



AI Search Recommendation Audit

Sample Dealership A Oregon Market

CONFIDENTIAL SAMPLE

100 RESPONSE OBSERVATIONS

25 high-intent consumer questions | 4 leading AI platforms

*Insights. Strategy. Better Performance.
See your business from the customer's vantage point.*

Prepared for executive review | September 2026

All findings, scores, competitor labels and response observations in this public sample are illustrative and anonymized. They must not be interpreted as current live results for any named dealership.

02 How to Read This Sample

Purpose

This report demonstrates how JourneyVantage converts consumer-facing AI responses into dealership decisions. It models the commissioned deliverable and does not claim current performance for any named dealership.

What is illustrative

- Every score, classification, competitor label and observation is anonymized and illustrative.
- Sample Dealership A and Oregon Market are demonstration labels.
- Competitive shares demonstrate the analytical method, not current market standings.

What a commissioned report includes

- Dated prompts and complete dealership-specific response captures.
- Evidence organized by question, platform, competitor and visible source signal.
- Classification rationale, conversion-path findings and an accountable action plan.
- A controlled retest using the same protocol.

Classification key

Classification	Meaning
Recommended	Directly proposed as a suitable choice.
Mentioned	Appears without a clear recommendation.
Absent	Does not appear in the relevant response.
Incomplete	Insufficient output for reliable classification.

03 Executive Summary

The decision view

Metric	Result
Overall AI Visibility Score	48 / 100
Direct recommendation rate	20%
Mention-or-recommend rate	59%
Absence rate	33%
Platform coverage	4 of 4
Category leadership	1 of 5

Executive interpretation

Sample Dealership A has a measurable AI footprint, but not enough recommendation strength to control outcomes. The dealership appears in 59 of 100 observations, yet only 20 responses elevate it to a direct recommendation. The gap between being known and being chosen is the central performance issue.

What matters most

- Gemini leads direct recommendations; Copilot shows the largest absence gap.
- Service and ownership questions are the relative strength.
- Digital retail and inventory conversion paths are weaker.
- Positive narratives lack consistently repeated proof points.
- Independent authority does not consistently reinforce dealership-owned claims.

04 Methodology and Scoring

Audit design

We ask 25 realistic shopper questions on four AI platforms. That produces 100 separate responses to review and classify.

Platforms

ChatGPT | Google Gemini | Perplexity | Microsoft Copilot

Shopper-intent categories

Category	Decision focus
Discovery and local fit	Where should I shop?
Inventory and availability	Can I find the right vehicle?
Financing, trade and affordability	Can I make the deal work?
Digital retail and convenience	Can I complete the next step easily?
Ownership, service and reputation	Will the relationship hold up?

How we keep the test consistent

- Use the same question wording and market description on every platform.
- Start a new session for each test so earlier conversations do not influence the answer.
- Test within the same time period and under consistent account and location conditions.
- Give each response one classification and retain the complete evidence in commissioned reports.

How to interpret the score

The overall score combines several performance measures; it is not simply the percentage of times the dealership appears. AI answers can change with the date, location, account, model version and available sources. The report separates what we observed from possible causes that still need to be checked.

05 Executive Scorecard

Dimension	Score	Status
Overall visibility	48	Opportunity
Recommendation strength	40	At risk
Platform consistency	46	Opportunity
Business information clarity	64	Moderate
Support from independent sources	43	At risk
Inventory visibility	45	Opportunity
Reputation story	57	Opportunity
Ease of taking the next step	51	Opportunity

What the weakest scores mean

AI recognizes the dealership, but it does not recommend it often enough. Trusted outside sources also do not consistently provide reasons for AI to prefer it over competitors.

What the strongest score means

The dealership's basic identity is generally clear. Conflicting hours, department information, listings or contact paths can still make an AI system less confident in its answer.

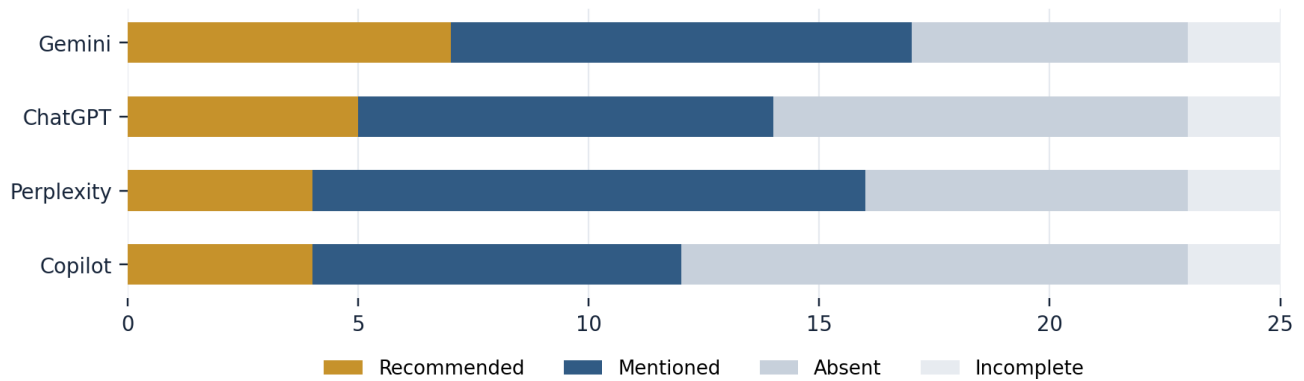
What management should do

- Publish specific and provable reasons to choose the dealership.
- Make sure trusted outside websites support the dealership's customer-experience and community claims.
- Make vehicles and next steps easy for shoppers and AI systems to find and understand.
- Correct conflicting business information wherever it appears.
- Repeat the same test after the work is complete.

06 Four-Platform Comparison

Platform	Recommended	Mentioned	Absent	Incomplete	Total
ChatGPT	5	9	9	2	25
Gemini	7	10	6	2	25
Perplexity	4	12	7	2	25
Copilot	4	8	11	2	25
Total	20	39	33	8	100

Recommendation visibility by platform



What this means

- Gemini recommends the dealership most often and leaves it out least often.
- Perplexity frequently knows the dealership exists, but less often tells the shopper to choose it.
- Copilot is the largest gap: the dealership is missing from 11 of 25 answers.

07 Question-Level Results 1-13

R = Recommended | M = Mentioned | A = Absent | I = Incomplete

#	Consumer question	ChatGPT	Gemini	Perplexity	Copilot
01	Best dealership near me for a new vehicle?	R	R	M	A
02	Which local dealer has the best customer experience?	M	R	M	M
03	Where can I compare local dealerships?	A	M	A	A
04	Best dealer for first-time buyers?	M	R	M	M
05	Which dealership is most convenient to buy from?	A	M	A	A
06	Who has the vehicle I want in stock today?	R	R	M	R
07	Which dealer shows accurate online inventory?	M	M	R	A
08	Where can I find specific trims and colors?	A	M	M	A
09	Which dealer makes it easy to reserve a vehicle?	A	A	M	I
10	Who can locate or order a hard-to-find vehicle?	I	M	A	A
11	Best dealership for competitive financing options?	R	R	M	M
12	Which dealer helps buyers with challenged credit?	M	M	R	A
13	Where can I get a useful trade-in estimate?	A	A	M	R

Reconciliation

Recommended 12 | Mentioned 21 | Absent 17 | Incomplete 2 | Total 52

08 Question-Level Results 14-25

R = Recommended | M = Mentioned | A = Absent | I = Incomplete

#	Consumer question	ChatGPT	Gemini	Perplexity	Copilot
14	Which dealer explains payment options clearly?	M	I	M	A
15	Where can I complete most of the purchase online?	M	M	A	M
16	Which dealership offers home delivery?	I	A	I	A
17	Best place to schedule a test drive online?	A	M	A	A
18	Which local dealer is helpful with EV questions?	R	M	R	R
19	Best dealership service department near me?	R	R	M	R
20	Where should I go for routine maintenance?	M	R	R	M
21	Which dealer has the strongest local reviews?	M	M	M	M
22	Which dealership responds well to customer concerns?	M	A	M	M
23	Best place for warranty and ownership support?	A	A	A	M
24	Which dealer is involved in the local community?	A	A	A	I
25	Which dealership makes buying easiest overall?	A	I	I	A

Reconciliation

Recommended 8 | Mentioned 18 | Absent 16 | Incomplete 6 | Total 48

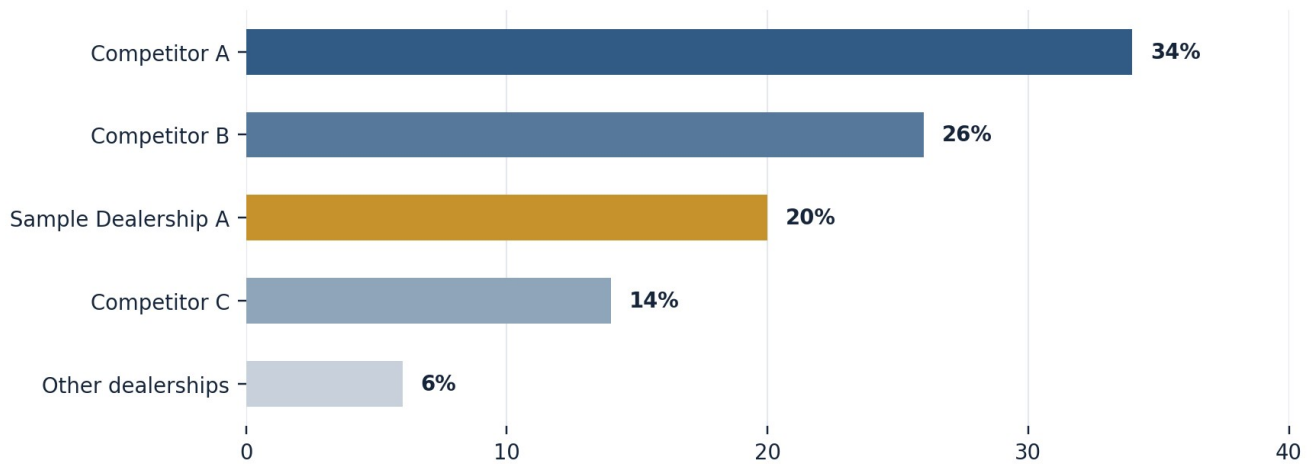
Grand total: Recommended 20 | Mentioned 39 | Absent 33 | Incomplete 8 | Total 100

Visibility by shopper intent

Intent category	Recommendations	Rate
Discovery and local fit	7 of 20	35%
Inventory and availability	5 of 20	25%
Financing and trade	3 of 20	15%
Digital retail	1 of 20	5%
Ownership and service	4 of 20	20%

09 Competitive Recommendation Landscape

Share of direct recommendations



What the distribution shows

- Sample Dealership A ranks third in this illustrative comparison.
- The top two competitors receive 60% of all direct recommendations.
- A 7-point gain would move the dealership ahead of Competitor B at its current illustrative level.
- The immediate competitive goal is to gain ground on the two leading named dealerships.

What AI says differently about competitors

Competitor A is more often recommended with a clear reason to choose it. Competitor B appears consistently when shoppers compare options. Sample Dealership A is visible, but AI repeats fewer specific reasons to select it.

Possible explanation to check

The leading competitors may present clearer business information, easier-to-find shopper answers and more support from trusted outside websites. The audit observations do not prove that explanation; the dealership and its vendors must verify it.

10 What AI Communicates About the Dealership

Illustrative observed narrative

- Established local dealership with recognizable market presence.
- Broad sales and service capability.
- Customer experience described positively but generically.
- Inventory availability referenced inconsistently.
- Financing, trade, delivery and digital-retail options lack a stable narrative.

Accuracy of the dealership story

What AI is trying to understand	Assessment
Business name and location	Generally clear
Department information	Mixed
Hours and contact details	Inconsistent
Reasons to buy here	Too generic
Vehicle availability	Uneven
Local credibility	Underdeveloped

Can shoppers find a vehicle and take action

The path becomes unclear when a shopper tries to confirm that a vehicle is available, open the correct vehicle page, reserve it, schedule a test drive, understand trade-in, financing or delivery options, or contact the right department.

Do trusted outside sources support the dealership

The dealership makes claims about itself, but independent websites do not reinforce them consistently. Review sites, manufacturer pages, community organizations, local publications and trusted business profiles should agree on basic facts and support genuine reasons to choose the dealership.

11 Root-Cause Analysis

Verified observations

#	Observed response behavior
1	Direct recommendations occur in 20 of 100 observations.
2	The dealership is absent in 33 observations.
3	Results vary materially by platform.
4	Online-purchase questions produce the fewest recommendations.
5	AI knows the basic business information more often than it recommends the dealership.
6	Support from trusted outside sources is weak.
7	Inventory and shopper next steps are communicated inconsistently.

Possible causes that still need to be checked

- Conflicting names, hours, addresses or department details may reduce AI confidence.
- Reasons to buy from the dealership may be vague, scattered across pages or unsupported by evidence.
- Clear answers to common purchase questions may be missing or difficult for AI systems to read.
- Inventory and vehicle detail pages may send conflicting technical signals about availability or which page is official.
- Sold or expired vehicles may still appear in search results.
- Inconsistent review requests and responses may create an uneven reputation story.
- Too few trusted local and industry websites may support the dealership's claims.
- Important actions such as reserving a vehicle or scheduling service may be buried or labeled inconsistently.

What must be inspected

Check business listings, website content, inventory and vehicle pages, shopper action paths, reviews, outside references, and local credibility signals. This work determines which possible causes are real.

12 Prioritized Action Plan

Rank	Action	Impact	Effort	Owner	Timing
1	Make business information consistent everywhere	High	Low	GM + Marketing	Days 1-15
2	Publish provable reasons to buy here	High	Med	GM + Marketing	Days 1-30
3	Answer common shopper questions clearly	High	Med	Marketing + BDC	Days 16-60
4	Fix inventory and vehicle-page technical issues	High	High	Vendor + IT	Days 1-45
5	Improve review requests and responses	High	Med	Fixed Ops + BDC	Days 1-90
6	Correct Google and major business listings	High	Low	Marketing	Days 1-20
7	Publish useful local buying and ownership content	Med	Med	Marketing	Days 31-75
8	Make buying and service next steps obvious	High	Med	BDC + Web Vendor	Days 16-60
9	Earn support from trusted outside organizations	Med	High	GM + Marketing	Days 31-90
10	Repeat the same 100-response audit	High	Low	JourneyVantage	Day 90

How management will know each item is complete

- One approved fact sheet controls the business name, address, phone number, hours, departments and website links everywhere.
- Published reasons to buy are specific and supported by proof.
- Important shopper questions have accurate website answers, and every related button or contact path works.
- Inventory and vehicle pages show the correct availability, identify the official page, and provide search engines with consistent structured information.
- Review requests, responses and outside-relationship work follow an assigned schedule with named owners.
- The Day-90 audit uses the exact same questions and testing rules as Day 0.

13 Detailed 30 60 90 Day Roadmap

Days 1-30 Correct the basics

- Approve one fact sheet covering the dealership name, address, phone number, hours, departments and website links.
- Correct the Google Business Profile and other trusted listings so they match the fact sheet.
- List every reason the website gives shoppers to buy here; remove claims that are vague or cannot be proved.
- Match each of the 25 audit questions to the page that should answer it, the evidence needed, and the action a shopper should take.
- Begin the inventory and vehicle-page inspection. Check broken pages, duplicate official-page signals, structured data, expired vehicles and whether search engines can reach the pages.

Completion gate: Business facts match, every task has an owner, and the starting evidence is saved.

Days 31-60 Make answers and next steps clear

- Publish a Why Buy Here page with specific claims and supporting proof.
- Publish clear answers about financing, trade-ins, test drives, online purchasing, delivery, electric vehicles and service.
- Fix inventory problems and make every purchase or service action easy to find and use.
- Put the review-request and response schedule into operation.
- Publish useful local buying and ownership information that reflects real dealership knowledge.

Completion gate: Important answers are live, shopper actions work, and technical repairs have been checked again.

Days 61-90 Strengthen outside credibility and retest

- Earn legitimate references from the manufacturer, associations, community organizations and local sources.
- Check business listings, hours and shopper action paths again.
- Save the Day-90 evidence and run the original 25 questions on all four platforms.
- Compare changes in recommendations, mentions, absences, sources and competitor share.

Completion gate: All 100 new responses are reconciled and presented to dealership leadership.

14 Measurement and Retesting Framework

Metric	Baseline	Day-90 direction
Overall AI Visibility Score	48	Increase
Direct recommendation rate	20%	Increase
Mention-or-recommend rate	59%	Increase
Absence rate	33%	Decrease
Platform coverage	4 of 4	Maintain
Category leadership	1 of 5	Increase
Priority conversion paths verified	Not set	100%
Core identity conflicts unresolved	Not set	0

Exactly how the Day-90 retest will work

1. Use the original 25 questions without rewriting them.
2. Record the date, testing period, market description, platform and model or product name.
3. Start new sessions and use the same account and location conditions as the original audit.
4. Ask all 25 questions on all four platforms, producing 100 new responses.
5. Save every complete answer and every visible source or citation.
6. Classify each response using the same four definitions.
7. Have a reviewer decide any response that is difficult to classify.
8. Confirm that each platform has 25 results and the combined total is 100.
9. Compare Day 0 with Day 90 by question, shopper category, platform and competitor.
10. Report proven changes separately from possible explanations.
11. Record the important website, listing, review and authority work completed during the 90 days.
12. Present the results, remaining gaps and the next 90-day priorities.

15 Evidence Limitations and JourneyVantage Credentials

Evidence included in a commissioned report

A commissioned report shows the testing date, the exact 25 questions, all complete AI responses, the reason for each classification, visible sources, competitor references, and any problems found when a shopper tries to take the next step. This evidence shows management what happened and keeps possible explanations separate from proven findings.

Limitations

- AI answers can change with the model, date, account, location and conversation context.
- JourneyVantage and the dealership cannot control which businesses an AI platform recommends.
- The findings apply to the stated testing period and method.
- AI platforms may show incomplete, inconsistent or no source citations.
- Possible website or outside-credibility causes must be checked directly before they are treated as fact.
- This sample makes no live claim about any named dealership.
- External statistics are intentionally omitted.

Automotive credibility

JourneyVantage is informed by dealership experience beginning in 2001 across Sales Manager, General Sales Manager, F&I Manager, F&I Director, Internet Sales Manager, Sales BDM and Performance Coach responsibilities. That operating perspective keeps the audit focused on dealership decisions, accountable execution and customer-journey outcomes—not abstract marketing theory.

JourneyVantage

Insights. Strategy. Better Performance.

See your business from the customer's vantage point.

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