conversational language. Because AI tools use Large Language Models (LLMs), they prioritize content that sounds human—precisely the way you would phrase a question to a friend.

THE GOLDEN RULE OF AEO

Technical tricks and code formatting are secondary to the quality of your information. The golden rule for winning at AEO is simple: help people, write clearly, and focus on what your clients actually care about. If you focus on answering real client questions with high-quality content, you will naturally improve your standing in both traditional and AI search results.



There is no "easy button" or technical hack to turn on AEO overnight. Just like traditional SEO, AEO rewards agencies that publish high-quality, relevant content.

TURNING QUESTIONS INTO TRAFFIC

Become the site that AI refers people to when answering insurance questions.

Frequently asked questions (FAQs) are at the core of what can help your website stand out in AI search results. The reason is simple, AEO is focused on answering direct, specific questions, and having not only those questions—but detailed answers as well—gives search engines the context needed to use your site as a source for that information.

This means that when someone asks an AI search engine about insurance, it can provide a quote from your website content and even link directly to your website to increase traffic.

FAQ BEST PRACTICES:

- ✓ **Use Real Questions:** Ask your team to compile the questions your agency is regularly asked by clients, or use online tools, AI, or search engines to research questions that relate to what you offer.
- ✓ **Be Direct:** Answer these questions as clearly and concise as possible, and be sure to use a conversational tone.
- ✓ **Front-Load the Answer:** Place the direct answer to the question in the first sentence, and then add details after that.
- ✓ **Keep It Scannable:** When adding this content, don't go overboard. Stay on target with answering the specific question, and make sure that it adds value to the page you are adding it to (such as a coverage page).

YOUR AEO ACTION PLAN

Simple steps to optimize for the next generation of search.

CHECKLIST	✓
Step 1: Identify FAQs Identify the top 10–20 questions your clients ask your agency about their coverage.	☐
Step 2: Add FAQs Add these questions with clear, concise answers to the related coverage page(s).	☐
Step 3: Create a Content Schedule Create a schedule to regularly write and publish blog articles that provide answers to common questions.	☐
Step 4: Write a Blog Pull from one of your common questions and create a blog article that goes into greater detail on answering it.	☐



HERE'S HOW FORGE CAN HELP:

[Forge](#) makes adding AEO-friendly content easy. If you have the latest version of Forge, you get access to our quick start FAQs, which automatically add new frequently asked questions content on select coverage pages, with new releases each month.