

Crivelli Chevrolet Buick Onboarding

Your setup checklist · prepared by Bowen AI Strategy Group

How to use this: three ways for any item, whichever is easiest — fill it in on your dashboard and Save, use the 'Email it instead' link, or drop files into your shared Google Drive folder. Nothing here is a blocker; anything you do not fill in we finish together on your kickoff call.

GEO · AI VISIBILITY

☐ Google Business Profile: manager access

Go to business.google.com, sign in, and pick Crivelli Chevrolet Buick. Open Settings, then People and access, click Add, type the email we give you, set the role to Manager, and Save. About 2 minutes. If you cannot find that screen, just send us the login instead. This is the number one thing AI and Google Maps read when someone searches Chevy or Buick dealer near me.

☐ Website / DealerOn access or webmaster contact

Tell us who controls your website: the company or person who manages it plus a name and email, or hand us the admin login. If it runs on DealerOn, Dealer.com, or a similar platform, just naming the provider is enough and we will request access. This is where we add the question-and-answer pages that AI pulls its quotes from.

☐ Exact business name, address & phone (NAP)

Type your business name, full street address, and main phone number exactly as they should appear everywhere, word for word, including suite numbers and whether you write St or Street. Copy it from a recent bill or your Google listing if you are unsure. One listing that does not match the others quietly costs you mentions in AI answers, so getting this identical everywhere matters.

☐ Confirm current Google rating + review count

Search Crivelli Chevrolet Buick on Google, look at your listing, and type in the star rating and total number of reviews shown today, for example 4.6 stars, 312 reviews. Takes about a minute. It sets the baseline we measure progress against and confirms we are seeing the same numbers buyers and AI see.

☐ Full weekly hours: sales, service & parts

List the open and close times for all three departments, Sales, Service, and Parts, for every day of the week, plus any holiday or seasonal hours that are different. Pull them from your front door, phone system, or current Google listing. Wrong hours are the most common reason a buyer drives to a closed door, and AI repeats whatever hours it finds.

☐ Service & parts details

Give us the online service-scheduling link (the page where a customer books an oil change or repair), the list of services you offer, and anything you want showing up for searches like GM service near me or Buick repair. The scheduler is usually under Service in your website menu. This is how we win the high-intent service searches, not just new-car shoppers.

☐ OK to claim & cite the 1955 heritage

Just reply yes or no: are we cleared to say family owned since 1955 across your listings, pages, and AI answers. A true, dated origin story is one of the strongest trust signals AI repeats, so confirming it once unlocks it everywhere we publish.

☐ Team names, titles, photos & short bios

Upload one file (a photo set, PDF, or Word doc) covering your key people: owner or GM, sales manager, service manager, and finance manager. For each, include the name, title, a head-and-shoulders photo, and a sentence or two about them. Quick phone photos or shots from your website team page are fine. Real names and faces make the dealership read as a real, staffed business instead of a faceless lot, which AI rewards.

☐ Awards, certifications & manufacturer recognition

List every award, certification, and manufacturer honor you hold, with the year for each: GM or Buick dealer awards (Presidents Award, Mark of Excellence, and the like), ASE-certified technicians, BBB accreditation, and any local Best Of wins. Check your lobby walls, website About page, and email signatures. These are the exact credentials AI quotes word for word when it decides which dealer to name.

☐ **2–3 dated community sponsorships or events**

Name 2 or 3 things you have sponsored or hosted, each with a date or year: a youth team, a school event, a charity drive, a local festival. One line each is plenty, for example: sponsored Mt. Pleasant Little League, spring 2025. Find them in your Facebook posts or check register. Dated local proof is what makes AI trust you as a genuine part of the community.

☐ **Towns & areas you serve**

List the towns, cities, and counties you want customers from, most important first, for example Mt. Pleasant, Greensburg, Connellsville, Westmoreland County. Think about where your buyers actually drive in from. We build the location pages and signals that make you the answer for each of those near me searches.

☐ **Top competitors you want to beat**

Name the 3 to 5 dealers you most want to outrank or take customers from, with their town if you know it. These are the names you hear on the showroom floor when a shopper is cross-shopping you. We use them to target the right comparisons so AI picks you over them.

☐ **Priority models & inventory lines to push**

List the vehicles and segments you most want pushed, in priority order, for example Silverado, Equinox, Trax, certified pre-owned trucks. Think about what you stock deep and what carries the best margin. We make sure those surface first when buyers ask AI what to buy.

☐ **OEM & financing programs to highlight**

List the current GM and Buick incentives, financing offers, warranties, and any loyalty, military, or first-responder programs worth featuring this quarter. Your sales manager or the GM incentive bulletin has these. Refresh it whenever programs change. These are the hooks that turn an AI answer into a showroom visit.

☐ **Green-light compliant review requests**

Reply yes or no: are we cleared to invite your past customers to leave honest Google reviews. We never offer money or gifts and we follow Googles rules exactly, no fake or incentivized reviews. More recent, real reviews is the single fastest way to climb in both Google Maps and AI answers.

EMAIL · INFO TO CONFIRM

☐ **Email sending setup: add these 3 DNS records (or forward them to your web/IT person)**

So your emails send from your own name (reviews@crivellichev.com and offers@crivellichev.com) and customer replies come back to you, add these three records wherever crivellichev.com is managed, GoDaddy, Cloudflare, or your web company. Not your area? Forward them to whoever runs your website. About 5 minutes, and it changes nothing about your current email. ——— RECORD 1 · Type: TXT · Host/Name: resend._domainkey · Value: p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQC1SiaxoEjTx+cgNv6a+LF3iUKVJTjfqE1SJTsFIFhzRE/czJIA+MuGbHg/gXjXDvm4ElcFVegkviG6Spl7yYdcF/4VItgKOW6/bHesplmekGyqPAFPkZQaLZFJP6mYFfx86fPfy3yh6Z0TSdY8qeaxU+5xLgPgKOkCEP2KRMx+3wIDAQAB ——— RECORD 2 · Type: MX · Host/Name: send · Value: feedback-smtp.us-east-1.amazonses.com · Priority: 10 ——— RECORD 3 · Type: TXT · Host/Name: send · Value: v=spf1 include:amazonses.com ~all ——— Once all three are in we flip it on and your email is fully yours. If they are NOT added, we can still send your review and offer emails from our shared address, but customer replies will not route back to your inbox.

☐ **From name**

Type the sender name customers should see in their inbox, usually the dealership name, for example Crivelli Chevrolet Buick. Avoid a single persons name unless you want every reply going to that one person. This is the From line every recipient reads first.

☐ **Reply-to inbox**

Give the email address where customer replies should land and actually get read, for example sales@ or a shared inbox a real person checks every day. When a customer hits reply to an offer or review email, this is exactly where it goes, so pick one that is monitored.

☐ **Physical address**

Type your full physical mailing address: street, city, state, and ZIP. Copy it from a bill so it is exact. US law (CAN-SPAM) requires a real postal address in the footer of every marketing email, so this is not optional, it keeps you legal and out of spam.

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- ☐ **Phone number**
Type the main phone number you want shown in the emails, usually your main sales line, so customers can call instead of reply if they prefer. It appears in the footer and signature of every send.
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- ☐ **Google review link**
Paste your Google review short link, the one that opens straight to the leave-a-review box. Get it from your Google Business Profile under Ask for reviews, or tell us and we will generate it for you. This is the exact link the review-request email points customers to.
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- ☐ **Offers page URL**
Paste the web address of the page where this months deals or specials live on your site, usually something like yourdomain.com/specials. Find it in your site menu under Specials or Offers. This is where every See this months deals button points.
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- ☐ **This month's deal**
Write the one headline offer to feature this month plus any fine print or expiration, for example: 0 percent APR for 60 months on 2025 Equinox, ends June 30, see dealer for details. Your sales manager sets this. Refresh it each month so the email always shows a live, accurate offer.
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- ☐ **Service + trade-in URLs (optional)**
Optional. If you want us to run service-reminder or trade-in campaigns too, paste your service-scheduling URL and your trade-in or value-your-vehicle page URL. Skip this for now if we are only running reviews and offers.

EMAIL · CUSTOMER LIST

- ☐ **Customer list received**
Export your past-customer list from your DMS or CRM as a CSV. In most systems you go to Reports or Customers, then Export to CSV. Use these column headers: first_name, last_name, email, vehicle_year, vehicle_make, vehicle_model, last_visit_date, salesperson, segment. Email is the only must-have, the rest just sharpen targeting. We store it privately and never share or resell it, and you send a fresh export each month so reminders stay accurate. Upload the file here, or email it to us, whichever is easier.

VIDEO / SOCIAL CONTENT

- ☐ **Logo files: PNG + vector**
transparent PNG and a vector (SVG/EPS/AI) so it stays crisp at any size
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- ☐ **Brand colors + fonts**
hex codes and font names (or files), so everything we make matches you
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- ☐ **Existing brand guidelines**
any brand book or style guide you already have; upload it if so
-
- ☐ **Social accounts + access**
which exist and which to create (FB, IG, YouTube, TikTok), plus manager access or logins so we can post
-
- ☐ **Raw footage & b-roll added**
drop lot, vehicle and team clips into the Footage library on the Social tab, the raw material for every video
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- ☐ **What to feature**
priority vehicles, current offers, taglines and the tone you want (e.g. friendly + local, no hard sell)
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- ☐ **Dos & don'ts**
anything we must never show or say: competitors, claims, pricing rules, people who shouldn't appear
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- ☐ **OEM co-op / manufacturer ad rules**
GM/Buick co-op logo, disclaimer and pricing-disclosure requirements so content stays compliant and co-op eligible

☐ **On-camera spokesperson / talent**
who can appear on camera (name + role), or note "no on-camera talent, use b-roll + graphics"

☐ **Music & voice preference**
vibe for music, and whether you want a voiceover (and any accent/gender preference)

☐ **Aspect ratios + where it posts**
vertical for Reels/TikTok, square/landscape for Facebook & YouTube; tell us where each video should land

☐ **Posting cadence + past wins**
how often you want to post and which past posts performed best, so we lean into what already works

☐ **Approval contact**
who signs off on content before it goes live (name + how to reach them)

☐ **Anything else that helps (optional, not required)**
Totally optional, but the more raw material we have, the better your videos and posts come out. Drop in extra vehicle and lot photos, quick walkaround clips, delivery or happy-customer moments, past ads or commercials you liked, reviews and testimonials, event or community footage, anything at all. No need to label or organize it, just add it to your shared Google Drive folder or the Footage library on the Social tab and we will sort it. There is no such thing as too much.
