

# A Practical Guide to GEO for Mortgage Brokers



How to Get Discovered by AI Search  
(and Win More Trust)



# Hello there

Search is changing fast. Clients are no longer just typing keywords into Google — they're asking full questions in tools like ChatGPT, Copilot and Google's AI experiences.

For example, someone might now type into ChatGPT:

*“Can you recommend a mortgage broker in Nottingham?”*

*And will get an answer. But unlike traditional SEO, AI isn't ranking adverts. It's giving answers. That means your website needs to help AI understand who you are, who you help, where you operate, and why you're credible.*

This guide builds on proven principles and shows you how to optimise your website for **Generative Engine Optimisation (GEO)** — without becoming technical.

# The Core Principle

The core principle of AI search is this:

*Think Like an Answer, Not an Advert*

Clients and prospects want to know about you. And the good news is that GEO rewards websites that feel human, clear and helpful.

With GEO, ask yourself:

- What questions do clients ask me on the phone?
- What do they worry about before they apply?
- How would I explain this in person?

Write your website content to answer these questions and more.

See 8 tips to help with GEO below and your checklist



# Tip#1: Be Local

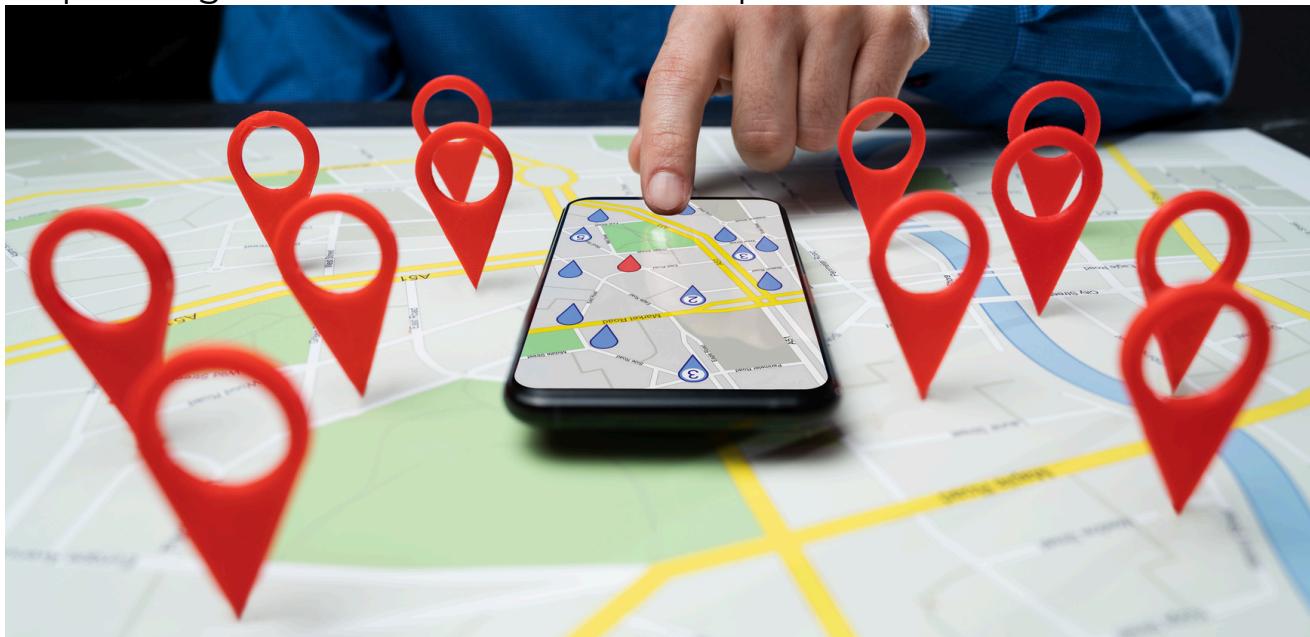
Show you are local.

If you operate in a specific location, be explicit.

What to do:

- State your location clearly on your homepage
- Include it in your main page title where appropriate (e.g. Expert Mortgage Broker in Nottingham)
- Reinforce it on your About Us page
- Include location details in your footer

Why it matters: AI tools look for clear geographic signals when responding to local recommendation queries.



# Tip#2: Use Review Sites Well

Reviews are a powerful trust and discovery signal for clients and AI alike.

Best practice:

- Embed Google Business reviews or Trustpilot
- Ask clients to be specific in reviews
- Encourage consistent use of your business name and location

To help, ask your clients to give reviews where they specify what they helped you with, where they are located and other specifics, rather than generic “great service” reviews.





# Tip #3: Explain “Whole of Market”

“Whole of market” is jargon. AI — and clients — need clarity about what this means.

Explain it in your own words on your website and in a way you would explain it face to face.

## **EXAMPLE**

“Being whole of market means we can access deals from across the mortgage market, not just a limited panel. That allows us to recommend the most suitable option for your situation — not the one tied to a specific lender.”

# Tip #4: Publish Helpful Content



Old SEO content was written for algorithms. GEO content is written for humans.

It is now all about being human and helpful.

That means writing content that is helpful. But don't reinvent the wheel, just update what you have in place just making sure it is human based content.

## EXAMPLES

- ✓ A complete guide for first-time buyers in Nottingham
- ✓ How much can I borrow on a £30,000 salary?
- ✓ Mortgage tips for self-employed workers
- ✓ How to get a mortgage with poor credit history

# Tip#5: Spell Out Who You Help

Specificity builds trust. Not generality.

For example you could say:

We regularly help:

- Self-employed clients with strong trading histories
- Newly self-employed applicants
- Portfolio landlords
- Clients with adverse credit
- First-time buyers

This helps AI (and clients) quickly understand whether you're right for them.



# Tip #6: Make It Easy To Contact You

Clear contact signals matter for GEO. And of course you want to be easy to find by clients and prospects too!

Therefore include:

- A visible phone number
- A real email address (e.g. john@company.co.uk)
- Opening hours

Avoid hiding behind contact forms alone — human signals build confidence.



# Tip #7: Optimise Your Google Business Profile

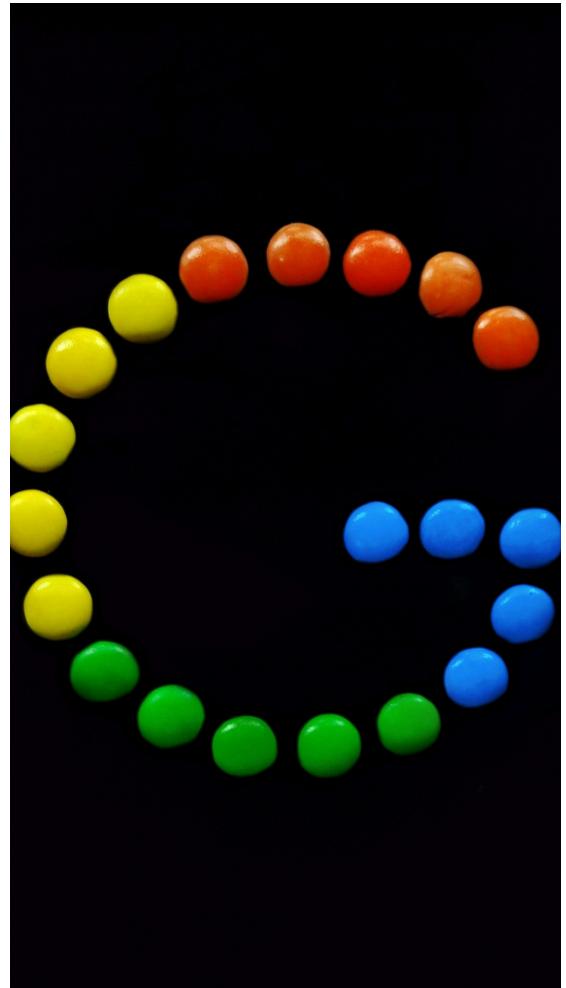
Your Google Business Profile feeds multiple AI experiences.

Action steps:

- Keep it updated
- Post updates regularly
- Ensure services and descriptions are accurate
- Optimise for Google Maps

AI tools are increasingly surfacing map-based recommendations. In other words, it pulls in a map of its recommended brokers in your area.

Go to ChatGPT and ask it to recommend brokers in your area and show a map.





# Tip #8: Use FAQs To Your Advantage

“Well written FAQs work: They show:

- How you think
- How you communicate
- What you specialise in

Best practice:

- Focus on your top 10 real questions
- Create a dedicated FAQ page
- Add page-specific FAQs (e.g. Buy-to-Let FAQs)
- Write full, human answers — not one-liners

## EXAMPLE

Q. What documents will I need if I'm self-employed?

A. This usually includes SA302s, tax year overviews, or company accounts. We'll tell you exactly what's needed before you apply, so there are no delays.

## YOUR GEO CHECKLIST

Use this checklist to see if your website is GEO-ready:

- [ ] My location is clearly stated on homepage, About Us, and footer
- [ ] Main page titles include my city/region
- [ ] Google Business profile is updated and optimised
- [ ] Reviews are specific, include location, and are embedded on site
- [ ] I clearly explain what “whole of market” means in plain language
- [ ] I have helpful, human-focused content answering real client questions
- [ ] I specify exactly who I help (client types, situations)
- [ ] Contact details are clear: phone, real email, opening hours
- [ ] FAQ page exists with 10+ genuine questions answered in full sentences
- [ ] FAQs are embedded in relevant pages where appropriate
- [ ] I have tested search queries in ChatGPT/Copilot to see if I appear

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