

GENERATIVE ENGINE OPTIMIZATION: AI SEARCH VISIBILITY

GEO Audit & Growth Plan

Crivelli Chevrolet Buick · Mount Pleasant, PA

PREPARED

June 2026

DOMAIN

crivellichev.com

PREPARED BY

dDaniel Advertising

Live AI-answer testing across ChatGPT, Perplexity, Gemini and Google AI Overviews, paired with on-page, technical, off-page and competitor inspection of the live site.

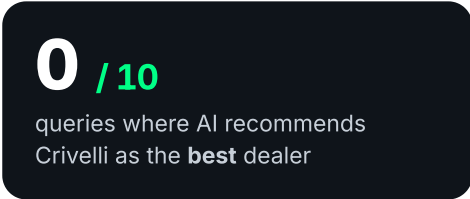
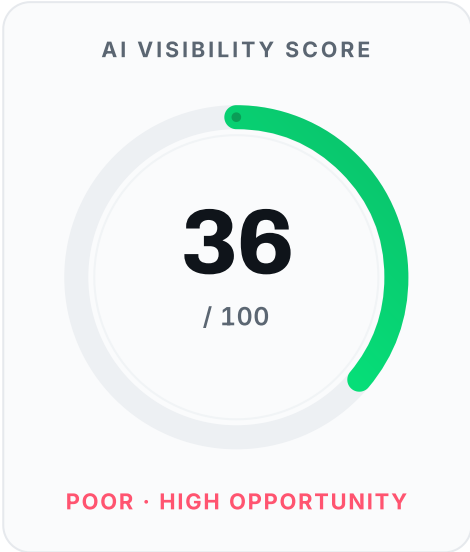
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Poor AI visibility, high and fast-moving opportunity

When buyers ask AI engines for “the best Chevy dealer near Greensburg” or “in Westmoreland County,” Crivelli is named in only about half the answers and recommended as the best in none of them. It is effectively invisible on its own home turf of Mount Pleasant and Westmoreland County.

Two rivals are eating the recommendation. **Delaney Chevrolet of Greensburg** wins on name and location, structural and hard to beat directly. **C. Harper Chevrolet** wins on quotable authority: “Best of Westmoreland 2023” and a “BBB Torch Award for Ethics” sit as crawlable text that AI lifts verbatim. That advantage is fully copyable.

The encouraging part: these problems are fixable and concrete. AI crawlers aren’t blocked and the site is indexed over HTTPS, but one critical leak is costing the most: your inventory and prices load via JavaScript from a robots-blocked endpoint, so AI can’t read your cars, so it quotes Cars.com instead. The rest of the gaps are no named people or quotable authority, old placeholder pages lingering in the index, thin answer-first content, and a thin earned-authority footprint, each of which can be fixed or earned.



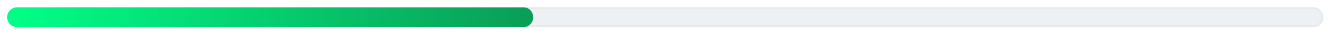
THE STRATEGY IN ONE LINE
Defend home turf with answer-first pages, earn the same authority signals C. Harper has, and own the listicle the AIs cite, then prove the climb monthly.

WHAT INVISIBILITY COSTS YOU
When a buyer asks AI “where to buy a Silverado near Pittsburgh” and it names Jim Shorkey instead of you, that buyer never reaches your lot. Even **5 such buyers a month** at a typical \$2,500 gross is **\$12,500 a month** routing to Delaney and C. Harper, far more than the program costs, lost in a single month. (Illustrative; we replace it with your real units and gross.)

Where the 36/100 comes from

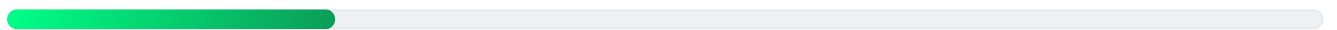
Five weighted dimensions (the levers that actually move AI visibility in 2026) roll up to the composite GEO score. The lowest bars (content/intent match and authority) are where the fastest gains are.

AI Citability & Visibility 25% WEIGHT **40**



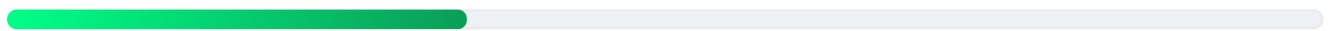
Cited in 4–5 of 10 queries, named the best in 0; weak answer-first structure and no pages matched to the literal questions buyers ask AI.

Content & Intent Match 25% WEIGHT **25**



Generic content; no high-intent or comparison/"vs" pages, and nothing matched to the exact searches AI runs, the #1 citation driver. No named staff/bios; broken template pages.

Brand Authority & Mentions 25% WEIGHT **35**



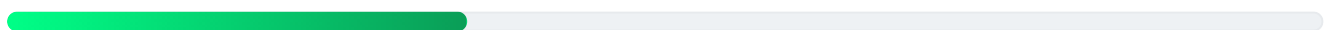
Lowest review volume of the three; zero awards or quotable phrases, no PR/podcast footprint, an active-but-unoptimized YouTube, no Reddit. Earned media out-weighs links ~3x.

Technical Foundations 15% WEIGHT **50**



AI crawlers allowed and schema present (DealerOn injects AutoDealer/hours/geo), but the inventory, prices and VINs load via JavaScript from a robots-blocked endpoint, so AI can't read your actual cars. Crawl-delay 10 and unverified Bing compound it. The JS leak is the one real drag here.

Local & Platform 10% WEIGHT **35**



Google Business Profile thin; no social→Maps signals; duplicate listings; Bing coverage unverified, a direct ChatGPT-search risk.

Composite GEO Score **36**/₁₀₀

The “before”: re-run every month

Ten real buyer queries tested live across the major AI engines. This is the scoreboard we move.

#	BUYER QUERY	CRIVELLI	WHO AI RECOMMENDS INSTEAD
1	best chevy dealer near greensburg	Partial	Delaney, C. Harper
2	where to buy a silverado near pittsburgh	Absent	Jim Shorkey, Mike Kelly
3	best service western pa	Partial	North Star, Mike Kelly
4	used truck near Mount Pleasant HOME TURF	Absent	Thornton, Palmer Dodge
5	chevy dealer near connellsville	Cited	C. Harper
6	most trusted in Westmoreland County HOME TURF	Absent	Keddie, Jim Shorkey
7	lease equinox near greensburg	Cited	Delaney
8	best for first-time buyers near pittsburgh	Absent	Sun, Memorial
9	best financing near latrobe	Cited	Latrobe Chevrolet, Smail
10	chevy service near uniontown	Absent	Tri Star, C. Harper

4-5 of 10

named in the answer

0 of 10

recommended as the best

Reading the codes. **Cited** = Crivelli is named, but *below* the dealer shown (not the top pick) · **Partial** = barely there, mentioned in passing, or in only some engines · **Absent** = not named, a competitor wins it. AI answers read as prose, not a strict 1-2-3 list, so the dealer in the right column is who AI *leads with*. Crivelli is named first on 0 of 10, and the goal is to become the name AI leads with.

How we built these. These 10 questions are how local buyers actually search, confirmed against live Google autocomplete (e.g. "chevy dealer mount pleasant pa", "chevy dealer near uniontown pa"), rephrased as the natural-language prompts people now type into ChatGPT, Perplexity, Gemini and Google's AI. We test each one live across all four engines.

What is helping, and what is hurting

On-page citability

WEAK / BROKEN

- **Old placeholder pages in the index.** Pages like `/FAQ` and `/Welcome` now return 404 but may still sit in Google's index, and template/placeholder URLs are exactly where dealer sites leak raw `%DEALER_NAME%`-style variables that make AI distrust the whole site. We confirm in Search Console and redirect or clean any that linger.
- **Dead, indexed 404 page.** `/buick-chevrolet-dealer-near-greensburg` returns 404 while still indexed.
- **No real-people proof.** Zero FAQ anywhere, and the About page names zero staff, so AI has no real human trust signals (what the industry calls E-E-A-T) to latch onto.
- **Weak answer structure.** Pages open with sales hooks, not direct answers. Only one question heading exists sitewide.

Technical foundation

ONE CRITICAL LEAK

- **Your inventory is invisible to AI.** Your prices, VINs and specs load via JavaScript from robots-blocked vehicle endpoints (e.g. `vehicle-ajax.aspx`). AI crawlers can't run JavaScript: we confirmed the raw inventory pages contain zero prices. So when a buyer asks AI "Silverado price near Mount Pleasant," it can't read yours and quotes Cars.com or CarGurus instead. This is the single biggest fix.
- **AI crawlers aren't blocked.** The search-index bots that get you cited (OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot, Bingbot) are all permitted. Table-stakes most dealers fail.
- **Schema already present.** DealerOn already adds the basic machine-readable labels (dealer, hours, location) sitewide, the basics are covered. (Missing the higher-value Review, named-staff and Vehicle/Offer nodes; schema is minor for AI either way.)
- **Crawl throttling + Bing.** Crawl-delay 10 slows every AI crawler; Bing indexation is unverified, which matters because ChatGPT search closely mirrors Bing.

Off-page authority

THE REAL DEFICIT

- **No quotable awards.** C. Harper is called "best" because the literal award phrase sits on its page. Crivelli has nothing for AI to quote as proof.
- **Lowest review volume.** Trails Delaney on both rating and review count; review-generation is the fastest authority lever.
- **Underused YouTube.** Channel is active and posting (~monthly) but small and not query-titled, a real asset to optimize and scale, since YouTube is the #1 AI-visibility signal.
- **Entity confusion.** Duplicate LinkedIn pages and unrelated "Crivelli" dealers dilute who the AIs think this dealer is.

● Critical: fix now ● Needs attention ● Working in our favor

It's no longer enough to rank: you have to be the source AI decides deserves to be cited.

Getting cited by AI is three separate gates. A page can pass one and fail the next, and you only get cited if you clear all three. Here is where Crivelli stands today.

- **1 · Indexed: Can the AI crawler even read the page?**
Partly. The homepage and marketing pages are server-rendered, but your inventory (prices, VINs, specs) loads via JavaScript from vehicle-ajax.aspx, an endpoint robots.txt blocks outright. Most AI crawlers don't run JavaScript, and even the ones that do are walled off from that blocked source, so your actual cars stay invisible to them. A Crawl-delay:10 throttles every bot on top of that.
Fix: Server-render inventory + Vehicle/Offer schema; drop the crawl-delay (action D-JS, D3).
- **2 · Retrieved: Are you relevant + trusted enough to make the AI's shortlist for the query?**
Rarely. You have the rating buyers trust (4.2 / 358) but the thinnest off-site footprint of the field: on 4 of 9 review platforms, missing from Carfax / DealerRater / Cars.com where rivals hold hundreds of reviews, and no quotable award. AI reaches for the dealer it sees corroborated everywhere.
Fix: Claim the review sites, run review-gen, earn a quotable award, build entity consistency (pillar: Authority).
- **3 · Quotable: Once read, can the AI lift a clean, citable answer from your page?**
No. No page answers a buyer's question in the first 100 words, headings aren't the questions people ask, and there's little of what AI quotes: statistics, specifics, comparisons. Schema exists (AutoDealer, hours, geo via DealerOn) but schema is table-stakes, not the lever.
Fix: Answer-first pages, question headings, evidence-dense + comparison pages (pillars: Defend + Own).

HOW WE WORK, STRAIGHT WITH YOU

AI-visibility tracking is directional monitoring, not click-attribution. There's no scientific ROI meter for AI search yet, and we'll never pretend otherwise. We measure citations and mentions per engine, month over month, and show you the trend. Everything we publish for you is real and verified. We don't mass-produce AI filler to game citations: that pollutes the very answers we're trying to win and it's how brands get buried.

Where every rival ranks, across everything

The whole field at a glance. **GEO wins** = of the 10 buyer questions, how many that dealer is named as the *best pick* (Crivelli appears in some answers, but is the top choice on zero) · **Google** = rating · reviews · **Facebook / Instagram / YouTube** = followers · whether they actually post · **Awards** = quotable badges AI can repeat.

DEALER		GEO WINS	GOOGLE	FACEBOOK	INSTAGRAM	YOUTUBE	AWARDS
Crivelli Chevrolet Buick	you	0/10	4.2★ 358	1,509 · active	none	active	none yet
C. Harper Chevrolet		3/10	3.9★ 480	2,269 · dormant	98 · dormant	dormant	Best of Westmoreland 2023 + BBB Torch + A+ (group)
Delaney of Greensburg		2/10	4.6★ 535	5,655 · active	110 · dormant	dormant	BBB Accredited A+
Tri Star (Uniontown)		1/10	4.2★ 433	none	dormant	dormant	none

Where each sits. Where the field sits today: Delaney leads on raw review power and Facebook reach. C. Harper owns the quotable awards and wins the most AI answers. Tri-Star holds the volume on dealer-review sites. Crivelli has the rating buyers trust but the thinnest off-site footprint, which is exactly why it has the most upside and the fastest wins available.

Follower counts show reach, not ranking, they are NOT a direct AI-citation signal. What moves AI is activity, mentions and corroboration, not follower size.

THE OPEN LANE No rival owns the comparison and answer-first pages AI actually cites, and none have claimed the review sites (Carfax, DealerRater, Cars.com) that win citations. That ground is wide open.

Ratings, review counts and follower figures are verified snapshots (June 2026). Star ratings are stable; total review counts drift daily and are re-confirmed before any comparative claim is published.

Where the reviews live, and where they don't

Car buyers (and the AI engines they ask) read reviews far beyond Google. Green = strong presence, amber = thin, red = not listed. Cells read **rating★ · review count**, or **Not listed** where there's no profile; the final column is how many of the 9 platforms the dealer is on.

DEALER	GOOGLE	DEALERRATER	CARS.COM	EDMUNDS	CARGURUS	YELP	BBB	CARFAX	FACEBOOK	ON
Crivelli Chevrolet Buick YOU	4.2★ · 358	Not listed	Not listed	Not listed	Not listed	14 rev	A+ · 2 rev	Not listed	Active page	4/9
C. Harper Chevrolet	3.9★ · 480	29 rev	Listed	Not listed	4.6★ · 8	Not listed	A+ · accred	4.5★ · 286	Active page	7/9
Delaney of Greensburg	4.6★ · 535	Listed · 0	Listed · 0	Not listed	Not listed	Page	A+ · accred	4.8★ · 462	Active page	7/9
Tri Star (Uniontown)	4.2★ · 433	191 rev	189 rev	Not listed	Not listed	2.5★ · 14	A+ · (group)	Not listed	Not listed	5/9

What this means. Crivelli is on 4 of 9 review platforms and missing from the three highest-value dealer sites AI cites most (DealerRater, Cars.com and Carfax) where rivals hold hundreds of reviews (Delaney 462 on Carfax, C. Harper 286, Tri-Star 191 on DealerRater). Claiming and seeding these is the fastest authority lever.

Verified snapshots, June 2026. Some platforms hide a star average below a review threshold or block automated reads (Yelp, Facebook); those cells show presence/volume only and are re-confirmed before any comparative claim is published.

What your competitors are advertising

Paid ads are **not** a GEO ranking factor, but every rival is buying attention on Facebook and Instagram right now. This is the field you compete in for eyeballs, and a content lane we can own for you.

DEALER		STATUS	WHAT THEY'RE PUSHING	FORMATS
Crivelli Chevrolet Buick	you	Active	Financing / APR offers	Video + image
C. Harper Chevrolet		Active	Trade-in, financing, Silverado, lease	Video + image
Delaney of Greensburg		Active	Truck / Silverado offers	Video + image
Tri Star (Uniontown)		Active	General dealer offers	Video + image

What this means. Every rival is already buying attention on Meta. Crivelli is in the game but running the thinnest, most generic creative (plain financing offers vs competitors' trade-in and truck campaigns). This is a content gap we close, not a GEO gap.

Verified live in the Meta Ad Library, June 2026. Exact ad volume shifts daily and is viewable live per dealer; counts are deliberately not fixed here to avoid a stale number in a client document.

How AI picks who to recommend

AI engines don't memorize the web, they can't. Here is what actually happens when a buyer asks, and why the plan is built the way it is.

1 It breaks the question into searches.

When a buyer asks ChatGPT, Perplexity, Gemini or Google's AI a question, the engine splits it into several smaller searches (the "fan-out"), runs them on a real search engine (Perplexity and Gemini use Google, ChatGPT uses Bing and Google, Claude uses Brave) and reads the pages that come back. **So we make you rank for the exact sub-questions buyers ask, not just the broad one.**

2 It reads your page live, every time.

When the AI cites a page, its crawler fetches that page in real time. A slow page, a blocked AI crawler, or a broken template means you're skipped at the moment of decision. **So we keep the site fast, open to AI crawlers, and clean of template errors.**

3 It trusts corroboration, not claims.

The AI weighs reviews, case studies and mentions across many sites, not just what your homepage says about itself. The dealer named "best" is the one whose proof sits in crawlable text on third-party sites. **So we build your reviews (DealerRater, Cars.com, Carfax) and answer-first proof pages.**

4 Citations, not clicks, are the scoreboard.

You get named in far more AI answers than you get clicks from; most buyers act on the recommendation without ever clicking. **So we measure how often AI recommends you, not just website visits.**

THE TAKEAWAY

Two ways to win: rank for the live searches AI runs (fast), and build the brand proof AI remembers across the web (compounding). We do both.

Three pillars to win the AI answer

01

Build the pages AI pulls from

We engineer answer-first and head-to-head comparison pages matched to the exact questions buyers ask AI, so "best dealer in Westmoreland County" resolves to Crivelli, on infrastructure we control, live in weeks. Fully on us; the dealer lifts nothing.

02

Stack the proof AI trusts

AI weighs the evidence across the whole web, not your homepage. We claim the review platforms Crivelli is invisible on, run a compliant review engine, earn the quotable credentials AI repeats verbatim, and unify the entity everywhere so the engines know exactly who this dealer is.

03

Own the sources AI quotes

The most agencies can't build. We create and own the neutral, authoritative resources AI trusts most, plus a compounding content library, engineered to get cited and name Crivelli first. Every source we add is another answer won, permanently.

IN ONE LINE

Defend home turf with answer-first pages, earn the same authority signals C. Harper has, and own the listicle the AIs cite, then prove the climb monthly.

WHY THIS IS NEVER "DONE"

AI search is rewritten every month. ChatGPT, Google's AI, Gemini and Perplexity constantly change how they decide who to recommend: what wins today can vanish tomorrow. We monitor every shift, re-test your visibility across all four engines monthly, and adjust before your competitors notice. This is not a one-time fix; it is a team that keeps you ahead of a target that never stops moving, and a monthly Score that proves it.

From invisible to cited, month by month

Most of the build runs on dDaniel's automated engine. The recurring human time is confirming facts, the award entries and the Reddit posts.

MONTH	THEME	KEY ACTIONS
M1	Stop the bleeding & defend home turf	<ul style="list-style-type: none"> Fix the inventory JS leak: expose server-rendered inventory + Vehicle/Offer data (with DealerOn) so AI can read your prices, and drop the Crawl-delay. Kill / redirect the broken template pages and restore the 404 Greensburg page. Add the missing Review and named-staff (Person) schema. AutoDealer/hours/geo are already present. Ship home-turf answer-first pages (visible text, not collapsed) plus "[rival] vs Crivelli" comparison pages for the lost queries, the format AI cites. Launch the content engine: 8 answer-first articles a month, each titled to a real buyer question, the format AI cites. Rewrite the About page with E-E-A-T: founding year, owner and named manager bios. Confirm founding year and live Google review count, then lock the baseline re-run.
M2	Earn authority & reclaim thin pages	<ul style="list-style-type: none"> Claim and seed the missing review profiles: DealerRater, Cars.com and Carfax (currently unlisted, where rivals hold 286-462 reviews). Enter "Best of Westmoreland" / Readers' Choice and start BBB accreditation. Launch review-generation SOP: QR/SMS ask at delivery and service. Build use-case answer pages for high-intent scenarios (first-time buyer, trade-in, financing, fleet), answer-first, outcome up front, the format AI quotes for specific questions. Verify Bing coverage and enable IndexNow.
M3	Own the citation source & video	<ul style="list-style-type: none"> Stand up the owned "Best Chevy Dealers in Westmoreland County" listicle with ItemList + FAQ schema. Produce six query-titled YouTube videos; publish and embed on matching pages. Ship capture-volume pages: Silverado-near-Pittsburgh, Equinox-lease-Greensburg, service hub + Uniontown. Month-3 re-run: expect first "recommended" wins on home-turf queries.
M4	Off-page earned media	<ul style="list-style-type: none"> Reddit / forum seeding: agent-drafted, human-posted, naming Crivelli where warranted. Document and press-release named community sponsorships as citable, dated facts. Build a Wikidata entity, a durable first-mover none of the rivals hold. Publish an on-site Awards & Community hub once badges land.

MONTH	THEME	KEY ACTIONS
M5	Expand & reinforce	<ul style="list-style-type: none"> • Second owned asset: "Best Chevy Service in Western PA," cross-linked to the network. • Expand the tracked query set to 20 and re-baseline. • Add Vehicle/Offer schema across inventory; confirm VIN pages render server-side. • Month-5 re-run plus competitor delta.
M6	Compound & report	<ul style="list-style-type: none"> • Full re-audit versus the Month-0 baseline: visibility score, recommended-best count, per-engine wins. • Client report and renewal: show the 36→target trajectory and the compounding owned-asset moat. • Hand the monthly tracker to the scheduler so measurement runs itself thereafter.

Every step, why it matters, and how we measure it

The complete build, line by line. Each step says plainly **why** it moves the needle. **We build** = we handle it end-to-end · **Automated** = runs itself once set · **With you** = needs a quick input or approval from you.

#	PHASE	ACTION & WHY IT MATTERS	OWNER	SUCCESS METRIC
1	Now	<p>Full GEO audit delivered: baseline, competitor teardown, review footprint, and 6-month plan (this report)</p> <p>You can't fix what you can't see. This report is the map. It shows exactly where AI is handing your buyers to other dealers, so every move after this is aimed, not guessed.</p>	Automated	The complete diagnosis + roadmap, done
2	Month 1	<p>Schedule monthly tracker re-run</p> <p>AI changes its mind every month. We re-check your visibility on a set schedule, so we catch a slip the moment it happens instead of finding out when sales dip.</p>	Automated	Visibility score trend
3	Month 1	<p>Keyword + question research: map the real searches & buyer questions every page, the GBP and the blogs target</p> <p>Before we write a single page, we find the exact questions your buyers type into AI. Build for the real questions and you get picked. Guess, and you write things nobody asks.</p>	Automated	Ranked target-query + question list driving all content
4	Month 1	<p>Audit + redirect old placeholder pages (two now return 404) and confirm in Search Console none render template variables</p> <p>Old leftover pages can show raw code like '%DEALER_NAME%' instead of 'Crivelli,' which makes AI think your site is sloppy and trust it less. A couple already hit dead-ends. We check Google's index for any that linger and clean or redirect them.</p>	We build	0 indexed %VARIABLE% pages
5	Month 1	<p>Restore the dead Greensburg 404 page</p> <p>A page buyers and AI expect to find is broken. A dead page is a missed answer and a trust ding. Fixing it puts you back in the running for Greensburg searches.</p>	We build	200 OK on Greensburg URL
6	Month 1	<p>FIX THE BIGGEST AI-VISIBILITY LEAK: your inventory, prices and VINs load via JavaScript from robots-blocked vehicle endpoints (e.g. vehicle-ajax.aspx), so ChatGPT, Perplexity and Google's AI can't read your actual prices and hand the answer to Cars.com / CarGurus instead. Expose server-rendered inventory plus Vehicle/Offer structured data (work with DealerOn) so AI cites YOUR prices.</p> <p>Right now your prices load in a way AI cannot read, so when someone asks 'Silverado price near Mount Pleasant,' AI quotes Cars.com instead of you. Fix this and AI can finally see your real cars and prices.</p>	We build	Live AI test: a price/VIN query returns Crivelli's own inventory, not a third-party aggregator

#	PHASE	ACTION & WHY IT MATTERS	OWNER	SUCCESS METRIC
7	Month 1	<p>Drop the Crawl-delay:10 (it throttles every AI crawler) and confirm the search-index bots (OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot, Bingbot) are explicitly allowed; verify Bing + enable IndexNow</p> <p>Your site quietly tells AI's crawlers to slow down, so they read less of you. We take that brake off and make sure Bing (which still feeds part of ChatGPT's search) can see you.</p>	We build	Crawl-delay gone; Bing indexed; IndexNow live
8	Month 1	<p>Add the schema that's actually missing: Review, Person (named staff) and Vehicle/Offer. AutoDealer, hours and geo are already injected by DealerOn (schema is table-stakes, not the lever)</p> <p>This is a hidden label that helps machines instantly understand 'this is the dealer, these are the people, this is the car.' The basics are already on your site. We add the few labels still missing.</p>	We build	Review + Person + Vehicle/Offer nodes valid; entity (Organization) consistent
9	Month 1	<p>Rewrite About w/ E-E-A-T + named staff bios</p> <p>AI trusts real, named people far more than a faceless business. Putting your actual team and your 1955 family story on the page is one of the strongest trust signals you can send.</p>	We build	Founding 1989 + named team live
10	Month 1	<p>Ship 'Most Trusted Westmoreland County' answer - first page</p> <p>If you want AI to call you the most trusted dealer in the county, you need a page that actually answers that question in those words. No page, no chance.</p>	We build	Cited on the home-turf query
11	Month 1	<p>Ship 'Used Trucks Near Mount Pleasant' page</p> <p>This is your hometown truck search, and you're invisible on it. A page built to answer it head-on is how you win the buyers right in your own backyard.</p>	We build	Cited on Mt Pleasant query
12	Month 1	<p>Rebuild 'Best Chevy Dealer Near Greensburg' page + FAQ</p> <p>Greensburg is where two rivals beat you. A clean page that answers that exact search first is how you take that ground back.</p>	We build	Cited on Greensburg query
13	Month 2	<p>Financing / first-time-buyer page (Latrobe)</p> <p>First-time and financing buyers ask AI very specific questions. A page that answers them plainly gets you named for the buyers who need the most help and stay the most loyal.</p>	We build	Cited on financing query
14	Month 2	<p>Vehicle/Offer schema across inventory; verify VIN server-render</p> <p>This makes every car's price and details readable by AI on each listing, so your own inventory gets quoted instead of a third-party site's copy of it.</p>	We build	VIN pages citable
15	Month 3	<p>Service hub + Uniontown child page</p> <p>Service work is steady profit and you're missing on those searches. A clear service page (plus one for Uniontown) puts you in those answers.</p>	We build	Cited on service queries
16	Month 3	<p>Silverado-near-Pittsburgh + Equinox-lease-Greensburg pages</p> <p>These are high-volume searches with real money behind them. A dedicated page aimed at each one turns a big, popular question into your answer.</p>	We build	Cited on volume queries

#	PHASE	ACTION & WHY IT MATTERS	OWNER	SUCCESS METRIC
17	Month 1	<p>Claim + optimize Google Business Profile: categories, services, keyword-natural description, Q&A, posts</p> <p>Your Google Business Profile is the number-one thing AI and Maps read for 'dealer near me.' A half-filled profile is the most common reason AI skips you for a rival.</p>	We build	GBP fully built: categories, services, description, Q&A, weekly posts
18	Month 1	<p>Consolidate duplicate LinkedIn + clean NAP/listings everywhere (BrightLocal-style citation sweep)</p> <p>If your name, address, and phone don't match everywhere online, AI suspects you might be two different businesses and trusts you less. We make every listing agree.</p>	We build	Single clean entity across directories
19	Month 1	<p>Optimize the active YouTube channel: query-titled videos + embeds</p> <p>YouTube is one of the strongest signals AI uses. Your channel is active, but the videos aren't titled the way buyers actually search. Small fixes make them count.</p>	We build	Videos titled to buyer queries + embedded on matching pages
20	Month 1	<p>Content engine: 8 high-intent pages/month: answer-first + comparison/'[rival] vs Crivelli' pages, each matched to a real buyer question</p> <p>Every page aimed at a real buyer question is another door AI can walk a customer through to you. Eight a month compounds into a library rivals can't catch up to.</p>	We build	8 query-matched pages/mo live + indexed
21	Month 2	<p>Claim/fix Yelp, DealerRater, CARFAX, Cars.com profiles</p> <p>These are the review sites AI trusts to decide who is 'best,' and you're not even listed on the biggest ones while rivals hold hundreds. Claiming them is the fastest trust you can earn with effort instead of money.</p>	We build	Ratings displaying on all
22	Month 2	<p>Enter 'Best of Westmoreland' / BBB accreditation</p> <p>C. Harper gets called 'best' because an award phrase sits on their page for AI to quote. Win one and AI starts quoting yours.</p>	With you	Quotable award phrase earned
23	Month 2	<p>Launch review-gen → pass Delaney (535+ reviews, hold 4.6★)</p> <p>Review count and rating are a top reason AI picks one dealer over another. A steady, honest review habit lets you pass the rival who's ahead of you today.</p>	We build	Reviews +30/mo, rating 4.5+
24	Month 4	<p>Press-release real named community sponsorships</p> <p>When trusted local sites report you doing real community good, AI reads that as proof you're legit. You can't fake it, so it counts double.</p>	We build	Citable earned-media mentions
25	Month 3	<p>Build 'Best Chevy Dealers in Westmoreland County' owned listicle</p> <p>AI loves to quote 'best of' lists. If we build and own the list for your area, we control a source AI cites, with you named first and honestly.</p>	We build	Listicle cited; Crivelli featured on stated, objective criteria
26	Month 4	<p>Create Wikidata entity</p> <p>This is a public 'fact card' about your business that feeds Google's brain. Most rivals don't have one, so it's a lasting head start in helping AI know exactly who you are.</p>	We build	Knowledge-graph entity live
27	Month 3	<p>Produce + publish 6 YouTube videos (query-titled)</p> <p>Short videos titled to real buyer questions get pulled into AI answers and embedded on your pages. More proof, in a format AI and buyers both like.</p>	We build	6 videos live + embedded

#	PHASE	ACTION & WHY IT MATTERS	OWNER	SUCCESS METRIC
28	Month 4	<p>Reddit / forum seeding (agent-drafted, human-posted, affiliation disclosed)</p> <p>Real people on Reddit asking 'best dealer near me' is a conversation AI reads closely. An honest mention there is gold. We draft it, a human posts it.</p>	With you	Crivelli named in live threads
29	Month 5	<p>2nd owned asset: 'Best Chevy Service in Western PA'</p> <p>A second owned source doubles the ground AI cites you from, this time for service. Every owned asset is another answer locked in for good.</p>	We build	2nd cited source live

Five quick things only you can provide

Five things we need from you to get the work moving. Most of the program runs on our side with zero effort from you. These are the few one-time items only you can provide (the ones that have to be real and verified). Each takes minutes.

CA1 Add us as a Manager on your Google Business Profile

~2 min

PENDING

WHY Your Google profile feeds Google's AI Overviews, Maps and 'best dealer near me' answers. It is the single highest-impact thing you can hand us, and it never touches your website.

HOW Go to business.google.com, select Crivelli Chevrolet Buick, open 'Settings' then 'People and access' (or 'Users'), click Add, enter the email we provide, and set the role to Manager. About 2 minutes.

UNBLOCKS GBP build-out, NAP/listings cleanup, the dealer-directory profiles, the review engine, and YouTube optimization.

CA2 Website access (DealerOn), or a webmaster on standby

~5 min

PENDING

WHY The on-page work that gets you cited (schema, the rewritten About page, and the three answer-first pages) needs either your DealerOn login or someone who can paste what we hand over.

HOW Add us to your DealerOn account, or name the person who manages the site and we will send them paste-ready code. If neither is possible we run the no-website plan instead (slower on the on-page half).

UNBLOCKS All on-site work: schema injection, the About rewrite, the answer-first pages, and fixing the template-leak and 404 pages.

CA3 Confirm three facts so we publish only what is true

~5 min

PENDING

WHY We never publish a number we cannot verify. Three quick confirmations let us put your real proof into the schema and the pages AI reads.

HOW (1) Your current Google star rating and review count, (2) your full weekly hours including Friday and Saturday, (3) confirmation we can state the Crivelli family's 1955 Chevrolet heritage on the Mt Pleasant store.

UNBLOCKS Accurate rating schema, hours schema, and the heritage / trust claims.

CA4 Send your team names + photos and 2-3 community sponsorships

~15 min

PENDING

WHY Named, real people and specific local involvement are the single biggest trust signal AI looks for, and the one thing we are not allowed to make up.

HOW Owner/GM, sales manager, service manager and finance manager: name, photo and a one-line bio each. Plus 2-3 real, dated sponsorships (a team, school or charity you have backed).

UNBLOCKS The E-E-A-T About rewrite and the earned-media / press write-up.

CA5**Green-light review requests to your recent customers**

~5 min

PENDING**WHY**

Review count and rating are a top local-citation lever and your rivals hold hundreds on Carfax and DealerRater. We build the system; the reviews come from your real customers.

HOW

Approve us sending review requests through your normal customer follow-up or your CRM. Real customers only, no incentives, fully FTC-clean.

UNBLOCKS

The review-generation engine (target +30/mo, hold 4.5 stars) and claiming the dealer-review sites.

The playbook, yours to keep

Everything below is real, and most of it is free. None of it needs a developer. We're handing you the actual playbook: the levers that move AI search in 2026 are public, and you deserve to see exactly how the machine works. Work top to bottom; the further down, the more skill and relentless consistency each step takes. The doing isn't hard. The never-stopping is.

First, what to skip: don't pour time into schema or FAQ markup (Google calls over-focusing on structured data a myth, and the data shows it barely moves AI), and don't write generic "tips for buying a car" blogs. AI almost never quotes them. What AI quotes is answer-first pages matched to the exact question a buyer typed, reviews on the sites it trusts, and a business that's visibly active across the web.

TODAY Free quick wins: a focused afternoon

Claim your Google Business Profile and fill every field

Claim Crivelli at business.google.com and complete it to 100%: hours, every service, your vehicle categories, real lot and showroom photos, the Q&A. It's the single most-cited local source AI pulls from for "Chevy dealer near Mount Pleasant."

An hour. A half-filled profile is why AI skips you for Delaney.

Search yourself the way your buyers do

Type the real queries into ChatGPT, Gemini and Perplexity ("most trusted dealer in Westmoreland County," "used trucks near Mount Pleasant") and write down every answer that names Delaney or C. Harper and not you.

30 minutes. This list is your battle map; most owners have never done it once.

Match your words to the literal question AI answers

Notice the exact phrasing AI uses ("most trusted," "best-rated") and make sure your page title and first sentence mirror it straight back.

20 minutes. The skill is hearing the gap between how you talk and how a buyer asks.

Post one real thing to Google and Facebook today

A truck that just hit the lot, a service special. Google now pulls profile and social posts into Maps, and AI cites them for that specific thing.

10 minutes. One post does nothing. The streak is what matters.

Create your DealerRater, Cars.com and Carfax pages

Rivals hold 286–462 reviews across these; you have zero, and they're exactly the sources AI trusts to decide who's "best." Claim each with your name, address and phone matched exactly.

A few hours of careful setup. One mismatched address and AI treats you as two businesses.

Turn on an honest review request at the desk

Every happy buyer and service customer gets a direct link to leave a Google + DealerRater review before they drive off. Never offer anything for it: that gets listings suspended.

A daily team habit, the genuinely hard part, and it never ends.

Write one "Crivelli vs Delaney" comparison page

An honest side-by-side titled the way buyers search ranks in Google and gets lifted straight into AI answers. Whoever publishes first controls how the matchup gets told.

A full day to do well and fairly. Write it useful, not a hit piece, or it backfires.

Answer your three lost questions with three pages

One page each for the home-turf queries you lose. Answer in the first two sentences, the buyer's exact words in the headline, then back it with specifics.

A day or two. Bury the point three paragraphs down and AI ignores the whole page.

Answer journalist queries on Source of Sources

sourceofsources.com (the free HARO successor) sends daily reporter questions; answer the local/auto ones and a quote earns you a ranked, AI-cited article that points authority back at you.

20 minutes a day, mostly patience. The skill is a quote sharp enough to get picked.

Get on two or three local or industry podcasts

Pitch local shows directly or use a matcher. Podcast pages rank, get AI-quoted, and carry your name where a dealership normally never appears.

Weeks of pitching for a handful of yeses.

Publish your own honest "best dealers in Westmoreland County" guide

A genuinely fair roundup including you and your rivals ranks, and AI pulls listicles in fast. Be fair. Don't make your entry five times longer than everyone else's, which trips spam filters.

A careful day. The skill is restraint, which is harder than it sounds when it's your store.

Use full transcripts as your video descriptions

Paste the entire spoken transcript as the description on every video you post. Long, keyword-rich descriptions surface in search for years; short captions vanish in a day.

Minor per video, but it only pays off if every video gets it.

Post to Google and social 3–5x a week, indefinitely

Fresh posts about real inventory and offers keep feeding Maps and AI the specifics they cite. Stop, and the signal fades.

Small per post, brutal to sustain across a busy month.

Request reviews from every customer, every day

Volume and recency separate “trusted” from invisible. Your rivals’ lead didn’t happen by accident: they ask, relentlessly.

A permanent team habit.

Keep publishing comparison and best-of pages

Buyer questions shift, new rivals run ads, last month’s winning page goes stale. Keep answering the newest questions first.

Ongoing writing and research.

Re-run your AI searches every month

The answers move constantly as the models update. Monthly searches are the only way to catch the moment a rival overtakes you on a question you used to win.

An hour a month, and the discipline to actually do it.

THE HONEST PART

This is the whole playbook, and it genuinely works. It’s also a part-time job that never clocks out: roughly a dozen review platforms to feed, a publishing rhythm to hold every single week, podcasts and journalists to chase, comparison pages to keep fresh, and a target that rewrites itself every month as the AI models change underneath you. We do this all day, which is the only reason it gets done all day. Whether you run it yourself or hand us the wheel, you now know exactly what good looks like.

WHAT HAPPENS NEXT

Let's start the climb

- 1 Approve Month 1.** We kill the template leaks, ship sitewide schema, claim the review sites you're missing and stand up your home-turf answer-first pages: the fastest, most visible wins, live inside 30 days.
- 2 The engine runs.** Every month after, the content engine publishes 8 answer-first articles, we push reviews and earned authority, and your AI Visibility Score should climb, tracked live in one dashboard. Month to month, cancel anytime.
- 3 Start now.** Every month you wait, buyers asking AI keep getting handed to Delaney and C. Harper. The sooner we ship, the sooner that stops. Say the word and we begin this week.

TO START, WE JUST NEED FOUR QUICK FACTS FROM YOU

- Live Google star rating + review count (so AI can quote your star rating)
- Full weekly hours (for schema)
- OK to claim 1955 family heritage on the Mt Pleasant store
- Access level: DealerOn CMS login? Google Business Profile manager? neither?

Where a number is unconfirmed it ships as **[pending confirmation]**, never a fabricated figure.

dDaniel Advertising

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Get found when your customers ask AI. That's the whole job.