

Does ChatGPT recommend your dealership?

Ten minutes, 12 searches, one score out of 24. Use one sheet per engine: Google AI Mode first, then ChatGPT. Swap in your make, best-selling model, town, and county.

Private window, signed out. Incognito on your phone works.

Never type your store name until search 12.

Town in every search. The town your buyers live in, not "near me."

Screenshot every answer. That's your baseline.

SEARCH	SCORE	WHO WAS NAMED FIRST
BUYING		
1 best [make] dealer near [town]		
2 best car dealership in [county]		
3 where to buy a used truck near [town]		
4 [model] lease deals near [town]		
TRUST		
5 most trusted car dealer near [town]		
6 [make] dealer with the best reviews near [town]		
7 car dealer near [town] that doesn't pressure you		
MONEY		
8 where to get the most for my trade-in near [town]		
9 car dealer near [town] that helps with financing		
SERVICE & REPUTATION		
10 best [make] service department near [town]		
11 which [make] dealer near [town] has the most inventory		
12 is [your store name] a good dealership?		

1 to 11: 2 named first · 1 named · 0 missing | 12: 2 accurate + positive · 1 mixed · 0 wrong

TOTAL / 24

READING YOUR SCORE

20 to 24

You own the answer

AI is sending buyers to you. Re-run monthly. Answers move.

12 to 19

In it, not the pick

You get mentioned, someone else gets named first. Every 1 on your sheet is the place to start.

0 to 11

Buyers go elsewhere

Look at who was named first. It's usually the same one or two stores.

The five fixes, in order

1. **Google Business Profile category and services.** Primary category is one of the biggest levers on Google's side. Fill in every service you actually offer, and nothing you don't.
2. **Ask every customer for a review.** Steady pace, from the store's own number. Never filter who gets asked. Google treats that as review gating.
3. **Identical store data everywhere, Bing included.** ChatGPT's local answers lean on Bing's web index. Claim Bing Places and match name, address, phone, and hours.
4. **A page that answers each of the 12.** Answer in the first two lines so the engine has something to quote.
5. **Re-run the 12 every month.** Same searches, same rules, same scoring.

What good looks like

A Chevrolet-Buick dealer we work with started out effectively absent from AI answers. Where it stands now on the 15 buyer questions we track:

#1

named store in its rival set

12/15

questions where AI names it

~75%

share of AI answers in market

~1.05

avg position: usually first

Rather we run the 12 for you?

Email your store name and town to tyler@bowenaistrategygroup.com. We'll run the searches from a clean browser in your market and send back what the engines say, who they name instead, and the one fix that moves your score most. No call needed.