



Navigating the AI Road Ahead: Future-Proofing SEO for Automotive Dealerships



ALEX VOROBIEV

Director of Marketing
AUTOCORP.AI



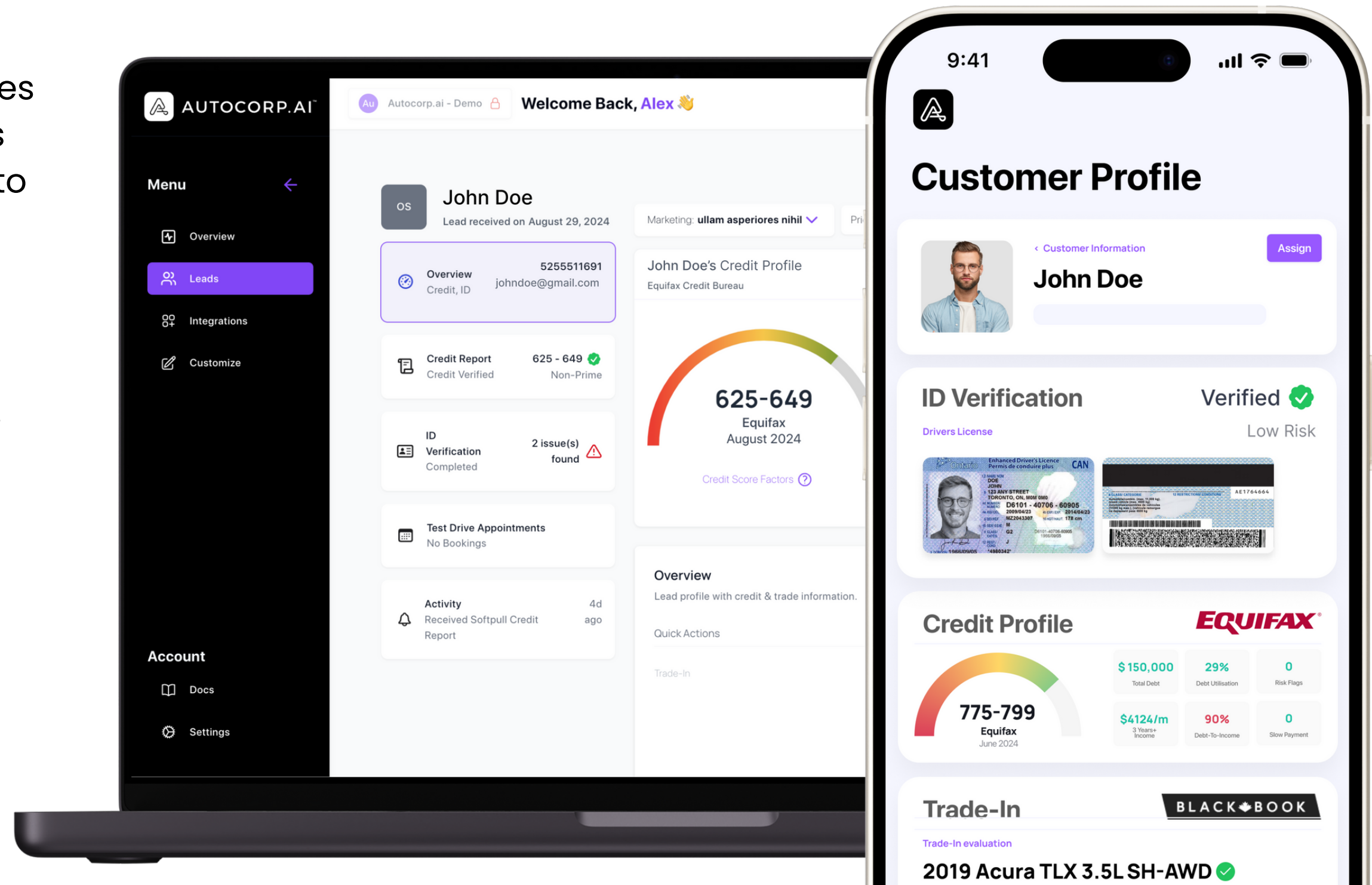
ALI ABBAS

Founder & CEO
THE SEO BUTTON

About Autocorp.ai

Autocorp.ai was created by a group of seasoned experts in automotive tech and dealership operations. We truly get the hurdles dealerships encounter, from optimizing sales to securing financing, and we're committed to providing impactful solutions.

Our AVA™ sales platform offers verified, no-impact credit insights before the first call, allowing your team to focus on closing deals rather than chasing leads.



 **Unicar Support**
Unicar Auto Group

★★★★★ 1 year ago

Incredible team to work with Specially (Sarah, Felicity) and many more we have worked with so Far. We have seen a big difference in the leads that are coming. Our clients are happy with their services and our team is getting better quality leads since we started. Amazing Experience So far with AutoCorp

Posted on 

 **Moe Jolly**
The Car Lot

★★★★★ 1 year ago

The ask ava tools have been some of the best tools I have used in my 20 years in the Car business. Rachel has been so great to work with, responds quickly to requests and is always available to answer any questions.

Posted on 

 **Taygen**
Southside Dodge

★★★★★ 1 year ago

Our collaboration with Autocorp has revolutionized our operations. Ask AVA/Trade Tool brings us valuable leads, impressing both our team and clients. Sarah, our dedicated rep, is a standout with top-tier customer service. Her rapid meeting efficiency, creative insights, and engaging humor keep us on track. I cannot rave about her enough! She is absolutely excellent to work with! Autocorp excels in all aspects, from lead generation to seamless interactions. Excellence delivered.

Posted on 

 **Steve Baylis**
Trotman Auto Group

★★★★★ 1 year ago

Really easy way to increase quality leads. So much so that we've started to roll it out across the whole auto group!

Posted on 

 **Dan Caldwell**
Fredericton Volkswagen

★★★★★ 1 year ago

AVA Credit Team (Eric, Felicity, Sarah and the rest) have all been absolutely stellar. It took Eric some time to finally convince me AVA was a good fit for our Lead Gen however thus far (4 months in) we are really pleased with the quality of leads we are seeing. Keep up the great work all.

Posted on 

 **Kurtis Anderson**
Knight Automotive Group

★★★★★ 1 year ago

Our auto group piloted AVA early on and have since added it to almost every location. We're seeing a huge increase in credit applications and the verified apps allow our team to customize our response to each customer based on their specific situation. Eric, Kole, Kyle, Jason and the team have been great partners in helping us drive new business. Definitely would recommend!

Posted on 

 AUTOCORP.AI™

Customer Stories

How **AVA™** Credit is helping dealers across Canada close more deals.

Learn more at autocorp.ai



**SEE WHAT DEALERS
THINK ABOUT AVA™**

 **WATCH NOW**

 **Justin Ferron**
Throttle Powersports

★★★★★ 2 years ago

We use it in 4 locations and it has proven to be fantastic. The way of the world is, give potential customers a reason to engage with you. The AvaCredit tool does that, and it's not just fluff. It gives the customer real value, by empowering them through information. This leads to confidence in the dealership and a pleasant buying / selling experience for everyone involved. If you aren't already using this tool in your dealership, please continue not too as we are enjoying the upper hand.. (but seriously - get yourself set up with great folks and this great tool!)

Posted on 

 **David Myers**
Buy Metro Pre-Owned

★★★★★ 1 year ago

Incredible team to work with. There tool has helped elevate lead production exponentially over the past two years at Buy Metro. Highly recomend.

Posted on 

 Google Rating
5.0 ★★★★★
See all our reviews

About Ali

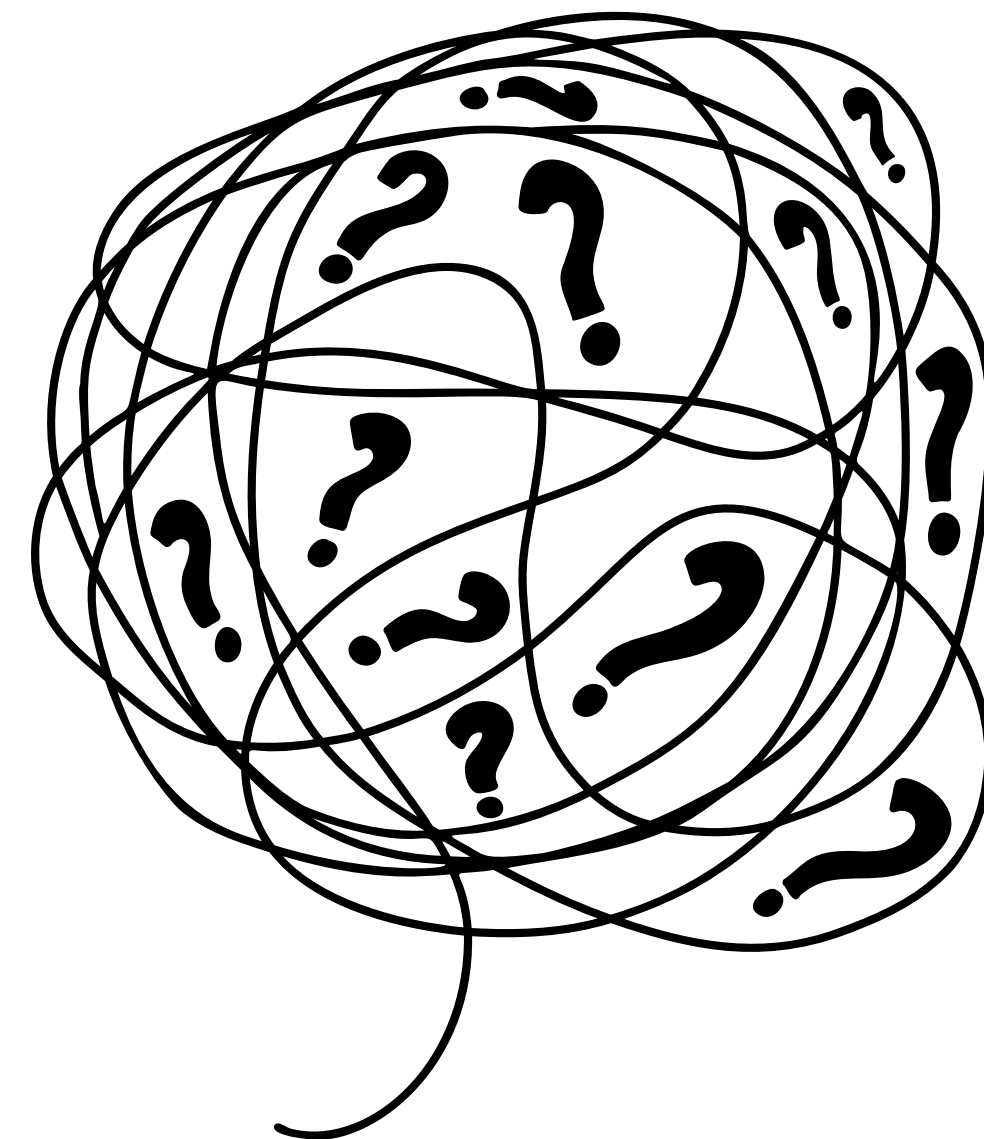
- CEO of The SEO Button, Inc, – helping companies drive growth with SEO strategies designed for lasting impact
- Doing SEO for 10+ years
- Worked on 100+ SEO/AEO (AI Engine Optimization) projects
- Authored 2 courses on SEO (6,000+ Students)
- Results:
 - 0 to 850,000
 - 0 to 100+ sales per month
 - Commercial insurance, happy birthday wish, cold email platforms, truck parts online, rent collection software



Discuss



- Current state of SEO
- The future of SEO with Ai
- It's implications on website traffic for dealerships in both local and global segments.

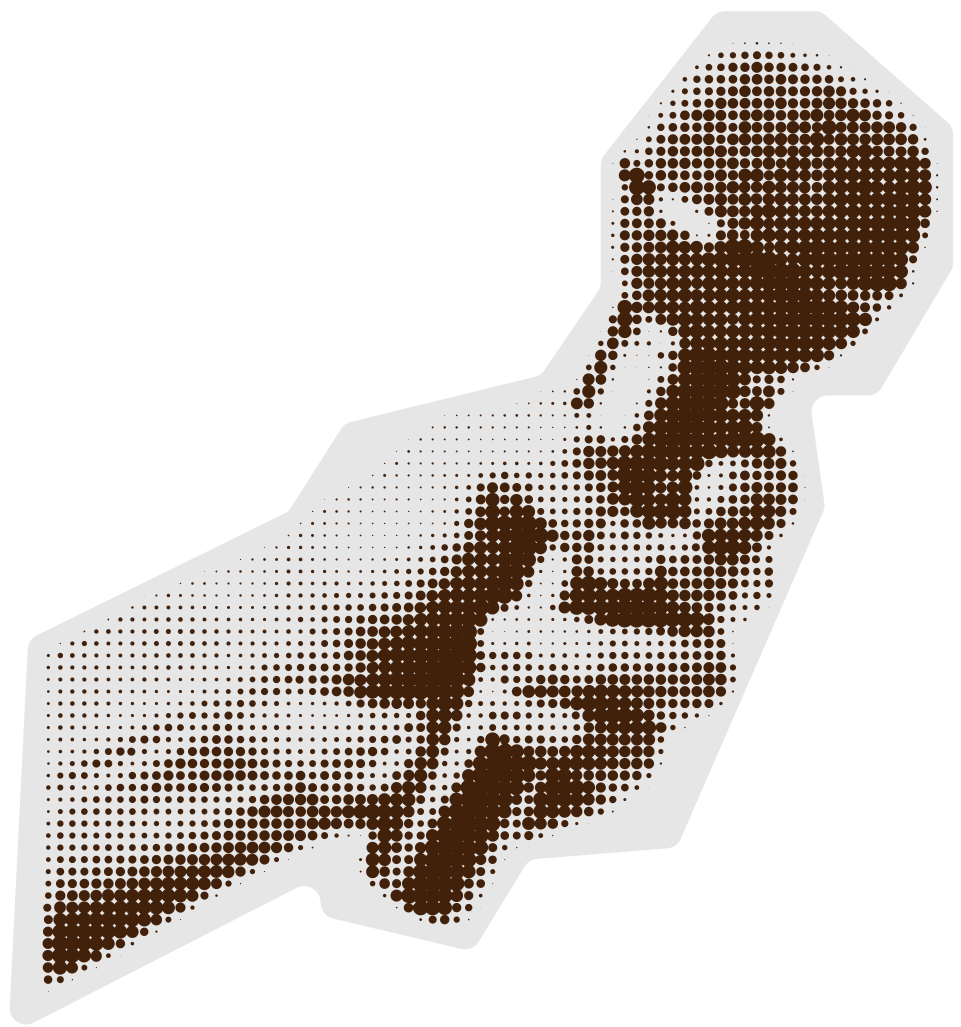


Today's Agenda

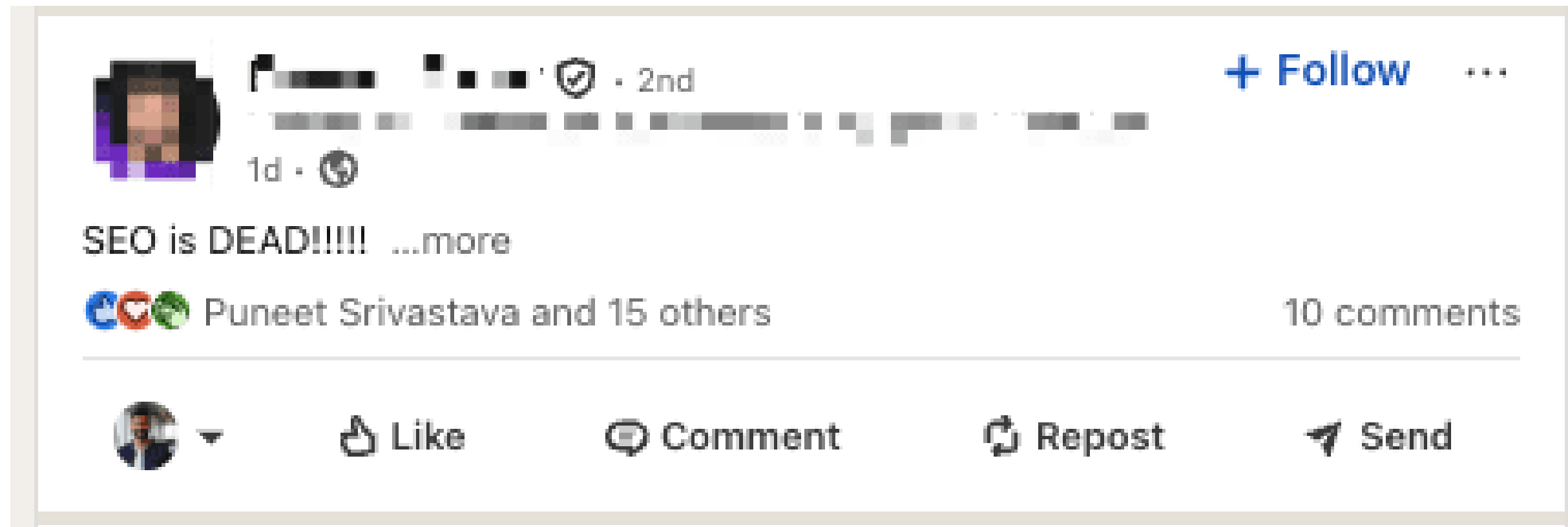


- Current stat of SEO
- AI Search & what's working
- How you can prepare (exercises)

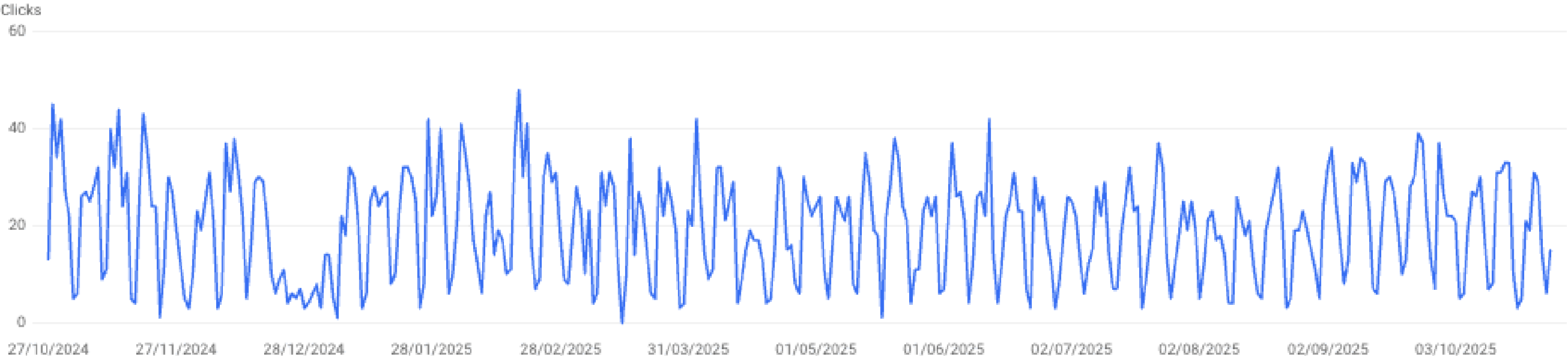
Who's in the audience



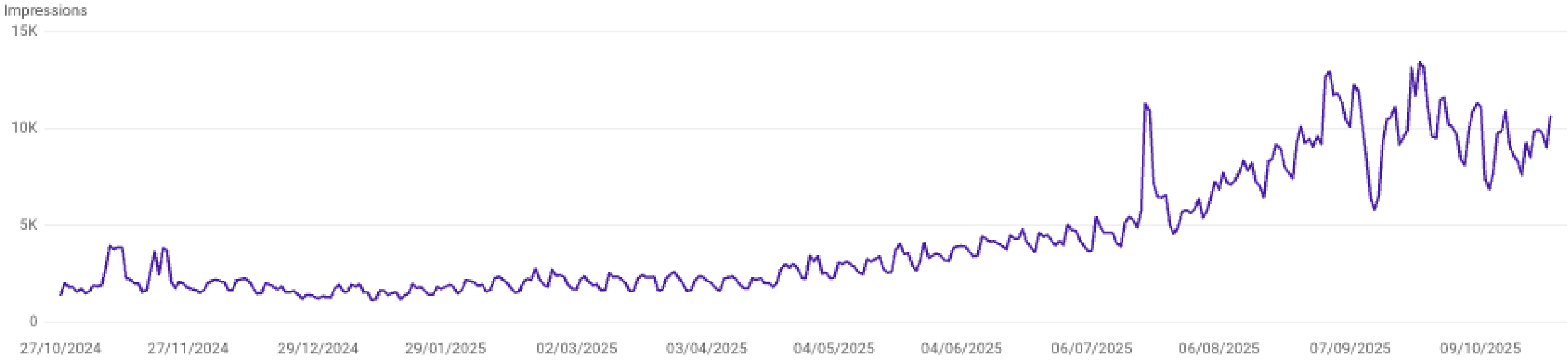
Current State of SEO

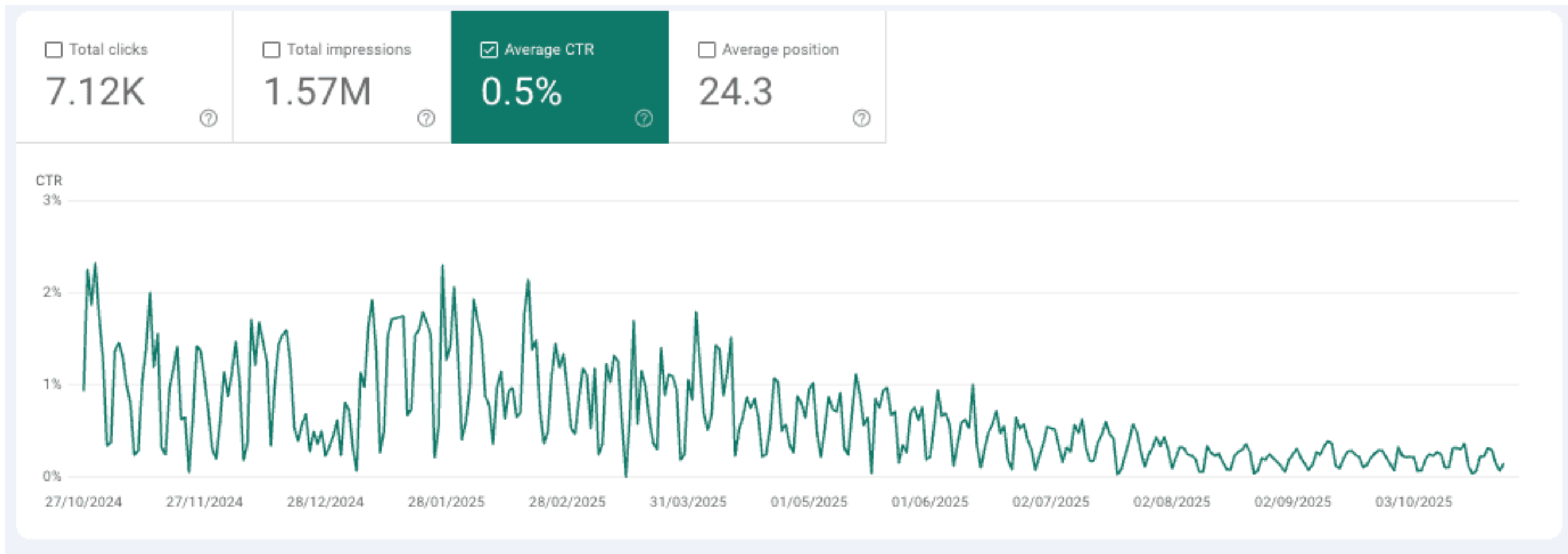


☒ Total clicks	☐ Total impressions	☐ Average CTR	☐ Average position
7.12K	1.57M	0.5%	24.3



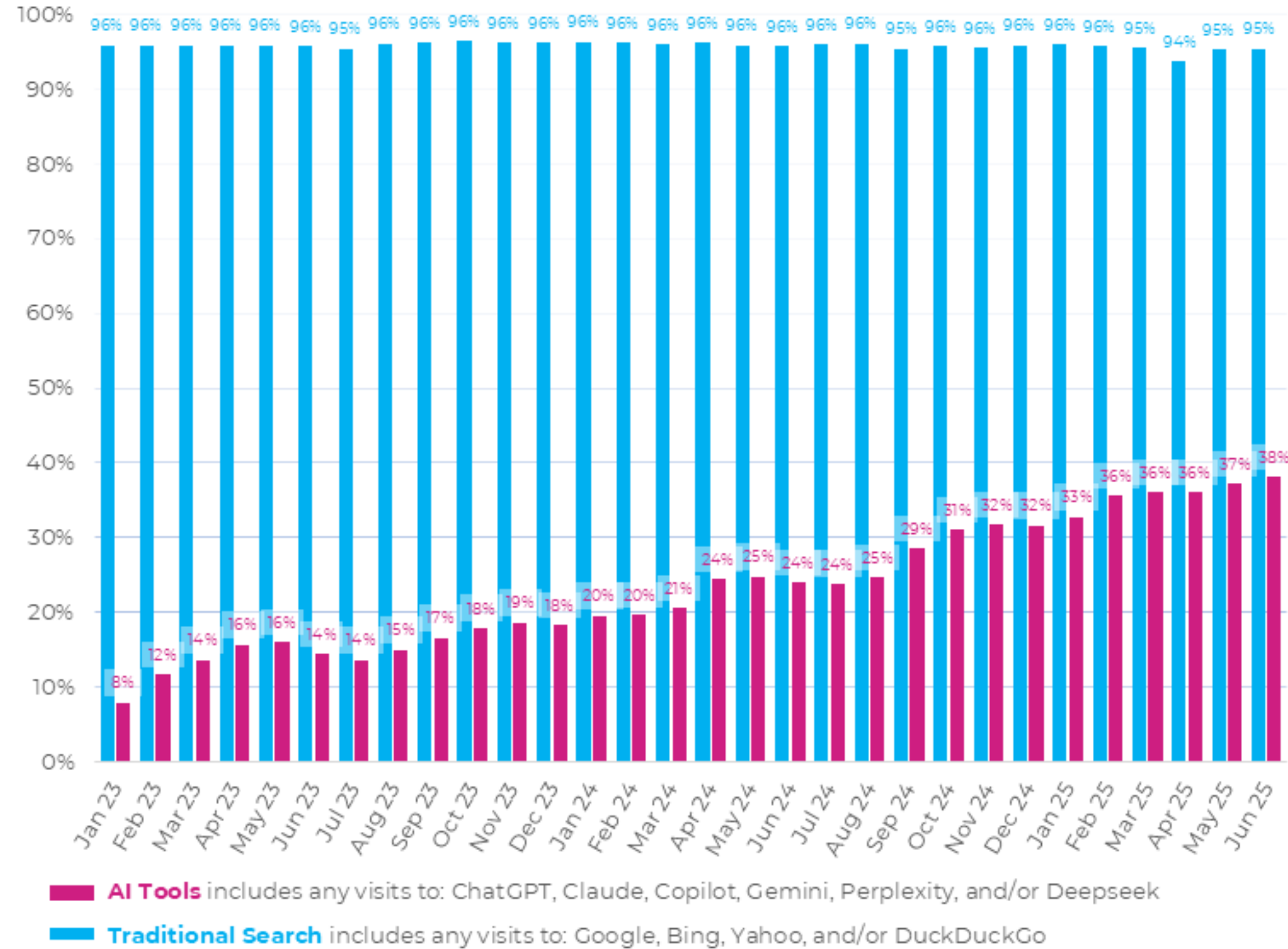
☐ Total clicks	☒ Total impressions	☐ Average CTR	☐ Average position
7.12K	1.57M	0.5%	24.3





Traditional Search vs. AI Tool Visits in the USA 2023-2025

(Percent of desktop devices with >1 visit/month to any of the included properties)



Source: multi-million device clickstream panel provided by **Datos**
A Semrush Company

Assembled & analyzed by **SparkToro**

📅 Last 12 months: 14 Jun 2024 – 14 Jun 2025 ▾

vs ▾ Don't compare ▾

Channel: Is LLM ✕

+ Add filter

Unique visitors

Bounce rate

Visit duration

Top 5 by visitors

Custom

📈 Absolute ▾

Daily ▾

☒ ChatGPT

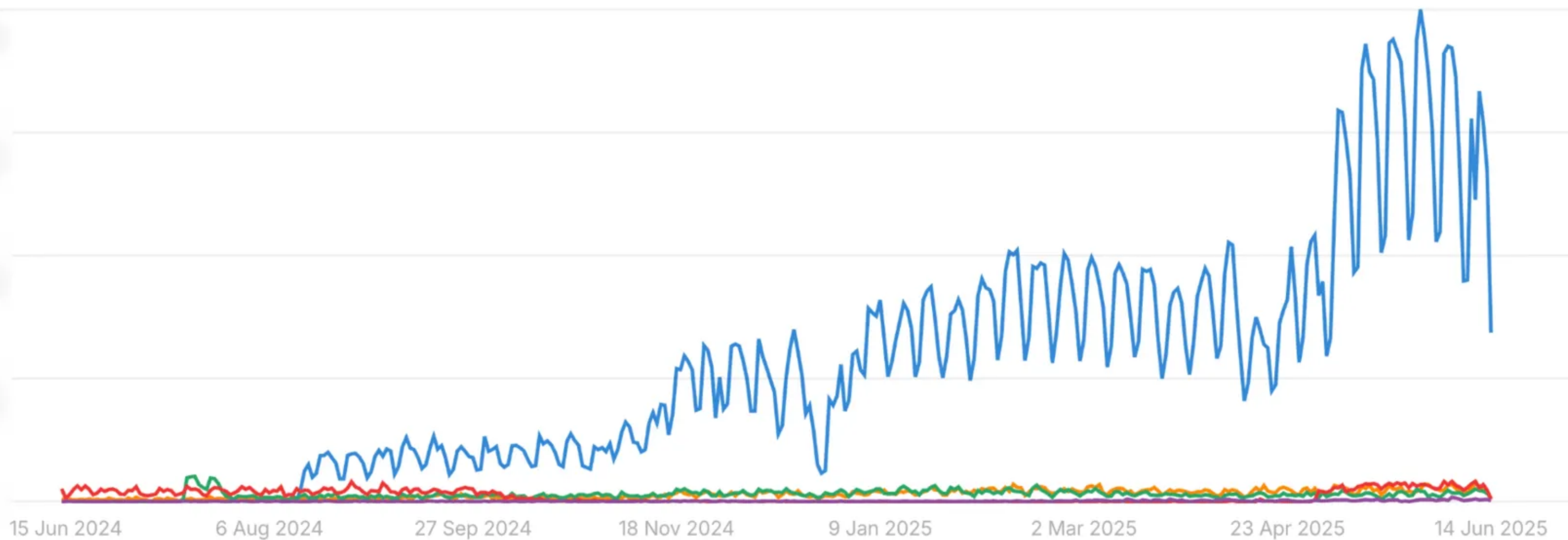
☒ Perplexity

☒ Gemini

☒ Copilot

☒ Claude

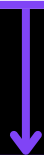
Unique visitors



Optimize for local AI search to target in-market shoppers

76% of people who search for something locally on their smartphone visit a business within 24 hours.

Hyundai dealer Toronto



Which Hyundai dealership in Toronto has the best service?



NewRoads Toyota Newmarket

<https://www.newmarkettoyota.ca>



Toyota Dealer in Newmarket: New and Used Car Sales ...

Visit Us 1171 Davis Dr, Newmarket, ON L3Y 8R1 · Call Us. Local 289-803-0525 · Language CTA. google-translate. Newmarket Toyota Logo · New Vehicles.



NewRoads GM

<https://www.newroadsgm.com>



Chevrolet Buick GMC Dealer in Newmarket, Ontario | Used ...

Visit Us 18100 Yonge St, Newmarket, ON L3Y 8V1 · Call Us. Toll Free 855-511-2287. google-translate. NewRoads GM Logo.



Newmarket Hyundai

<https://www.newmarkethyundai.com>



Newmarket Hyundai | Your Trusted Hyundai Dealership in ...

Serving the York region area, Newmarket Hyundai, located at 17735 LESLIE ST in NEWMARKET, ON, is your premier retailer of new and used Hyundai vehicles.



NewRoads Mazda

<https://www.newroadsmazda.com>



Mazda Dealer in Newmarket, Ontario | Used Cars for Sale

NewRoads Mazda is your local **dealer** for new and used car sales, service, parts and accessories in Newmarket, Ontario. Shop Online or In-Store.



Southlake Ford

<https://www.southlakeford.com>



Southlake Ford: New & Used Ford Dealership | Newmarket, ON.

Southlake Ford Newmarket Ford in Newmarket has New and Used Ford Cars and SUVs for sale. Call (905) 853-5000 for Newmarket Ford Specials and Promotions.

Used Vehicles

New Vehicles

Meet our Team

Request a Service Appointment

18001 Leslie St · Open



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ford f150 specs



AI Overview

Ford F-150 specs vary by model year and engine, but the 2025 model's standard 2.7L EcoBoost engine offers 325 horsepower and 400 lb.-ft. of torque, with a maximum towing capacity of up to 10,100 lbs and payload of 2,480 lbs. Larger available engines, such as the 3.5L EcoBoost V6, can achieve up to 400 horsepower, 500 lb.-ft. of torque, and a maximum towing capacity of 14,000 lbs.

Other engine options include the 5.0L V8, the 3.5L PowerBoost Hybrid V6, and the high-output versions of the EcoBoost and 5.2L Supercharged V8.

You can watch this video to learn about the specs of the 2018 F-150, including its engines and features:



AmericanTrucks Ford
YouTube · Dec 19, 2017

2025 Ford F-150® Truck | Pricing, Photos, Specs & More | Ford.ca

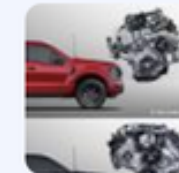
Power You'll Feel. You slow roll, because that's your style. But when you dial it up — a standa...

Ford Canada



Ford F-150 Engine Specs & Performance - Jones Ford Casa Grande

Jones Ford Casa Grande



2025 Ford F-150® Engine Options & Towing | Bainbridge, GA

RiverBend Ford



Show all

ford f150 specs

Ford F-150 (2025 Model Year)



Here are the key specifications and highlights for the 2025 Ford F-150. If you want specs for a specific trim (e.g., Raptor, Tremor, electric, Canada-spec) I can pull those too.

what is the price of a Ford F150 in Ontario?

The price of a new **2025 Ford F-150 in Ontario** ranges from approximately **\$52,355 to over \$109,375** MSRP, depending on the trim level and configurations. These prices do not include taxes, licensing fees, or any dealer-specific administration fees or additional options.

2025 Ford F-150 MSRP by Trim (Canada)

The Manufacturer's Suggested Retail Price (MSRP) for common 2025 F-150 trim levels in Canada (before extra fees) are approximately:

Trim Level	Approximate MSRP (CAD)
XL	\$52,355 - \$69,155
STX	\$58,860 - \$65,190
XLT	\$59,945 - \$70,850
Tremor	\$78,380
Lariat	\$82,895 - \$83,295
King Ranch	\$97,340 - \$97,740
Platinum	\$106,140 - \$106,540
Raptor	\$109,375

Ask anything



5 sites

Access 2025 Ford F-150 – Canada Trim Levels & Prices

Access 2025 Ford F-150 – Canada Trim Levels & Prices * XL 2WD Reg...

CarCostCanada



The 2025 F-150 XL in Toronto - Thorncrest Ford

Vehicles in Inventory. ... Cash purchase selling price (54916.00)...

Thorncrest Ford



2025 Ford F-150 : Price, Specs & Review - Caledon

* 2025 Ford F-150 XL 2WD Reg Cab 6.5' Box starting at: 56,800. * OMVI...

Fines Ford



Show all



AUTOCORP.AI

X

THE SEO BUTTON

Ai Search

- Perplexity, ChatGPT, Claud
- 38% of Americans

Advantages

- No friction to answer
- Fastest growing product in history

Constraints

- No advertising model
- Low penetration
- Ai Hallucination
- Potential lawsuits

Traditional Search

- Google, Bing, Yahoo
- 95% of Americans

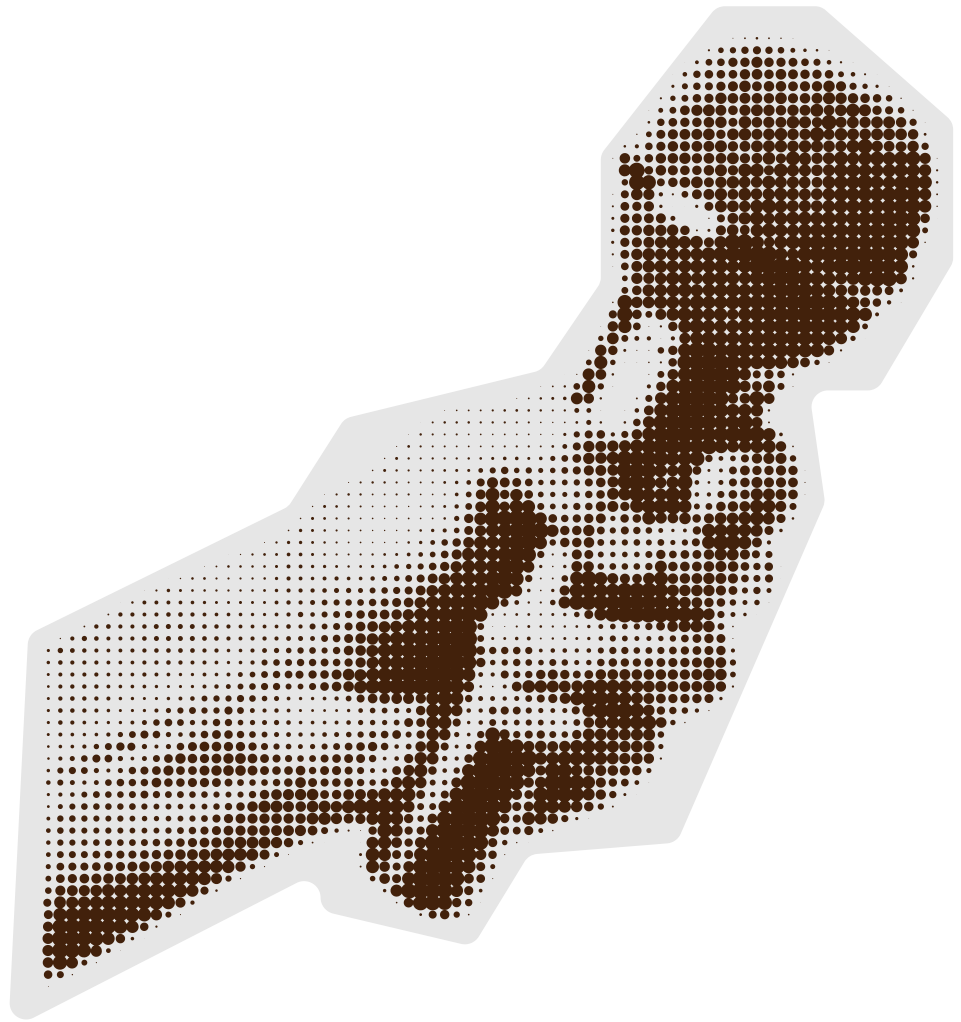
Advantages

- Specific answer by experts
- Ai search basically copying model

Constraints

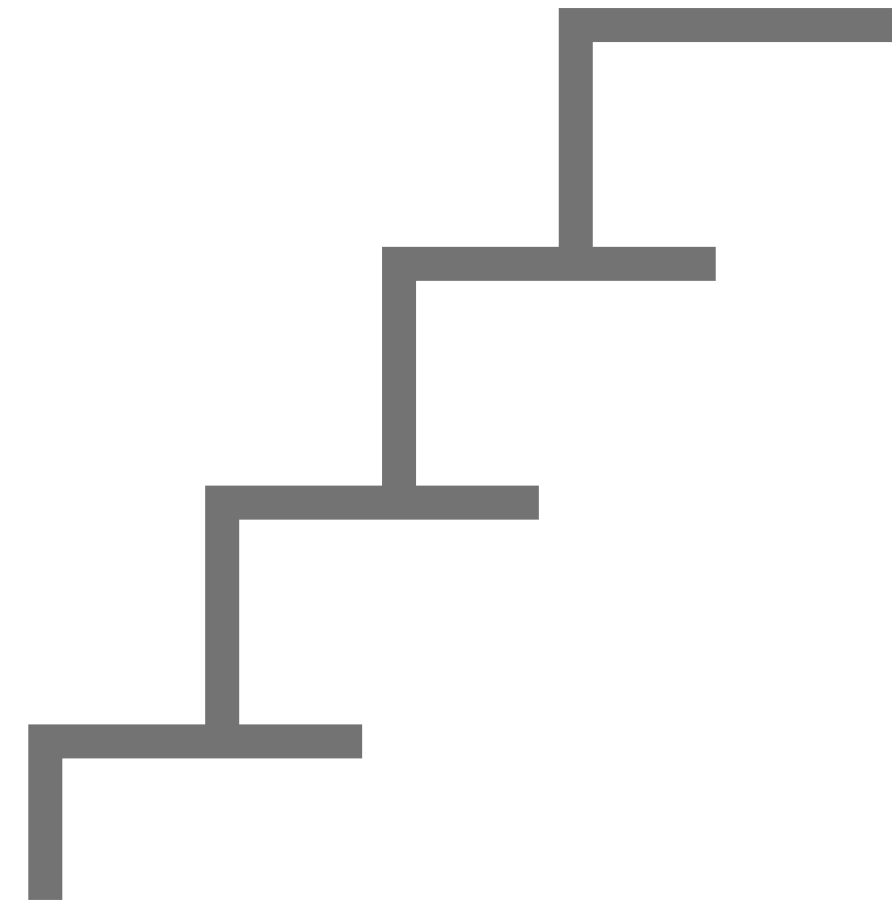
- Lots of friction
- General queries will lose clicks

What do you think is working



How Search Engines Evolved

- 1980: Keywords
- 1998: Backlinks
- 2015: User-Signals
- Now: Ai?

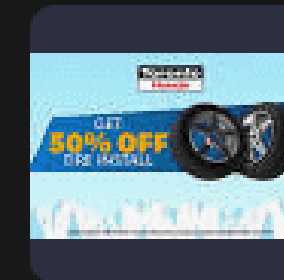


Phase 1: Keywords





Toronto Honda
<https://www.torontohonda.com>



1 New & Used Honda Dealership Toronto, ON.

Toronto Honda is your automotive expert in Toronto, ON. From sales to service, we are the ones you can trust to get you rolling again sooner!

Shop Pre-Owned

Vehicles in Toronto

New car models for sale in...

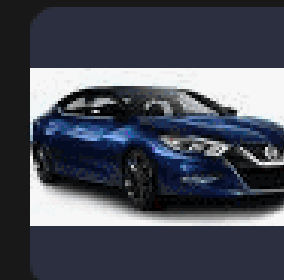
Shop New

East York · Closed

DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
	3	33.9M	743	156	1.1K	9.5K		9	717	141	322	4.8K	0
						3.6K\$						2K\$	



autorama.ca
<https://www.autorama.ca>



2 Autorama: Used Car Dealership in Toronto, GTA & North ...

We are proud to be one of the largest used car dealerships in Toronto. With an inventory of over 250 high-quality vehicles, you can be assured that your dream ...

Car Reviews

How Do I Finance a Car from a...

How To Buy A Car Online

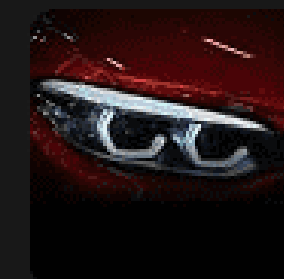
Awards

North York · Open

DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
	11	14.4M	1.1K	404	2.5K	7.1K		9	1.1K	366	425	2.6K	1.9K
						7.1K\$						2K\$	



Toronto Auto Brokers
<https://www.torontoautobrokers.com>



3 Toronto Auto Brokers: Used Luxury Cars

Used car dealership in Toronto area, specializing in luxury cars & SUVs such as Audi, BMW, Mercedes, Lexus, Jaguar, Land Rover, Volvo & other luxury makes.

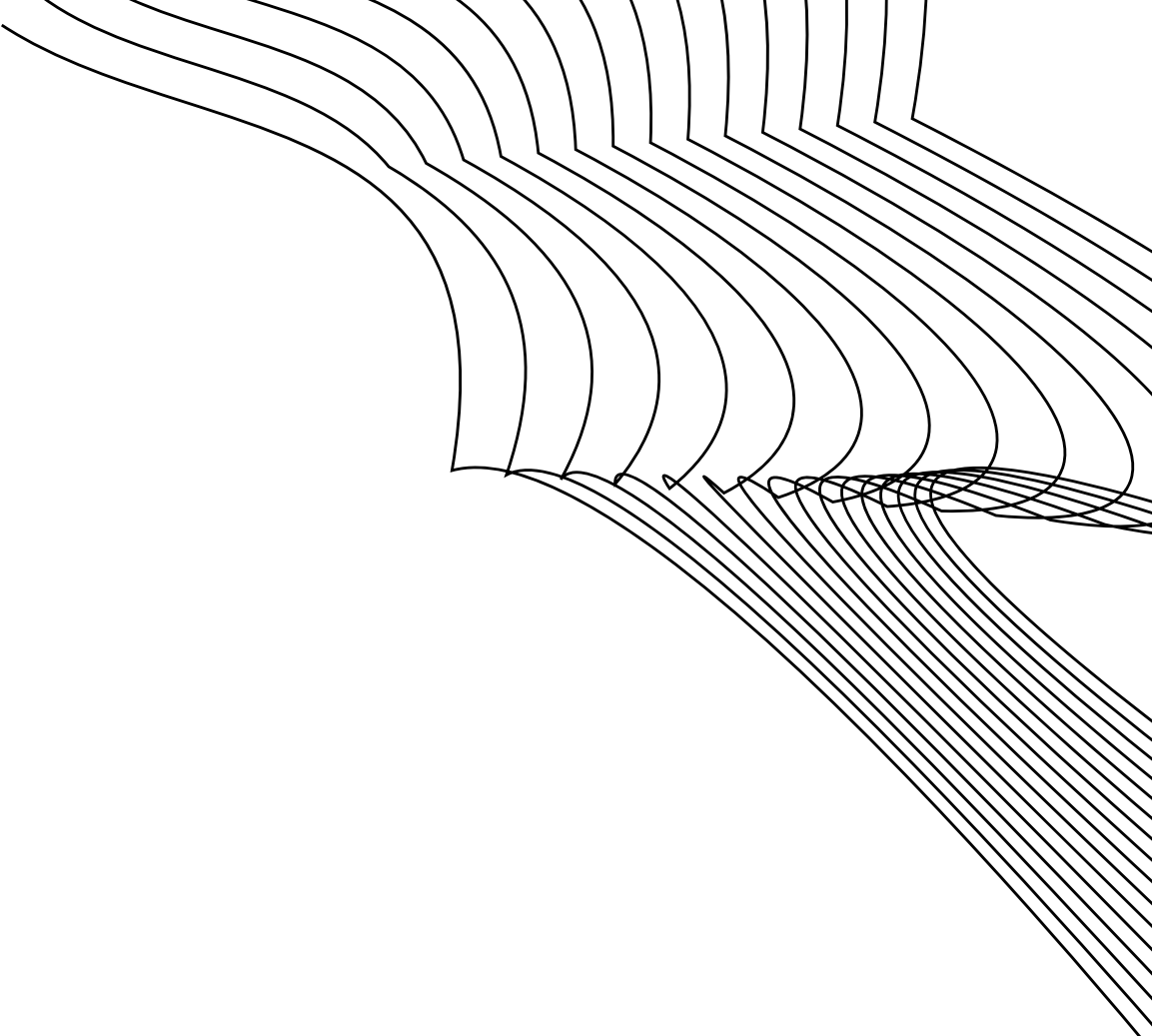
DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
	12	12.5M	840	122	467	5K		11	734	110	231	4.2K	0
						1.9K\$						1.1K\$	

Keyword Research

- Pull your keywords
- Pull competitors keywords
- Create master
- Pick keywords to target
- Prioritize keywords
- Set up rank tracking



On-Page Optimization



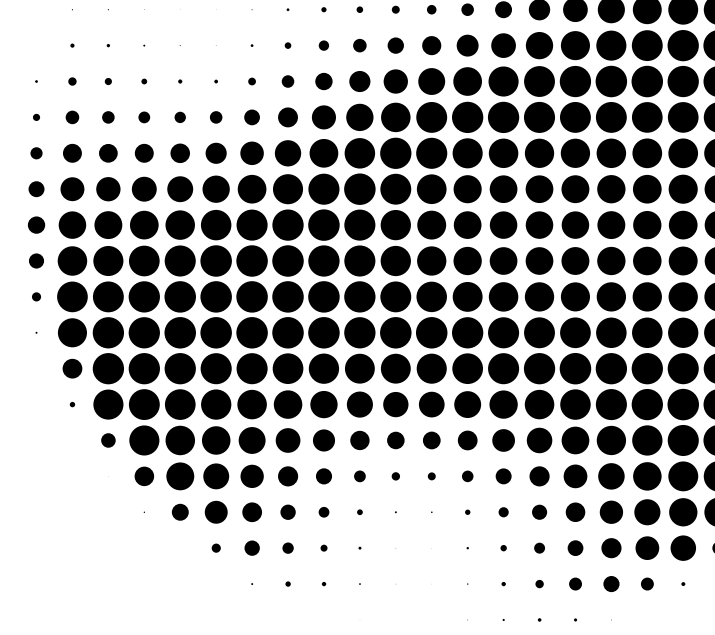
- Prioritize

- Home page
- Service/Product pages
- Key blogs

- Elements

- Title tag
- Meta description
- Heading tags
- Body copy
- Internal links

Content Creation



- Types of content

- Landing pages
- Blogs

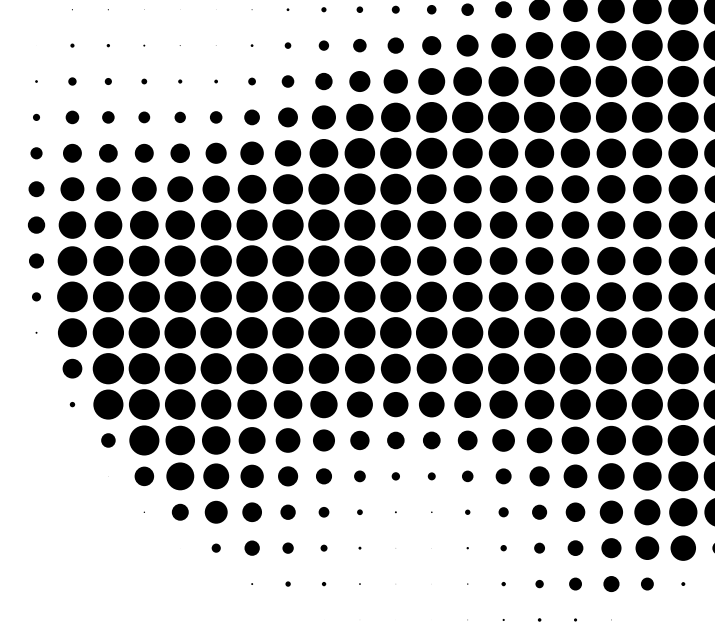
- Options

- Write it yourself
- Hire a freelancer or agency
- Hire a service – Draft Co

- Steps

- Pick keyword to target
- Do research
- Create a brief
- Write content
- Review content
- Publish content

Content Creation



- Do primary and secondary keyword rich – Frase or Surfer
- Add unique insights and first hand experiences
- Add graphics, images, chats – a picture is worth a thousand words
- Cover everything you can about the topic so people don't go back to Google
- Find and answer questions
- Look at competitors content, sections and structure
- Write in first-person if possible
- Aim to keep increase scroll depth and dwell time
- Add relevant internal and external links
- Add primary keywords in title tag and H1
- Add in secondary terms in meta description and H2-6
- Promote on social

Phase 2: Backlinks



What is a backlink?

Just 33% of U.S. full- and part-time employees were engaged in their work and workplace in 2023, and not engaged or actively [disengaged employees](#) contributed to roughly \$1.9 trillion in lost productivity in the U.S. last year, according to a Gallup [survey](#).



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Toronto Honda is your automotive expert in Toronto, ON. From sales to service, we are the ones you can trust to get you rolling again sooner!

- Shop Pre-Owned
- Vehicles in Toronto
- New car models for sale in...
- Shop New

East York · Closed

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autorama.ca
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We are proud to be one of the largest used car dealerships in Toronto. With an inventory of over 250 high-quality vehicles, you can be assured that your dream ...

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- How Do I Finance a Car from a...
- How To Buy A Car Online
- Awards

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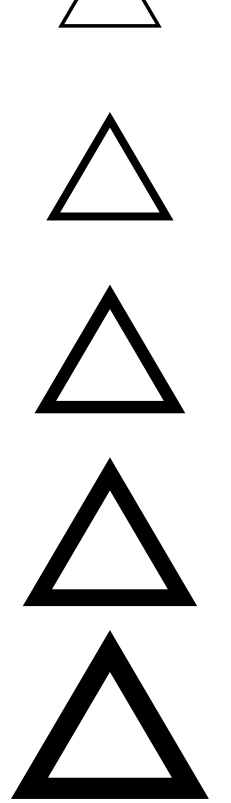


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Used car dealership in Toronto area, specializing in luxury cars & SUVs such as Audi, BMW, Mercedes, Lexus, Jaguar, Land Rover, Volvo & other luxury makes.

DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
	12	12.5M	840	122	467	5K 1.9K\$		11	734	110	231	4.2K 1.1K\$	0

Backlink Building

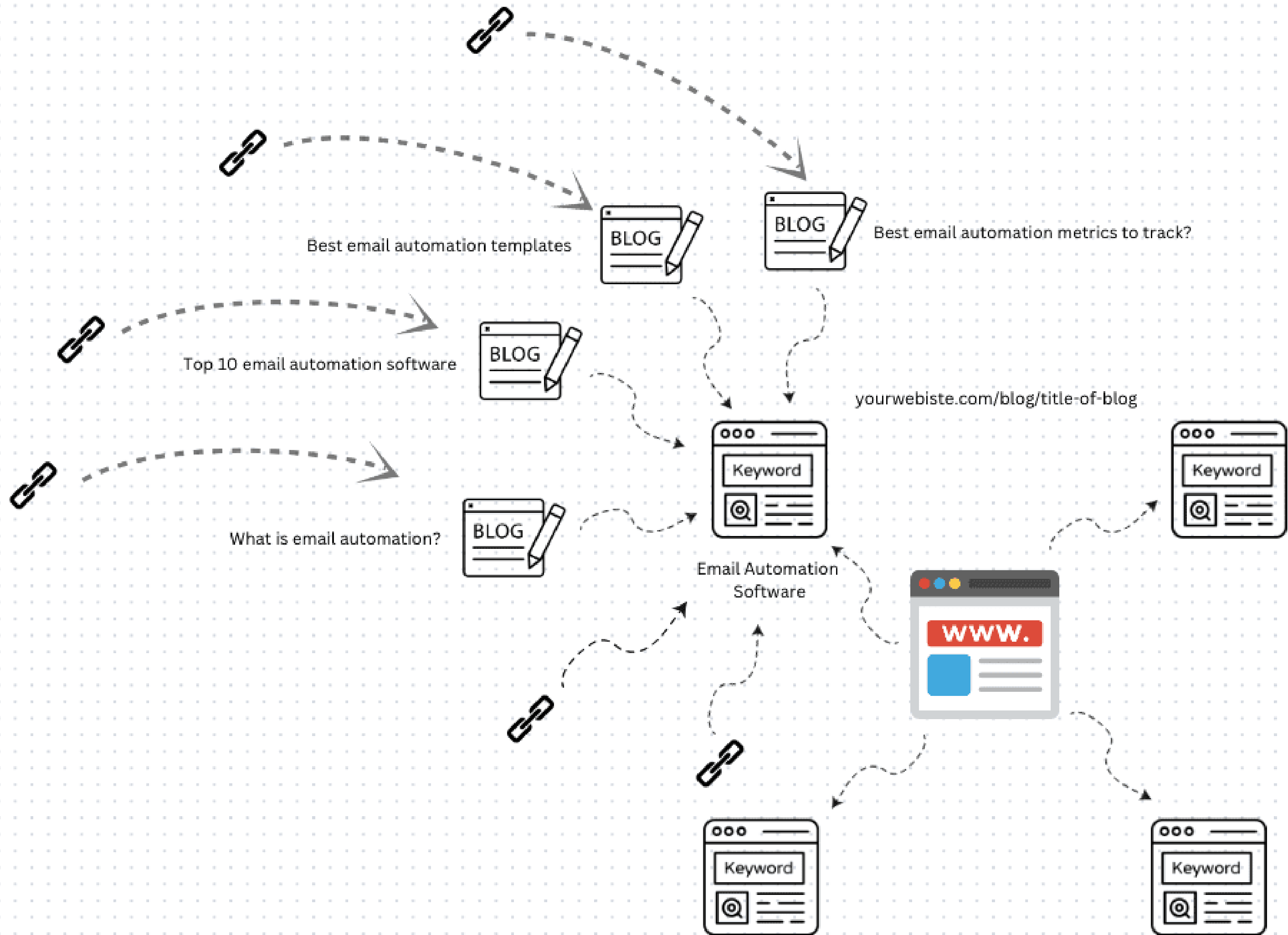


Prioritize

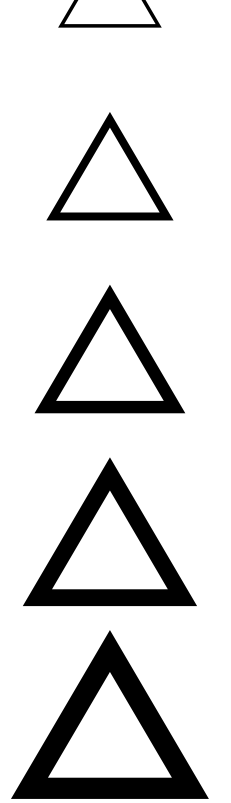
- Home page
- Service/Product pages
- Key blogs

How many links to build each month?

- Depends on how many links you have already
- Depends on how many links competitors have
- We tend to build between 5-30 links per month



Backlink Building



Attract naturally

- Blogs, PR, directories

Buy from marketplaces

- Fat Joe, No Bs Links, Authority Builders
- Cost about \$100–500 per link

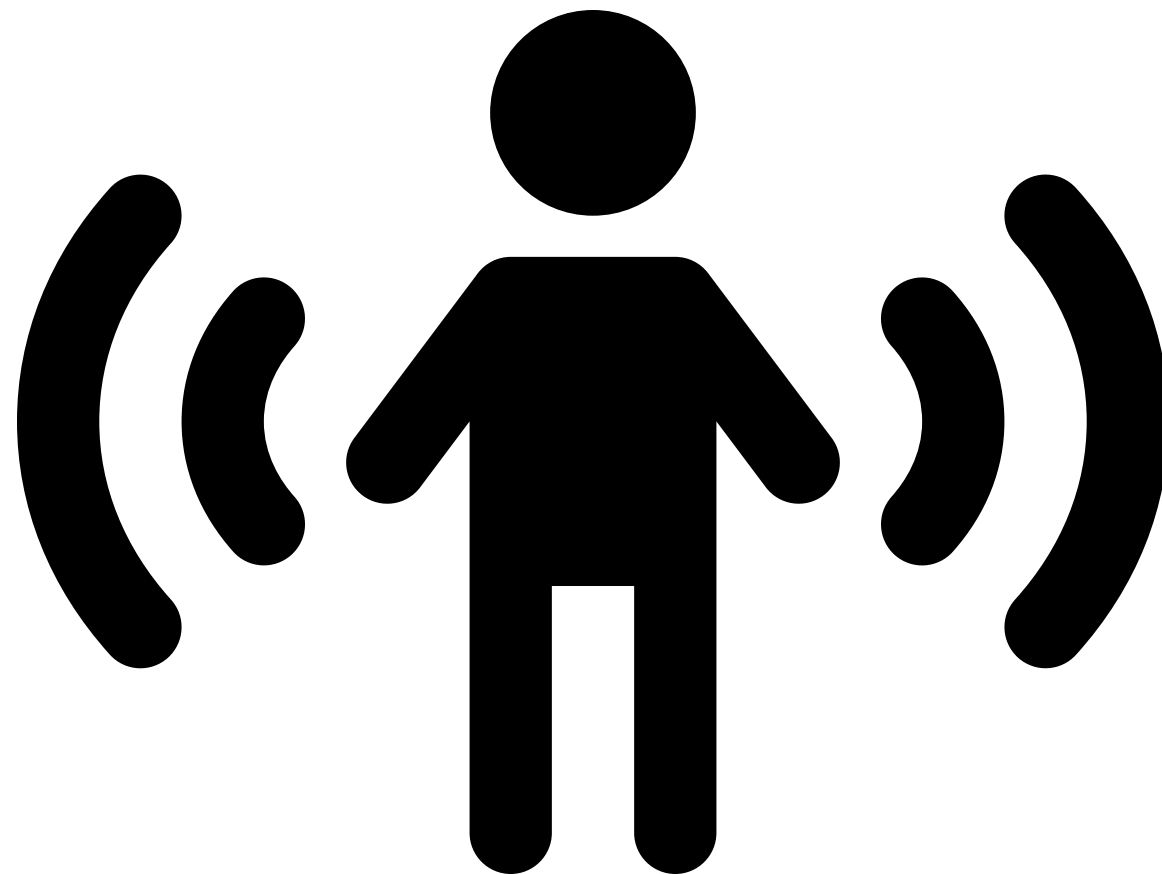
Hire freelancer or agency

- Cost to hire: \$500–5,000 per month
- Backlink budget: \$500–10,000 per month

How to judge backlink quality?

- Smell test
- Relevance
- Authority
- Traffic
- Placement

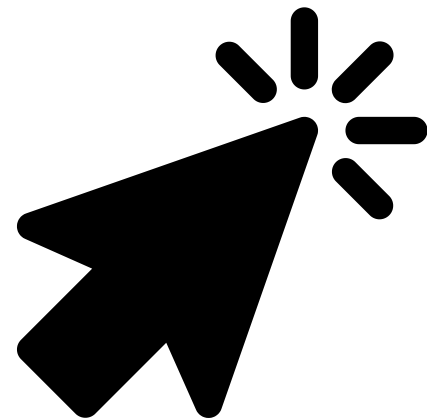
Phase 3: User Signals



Phase 3: User Signals

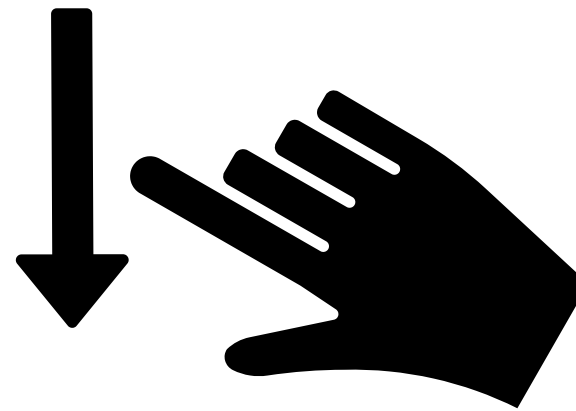
User Engagement

Are visitors engaging with your page?



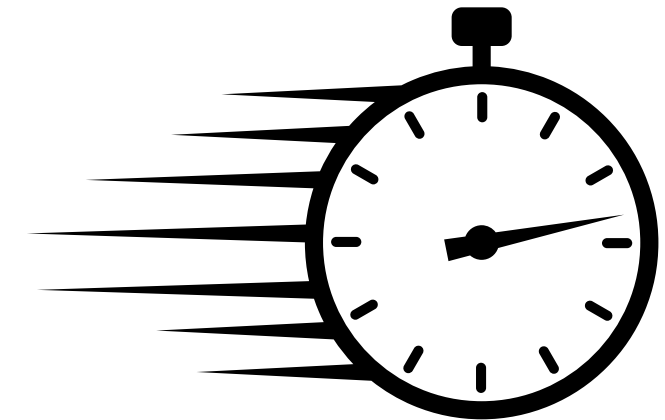
Scroll Depth

How far down the page are visitors scrolling?



Time on Site

How long do visitors stay on your page?



Places



Sponsored

Nexcar Auto Sales & Leasing

4.6 ★★★★★ (1.9K) · Used car dealer

1235 Finch Avenue West · (877) 245-9997

Closes soon · 8 p.m.

In-store shopping · Delivery

🏠 Used Cars For Sale In GTA - Looking for a used car for sale in the GTA? Look no further, visit Nexcar today.



Nexcar Auto Sales & Leasing

4.6 ★★★★★ (1.9K) · Used car dealer

1235 Finch Ave W · (416) 633-8188

Closes soon · 8 p.m.

👤 "Excellent service, beautiful show room nice clean cars in great condition."



Autorama

4.5 ★★★★★ (3.1K) · Used car dealer

1205 Finch Ave W · +1 888-561-8064

Closes soon · 8 p.m.

👤 "In and out with a brand new car same day in a couple hours."



Toronto Best Auto

4.9 ★★★★★ (517) · Used car dealer

2323 Keele St # 2 · (416) 248-1241

Closed · Opens 9 a.m. Sat

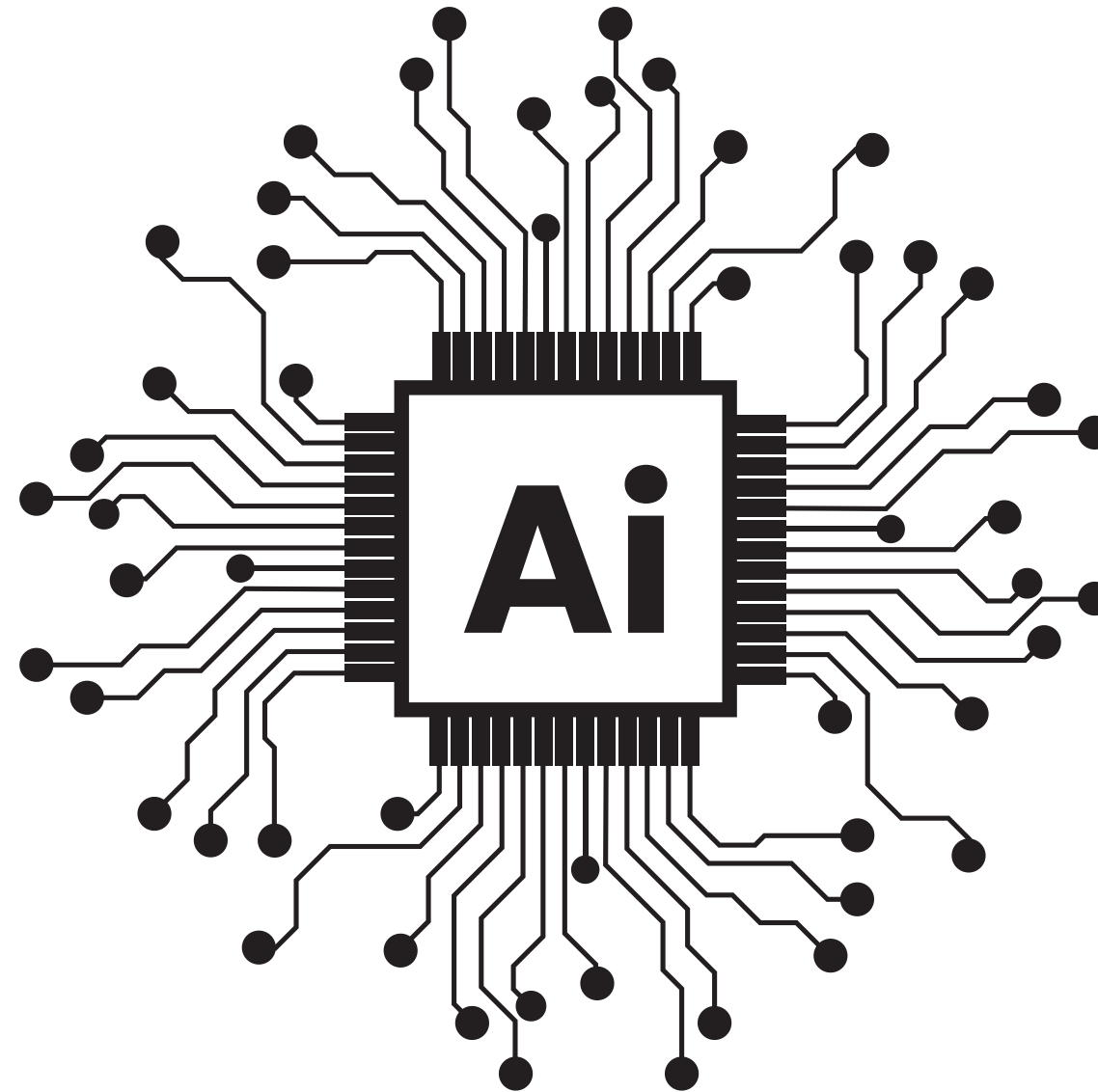
👤 "The staff was helpful, transparent, and found me the perfect car."

More places >

Key Items:

- Reviews
- Citations
- Signals

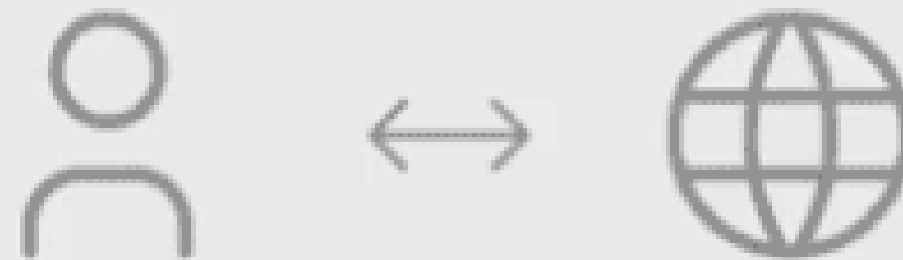
Phase 4: Ai



AI owns the relationship

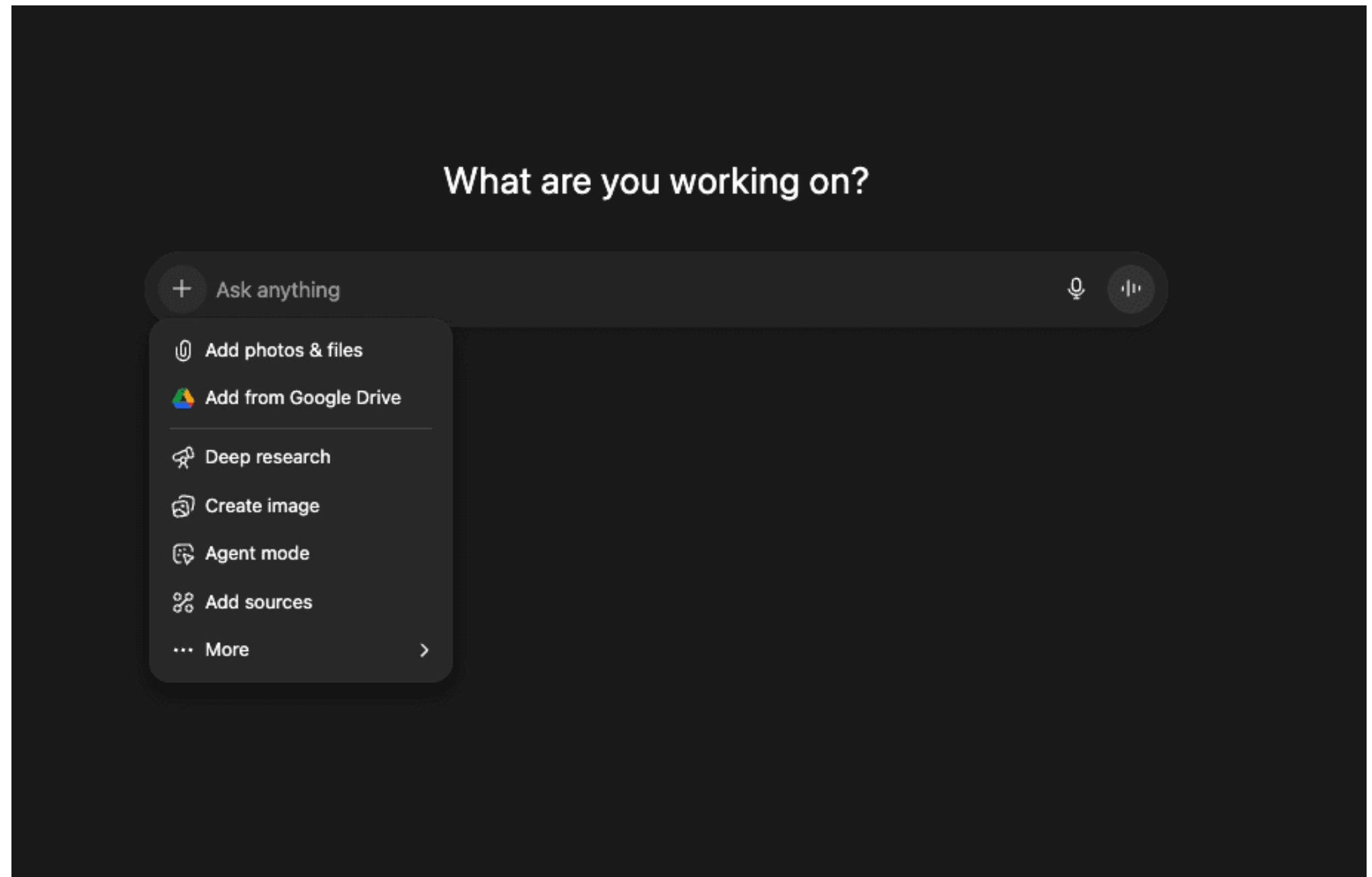
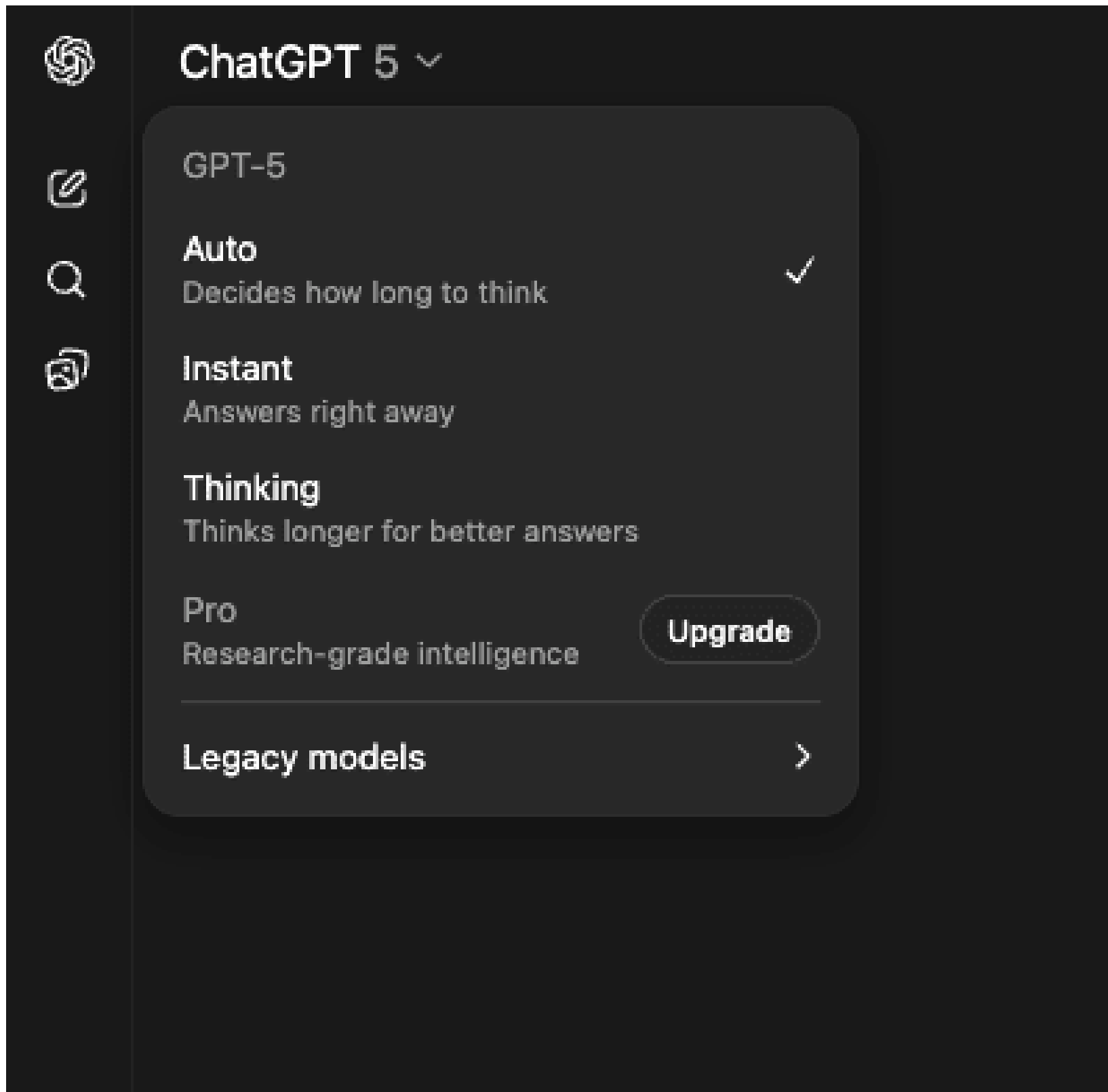
AI now acts as both connector and arbitrator,
owning the direct relationship with users

Past Paradigm



Current Reality





- The hybrid PowerBoost model offers improved efficiency and also the capability to act as a generator (on certain trims). [Car and Driver](#)

Safety & Technology

- Standard features: Advanced driver-assist tech with Ford Co-Pilot360, keyless entry options, etc. [https://www.ford....](#)
- Many trims support modern infotainment, connectivity and optional advanced features.

What This Means for You (as someone in Toronto / Canada)

- Make sure the tow/payload specs apply to Canadian-spec model (sometimes slight differences).
- Cab/bed choice matters a lot: the more you outfit/option the truck, the less "available" payload/towing you'll have versus the maximum headline figure.
- If you use the truck for mixed usage (work + weekend + towing), consider the hybrid option for improved efficiency and versatility.
- For Canadian winters/road conditions, consider drivetrain (4WD) and appropriate trim/packages (off-road or heavy-duty) if you need toughness.
- For resale or future value: the F-150 has strong brand recognition and aftermarket ecosystem in Canada—helpful.

If you like, I can pull **Canadian-spec** numbers (since you're in Toronto) for the 2025 F-150 (trims, pricing, metrics), and compare it to its main rivals. Would that be helpful?

📄 👍 🗨️ ↗️ ↻️ ... [Sources](#)

<https://www.ford.com/>
2025 Ford F-150® Truck | Pricing, Photos, Specs & More
Discover the Highlights · Max Available Towing 13,500 lbs · Max Available Payload 2,440 lbs · Ma...

[Car and Driver](#)
2025 Ford F-150 Review, Pricing, and Specs - Car and Driver
The 2025 F-150 offers a choice of several engines starting with a 325-hp twin-turbocharged 2.7-liter...

[Ford VDM](#)
[PDF] 2025 Ford F-150
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Drive Type, four wheel drive. Total Seating, 6. Bed length, 67.1 in. Payload Capacity, 1,650 lbs. Towin...

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Listicles and comparative content dominate in AI citations

(across 177m sources)

Content Type	Citations	% Share
Other	69,722,281	39.35
Comparative Listicles	57,591,022	32.5
Blogs/Opinion	17,565,744	9.91
Commercial/Store	8,376,007	4.73
Homepage	6,637,322	3.75
Community/Forum	5,950,684	3.36
Documentation/Wiki	4,835,532	2.73
News	3,723,397	2.1
Video Content	1,680,158	0.95
Search Pages [/search/...]	1,100,989	0.62

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Brand Brain

The SEO Button

Software company • Closed

THE SEO B

The Founder Institute

How to Acquire Your First Customers Through SEO

Ali Abbas
The SEO Button



Here's an overview of *The SEO Button* based on currently available information:

Basic Company Info

- Official name: **The SEO Button**. According to their website, they describe themselves as "a full-service SEO agency and online community focused on growth, sharing, and learning."

The SEO Button +2

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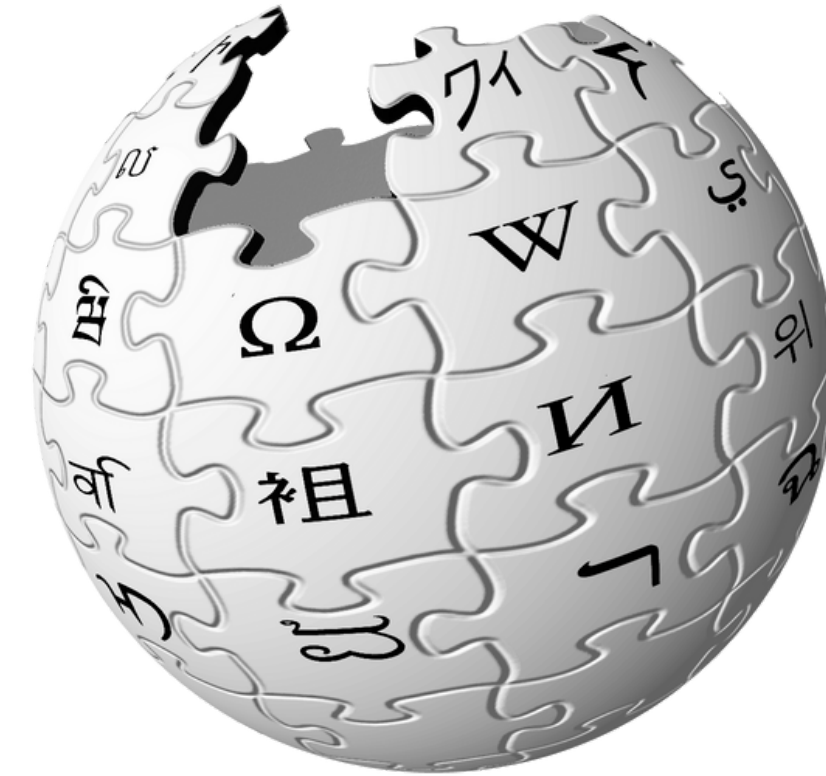


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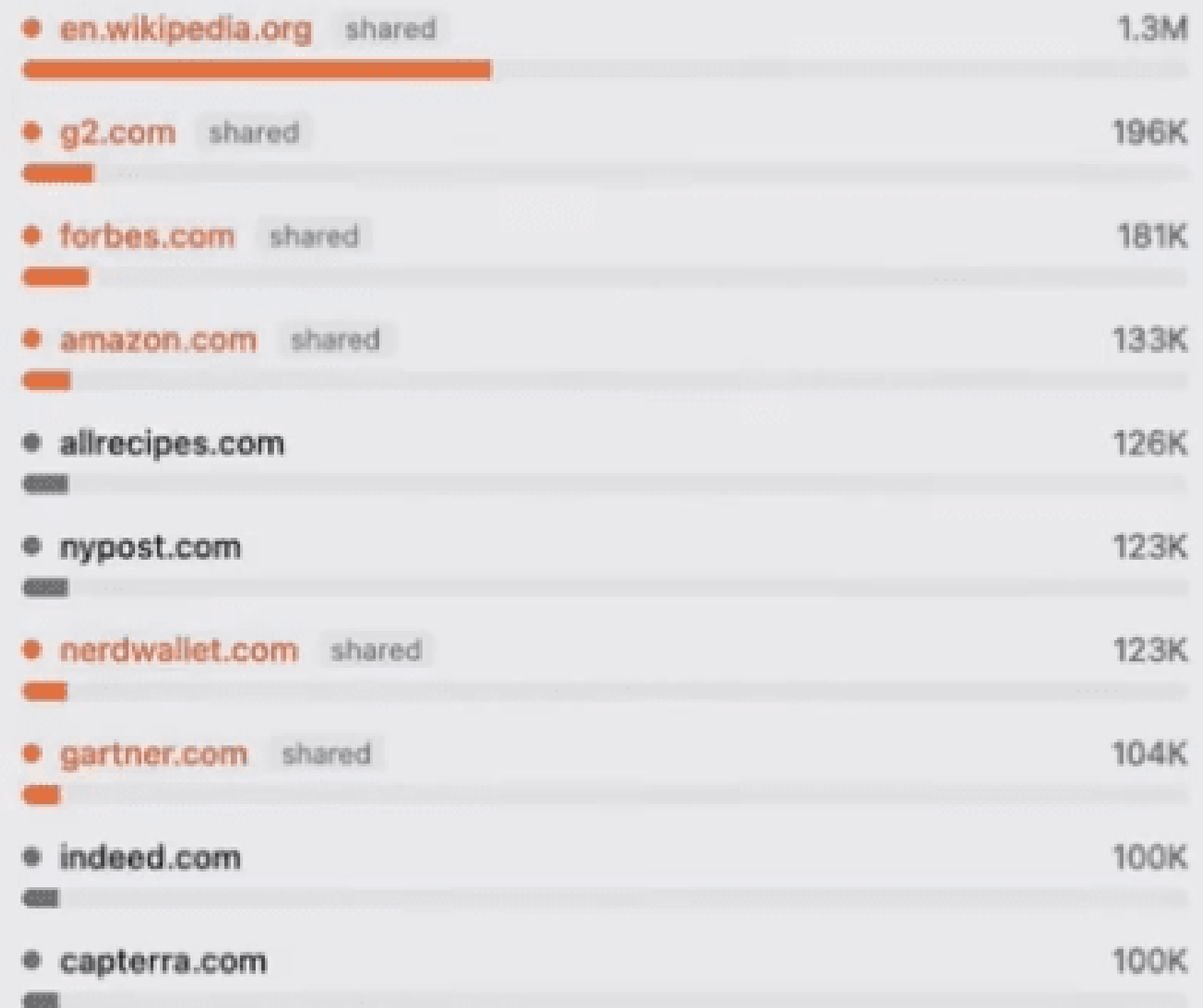
Breakers



WIKIPEDIA
The Free Encyclopedia



ChatGPT loves Wikipedia





Home

Last 24 hours

Last 7 days

Last 30 days

Custom range

All models

Region

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Brand visibility

Percentage of AI answers about Business credit cards that mention Rho

Visibility score

89.8%

↑ 1% vs last week



Brand Industry Ranking

1	Chase	↑ 5%	92%
2	Rho	↑ 1%	89.8%
3	American Express	↓ 1%	85.2%
4	Capital on Tap	↑ 5%	78%
5	US bank	↓ 2%	76.9%
6	Bill	↑ 1.8%	72.3%

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