

THE DEALER'S FIELD GUIDE

GETTING FOUND IN THE AGE OF AI SEARCH

A step-by-step audit any dealership can run on its own site in about 70 minutes — plus the six things most audits leave out, and the questions that hold a website provider to account.

HOW TO USE THIS

START HERE

Work through it in order. Every time you hit something marked **FAIL** or "write it down", put it on one list. At the end you turn that list into a plan with an owner and a date beside each line. That list is the whole point of the exercise — an audit nobody acts on is just a document.

Open these before you start

1. The website you are checking.
2. A blank doc or spreadsheet. Call it **Fix List**.
3. Google Search Console for the site. If you do not have access, that is finding number one — see Part Nine.
4. An AI assistant (Claude, ChatGPT) for the moments where the output looks like alphabet soup.

Plain English glossary

Term	What it actually means
Crawl	Google's robot reading your page.
Index	Google keeping your page so it can show it in results.
Schema	Hidden code that tells a machine "this is a motorcycle, this is the price, this store is open until six".
Canonical	A tag saying "this is the master version of this page" so near-identical pages don't compete.
Waterfall	A chart of every file your page loads, in order, with how long each took.
Index bloat	Thousands of junk URLs in Google's index — filters, sort orders, parts diagrams — crowding out the pages that sell units.
Answer engine	ChatGPT, Gemini, Copilot, Perplexity. They answer instead of sending a click.
NAP	Name, address, phone. The three fields that must match everywhere on the internet.

What's in here

1	The front of the site — robots, sitemap, tags, schema	10 min
2	Crawl the whole site	20 min
3	Google's view of you	15 min
4	Speed and page weight	15 min
5	Google Business Profile and local	30 min
6	Inventory, parts and product data	45 min
7	AI and answer engines	20 min
8	Measurement — proving any of it worked	30 min

9	Holding your website provider to account	20 min
10	Turning the findings into a plan	30 min
A-D	Thresholds, the ten-minute check, prompts, fix-list template	reference

PART ONE

THE 70-MINUTE AUDIT

Four phases, browser and two free tools. Anyone at the store can run this — it does not require a developer, and it does not require your provider's permission.

1 · THE FRONT OF THE SITE

Step 1 — robots.txt

This file tells Google what it may look at. If it is wrong, nothing else in this guide matters. Type `yourdomain.com/robots.txt` into the address bar.

- **PASS** A plain text page loads with `User-agent:` and `Disallow:` lines.
- **FAIL** 404 — write "robots.txt missing".
- **STOP** You see `Disallow: /` with nothing after the slash. That blocks your entire site from Google. Urgent.
- **PASS** There is a `Sitemap:` line ending in `.xml`. Click it and confirm it loads.
- **FAIL** No sitemap line — write it down.

DEALER TRAP

Blocking a page in robots.txt is not the same as removing it from Google. A blocked page can still appear as a bare link, and Google can no longer read the `noindex` tag you put on it. Let it crawl, then tell it not to index.

Step 2 — sitemap.xml

Type `yourdomain.com/sitemap.xml`. If that 404s, try `/sitemap_index.xml`.

- **PASS** A list of URLs loads, dated within the last few months.
- **FAIL** Dates are years old — "sitemap stale".
- **FAIL** It lists 40 URLs and you have 500 units — "sitemap incomplete".
- **FAIL** It contains URLs that 404 or redirect. A sitemap should only contain live, indexable pages.

Step 3 — read the page source

On the homepage, right-click an empty area → **View Page Source** (Ctrl+U, or Cmd+Option+U on a Mac). Then Ctrl+F inside that view and search for each item below.

Search for	Good	Write it down if
<title>	Names what you sell and where: "Polaris & Can-Am Dealer in Madison, WI"	Missing, empty, "Home", or over 60 characters
description	One readable sentence under 155 characters	Missing, or the same on every page
canonical	Points at the clean version of this URL	Missing, or points somewhere unexpected
viewport	width=device-width is present	Missing — the site will not work properly on a phone
og:	og:title, og:description, og:image all present	Missing — shared links look broken on Facebook
noindex	Not present on pages you want found	Present on the homepage — urgent

Step 4 — schema

Go to `search.google.com/test/rich-results`, paste the homepage URL, run the test.

- **PASS** Items detected, no errors. Expand them and check the phone, address and hours are right.
- **FAIL** "No items detected" — write "no schema on homepage".

Now repeat it on **one unit page** and **one parts page**. This is where most dealer sites fall over: the homepage has a LocalBusiness block and the 400 pages that actually sell things have nothing.

Step 5 — a unit page, the same way NEW

Pick a new unit and an used unit and repeat steps 3 and 4 on both. On a vehicle detail page you are looking for a title that names year, make, model and town; a unique description; and `Vehicle` or `Product` schema carrying price, availability and VIN or stock number. If every unit page shares one title template with no model in it, that is a finding.

ASK YOUR AI ASSISTANT

"Here is the <head> block of my vehicle detail page. List every SEO tag that is missing or malformed, in priority order: [paste]"

2 · CRAWL THE WHOLE SITE

Step 6 — Screaming Frog (free to 500 URLs)

Download from `screamingfrog.co.uk/seo-spider`, paste your domain, click Start. On a dealer site the free limit will usually run out — that in itself tells you something, and you can still read the first 500 URLs it found.

Step 7 — the tabs that matter

Tab	Filter	What it means
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Response Codes	Client Error (4xx)	Broken pages. On dealer sites these are usually sold units. Write down the count.
Response Codes	Server Error (5xx)	The server failed. Any number here is a problem.
Response Codes	Redirection (3xx)	Fine in ones. A chain of three or more wastes crawl and time.
Page Titles	Missing / Duplicate / Over 60	Duplicates are the dealer default: every filter view sharing one title.
Meta Description	Missing / Duplicate	Same story.
H1	Missing / Multiple	One H1 per page, and it should say what the page is.
Images	Missing Alt Text	Unit photos with no alt text are invisible to image search and to assistants.
Canonicals	Missing	Without these, filter permutations compete with each other.

Step 8 — the bloat ratio NEW

This is the single most useful number on a dealer site and almost nobody checks it.

1. Count the units you actually have for sale. Call it **R** (real inventory).
2. In Search Console → Pages, read the **Indexed** number. Call it **I**.
3. Divide I by R.

Indexed pages ÷ real inventory	Verdict
Under 10×	Healthy
10–50×	Investigate
Over 50×	Broken — Google is spending its crawl on junk

One Madison dealership peaked at **175,487 indexed pages** against roughly 500 units. Three weeks of clean-up took it to **64,447**. Nothing was lost that a customer would ever have looked for.

Where does it come from? Look for these URL patterns in the crawl:

- **Filter and sort permutations** — `?color=red&sort=price&page=4`, one URL per combination.
- **Compare pages** — including the absurd ones that compare a model with itself.
- **Parts diagrams** — thousands of fiche URLs that earn almost no search traffic. One dealer had 21,396 of them producing 96 clicks all year.
- **Tracking parameters written into the path** — `gclid`, `gad_source`, `srsltid` living in the URL instead of the query string.
- **Legacy URLs from the last website** still ranking years after the rebuild.

Step 9 — sold units NEW

Search your crawl for the "page not found" template and check how many times it was hit. Every shopper who clicks a marketplace listing for a unit you sold last week lands there. On one site that page was among the five most-viewed pages on the entire domain — 34,448 views in nine months.

THE FIX, IN ORDER OF PREFERENCE

1. Keep the page live with a clear "Sold — here are similar units in stock" module.
2. Or 301 redirect to the matching model or category results page.
3. Never leave a bare 404 with a search box on it. That is a lead walking out the door.

3 · GOOGLE'S VIEW OF YOU

Step 10 — Search Console basics

At search.google.com/search-console, pick your property. If the site is not there, add it as a **Domain** property (not URL-prefix) so it catches every subdomain and protocol. Submit the sitemap under Sitemaps and confirm the status reads Success with a URL count in the range you expect.

Step 11 — the Pages report

Indexing → Pages. The "Not indexed" list is where the truth lives. Click each reason:

- **Crawled — currently not indexed.** Google saw it and declined. Usually thin or duplicate. If your money pages are in here, that is urgent; if it is 100,000 parts diagrams, that is the clean-up working.
- **Discovered — currently not indexed.** Google knows it exists but has not bothered. Sitemap or server capacity.
- **Duplicate without user-selected canonical.** Add canonicals.
- **Excluded by noindex / Blocked by robots.txt.** Confirm each of these was deliberate.
- **Page with redirect.** Update internal links to point at the destination.

Spot-check monthly with the URL Inspection tool: one new unit page, one used unit page, one brand category. If a page that sells things has quietly dropped out, you want to know in a week, not a quarter.

Step 12 — branded versus non-branded NEW

In the Performance report, filter queries containing your dealership name (and its misspellings — people cannot spell your name). That is branded. Everything else is non-branded.

Measure	Healthy	Investigate	Broken
Branded share of clicks	40–60%	60–75%	Over 75%
Branded CTR	40–60%	25–40%	Under 25%
Non-branded CTR	2–5%	1–2%	Under 1% at position < 8

If three-quarters of your clicks are people typing your name, you are not being discovered — you are being looked up. Those customers were coming anyway. Growth lives in the non-branded impressions where you appear and are not chosen.

Step 13 — what average position actually means **NEW**

Search Console's average position blends every search you appeared for, weighted by impressions. A site-wide average under 10 is strong for a dealer. It gets worse when you start ranking for new, harder searches — which is growth, not decline. Judge position by query type, not by the site-wide number, and never compare a number from one tool against a number from another.

WHERE THE CLICKS REALLY ARE

On a local search the map pack takes roughly 44% of clicks and sits above the organic links. Being on page one is not the same as being seen. For "dealer near me" searches, the Business Profile work in Part Five moves more metal than anything you do to a page title.

Step 14 — Core Web Vitals, manual actions, security

Core Web Vitals → read the Mobile report first; write down any "Poor" URLs. Then Security & Manual actions — both should say no issues. A manual action is a five-alarm fire; everything else in this guide waits.

4 · SPEED AND PAGE WEIGHT

Step 15 — Lighthouse

Open the site in Chrome → right-click → Inspect → Lighthouse tab. Mode: Navigation. Device: **Mobile** first — that is where your buyers are. Analyze page load, then read the four scores and the failures under each.

Step 16 — GTmetrix and the waterfall

At gtmetrix.com, test from a server near your market. Open the Waterfall tab: every file the page loads, in order.

- **Red rows** — failed requests. Broken assets, write them down.
- **The three longest bars** — your bottlenecks. Hover to see whether it is DNS, connecting, waiting (slow server) or receiving (the file is enormous).
- **Sort by size**. Anything over 500 KB is too big. On dealer sites the offenders are hero videos and unit photography straight off a phone.
- **The stack at the top** — render-blocking CSS and JavaScript.
- **The same file twice** — caching is broken.

Step 17 — the dealer page-weight budget **NEW**

A real example from a live dealership homepage, tested June 2026:

Measure	That site	Should be
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Fully loaded	11.2 s	Under 5 s
Total page size	18.6 MB	Under 5 MB
Largest single asset	8.0 MB autoplay video	Under 500 KB, or lazy-loaded on click
Requests	242	Under 100
JavaScript execution	7.2 s	Under 2 s
Recoverable by caching	8.5 MB	—

Note what is not on that list: a rebuild. Every line is a setting, an asset or a tag. The video is the single biggest win on most dealer sites, and switching it from autoplay to click-to-play takes an afternoon.

COUNT YOUR THIRD-PARTY TAGS

Chat widget, trade-valuation tool, finance calculator, three analytics platforms, two remarketing pixels, an accessibility overlay. Each one was added for a good reason and none was ever removed. In the waterfall, add up everything not served from your own domain. If third-party code is blocking the main thread for more than two seconds, that is your slow site — and your provider did not cause it, your marketing stack did.

ASK YOUR AI ASSISTANT

"Here are the ten slowest requests from my GTmetrix waterfall with types and times: [paste]. What is the single biggest bottleneck, and what is the fix in plain English?" — you can paste a screenshot of the waterfall instead.

PART TWO

THE PARTS MOST AUDITS MISS

Everything up to here is standard technical SEO and applies to any business. The next five sections are where dealership visibility is actually won or lost, and they are the sections that almost never appear in a provider's monthly report.

5 · GOOGLE BUSINESS PROFILE AND LOCAL

For a dealership this is the highest-yield asset you own outright. On one dealer's numbers, the Business Profile link produced **53% of all Google clicks to the website**, and the visits arriving through it were the most engaged on the site.

Ownership and the basics

- Confirm the store owns the profile at **Owner** level — not your agency, not a former marketing manager's personal Gmail. If you cannot name who holds primary ownership, fix that first.
- Primary category: the most specific one that fits (Motorcycle Dealer, Powersports Vehicle Dealer, ATV Dealer). Add secondary categories for service, parts and rental if you do them.

- Hours, including holiday hours. A store showing "closed" on the Saturday it is open loses that day's walk-ins.
- NAP — name, address, phone — identical here, on your website footer, in your schema, and on every directory. Suite numbers and abbreviations count as differences.
- Service area, attributes, payment and financing options, brands carried.

The things that move it

- **Photos, monthly.** Showroom, service bay, staff, new arrivals. Profiles with recent photos out-perform dormant ones.
- **Products and services.** List your brands and service jobs as products. This is free inventory surface.
- **Posts.** Weekly-ish. Events, demo days, arrivals, promos.
- **Messaging and booking.** Turn them on. One audited dealer had zero conversations recorded because messaging was never enabled — every one of those shoppers went to whoever did answer.
- **Reviews.** A standing process: ask after every sale and every service visit. Respond to all of them, including the bad ones, in your own voice. Review count and recency are local ranking factors.
- **UTM-tag the website link** on the profile so you can prove how much traffic it sends. Without the tag it lands in your analytics as ordinary organic and the profile gets no credit.

The check most dealers have never run

Search your primary category plus your town — "Polaris dealership Madison" — from a phone, then from a location a few miles out of town. Your ranking in the map pack changes with the searcher's position. A dealer we audited ranked top three across west Madison and positions 15–20 out toward the interstate: the exact corridor their customers drive in from. Grid-rank tools show this on a map; a colleague in another town and a phone will show it for free.

What to watch monthly

Metric	Read it as
Profile impressions	How often you were shown. Falling impressions with rising actions is not a disaster.
Actions per impression	The quality number. One dealer went from 31% to 44% while impressions fell — more of the right people.
Calls, direction requests, website clicks	The three that correlate with people turning up.
Reviews and average rating	Volume and recency, not just the star number.

6 · INVENTORY, PARTS AND PRODUCT DATA

Your DMS already holds everything a machine needs to sell your units. The question is what survives the trip to the website, and whether it arrives in a form anything other than a human can read.

The feed itself

- How often does the DMS push to the site — real time, hourly, nightly? Anything slower than hourly means your site advertises units you sold this morning.
- Does price flow through, or does the site show "call for price"? A missing price is a missing shopper.
- Does availability flow through? "In stock" that is not true is worse than no answer.
- Do photos flow through at full quality, or does the feed downsample them — or upload 4 MB phone shots untouched?

The vehicle detail page checklist

- Unique title: year, make, model, trim, condition, town.
- Real copy above the spec table — two or three sentences a person wrote.
- Multiple photos with descriptive alt text ("2024 Polaris RZR Pro XP Ultimate, orange, three-quarter front"), not `IMG_4471`.
- `Vehicle` or `Product` schema with brand, model, modelDate, VIN or stock number, offers (price, currency, availability, seller).
- Financing and payment detail on the page, not behind a form.
- A clear, single call to action that does not require a phone call.

Parts and fitment NEW

Fitment is the dealer-specific version of structured data, and it is where machine-readable data pays off fastest. Compare the two ways of saying the same thing:

What the page says today	What the machine needs
"Front brake pad set. Fits most 2019 and newer RZR models. Call the parts counter to confirm fitment for your machine. In stock — Madison."	Product schema with <code>isAccessoryOrSparePartFor</code> naming model, model years and position, plus offers carrying price, availability and inventory level.
A person can read it. A machine has to guess the years, the trims, the side, and whether it is on the shelf right now — so it recommends someone else.	An assistant can answer "will this fit my 2022 RZR Pro XP?" with "yes, and it is in stock in Madison" — without anyone calling the store.

Feeds beyond your website

- **Marketplaces** — Cycle Trader, ATV Trader, Snowmobile Trader, Autotrader, MotoHunt. Confirm the feed is current and that listing links land on a live page, not the sold-unit 404.
- **OEM dealer locators** — Polaris, Indian, Can-Am, Royal Enfield, Honda, Yamaha. These are becoming a real traffic source and cost you nothing but accurate data.
- **Merchant feeds** — for parts and apparel, a product feed opens Shopping surfaces and, increasingly, AI shopping agents.

7 · AI AND ANSWER ENGINES

Roughly half of buyer research now starts somewhere that answers rather than lists. The good news for dealers: AI Overviews mostly land on informational questions and largely skip the local, transactional searches that bring in buyers. The risk is narrower than the headlines suggest — but it is real, and it is measurable.

Step 18 — the ten-prompt test

Open ChatGPT, Gemini and Perplexity. Run these, in your own market, and write down whether you are named:

1. "Best powersports dealer near [your town]"
2. "Where can I buy a [brand you carry] in [your town]"
3. "Who services [brand] in [your county]"
4. "[Your dealership name]" — do they describe you accurately?
5. "Is [a unit you have in stock] available near [town]"
6. "Compare [model A] and [model B]" — does anyone's dealer content get cited?
7. "Cheapest [category] dealer in [region]"
8. "Powersports financing in [town]"
9. "Where can I rent a [category] near [town]"
10. "[Your dealership] hours" / "phone number" — is the answer right?

Score it out of ten. Re-run it quarterly. That number is your answer-engine visibility, and it is the one metric in this guide that did not exist three years ago.

What makes an assistant name you

- **Crawlable HTML.** If inventory only appears after JavaScript runs, many retrieval bots see an empty page. One audited site had 170+ dealer locations invisible behind a JS widget.
- **Schema on everything that sells.** Organization, LocalBusiness / MotorcycleDealer, Vehicle or Product per unit, AutoRepair for service, BreadcrumbList on interior pages.
- **Consistency.** Same name, address, phone and hours everywhere. Contradictions make an assistant hedge, and hedging means naming someone else.
- **Comparison and buyer-guide content.** "Can-Am or Polaris — which side-by-side wins" earns citations in a way a spec table never will.
- **An FAQ that answers real questions** — financing, trade-ins, out-of-state purchase, service intervals — with FAQPage schema attached.

robots.txt for AI bots — pick a side

Option	What it does	Choose it if
A — allow all	Allow GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, anthropic-ai, PerplexityBot, Google-Extended and the rest.	You want maximum visibility and do not mind your content training models.

B — selective	Allow the live retrieval bots that answer a shopper's question right now; block the training crawlers.	You want to be found today without handing over the archive.
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Either way, add an `llms.txt` file at your site root: a plain summary of who you are, your canonical pages (about, FAQ, contact, locator), your inventory category URLs and your brand-family links. It costs an hour and it is how you hand a machine a clean map instead of making it guess.

Track the referrals

In GA4, AI assistant traffic now arrives as its own channel or as referrals from `chatgpt.com`, `perplexity.ai` and friends. It is small and growing fast — one dealer went from 156 sessions to 2,062 in a year. Add it to your monthly scorecard now, while the number is still small enough to celebrate.

8 · MEASUREMENT — PROVING ANY OF IT WORKED

The most common finding in a dealership audit is not a broken page. It is that nothing is counted, so no one can tell whether last year's spend did anything. Fix the measurement before you fix the marketing — but never wait on it.

Step 19 — key events in GA4

Admin → Events → Key events. If the list is empty, your analytics is a traffic counter, not a marketing tool. At minimum, mark these:

- `form_start` and `form_submit` — every lead form, quote request and trade valuation.
- Phone click (tel: links) and email click.
- Directions click, map click, hours view.
- Finance application start and submit.
- Chat opened, chat lead captured.
- Inventory search performed; unit detail viewed.

Then check `form_submit ÷ form_start`. Healthy is 20–60%. Under 2% means the form is broken, not that shoppers are shy.

Step 20 — clean the data

- **Exclude internal traffic by IP.** Staff opening unit pages all day inflates everything. One site had a quarter of its users traceable to internal, data-centre or automated activity.
- **Watch the Direct share.** 20–30% is normal; over 40% means something is untagged or a bot is at work.
- **Watch Unassigned.** Over 5% and your tagging is leaking.
- **Set data retention to 14 months.** The default of two months destroys year-over-year comparison.
- **UTM everything you control** — Business Profile link, email, social bios, QR codes, print.
- **Annotate change dates.** When you ship a fix, write down the date, or you will never be able to prove it worked.

Step 21 — close the loop to the CRM

Website leads are not sales. The only number the owner cares about is units delivered and gross. Once a quarter, match lead source in the CRM against sold units in the DMS. Until that loop is closed, every marketing conversation is opinion.

The monthly scorecard

Line	Where it comes from
Organic sessions and engaged sessions	GA4
Non-branded clicks and impressions	Search Console
Indexed pages ÷ real inventory	Search Console + DMS
Business Profile calls, directions, website clicks	GBP Insights
Reviews received, average rating	GBP
Key events: form submits, calls, chats	GA4
AI assistant sessions	GA4
Answer-engine score out of ten	The ten-prompt test
Fixes shipped this month, with dates	Your fix list

9 · HOLDING YOUR WEBSITE PROVIDER TO ACCOUNT

Most providers sell SEO as an upsell and deliver very little technical depth. Cookie-cutter templates can actively work against you — duplicate content, poor structure, slow load. Dealers rarely know which questions force a straight answer. Here they are.

Step 22 — get owner access, in writing

Property	Level the store should hold
Google Analytics 4	Administrator
Google Tag Manager	Publish, not just Edit
Google Search Console	Owner, Domain-level property
Google Business Profile	Owner (agency gets Manager)
Google Ads	Standard or Admin
Website CMS	Highest level the platform grants
Domain registrar and DNS	The store. Always the store.

If a vendor relationship ends tomorrow, you should lose a service — not your data, your reviews and your domain.

Step 23 — the ten questions

1. Do we hold owner-level access to our own Search Console, Analytics and Business Profile? Send the confirmation.
2. How many of our pages are indexed today, and how many units do we have for sale?
3. What schema is on our vehicle detail pages? Send one URL that passes the Rich Results Test.
4. What technical work was done last quarter — the actual changes, with dates?
5. What is our mobile Lighthouse performance score, and what is the largest asset on the homepage?
6. How do sold units get handled — redirect, sold page, or 404?
7. Which pages are in "Crawled — currently not indexed", and are any of them money pages?
8. What is our non-branded click share, and how has it moved in twelve months?
9. What is your position on AI crawlers, and do we have an llms.txt?
10. If we leave, what do we keep?

READING THE ANSWERS

You are not looking for perfect scores. You are looking for whether the answers are specific and dated. "We're always optimising" is not an answer. "We shipped canonical tags on filter URLs on 14 August, here's the before and after in Search Console" is.

PART THREE

TURNING FINDINGS INTO A PLAN

10 · TRIAGE AND CADENCE

Step 24 — sort into three buckets

Urgent — today

- Site blocked by robots.txt, or noindex on pages that sell.
- Manual action or security issue in Search Console.
- HTTPS broken, mixed content, or a browser showing "Not secure".
- Sitemap missing or not fetching.
- 5xx errors, or 4xx on money pages.
- Wrong phone number, address or hours anywhere.

High — this week

- Missing or duplicate titles, descriptions and H1s on unit and category pages.
- Missing schema on vehicle detail pages.
- Sold units landing on a dead end.

- Business Profile: categories, hours, messaging, photos, review process.
- Core Web Vitals "Poor" pages; the single largest asset on the homepage.
- Key events in GA4, and internal traffic exclusion.

Medium — this month

- Index bloat clean-up: canonicals and `noindex, follow` on filter permutations, compare pages and parts diagrams.
- Alt text on unit photography.
- Redirect chains and legacy URLs.
- `llms.txt` and the AI bot decision.
- FAQ and comparison content.
- Open Graph tags, caching headers, image formats.

THE RULE THAT MAKES IT A PROJECT

A finding with no owner and no ship date is an observation, not a fix. There is no "in progress" state without a date. Every line on the fix list gets a name and a day, or it is not on the list.

Step 25 — the cadence

When	What
Weekly	Business Profile: respond to reviews, post once, add a photo. Ten minutes.
Monthly	Scorecard (Part Eight). Spot-check three URLs in Search Console. Confirm what shipped.
Quarterly	Re-run Parts One to Four. Re-run the ten-prompt test. Re-grade against the baseline you locked.
Annually	Full provider review against the ten questions.

Lock your baseline before you change anything: today's indexed count, non-branded clicks, Lighthouse score, page weight, and the answer-engine score. Without it, in six months you will have opinions instead of a result.

APPENDIX A · THRESHOLDS

The numbers worth treating as pass or fail. Where your situation justifies a different line, say so out loud rather than quietly moving it.

Check	Healthy	Investigate	Broken
Title length	Under 60 chars	60–70	Missing or duplicate
Meta description	Under 155 chars	155–170	Missing or duplicate
Redirect chain depth	1 hop	2	3 or more
Image weight	Under 200 KB	200–500 KB	Over 500 KB

Lighthouse performance (mobile)	90+	50–89	Under 50
Largest Contentful Paint	Under 2.5 s	2.5–4 s	Over 4 s
Total Blocking Time	Under 200 ms	200–600 ms	Over 600 ms
Cumulative Layout Shift	Under 0.1	0.1–0.25	Over 0.25
Total page payload	Under 5 MB	5–10 MB	Over 10 MB
Indexed pages ÷ real inventory	Under 10×	10–50×	Over 50×
Branded share of search clicks	40–60%	60–75%	Over 75%
Non-branded CTR	2–5%	1–2%	Under 1% at position < 8
Direct share of sessions	20–30%	30–40%	Over 40%
Unassigned traffic	Under 1%	1–5%	Over 5%
form_submit ÷ form_start	20–60%	5–20%	Under 2%
GA4 data retention	14 months	—	2 months

Engagement and bounce thresholds are channel-dependent. Compare a channel against itself over time, not against a universal benchmark.

APPENDIX B · THE TEN-MINUTE CHECK

Six things anyone can run on a live site in about ten minutes. Use it on your own site monthly, and on a competitor's when you want perspective.

1. **Indexing** — are the pages that sell actually in the index?
2. **Structure** — can a person, and a crawler, reach inventory in two clicks?
3. **Schema** — does a unit page pass the Rich Results Test?
4. **Speed** — what does the homepage weigh, and how long until it is usable on a phone?
5. **Business Profile** — categories, hours, photos, reviews, messaging: current and owned by you?
6. **The AI question** — ask an assistant for a dealer in your town. Does it name you at all?

APPENDIX C · PROMPTS WORTH KEEPING

AUDIT A HEAD SECTION

"Audit this <head> block for missing or malformed SEO tags. List each issue in priority order: [paste]"

GENERATE SCHEMA

"Generate JSON-LD schema for a [MotorcycleDealer / Vehicle / Product / FAQPage] with these details: [paste]. Use one canonical domain throughout."

EXPLAIN A ROBOTS.TXT

"Explain in plain English what this robots.txt does, flag anything dangerous, and tell me which AI crawlers it allows: [paste]"

DIAGNOSE A WATERFALL

"Here are the slowest requests in my waterfall: [paste]. What is the biggest bottleneck and how do I fix it?"

WRITE FITMENT DATA

"Write Product JSON-LD for this part including isAccessoryOrSparePartFor with model, model years and position, plus offers with price and availability: [paste the part details]"

TURN FINDINGS INTO A PLAN

"Here is my audit findings list. Turn it into a numbered action plan grouped by priority, each with the fix in plain English and a suggested owner: [paste]"

APPENDIX D - FIX-LIST TEMPLATE

#	Finding	Where	Priority	Owner	Ship date	Proof it worked
1						
2						
3						
4						
5						
6						
7						
8						

"Proof it worked" is the column most fix lists leave off, and the only one that ends an argument. Name the number you expect to move and where it is read from, before the work starts.

FREE DIAGNOSTIC

Bring your site to Booth 14 and we will run this on it with you — about ten minutes, findings in writing, no pitch and no follow-up sequence, offered whether or not you ever work with us. Bring your provider's most recent report if you have one.

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