

GEO Visibility Audit v3.1

Generative Engine Optimization + Traditional SEO Analysis

| May 13, 2026

TRADITIONAL SEO

22

Authority Score Building

VS

AI SEARCH VISIBILITY

44

GEO Score Poor — At Risk

THE VISIBILITY GAP: 's website is technically ready for the AI era — every major AI bot is invited in, llms.txt is live, and the platform is fully crawlable. But when a dealer asks ChatGPT 'what's the best dealership website platform?', doesn't appear — because AI engines cite who gets reviewed, not just who gets crawled. The infrastructure score jumped from near-zero to 72. The authority gap is the next battle.

At a Glance

Metric	Google / Traditional	AI Search	Gap
Monthly Traffic / Mentions	1.2K visitors	35 mentions	AI captures 3%
Authority / Visibility Score	22/100	44/100	+22 points
Organic Keywords	280 keywords	—	Not optimized for AI
Backlinks / Cited Sources	320 backlinks	9 cited pages	2.8% citation rate

Traditional SEO data sourced from Semrush. AI Search data from Cobalt GEO Audit.

Traditional SEO Performance

Data sourced from Semrush Domain Overview — May 13, 2026

██████████ is a niche B2B SaaS platform serving automotive dealerships, operating in a competitive segment dominated by CDK/Dealer.com, DealerOn, and DealerInspire. The domain shows building-phase authority with organic backlinks primarily from client dealership sites. Traffic is modest but growing, supported by active product development (946 deployments in the past year) and a blog with substantive SEO content. Paid search investment is not detected, meaning all traffic is organic or direct.

SEO Health Dashboard

Metric	Value	Trend	Assessment
Authority Score	22 / Building	Building	Building
Organic Traffic	1.2K /mo	Growing	Active
Organic Keywords	280	Expanding	Expanding
Backlinks	320	Stable	Healthy
Referring Domains	55	Stable	Diverse

Keyword Intent & AI Risk

Intent	Share	Traffic	AI Risk
Navigational	38%	456	Low
Transactional	28%	336	Medium
Commercial	22%	264	High
Informational	12%	144	High

Why Commercial + Informational = HIGH RISK: Commercial and Informational keywords carry the highest AI diversion risk for ██████████. When dealers search for 'best dealership website platform' or 'how to improve dealership SEO,' AI engines like ChatGPT and Perplexity synthesize answers by citing well-known, heavily reviewed platforms (Dealer.com, DealerOn) rather than ██████████ — which lacks G2 reviews, Wikipedia presence, and major third-party editorial mentions. Without those trust signals, ██████████ is invisible to AI at the discovery stage, even when their product may be superior.

Competitive Landscape (Google)

Competitor	Common Keywords	Total Keywords	Threat Level
dealer.com	85	18000	High
dealeron.com	62	9500	High
overfuel.com	28	3200	Medium
spaceauto.com	18	2100	Medium
dealerinspire.com	45	7800	High

AI Search Performance

Semrush AI Search data + Cobalt GEO Audit — May 13, 2026

██████████ has made meaningful technical progress since the previous audit — the llms.txt file, explicit AI bot permissions in robots.txt, schema markup improvements, and IndexNow implementation are all now confirmed and represent genuine GEO foundations. The platform's technical infrastructure is now AI-crawler friendly. However, the brand still lacks the external authority signals (third-party reviews, editorial citations, social proof at scale) that AI engines use to decide what to recommend. The gap between 'AI can crawl it' and 'AI will cite it' remains wide, and closing it requires brand authority building beyond the website itself.

AI Platform Citation Breakdown

AI Platform	Mentions	Cited Pages	Citation Rate	Assessment
ChatGPT	8	2	Very Low	██████████ is not appearing in ChatGPT responses about dealership website platforms. Large competitors (Dealer.com, DealerOn) dominate this space due to stronger backlink profiles and G2/review signals.
Gemini	5	1	Very Low	Similar to ChatGPT — Gemini draws from authoritative review sites and well-indexed editorial content. Without G2 or Capterra presence, ██████████ is effectively invisible in AI-assisted research queries.
Google AI Overview	12	3	Low	With a Lighthouse 91 score, good Core Web Vitals, and schema markup, ██████████ pages may occasionally appear in AI Overviews for branded or very specific queries. However, broad industry queries ('best dealership website platform') still favor established names.
Perplexity	6	2	Very Low	Perplexity relies heavily on cited web sources. ██████████ does appear in search results for its own branded queries, but lacks the external editorial mentions (roundup articles, review sites) that Perplexity prefers to cite.
Claude	4	1	Very Low	ClaudeBot is now explicitly allowed per robots.txt, which is a positive step. However, actual citation by Claude in responses is effectively non-existent given the current brand authority profile.

Who AI Recommends Alongside ██████████

Cited Source	AI Mentions	Why AI Cites Them
dealer.com	890	CDK Global-owned, massive brand authority, OEM relationships, Wikipedia presence, thousands of review mentions
dealeron.com	620	Large dealership network, well-reviewed on G2 and Capterra, referenced in multiple industry publications

dealerinspire.com	410	Solera-owned, strong editorial presence, included in all major dealership website roundup articles
overfuel.com	180	Actively publishing comparison content and appearing in industry roundup articles, building AI authority
spaceauto.com	120	Emerging competitor mentioned alongside [REDACTED] by Brian Pasch on LinkedIn; building editorial presence

Key Insight: AI platforms overwhelmingly cite established incumbents when answering dealer queries about website platforms. The common thread among all highly-cited sources is their presence on G2/Capterra, inclusion in industry editorial roundups, and Wikipedia or major media coverage. [REDACTED] is absent from all three citation triggers — meaning even with a technically superior product and excellent AI-crawlability infrastructure, it is effectively invisible when AI systems synthesize answers for dealer research queries.

Cobalt GEO Score Breakdown

Proprietary 6-category scoring — reveals why the score is low and exactly what to fix.

Category	Score	Weight	Weighted	Rating
AI Citability	45 /100	25%	11.2	Poor
Brand Authority	32 /100	20%	6.4	Critical
Content E-E-A-T	38 /100	20%	7.6	Critical
Technical GEO	72 /100	15%	10.8	Good
Schema & Structured Data	42 /100	10%	4.2	Poor
Platform Optimization	40 /100	10%	4.0	Poor
OVERALL GEO SCORE	44/100			POOR

Critical Issues & Category Analysis

[CRITICAL] Absent from All Major Review Platforms

██████████ has no G2, Capterra, Software Advice, or GetApp profile. These are primary citation sources for AI platforms like ChatGPT and Perplexity when answering 'what's the best dealership website platform?' — without them, ██████████ is invisible in AI-assisted purchase research regardless of how good the product is.

[CRITICAL] Not Included in Industry Comparison Articles

Major industry roundup articles from Podium, Fullpath, Overfuel, DemandLocal, and A3 Brands do not mention ██████████. These editorial pages are heavily cited by AI engines and represent the most important off-site trust signal ██████████ is missing.

[HIGH] Blog Publishing Has Gone Dormant

The last blog post was published in August 2025 — over 9 months ago. This undermines content freshness signals and reduces the volume of AI-quotable, citable content being added to the site. Regular publishing is essential for GEO authority.

[HIGH] Blog Posts Lack Author Bios and Bylines

No blog posts display a named author bio with credentials, headshot, or expertise context. This is a direct E-E-A-T deficiency — AI platforms and Google both assign higher trust to content with identifiable, expert human authors.

[HIGH] No Wikipedia or Major Media Presence

██████████ has no Wikipedia page and is not mentioned in major automotive trade publications (WardsAuto, Automotive News, Digital Dealer). Wikipedia citations are among the strongest signals for AI platform trust and brand authority.

[MEDIUM] Schema Markup Lacks Organization and SoftwareApplication Types

While JSON-LD is implemented for vehicle pages and Local Business, there is no confirmed SoftwareApplication or Product schema for the ██████████ platform itself. This reduces the structured data completeness that AI engines rely on to understand and categorize the brand.

[MEDIUM] Weak Reddit and Social Community Presence

Only 2 Reddit mentions found, neither specifically about the dealership website platform. Reddit is a key source for Perplexity citations and AI training data. Competing in dealership subreddits and automotive community forums would significantly boost AI visibility.

[MEDIUM] No YouTube Channel or Video Content

No YouTube presence was detected for ██████████. Video testimonials from dealership clients and platform demos would dramatically improve brand authority across AI systems and create additional citation opportunities.

[LOW] Content Headings Are Marketing-Oriented, Not Question-Based

Most page and blog headings are feature/marketing statements rather than questions matching real dealer search intent (e.g., 'What is the best dealership website platform in 2026?'). Question-based headings directly trigger AI citation opportunities.

[LOW] About Page Not Accessible

The /about URL returned no content. A dedicated About page with founder story, company history, team credentials, and mission statement is an important E-E-A-T signal and AI citation anchor that is currently missing.

Category Highlights

AI Citability — 45/100 (Good statistical content but limited question-based structure)

Homepage stats ('946 deployments,' '139% ranking keyword increase,' '16,096 dealership websites analyzed') are genuinely quotable data points. However, most headings are marketing slogans rather than answer-format content. Blog publishing has stalled. Adding question-based blog posts and FAQ schema across more pages would directly increase AI citation rate.

Brand Authority — 32/100 (LinkedIn + Facebook present; major review platform gap)

LinkedIn company page and Facebook business page are confirmed. Brian Pasch (top automotive marketing influencer) mentioned ██████████ on LinkedIn alongside emerging competitors. Client testimonials from real named executives add credibility. However, G2/Capterra absence, no Wikipedia, and exclusion from industry roundups severely limit AI authority signals.

Content E-E-A-T — 38/100 (Expert content quality undermined by missing author attribution)

Blog content quality is high — posts on Google's algorithm, cookie privacy, ADA compliance, and GA4 demonstrate genuine industry expertise. The changelog demonstrates a uniquely transparent and credible technical track record. However, no author bios, no external source citations, and a dormant blog from August 2025 limit E-E-A-T scoring.

Technical GEO — 72/100 (Major improvement — all key AI infrastructure now confirmed)

This category saw the largest improvement since the previous audit. CONFIRMED: llms.txt (structured and detailed), robots.txt with explicit rules for all 9 major AI bots, dynamic sitemap with daily timestamps, Next.js SSR rendering (ideal for AI crawlability), IndexNow implementation, and HTTPS. This is now the strongest category and reflects real technical work done by the dev team.

Schema & Structured Data — 42/100 (JSON-LD implemented across key pages; organization schema incomplete)

Multiple changelog entries confirm JSON-LD implementation on inventory and home pages, with improvements in Jan 2026. Local Business schema and FAQ schema (auto-generated on FAQ rows) are active. VDP schema helps dealership client pages. However, SoftwareApplication and Organization schema types for ██████████ itself appear incomplete, and schema coverage is inconsistent across the changelog/blog section.

Platform Optimization — 40/100 (Core social channels present; review platforms and video missing)

LinkedIn, Facebook, and Instagram confirmed active. However, no YouTube channel, no G2/Capterra profile, and no Twitter/X confirmation limits the breadth of platform presence. The brand relies almost entirely on its own site for discovery rather than distributed platform presence, which is a significant GEO weakness.

The Opportunity

██████ has done the hard technical work — the AI infrastructure is now genuinely solid, which puts them ahead of most dealership website competitors who haven't implemented lms.txt or explicit AI bot permissions. The remaining gap is almost entirely brand authority and content distribution: getting named, reviewed, and cited by third-party sources that AI engines trust. With a focused 4-week push on G2 reviews, question-based blog content, and YouTube testimonials, a score of 64+ is achievable within 90 days.

The plan below could lift the score from 44 to 64/100 — a 45%+ improvement.

Quick Wins (This Week)

#	Action	Expected Impact	Time
1	Create a G2 and Capterra company profile and request 5–10 reviews from current dealership clients	High — immediately creates citation anchor for ChatGPT, Perplexity, and Gemini responses about dealership website platforms	1–2 days
2	Add author bio boxes to all existing blog posts (photo, name, title, and 2-sentence expertise statement for Alex Budure or Julian)	Medium-High — directly improves E-E-A-T score and enables AI platforms to attribute content to a named expert	2–4 hours
3	Publish a question-based blog post: 'What Is the Best Dealership Website Platform in 2026?' (honest, data-backed comparison)	High — targets the exact query AI engines synthesize; positions ██████ as the authoritative answer	1 day to write and publish
4	Create a dedicated /about page with founder story, team profiles, company history (founded 2018), and mission	Medium — adds E-E-A-T anchor, improves AI brand understanding, and creates a citable 'About' resource	1–2 days
5	Add SoftwareApplication and Organization schema markup to the homepage and pricing page	Medium — enables AI engines to categorize ██████ correctly in structured responses about software products	2–4 hours for dev implementation

30-Day Action Plan

Week	Focus	Key Actions	Impact
Week 1	Brand Authority & Review Presence	Create G2 and Capterra profiles; Email 10 current dealership clients requesting a short review (use the chat-style testimonial format already on homepage); Add author bios to all existing blog posts; Create /about page with founder story, team, and company timeline	Establishes AI citation anchors on the platforms that matter most. Expected to increase brand authority score by 10–15 points within 60 days.
Week 2	Content E-E-A-T & Blog Revival	Publish question-based blog: 'What Is the Best Dealership Website Platform in 2026?'; Publish data-driven blog: 'How Much Should a Dealership Website Cost in 2026?' (reference the \$2,000 pricing transparently); Add external source citations to existing blog posts where applicable; Set up monthly blog publishing cadence (minimum 2 posts/month)	Directly increases AI citability. Question-based, data-backed posts are the format most likely to be quoted by ChatGPT, Perplexity, and Google AI Overviews.
Week 3	Platform Expansion & Video Authority	Create a YouTube channel and upload 2–3 dealership case study videos (Cameron Johnson/Magic City Auto Group and Kyle McKinzie/Kruse Motors testimonials already on site — publish them); Engage in 2–3 relevant Reddit threads (r/askcarsales, r/Entrepreneur, r/smallbusiness) with genuine, helpful responses; Submit ██████ for inclusion in A3 Brands, Fullpath, or Podium dealership website comparison articles via PR/outreach	Video content is increasingly used by AI platforms for authority signals. Reddit and editorial mentions create the third-party citation layer that AI engines prefer.

Week 4	Schema Completion & AI Content Expansion	Implement SoftwareApplication and Organization schema on homepage; Expand llms.txt with more detail: case studies section, performance statistics, client results; Create a dedicated page: [REDACTED] vs. Dealer.com' (honest, data-backed comparison) — targets high-intent AI queries; Reach out to Brian Pasch for a podcast/webinar appearance to build third-party editorial authority	Completes the technical GEO foundation while building the editorial authority layer. Competitor comparison pages are among the highest-value content types for AI citation.
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About This Report

Data Source	What It Measures	Coverage
Semrush	Authority score, organic traffic, backlinks, keyword rankings, AI mentions	Real-time, updated daily
Cobalt GEO	Content citability, structured data, E-E-A-T, technical AI access, platform presence	20+ pages, 6 categories

GEO methodology based on research from Georgia Tech, Princeton, and IIT Delhi (2024), adapted by Cobalt Automations.

■ Recommended Tool: Semrush

Want to go deeper on traditional SEO? **Semrush** is the industry-leading SEO toolkit used by 10M+ marketers — keyword tracking, backlink analysis, site audits, and more. Cobalt clients get a **free 7-day Semrush Guru trial**:

<https://semrush.sjv.io/cobaltautomations>

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Ready to Close the Visibility Gap?

Contact us at hello@cobaltautomations.com | cobaltautomations.com