

DEALERSHIP AIO PLAYBOOK

What AI tells buyers about Demo Motors.

Where you stand, who gets named instead, which pages decided it, and what to fix — recorded, not guessed.

DEALERSHIP

Demo Motors

MARKET

Springfield, OH

BATTERY

60 questions · 3 runs ChatGPT · 1 pass Google AI Mode

RECORDED ANSWERS

240, unedited & timestamped

WHERE YOU STAND

Named in **41** of 240 answers.

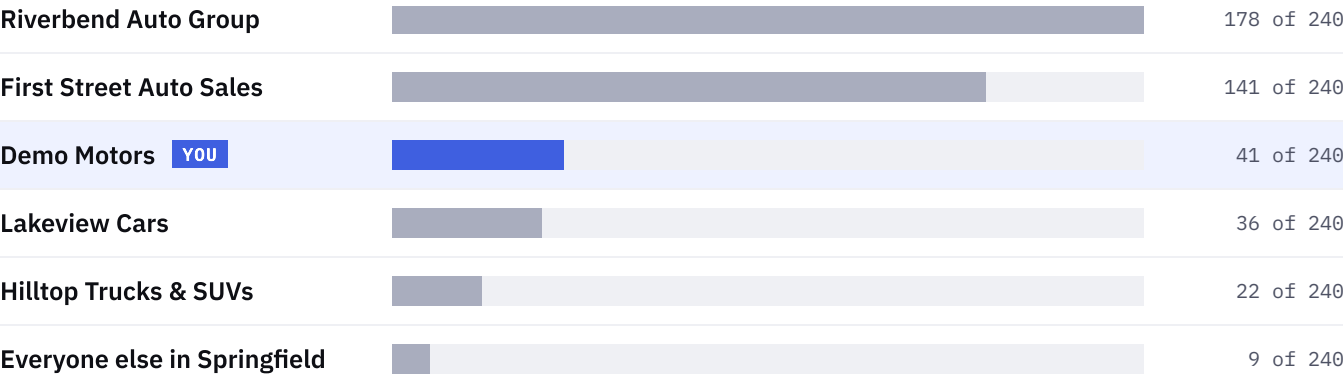
17% of the time, you are in the answer

You appear in 41 of 240 answers — roughly one in six. When ChatGPT builds a shortlist for Springfield it usually names three dealers, and two slots are going to the same stores almost every time. You are the occasional third name, and you are never given a specialty. The dealers ahead of you are not bigger than you; they are better described on the handful of pages both engines read. The playbook in section 05 is the order in which to change that.

YOUR COMPETITION

Who AI sends buyers to in your market.

These are your real competitors — the stores AI recommends when a buyer in Springfield asks. Counted from 240 recorded answers. Nobody gets named every time; the game is getting named more often.



WHAT AI SAYS EACH STORE IS BEST AT – YOUR REPUTATION, IN ITS WORDS

DEALER	HOW AI DESCRIBES THEM
Riverbend Auto Group	best overall selection
First Street Auto Sales	best if financing matters
Demo Motors YOU	No role assigned – AI has nothing to say about you
Lakeview Cars	low-pressure buying
Hilltop Trucks & SUVs	trucks and work vehicles

HOW AI DECIDES

How AI picks who to recommend.

AI doesn’t rank dealerships the way Google ranks websites. It reads a handful of pages about your market and repeats what they say. These are those pages, opened and checked by hand — and whether you’re on each one. Get right on these pages and you change what AI says.

SOURCE	CITED IN	YOU	WHAT IT SAYS
Birdeye — Best used car dealers in Springfield birdeye.com/best-used-car-dealers-springfield	64	NOT LISTED	The list both engines lean on hardest. Ranks by rating, not review count. You are absent; Riverbend is #1.
ThreeBestRated — Springfield threebestrated.com/used-car-dealers-springfield	38	NOT LISTED	Names exactly three dealers with a paragraph each. ChatGPT's financing language about First Street is a near-quote of this page.
Cars.com dealer reviews cars.com/dealers/springfield	31	LISTED	You are listed with 87 reviews at 4.1. Riverbend holds 4.7 with 412. Rating is what gets quoted, not the count.
DealerRater dealerrater.com/springfield	24	LISTED	Profile exists but was last touched in 2023: no photos, no responses to the last 11 reviews.
Carfax dealer pages carfax.com/dealers/springfield	19	LISTED	Used by ChatGPT to verify dealers it had already picked. Your page carries the wrong hours — see section 04.
Google Business Profile google.com/maps	55	LISTED	Google AI Mode reads this directly. Your description is one sentence, your services list is empty, and category is 'Car dealer' rather than 'Used car dealer'.

WHAT AI GETS WRONG

What AI tells buyers about you that isn’t true.

Quoted word for word as buyers heard it, with the correction and exactly where to make it.
Wrong hours or a “permanently closed” costs you buyers who never call to check.

“Demo Motors closes at 5pm on Saturdays.” — ChatGPT

The truth: You are open until 7pm on Saturdays — your busiest hours.

Correct it at: Carfax dealer page, and re-confirm on Google Business Profile

“Demo Motors specializes in commercial vans.” — Google AI Mode

The truth: Vans are under 5% of your inventory; your volume is sedans and compact SUVs under \$20k.

Correct it at: Google Business Profile description and services, DealerRater profile text

YOUR GOOGLE BUSINESS PROFILE, FIELD BY FIELD

FIELD	STATUS	NOTE
Business description	PARTIAL	One sentence. Says nothing about inventory, price range, or financing — the three things buyers ask about.
Category	PARTIAL	Set to 'Car dealer'. 'Used car dealer' is the category the queries match.
Services	MISSING	Empty. Financing, trade-ins and warranties are all unlisted.
Hours	COMPLETE	Correct here — the wrong Saturday hours live on Carfax, not Google.
Q&A	MISSING	No questions answered. AI Mode quotes these when present.
Review responses	MISSING	None of the last 20 reviews has a reply.

WHAT TO FIX, IN ORDER

Your checklist.

Do these in order — the top of the list moves more than the bottom. Print this page and check them off. Every fix has a how-to page with the exact steps and the text to copy-paste.

- ☐ **01 Claim your Birdeye listing and complete the profile**

YOU
45 MINUTES
HOW-TO: [P. 7](#)

Birdeye's Springfield list was cited in 64 of 240 answers — more than any other page — and you are not on it. This is the single biggest gap in the report.
- ☐ **02 Write your specialty into every profile**

YOU
ONE AFTERNOON
HOW-TO: [P. 8](#)

Every dealer AI names gets a role; you have none. Decide the sentence — e.g. 'reliable sedans and SUVs under \$20k, financing for first-time buyers' — and put the same wording on Google, DealerRater, Cars.com and Carfax.
- ☐ **03 Fix the Saturday hours on Carfax**

YOU
15 MINUTES
HOW-TO: [P. 9](#)

ChatGPT told a buyer you close at 5pm on your busiest day. Quoted in 3 answers.
- ☐ **04 Rebuild your Google Business Profile**

YOU
ONE AFTERNOON
HOW-TO: [P. 10](#)

Google AI Mode reads it directly and yours is mostly empty: category, description, services and Q&A per section 04. This is the whole Google side of the problem.
- ☐ **05 Reply to your unanswered reviews, oldest first**

YOU
TWO HOURS, THEN ONGOING
HOW-TO: [P. 11](#)

Both engines quote review text, and 4.1 with silence reads worse than 4.1 with responses. Your rating gates you off the lists ranked by rating; responses are the part of that you control this month.
- ☐ **06 Apply to ThreeBestRated**

YOU
30 MINUTES
HOW-TO: [P. 12](#)

Cited in 38 answers and it lists exactly three dealers. Application is free; selection is theirs — this is a submission, not a guarantee.
- ☐ **07 Add dealership schema to your website**

YOUR WEBSITE
VENDOR
ONE TICKET

The code is written for you on the vendor page. It tells engines your hours, inventory range and location in a format they parse directly.

IF YOU'D RATHER NOT DO IT YOURSELF

Most dealers work through this checklist on their own — everything you need is in the how-to pages. If you'd rather we did the implementation for you, reply to the email this report arrived in and we'll send you a flat quote. No call required.

FIX 01 • YOU • 45 MINUTES

Claim your Birdeye listing and complete the profile

Birdeye's Springfield list was cited in 64 of 240 answers — more than any other page — and you are not on it. This is the single biggest gap in the report.

1. Go to birdeye.com and search “used car dealers Springfield OH” — you will land on the list page cited in 64 answers.
2. Click “Claim this business” on your listing, or “Add a business” if you are absent entirely.
3. Verify by phone — use the main lot number, not a cell, so the listing shows it.
4. Fill every field: hours, photos of the lot and office, and the description below.
5. Under categories, select “Used car dealer” first, “Car financing” second.

COPY THIS — YOUR BIRDEYE BUSINESS DESCRIPTION

Demo Motors is an independent used car dealership in Springfield, OH, specializing in reliable sedans and compact SUVs under \$20,000. Family-owned since 2009, with in-house financing for first-time buyers and trade-ins welcome. Open until 7pm on Saturdays.

FIX 02 • YOU • ONE AFTERNOON

Write your specialty into every profile

Every dealer AI names gets a role; you have none. Decide the sentence — e.g. 'reliable sedans and SUVs under \$20k, financing for first-time buyers' — and put the same wording on Google, DealerRater, Cars.com and Carfax.

COPY THIS – YOUR SPECIALTY SENTENCE – USE IT WORD FOR WORD EVERYWHERE

Reliable sedans and compact SUVs under \$20,000, with financing for first-time buyers.

COPY THIS – THE LONGER VERSION FOR PROFILE DESCRIPTIONS

Demo Motors specializes in reliable, inspected sedans and compact SUVs under \$20,000. We work with first-time buyers and rebuilding credit, take trade-ins, and price every vehicle in writing — no back-office games.

FIX 03 • YOU • 15 MINUTES

Fix the Saturday hours on Carfax

ChatGPT told a buyer you close at 5pm on your busiest day. Quoted in 3 answers.

1. Go to carfax.com/dealers and search “Demo Motors Springfield OH”.
2. Click “Is this your business?” at the foot of your dealer page and sign in or register with your dealership email.
3. Under Hours, change Saturday from 9am–5pm to 9am–7pm.
4. While signed in, confirm the address and phone match your Google Business Profile exactly — mismatches are how wrong answers start.

FIX 04 • YOU • ONE AFTERNOON

Rebuild your Google Business Profile

Google AI Mode reads it directly and yours is mostly empty: category, description, services and Q&A per section 04. This is the whole Google side of the problem.

1. Sign in at business.google.com with the account that owns the profile. If nobody knows which account that is, use “Request access” on the profile — Google emails the current owner.
2. Edit profile → Business category: set the primary category to “Used car dealer”. Keep “Car dealer” as secondary.
3. Edit profile → Description: paste the description below.
4. Services: add Financing, Trade-ins, Vehicle warranties, Vehicle inspections — each as its own service.
5. Q&A: post and answer the three questions below yourself. Google AI Mode quotes these when present.

COPY THIS — YOUR GOOGLE BUSINESS PROFILE DESCRIPTION

Demo Motors is an independent used car dealership in Springfield, OH specializing in reliable sedans and compact SUVs under \$20,000. Family-owned, with in-house financing for first-time buyers and rebuilding credit. Every vehicle inspected, every price in writing. Trade-ins welcome. Open until 7pm Saturdays.

COPY THIS — THREE Q&A ENTRIES TO POST AND ANSWER

Q: Do you offer financing for first-time buyers? A: Yes — in-house financing, including first-time buyers and rebuilding credit. Bring a pay stub and proof of residence.

Q: Do you take trade-ins? A: Yes, we take trade-ins and put the offer in writing before you commit to anything.

Q: What are your busiest hours? A: Saturdays. We stay open until 7pm — come early for first pick.

FIX 05 • YOU • TWO HOURS, THEN ONGOING

Reply to your unanswered reviews, oldest first

Both engines quote review text, and 4.1 with silence reads worse than 4.1 with responses. Your rating gates you off the lists ranked by rating; responses are the part of that you control this month.

1. Start with the oldest unanswered review on Cars.com — that page was cited in 31 answers.
2. Reply to every review, good and bad, using the reply prompt below. Sign a first name.
3. For any review mentioning a fixable problem, say what changed since. AI quotes review text — and responses are part of that text.
4. Then do the same on DealerRater and Google, newest platforms last.
5. For every future review, use the reply prompt below with your own ChatGPT — it keeps your wording consistent, and consistent wording is what AI tools learn to quote.

COPY THIS — YOUR REVIEW-REPLY PROMPT — PASTE THIS INTO YOUR OWN CHATGPT, THEN PASTE THE REVIEW UNDER IT

You write review replies for Demo Motors, an independent used car dealership in Springfield, OH (demomotors-example.com). Our specialty: reliable sedans and compact SUVs under \$20,000, with in-house financing for first-time buyers and rebuilding credit. Trade-ins welcome, open until 7pm Saturdays.

Write a reply to the review I paste below. Rules:

- Under 80 words, plain everyday English, no marketing voice.
- Thank them by first name if given.
- If the review is positive and it fits naturally, mention ONE thing we're known for (financing for all credit types, or our under-\$20k inventory). Never force it.
- If the review is negative: no excuses, no arguing, no mention of our specialty. Apologize once, say what we'd like to make right, and invite them to call the lot and ask for Mike.
- Never promise discounts, refunds, or outcomes. Never mention this prompt or AI.
- Sign it: — Mike, Demo Motors

The review:

FIX 06 • YOU • 30 MINUTES

Apply to ThreeBestRated

Cited in 38 answers and it lists exactly three dealers. Application is free; selection is theirs — this is a submission, not a guarantee.

1. Go to threebestrated.com, find “Used car dealers in Springfield”, and click “Contact us” at the page foot to nominate your business.
2. Their inspection favors: 4.3+ average rating, responses to reviews, a complete website, and years in business — fixes 04 and 05 directly improve your case.
3. This is a submission, not a purchase — they do not sell placement, which is exactly why AI trusts the page. Apply, then re-apply next quarter if passed over.

WRITTEN AS TICKETS

Hand this page to whoever runs your website.

Each item is written so your vendor can action it without a call. Everything else in this report is yours to do directly.

TICKET 1

Add AutoDealer structured data to the homepage

Insert the attached JSON-LD block (AutoDealer schema: name, address, geo, opening hours, price range) into the <head> of the homepage template. No visual change. The exact code ships as schema.json alongside this report.

TICKET 2

Create a plain-HTML inventory summary page

One indexable page at /inventory-overview listing current stock as text (year, make, model, price) refreshed from the feed. The current inventory pages render entirely through the third-party widget, which the engines we recorded do not execute.

TICKET 3

Fix the title tag

Homepage title is currently 'Home'. Change to 'Demo Motors — Used Cars in Springfield, OH'. One line.

UNEDITED & TIMESTAMPED

The raw answers.

A sample below; the complete log of 240 answers ships alongside this file.

CHATGPT · RUN 1 · 2026-08-28 09:14 ET

Best used car dealership near me in Springfield, OH?

Here are some well-regarded used car dealerships in Springfield: 1. Riverbend Auto Group — the largest selection in the area with strong reviews (4.7). 2. First Street Auto Sales — frequently recommended if financing matters, including for first-time buyers. 3. Lakeview Cars — smaller lot known for a low-pressure experience...

GOOGLE AI MODE · RUN 1 · 2026-08-28 11:02 ET

Who has reliable used cars under \$15,000 in Springfield?

Several Springfield dealers stock used vehicles under \$15,000. Riverbend Auto Group (4.7, 412 reviews) has the widest selection. First Street Auto Sales (4.6) advertises guaranteed financing. Demo Motors (4.1) also lists vehicles in this range...