

Prompt for FAQs



Prompt: Turn Customer Questions Into Website FAQs That Get Found Online



Use prompt on the following pages to generate FAQs



Step 1

- Open Claude, ChatGPT, or whichever LLM you have a subscription with (don't want your info being sent back to their servers in a free plan).

Step 2

- Enter the prompt below.



PROMPTING

FAQS

PROMPT: TURN CUSTOMER QUESTIONS INTO WEBSITE FAQS THAT GET FOUND ONLINE

Step 1

Understand the Customer's Question

Identify:

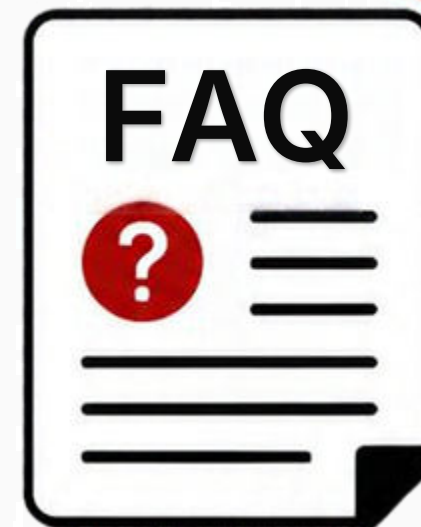
- The customer's primary question or concern.
- The underlying intent: What are they really trying to understand or accomplish?
- Related questions another customer might ask when searching for the same information.
- Relevant insurance products, coverage types, customer situations, and geographic considerations.



Prioritize the actual question the customer asked. Do not invent details about the conversation, the customer, or the agency.

Step 2:

Create the Website FAQ



Write a polished FAQ using the following guidelines:



Question

- Phrase the question naturally, as a real customer might ask it in Google or an AI assistant.
- Preserve the customer's original wording when it is already clear and useful.
- Include relevant long-tail search phrases naturally, such as specific coverage types, customer circumstances, or location-related terms when appropriate.
- Do not force keywords into the question.



Answer

- Start with a direct, concise answer in the first one or two sentences.
- Follow with additional context, practical examples, or explanations that help the reader understand the answer.
- Explain insurance terminology in plain English.
- Address important exceptions, limitations, or factors that could change the answer.
- Keep the answer useful on its own, so an AI search tool can understand and potentially cite it without needing to read the rest of the page.
- Where appropriate, explain what the customer should do next or what information they should have available when contacting the agency.
- Use a helpful, conversational tone that reflects an experienced, customer-focused independent insurance agent.
- Avoid sales pitches, keyword stuffing, generic filler, exaggerated claims, and unnecessary jargon.
- Aim for approximately 75–200 words per FAQ, but use only as many words as necessary to answer the question well.

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Step 3

Optimize for AEO and Long-Tail Search

After drafting the answer, provide:

- ✓ **Primary search phrase:** The most relevant natural language search query this **FAQ** addresses.
- ✓ **Related search questions:** Three to five closely related questions that customers might search for.
- ✓ **Recommended page placement:** Suggest the most relevant existing website page or topic area, such as Auto Insurance, Homeowners Insurance, Business Insurance, or a general FAQ page.
- ✓ **Internal link opportunities:** Suggest relevant pages on the agency's website that readers could visit for more information. Do not invent **URLs**.
- ✓ **Local relevance:** Where it adds genuine value, suggest how the answer could reflect the agency's service area or local insurance considerations. Do not insert city names artificially.
- ✓ Do not promise rankings, featured snippets, or AI citations. Optimize for clarity, relevance, usefulness, and the ability of search systems to understand the answer.

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Step 4 Protect Accuracy and Trust

- ✓ Insurance answers must be accurate and appropriately qualified.
- ✓ Never invent coverage details, policy provisions, state laws, carrier rules, prices, or underwriting requirements.
- ✓ Do not present general insurance information as a guarantee of coverage for a particular policy.
- ✓ If the answer depends on the policy language, insurer, state, or individual circumstances, clearly explain that.
- ✓ If the source material does not provide enough information to answer confidently, identify what needs to be verified instead of guessing.
- ✓ Flag questions involving legal requirements, regulated insurance practices, or state-specific coverage rules for verification against authoritative sources.
- ✓ Never include customer names, contact information, policy numbers, claim numbers, or other confidential information in the published FAQ.
- ✓ Do not claim that the agency offers a product, carrier, service, or coverage option unless that information is confirmed.



Keep accuracy, privacy, and appropriate qualifications central to every FAQ.



PROMPTING

FAQS

**A**

Step 5: Return the Results in This Format

A. Recommended Website FAQ

Question: [Customer-friendly question]

Answer: [Publication-ready answer]

B

B. Search Optimization Notes

Primary search phrase:

Related search questions:

Recommended page placement:

Internal link opportunities:

Local relevance:

C

C. Accuracy Review

Anything the agent should verify before publishing:

Any important qualifications or missing information:

D

D. Optional Additional FAQs

If the source contains multiple distinct, useful questions, create additional FAQs. Avoid splitting one question into several repetitive FAQs or publishing thin content simply to target more keywords.

If the source contains only one useful question, produce one strong FAQ rather than manufacturing additional content.



Here Is My Source Material

[Paste the customer email, call transcript, text message, or conversation notes here.]

Optional agency details:

Agency name:

Website:

Location and service area:

Relevant insurance products:

Additional context or verified coverage information:

Use any details provided, but do not delay the task if optional details are missing. Clearly flag any information that needs verification before publication.