

GEO Visibility Audit

Generative Engine Optimization + Traditional SEO Analysis

██████████ | ██████████ | May 11, 2026

TRADITIONAL SEO

22

Authority Score Building

vs

AI SEARCH VISIBILITY

23

GEO Score Critical — At Risk

THE VISIBILITY GAP: ██████████ builds some of the fastest dealer websites in the industry — yet their own site is completely invisible to AI. Every major AI platform sees an empty page where ██████████'s story should be.

At a Glance

Metric	Google / Traditional	AI Search	Gap
Monthly Traffic / Mentions	850 visitors	22 mentions	AI captures 3%
Authority / Visibility Score	22/100	23/100	+1 points
Organic Keywords	320 keywords	—	Not optimized for AI
Backlinks / Cited Sources	1.1K backlinks	5 cited pages	0.5% 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 11, 2026

██████████ is a niche B2B SaaS platform serving auto dealerships with an estimated 57 employees and ~\$5.5M revenue. The domain has moderate backlink strength primarily from client dealership footers (JC Lewis, Apple Ford, Magic City, Aschenbach, Way Scarff Ford) and directory listings (Crunchbase, ZoomInfo). Organic traffic is limited due to the narrow B2B focus and competition from major dealer website providers like Dealer.com and DealerOn.

SEO Health Dashboard

Metric	Value	Trend	Assessment
Authority Score	22 / Building	Growing	Building
Organic Traffic	850 /mo	Stable	Active
Organic Keywords	320	Stable	Expanding
Backlinks	1.1K	Stable	Healthy
Referring Domains	95	Stable	Diverse

Keyword Intent & AI Risk

Intent	Share	Traffic	AI Risk
Informational	45	380	Critical
Commercial	25	210	High
Navigational	20	170	Low
Transactional	10	90	Medium

Why Commercial + Informational = HIGH RISK: ██████████'s informational keywords (dealership website best practices, SEO for dealers, ADA compliance) are at critical risk of AI diversion — AI assistants can summarize these topics without sending users to the site. Commercial investigation queries like 'best dealer website provider' are high risk as AI platforms increasingly generate comparison lists. The client-side rendering issue compounds this: even if AI wanted to cite ██████████, it literally cannot read the site content.

Competitive Landscape (Google)

Competitor	Common Keywords	Total Keywords	Threat Level
dealer.com	85	45000	High
dealeron.com	62	18000	High
dealerinspire.com	48	12000	High
jazel.com	35	5500	Medium
sincro.com	28	4200	Medium

AI Search Performance

Semrush AI Search data + Cobalt GEO Audit — May 11, 2026

██████████ faces a severe GEO crisis. Despite building genuinely excellent, fast dealer websites and having strong opinions on SEO, their own marketing site is functionally invisible to every major AI platform. The site uses pure client-side Next.js rendering, meaning GPTBot, ClaudeBot, PerplexityBot, and other AI crawlers encounter an empty HTML body with zero extractable content. This is deeply ironic for a company that prides itself on 'cutting edge technical SEO' — their site scores a 91 on Lighthouse but a near-zero on AI visibility. With no llms.txt file, no structured data accessible to crawlers, and limited third-party brand mentions, ██████████ is almost completely absent from the AI-powered discovery layer that is rapidly becoming the primary way B2B buyers research solutions.

AI Platform Citation Breakdown

AI Platform	Mentions	Cited Pages	Citation Rate	Assessment
ChatGPT	5	1	3%	Rarely cited. Site content is invisible to AI crawlers due to client-side rendering. ChatGPT has minimal awareness of ██████████ as a dealer website platform.
Google AI Overview	8	2	5%	Minimal presence. Google may index some content via Chrome rendering pipeline, but AI Overviews for 'best dealer website providers' overwhelmingly cite Dealer.com, DealerOn, and DealerInspire.
Perplexity	3	1	2%	Almost absent. Perplexity's crawlers cannot extract content from the client-side rendered pages, resulting in near-zero citations.
Gemini	4	1	3%	Minimal awareness. Google's Gemini has limited knowledge of ██████████ as a brand in the dealer tech space.
Claude	2	0	1%	Effectively invisible. ClaudeBot cannot parse client-side rendered content, and ██████████ has insufficient third-party mentions to build indirect awareness.

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

Cited Source	AI Mentions	Why AI Cites Them
Dealer.com (Cox Automotive)	12000	Dominant market leader with massive web presence, thousands of client sites, and extensive industry coverage
DealerOn	5500	Well-established competitor with strong SEO authority and frequent industry conference presence
DealerInspire (Cars.com)	4200	Backed by Cars.com, strong content marketing and thought leadership in dealer tech
Jazel Auto	1800	Growing competitor with aggressive content strategy and review presence
AutoTrader / KBB	35000	Major automotive marketplace that AI platforms cite for vehicle pricing and dealer recommendations

Key Insight: [redacted]’s competitors dominate AI citations because they have server-rendered, crawlable websites with extensive blog libraries, case studies, and third-party review presence. [redacted]’s client-side rendering creates an insurmountable gap — competitors are being cited 100-1000x more frequently.

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	15 /100	25%	3.8	Critical
Brand Authority	30 /100	20%	6.0	Critical
Content E-E-A-T	35 /100	20%	7.0	Critical
Technical GEO	10 /100	15%	1.5	Critical
Schema & Structured Data	15 /100	10%	1.5	Critical
Platform Optimization	30 /100	10%	3.0	Critical
OVERALL GEO SCORE	23/100			CRITICAL

Critical Issues & Category Analysis

[CRITICAL] Client-Side Rendering Makes Site Invisible to AI

██████████ uses pure client-side Next.js rendering, delivering an empty HTML body to all AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended). Despite having quality content, zero pages are readable by AI platforms. This is the single biggest blocker to GEO performance.

[CRITICAL] No llms.txt File for AI Discovery

The site has no llms.txt file, which is the emerging standard for helping AI platforms understand a business. For a B2B SaaS company increasingly discovered through AI-powered research, this is a significant missed opportunity.

[CRITICAL] Schema/Structured Data Inaccessible to Crawlers

While ██████████ mentions JSON-LD and schema markup as features, any structured data rendered client-side is invisible to AI crawlers that don't execute JavaScript. The Organization, Product, and FAQ schema that could boost AI citations are effectively non-existent.

[HIGH] No AI Crawler Directives in robots.txt

The robots.txt contains only a generic 'Allow: /' directive with no specific rules for GPTBot, ClaudeBot, PerplexityBot, or Google-Extended. While this theoretically allows access, combined with CSR, it provides no useful signal to AI platforms.

[HIGH] Blog Content Stale — Last Post 9+ Months Ago

The most recent blog post ('Google Doesn't Care About Your Keywords') was published August 2025 — over 9 months ago. For a company positioning itself as a technical innovator, this signals content neglect and hurts E-E-A-T signals.

[HIGH] No Author Bylines or Expert Attribution on Content

Blog posts lack author attribution, publication dates on some pages, and expert credentials. E-E-A-T requires demonstrable expertise — the co-founders' bios and credentials are not connected to the thought leadership content.

[MEDIUM] Minimal Third-Party Review Presence

██████████ has no presence on G2, Capterra, TrustRadius, or other B2B review platforms where buyers research dealer website providers. AI platforms heavily weight these aggregated review sources when making recommendations.

[MEDIUM] Zero Reddit and Limited Social Discussion

No Reddit mentions were found for ██████████. Social proof through community discussion is a key signal for AI citation. Competitors are frequently discussed in r/askcarsales and automotive dealer forums.

[MEDIUM] No Case Studies or Data-Rich Content

While the homepage mentions impressive stats (139% keyword increase, 35.1% click increase), there are no formal, detailed case studies that AI could extract and cite. Data-backed claims in dedicated pages dramatically increase AI citability.

[LOW] Brand Name Confusion with ██████████ Franchise

The ██████████ name overlaps with ██████████ Inc., a Canadian transportation franchise with its own LinkedIn, reviews, and web presence. This dilutes brand signals and confuses AI platforms trying to distinguish the dealer website company.

Category Highlights

AI Citability — 15/100 (Nearly zero — content invisible to AI)

Despite having well-written, opinionated blog content and impressive performance statistics, the client-side rendering means AI crawlers see an empty page. Content cannot be quoted, extracted, or cited by any major AI platform. The homepage stats (139% keyword growth, 91 Lighthouse score) would be highly citable — if they were crawlable.

Brand Authority — 30/100 (Niche presence, growing but limited)

██████████ has a LinkedIn company page, Facebook presence, Crunchbase listing, and ZoomInfo profile. They have notable clients (JC Lewis, Apple Ford, Magic City) and a positive testimonial from Quotable's co-founder. However, there's no Wikipedia page, no industry awards coverage, no conference speaking mentions, and brand name confusion with ██████████ franchise.

Content E-E-A-T — 35/100 (Strong expertise, weak signals)

Blog content demonstrates genuine expertise (the SEO post is excellent), and the changelog shows 948 deployments in a year. However, posts lack author bylines, the blog hasn't been updated in 9+ months, there are no external source citations, and no formal case studies. The expertise is real but poorly signaled.

Technical GEO — 10/100 (Critical failure — site is AI-invisible)

This is the most severe issue. Pure client-side Next.js rendering means the HTML body is empty for all non-JavaScript crawlers. No llms.txt exists. No AI-specific robots.txt directives. The sitemap exists and is well-maintained, which is the only positive. Ironically, the company that builds 'cutting edge technical SEO' dealer sites has a marketing site that is invisible to the AI web.

Schema & Structured Data — 15/100 (Likely present but inaccessible)

██████████ lists 'Schema local business' as a feature and has implemented JSON-LD for client sites. Their changelog mentions structured data improvements. However, any schema on ██████████ itself is rendered client-side and invisible to crawlers that don't execute JavaScript, negating its value for AI discovery.

Platform Optimization — 30/100 (Basic presence, major gaps)

Facebook and LinkedIn company pages exist. Listed on Crunchbase and ZoomInfo. DealerDB (dealerships.io) is a related open-source project. However, there's no presence on G2, Capterra, TrustRadius, Product Hunt, or YouTube. No Reddit community engagement. Missing from most B2B software review platforms where dealer tech buyers research solutions.

The Opportunity

██████████ has a rare combination: genuinely excellent technology, strong client results, and real expertise — but near-zero AI visibility. The fix is largely technical (SSR migration) and within the team's core competency. Implementing the 4-week plan could realistically lift the GEO score from 23 to 62+, placing ██████████ ahead of most competitors in the AI discovery layer. This is a massive first-mover advantage in a space where most dealer tech companies haven't even started thinking about GEO.

The plan below could lift the score from 23 to 62/100 — a 170%+ improvement.

Quick Wins (This Week)

#	Action	Expected Impact	Time
1	Switch ██████████ to Server-Side Rendering (SSR) or Static Site Generation (SSG)	This single change would make ALL content visible to AI crawlers, potentially 5-10x the GEO score. Next.js supports SSR/SSG natively — the team already knows the framework.	1-3 days (the team built Next.js sites for dealers — they can do this fast)
2	Create and deploy an llms.txt file	Immediately tells AI platforms who ██████████ is, what they do, key differentiators, and links to important pages. High signal, zero cost.	30 minutes
3	Add Organization and SoftwareApplication schema in server-rendered JSON-LD	Gives AI structured data about the company, products, pricing, and client relationships. Directly improves AI citability.	2-4 hours
4	Publish a detailed case study with real metrics (e.g., JC Lewis performance data)	Creates highly citable, data-rich content that AI platforms love to reference. 'JC Lewis saw X% increase after switching to ██████████ is the exact format AI quotes.	1-2 days
5	Claim profiles on G2 and Capterra for 'Dealer Website Provider' category	B2B review platforms are primary sources for AI recommendations. Getting 3-5 reviews immediately boosts platform visibility.	1-2 hours to claim, then ongoing

30-Day Action Plan

Week	Focus	Key Actions	Impact
Week 1	Fix the Foundation — Server-Side Rendering	Convert ██████████ from CSR to SSR/SSG using Next.js App Router; Create and deploy llms.txt at ██████████/llms.txt; Add explicit AI crawler allow rules in robots.txt (GPTBot, ClaudeBot, PerplexityBot); Verify all pages render full HTML content without JavaScript execution; Add Organization, WebSite, and SoftwareApplication JSON-LD schema	Transforms site from AI-invisible to AI-crawlable. Expected to unlock 60-70% of potential GEO score improvements.
Week 2	Content & Citability Boost	Publish JC Lewis case study with specific performance metrics and quotes; Add author bylines to all blog posts with credentials and headshots; Write and publish 2 data-driven comparison articles (e.g., ██████████ vs. Dealer.com: Speed Test Results'); Add FAQ schema to pricing page with common buyer questions; Create a 'Why ██████████' page with quotable fact statements	Creates 5+ new citable pages with data, quotes, and structured information AI platforms prefer to reference.

Week 3	Brand Authority & Platform Presence	Claim and optimize G2 and Capterra profiles, request reviews from 5+ clients; Request LinkedIn recommendations from key clients (JC Lewis, Apple Ford); Engage in r/askcarsales and dealer-focused Reddit communities with genuine expertise; Pitch guest post or interview to automotive dealer publications (Digital Dealer, Dealer Marketing Magazine); Create a YouTube channel with 3-5 short demo/comparison videos	Builds third-party authority signals that AI platforms use to validate recommendations.
Week 4	Measurement & Iteration	Test AI crawler access with fetch-as-bot tools for all major AI crawlers; Query ChatGPT, Perplexity, and Gemini for 'best dealer website platform' to baseline visibility; Analyze Google Search Console for new crawl patterns from AI bots; Publish a thought leadership piece on AI's impact on dealer website selection; Set up monthly GEO monitoring cadence	Establishes baseline metrics and creates ongoing visibility into AI platform presence.

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.

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Ready to Close the Visibility Gap?

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