

## Step 1: Audit Your Brand's AI Visibility

Use AI tools to find out what's already being said about you.

- Search your dealership in ChatGPT, Perplexity, Google AI Overviews, Claude
- Use [Brand Brain GPT](#) to audit your brand presence
- Log what info is missing, inaccurate, or outdated
- Google your dealership + city and see if your own website ranks

## Step 2: Optimize Your Website for AI Search

Structure matters more than ever.

- Add schema markup (use [Schema Generator GPT](#))
- Build an AI-friendly "info page" about your business (use [Info Page Generator](#))
- Make sure each page targets real search phrases:
  - "Used car financing in [city]"
  - "Trade in my truck near [location]"
- Optimize: homepage, inventory, trade-in, credit, service, blog

## Step 3: Create High-Intent, AI-Optimized Content

AI tools love helpful, hyper-local content.

- Write "Top 5 Dealerships in [City]" listicles (AI often references these!)
- Create blog posts that answer direct questions:
  - "How much is a used Civic worth?"
  - "Can I get a car loan with bad credit?"
- Turn posts into YouTube videos (bonus AI visibility)
- Link internally to key pages (build topic authority)

## Step 4: Boost Your Authority Signals

AI doesn't just trust your site. It trusts what others say.

- Build backlinks from local blogs, news, and partner websites
- Post and engage on Reddit (ChatGPT scrapes it!)
- Ask happy customers to leave Google reviews with keywords
- Ensure your business info is consistent across listings (use [BrightLocal](#))
  - Same name, phone, and address everywhere

## Step 5: Power Up Local SEO

Traditional local SEO still feeds AI models.

- Fully optimize your Google Business Profile
  - Add real photos, FAQs, product listings, and posts
- Create location-specific pages for trade-in, credit, and financing
- Keep reviews fresh and relevant

## Step 6: Monitor Your AI Search Performance

No Search Console for AI (yet) — track it yourself.

- Test prompts like:
  - "Best used car dealership near [city]"
  - "Where to trade in a truck in [province]"
- Log results: Did your dealership appear? Was your site cited?
- Try [Profound Tools](#) or track manually in a spreadsheet

## Start With Quick Wins

- Add schema
- Launch 1 listicle
- Update Google Business
- Post on Reddit
- Run 1 AI brand test per month

## Want Help Showing Up in AI Search?

AVA™ Credit, AVA™ Trade, and AVA™ ID help convert traffic into verified, credit-ready leads.

- Backed by Equifax
- Built for Canadian dealerships

**Book a Free AI SEO Demo**