

**2026 NADASHOW**

**LAS VEGAS**

FEBRUARY 3-6



# The Age of AI Search:

How Dealers Can Stay Visible  
and Competitive

**Greg Gifford**  
Chief Operating Officer  
SearchLab Digital



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We had to turn in pitches  
for NADA all the way back  
in **April of 2025**



Before **AI Overviews** were  
launched on Google  
in May 2025



Before **AI Mode** was  
launched on Google  
in June 2025



**A few assumptions were  
made that turned out to be  
incorrect**



Let's look at how things  
**actually work** now that  
we've had time to test



AI is changing search behavior. **Search phrases are longer and more conversational**





## Most dealers are still awful at SEO

(proven by our massive SEO study)

Check out the study here:





AI might be a shiny new exciting thing for dealers, but SEO remains the **key to success**



**Throwing away SEO  
for GEO (a term that was  
made up six months ago)  
is absolute insanity**

In August of 2025,  
ChatGPT had **5.8 billion**  
**visits** worldwide



In August of 2025,  
Google had **83.8 billion**  
**visits** worldwide



That means ChatGPT  
only gets **6% of traffic**  
(worldwide, with all query  
types included)





**Most AI queries are  
task-based instructions  
or simple info requests**



**AI still hasn't figured out  
local search results**



Searches with **local intent**  
are all that matter  
to car dealers

**Sure, you're likely getting  
a few conversions from  
ChatGPT, but the vast  
majority of conversions  
still come from organic  
traffic on Google**



Research has shown  
that ChatGPT shares a  
**95% audience overlap**  
with Google



Data also shows that most ChatGPT users head to Google for **fact checking and additional information** after using ChatGPT for the initial search



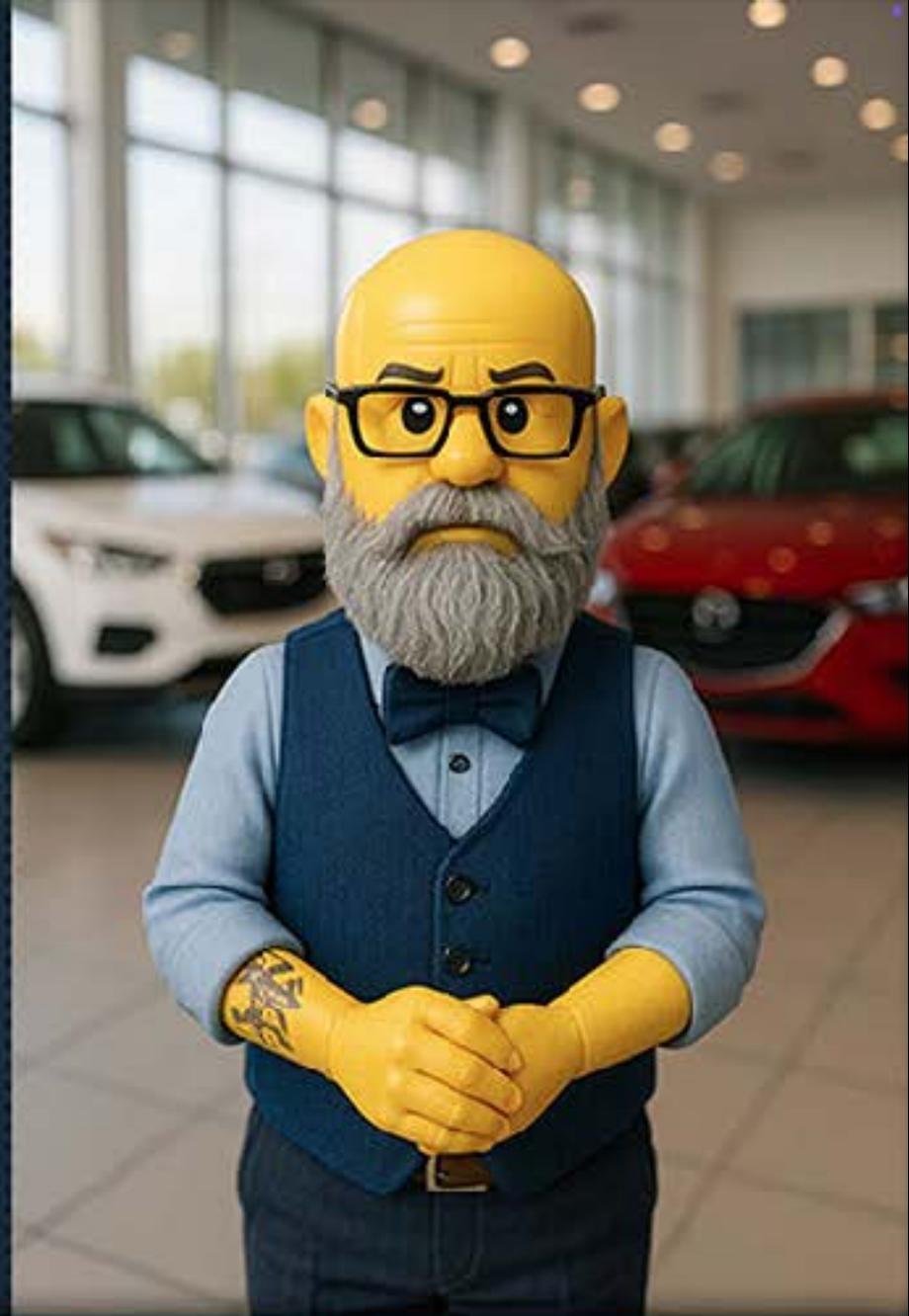


**LLMs account for  
less than 5% of revenue  
for most websites**

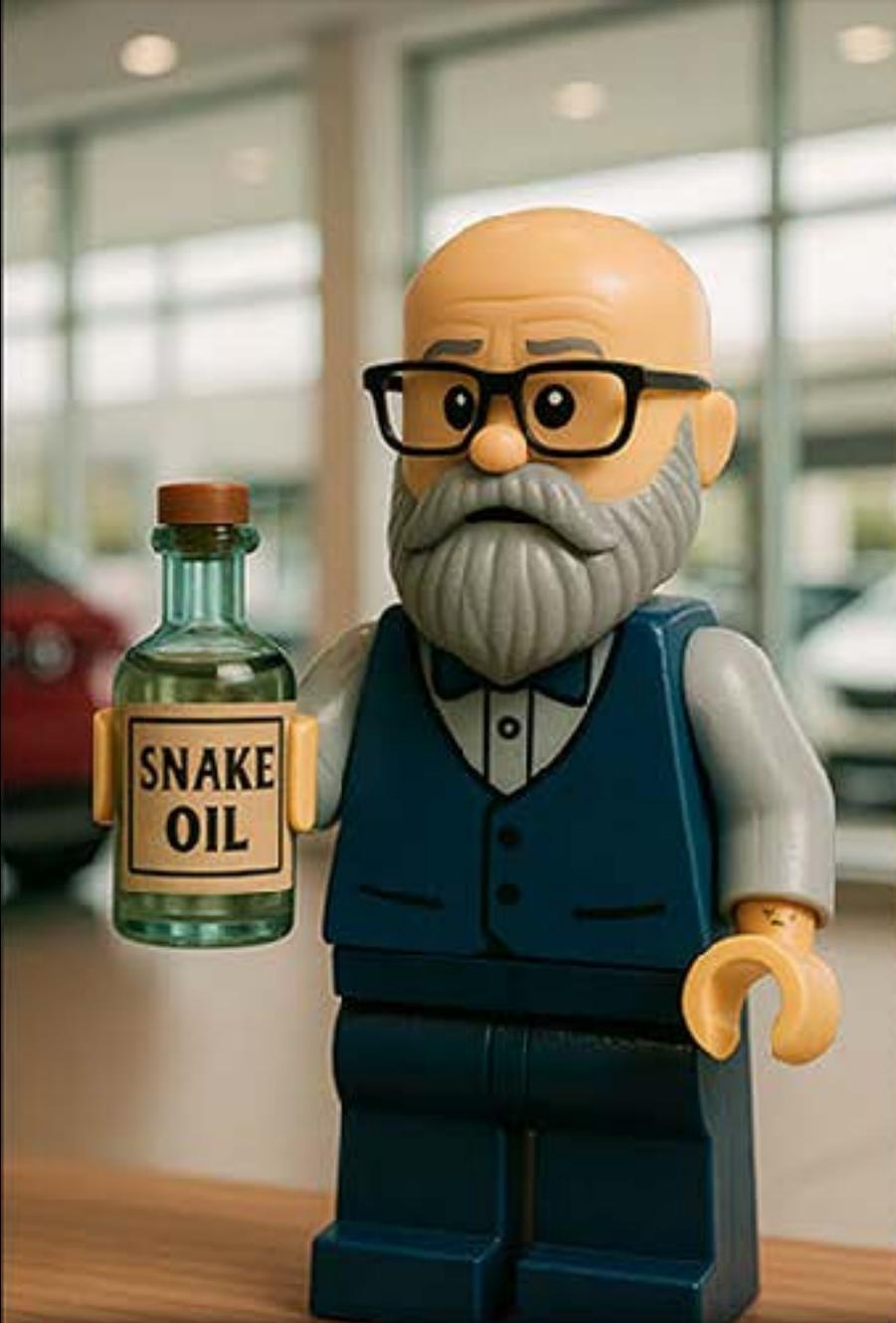


**SEO accounts for  
more than 50% of revenue  
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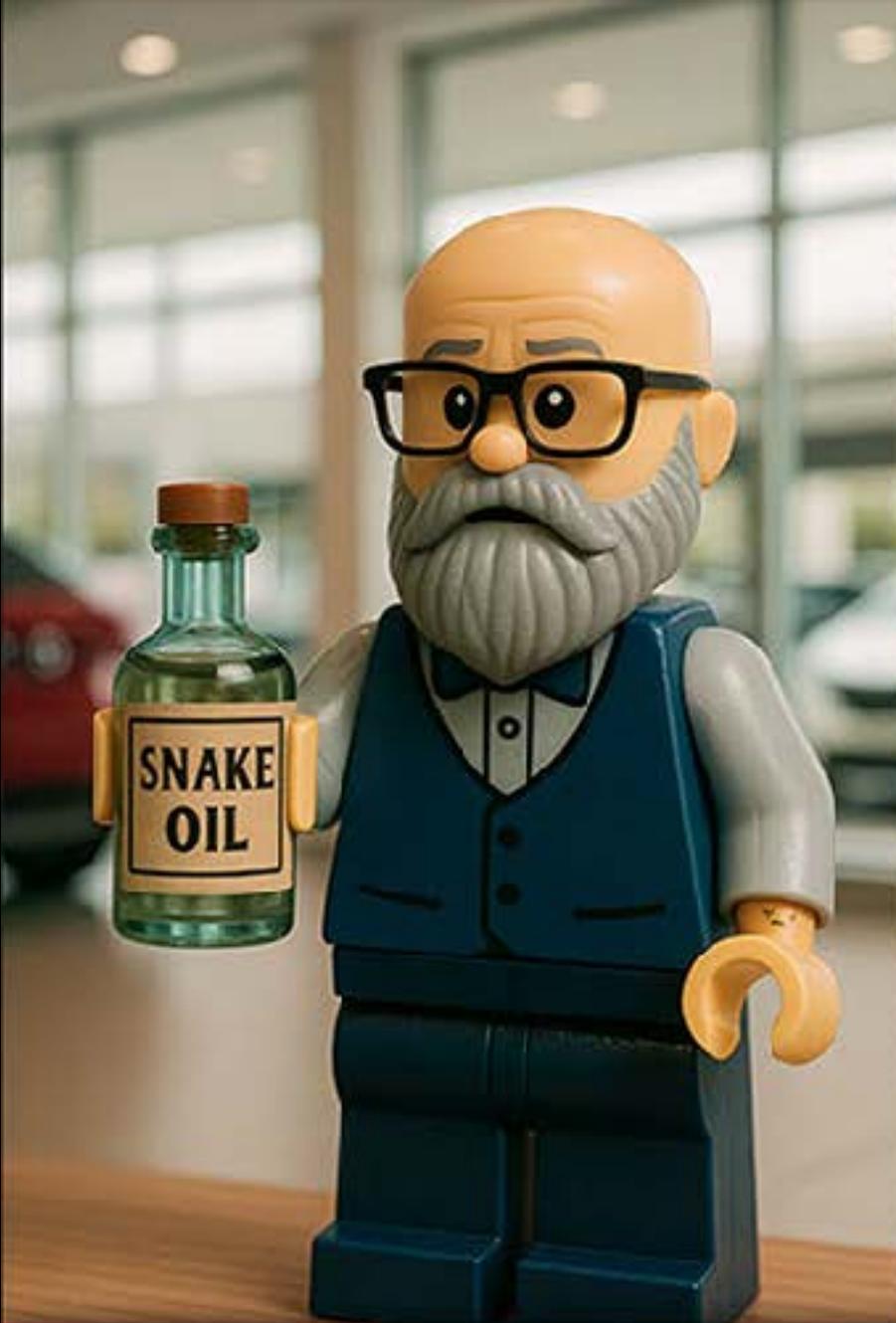
I'm going to share  
some **serious truths**



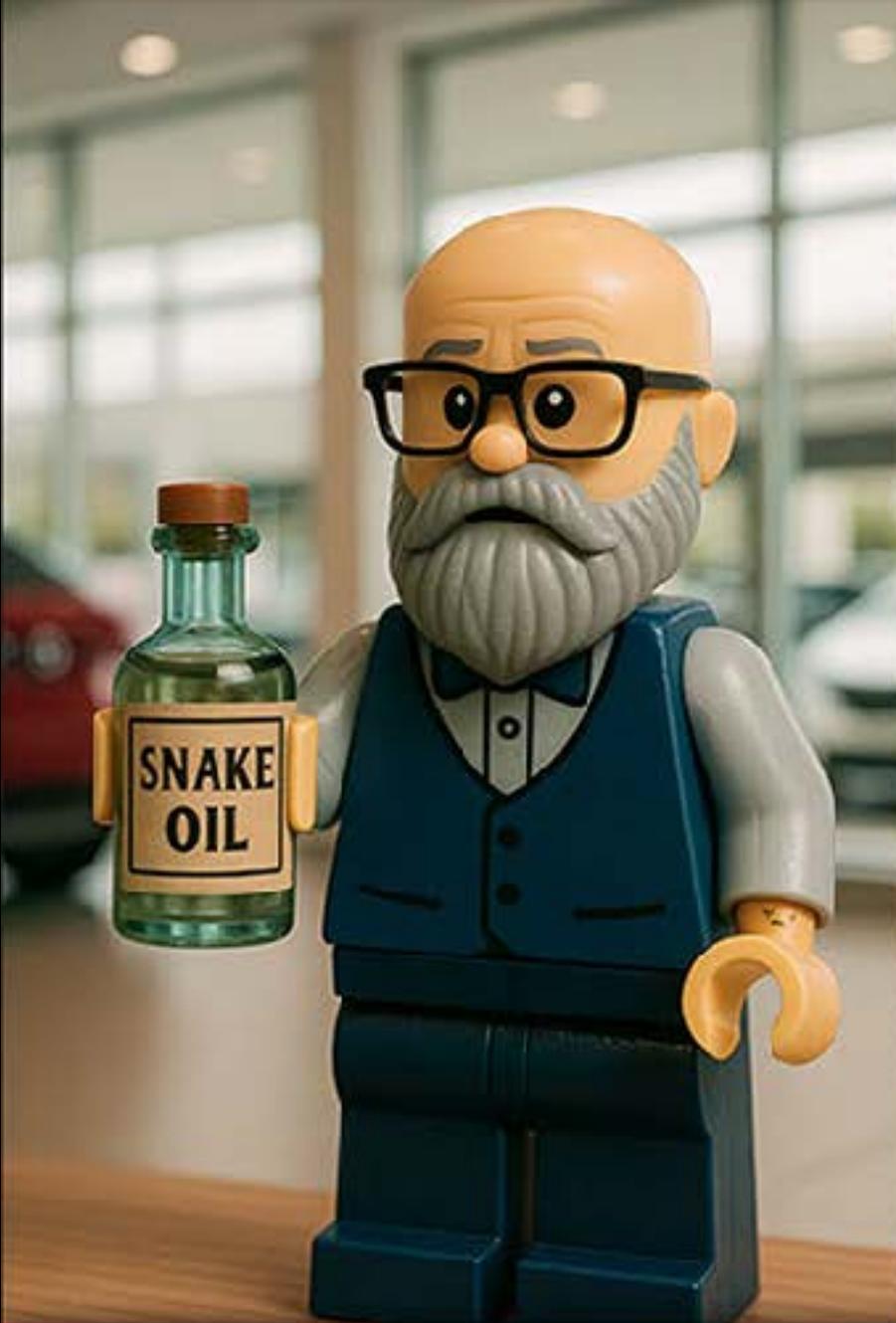
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There is no such thing  
as **GEO**

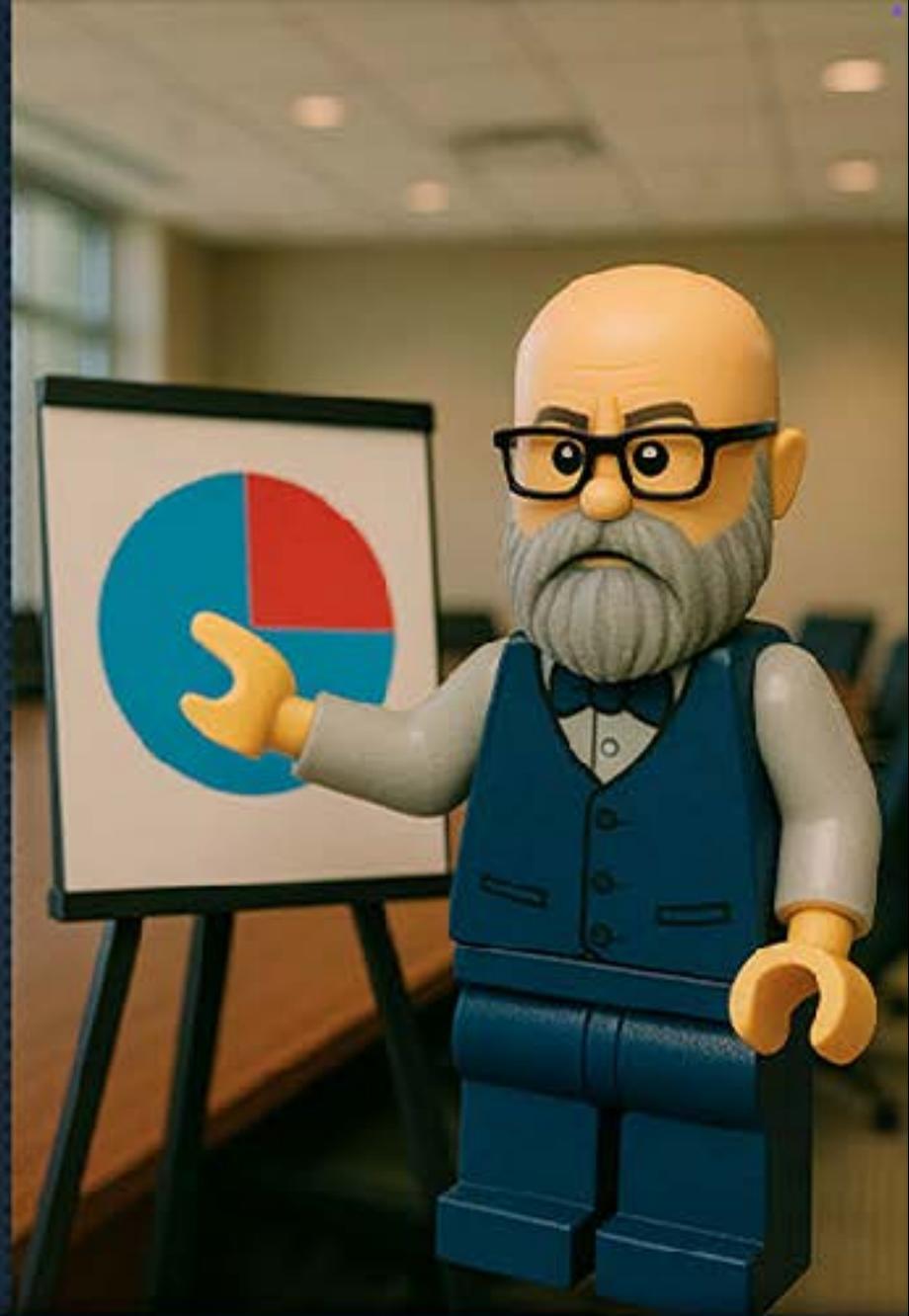


**You can't optimize for  
something if you  
don't know how it works**

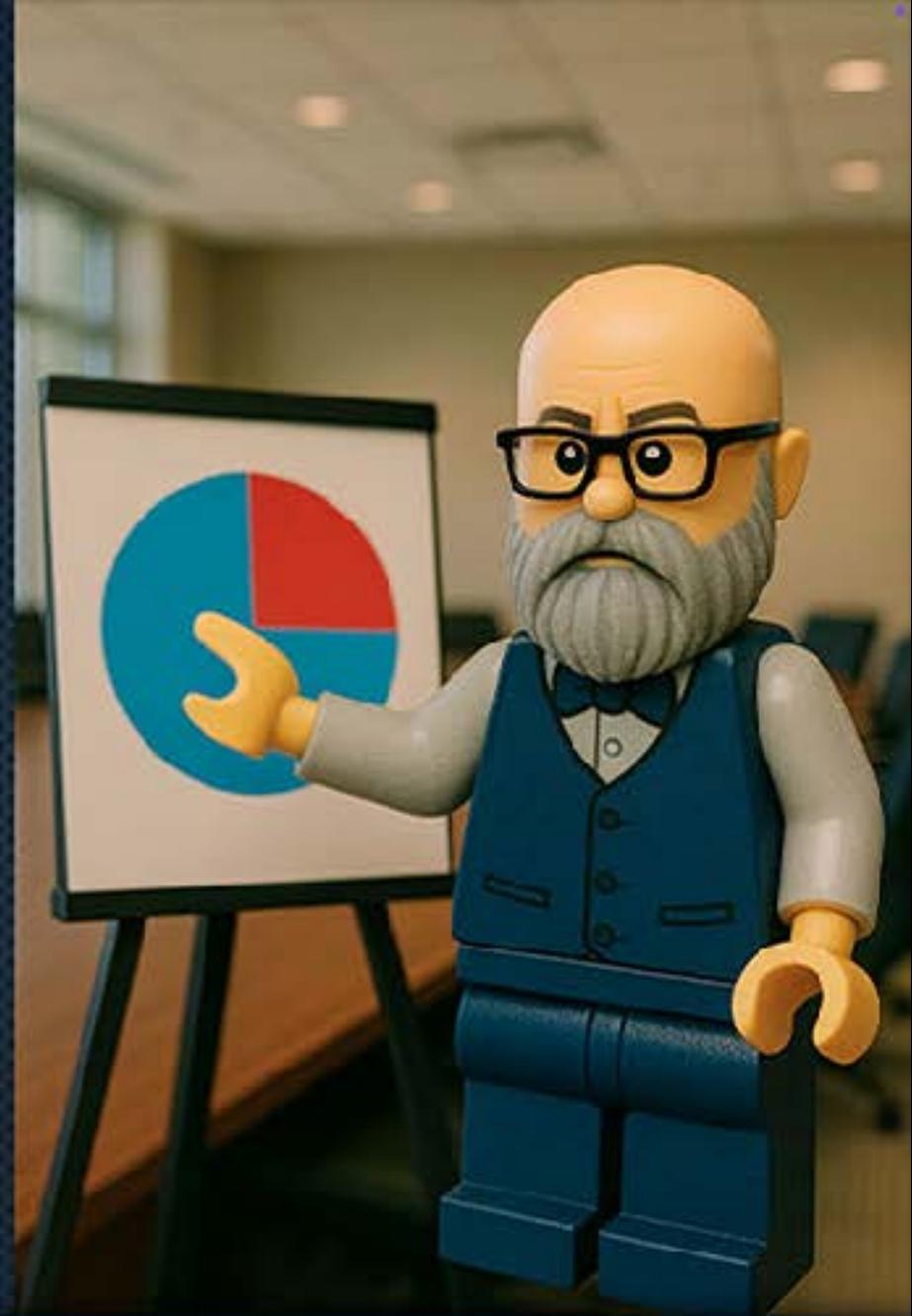


Most of what the GEO guys are claiming to be GEO tactics are either garbage advice or **repackaged SEO tactics**

**New GEO tactic:**  
**Create authoritative**  
**content featuring original**  
**data and expert insights**



**Old SEO tactic:**  
**Create authoritative**  
**content featuring original**  
**data and expert insights**



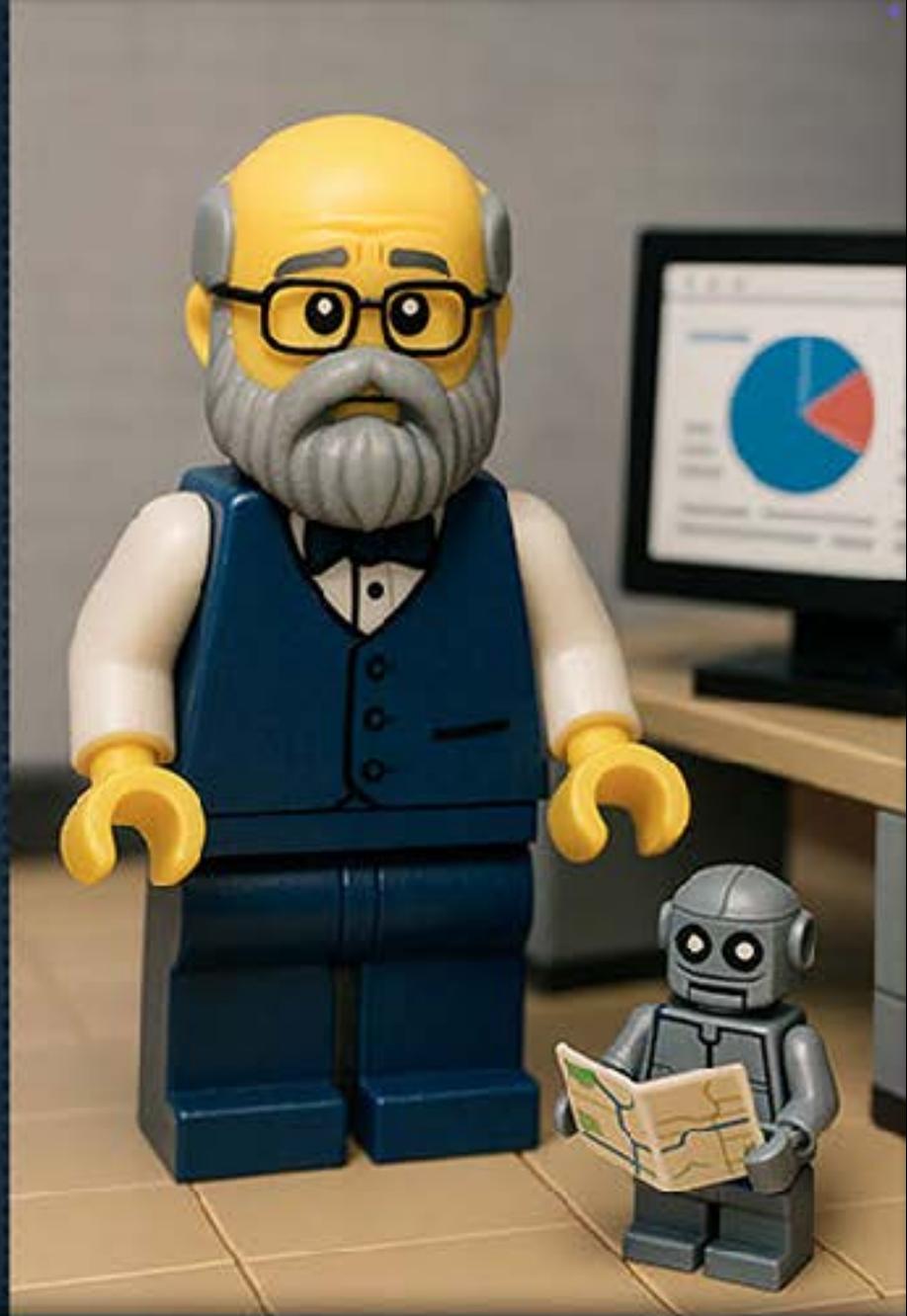


**New GEO tactic:  
Well-structured,  
entity-rich content**

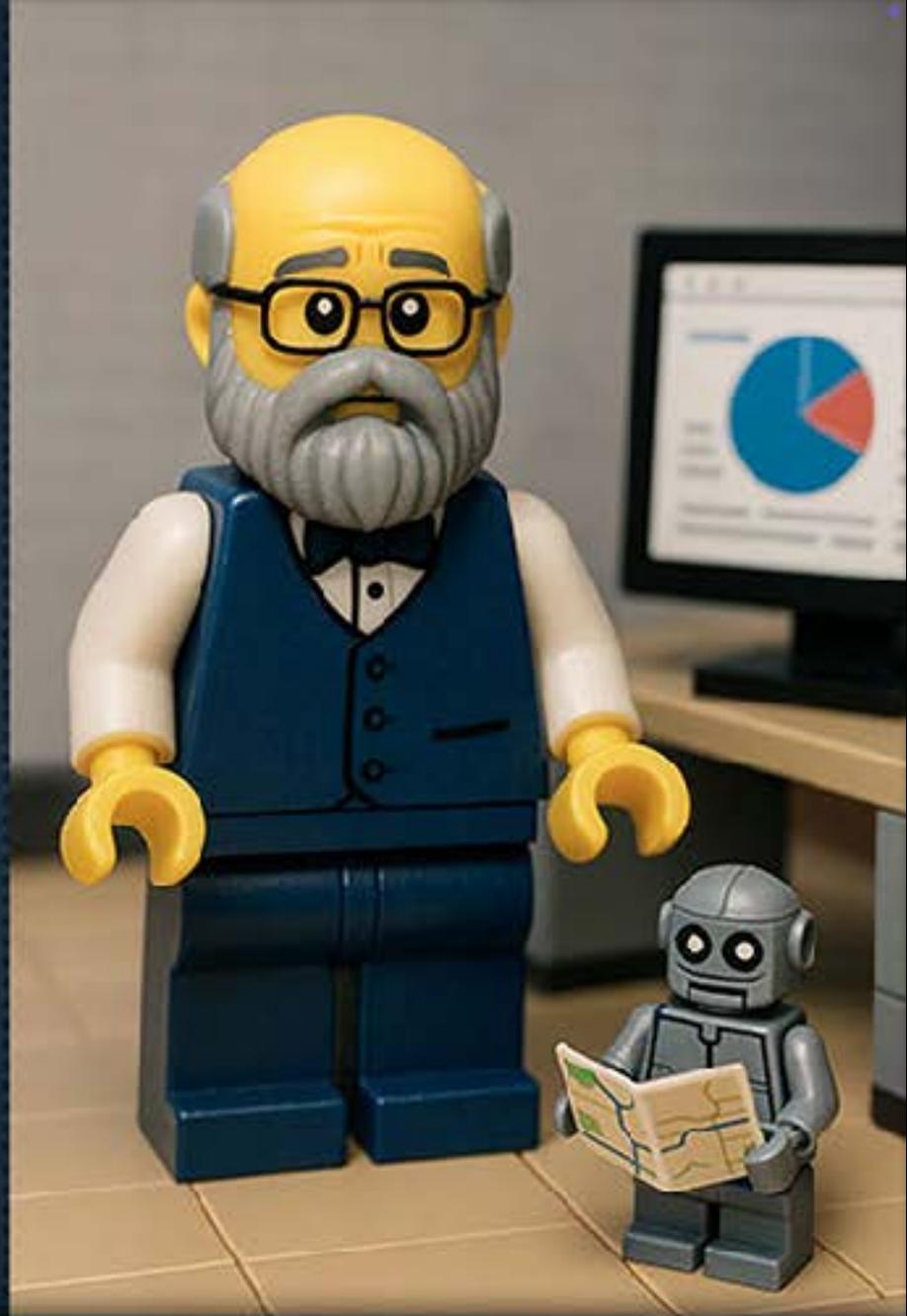


**Old SEO tactic:**  
**Well-structured,  
entity-rich content**

**New GEO tactic:**  
**Aim for readability, clarity,  
and easy digestion**



**Old SEO tactic:**  
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**New GEO tactic:**  
**Anticipate user queries  
and proactively answer  
them**



**Old SEO tactic:**  
**Anticipate user queries  
and proactively answer  
them**

All of the new GEO tactics  
are **actually SEO tactics**  
that you should have been  
using all along



I'm talking about **real SEO**,  
not the dumpster fire  
that OEM-approved SEO  
providers have been  
providing for years





Want **more proof** that  
**SEO is still vital?**



On September 1st,  
ChatGPT announced  
that it was hiring for  
an **SEO content role**  
at \$300,000 a year



There was **zero mention**  
of GEO or LLM optimization  
(an SEO-only job)

AI is **changing rapidly**.

What works today  
won't work tomorrow.



Far too many business owners are making **rash decisions** without supporting data and without thinking through all the consequences



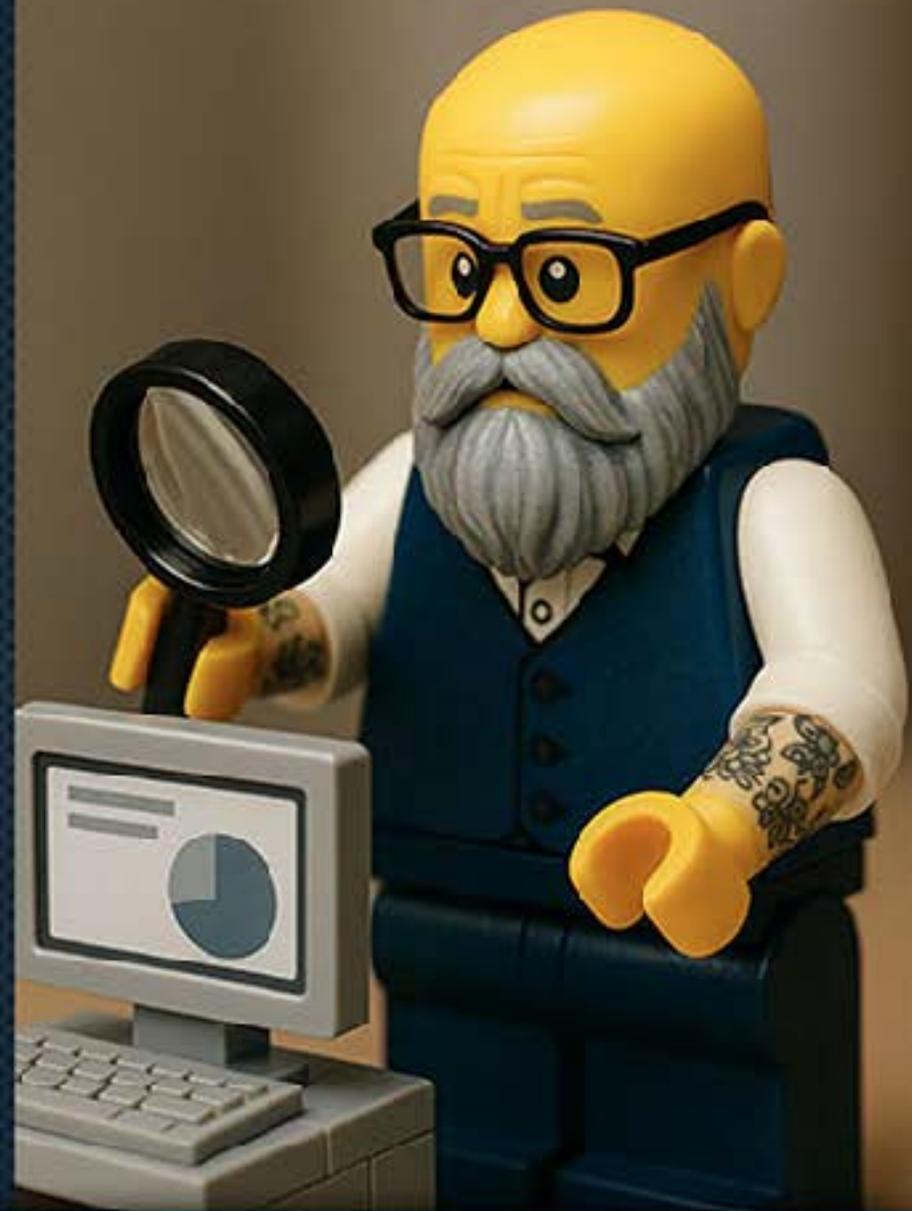


**Perfect example:**  
**A major automotive website and SEO provider fired their entire SEO team last fall and replaced them with ChatGPT**

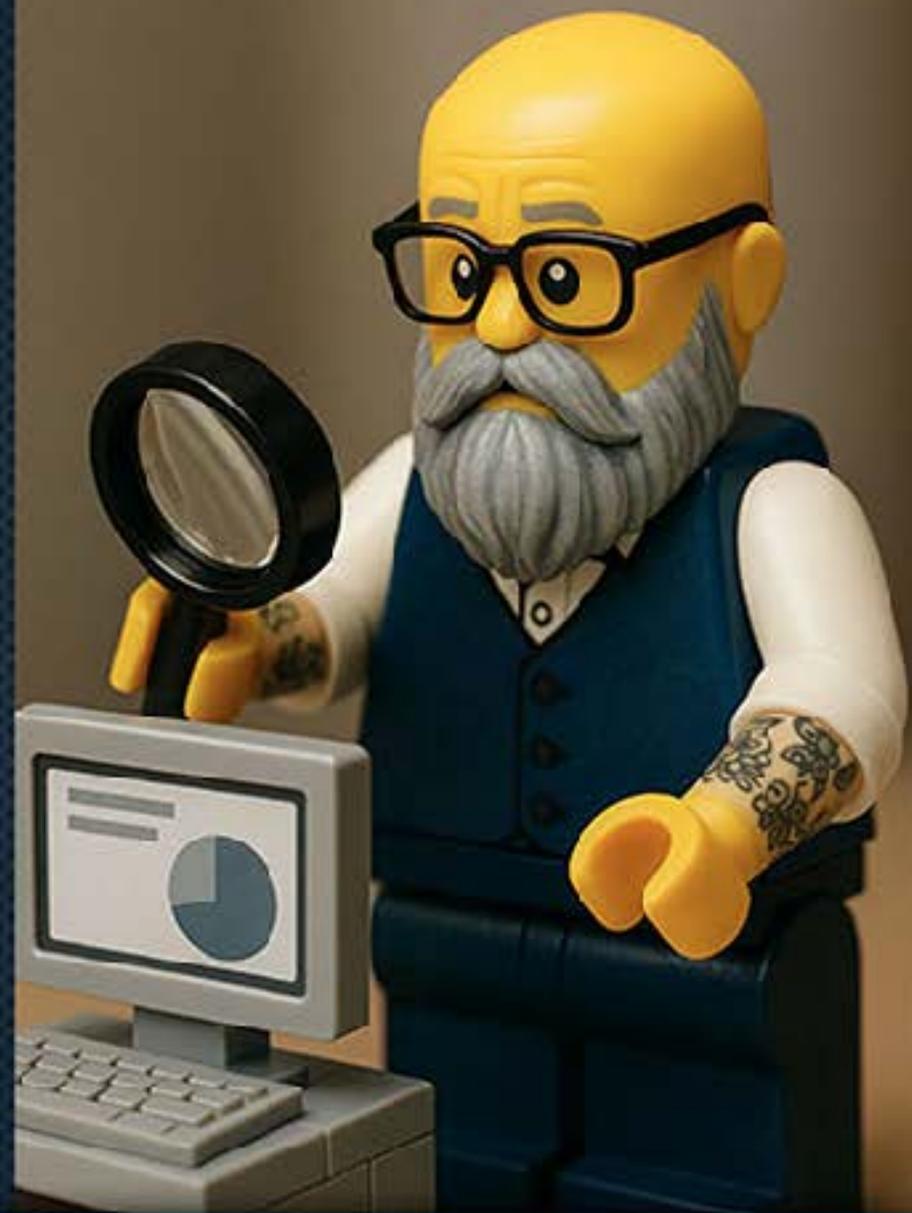


The only problem is that  
**ChatGPT cannot do SEO**

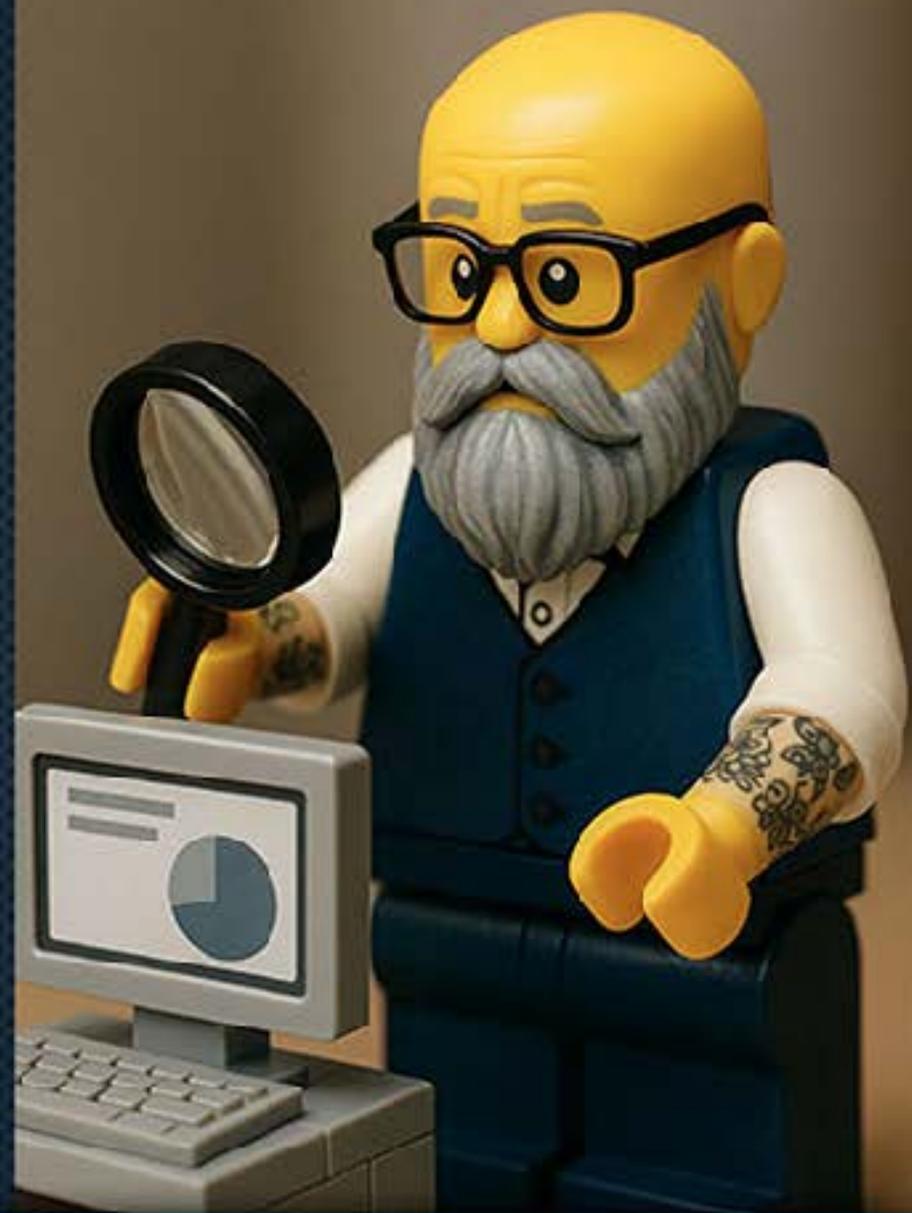
AI stands for **Artificial Intelligence**



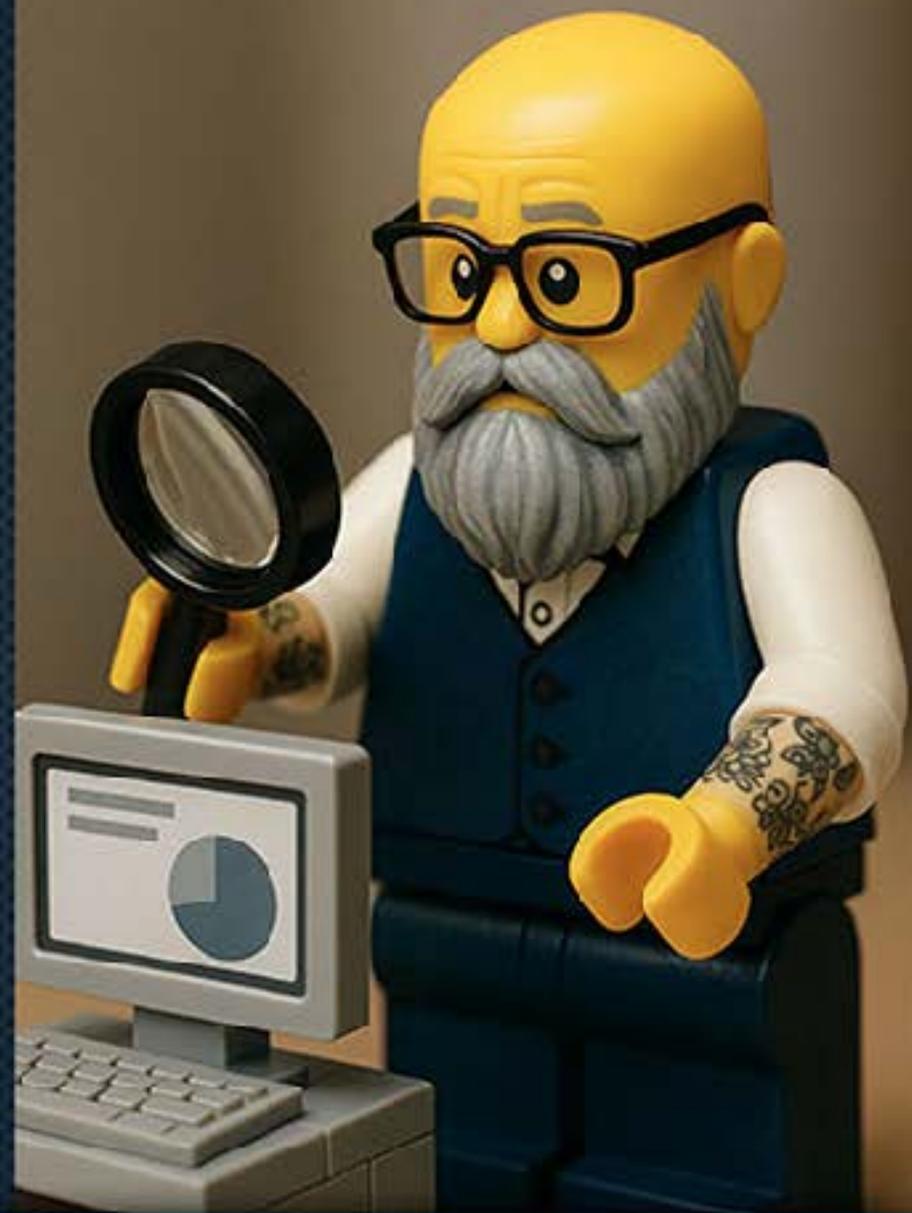
LLMs are not intelligent  
and **cannot think or reason**

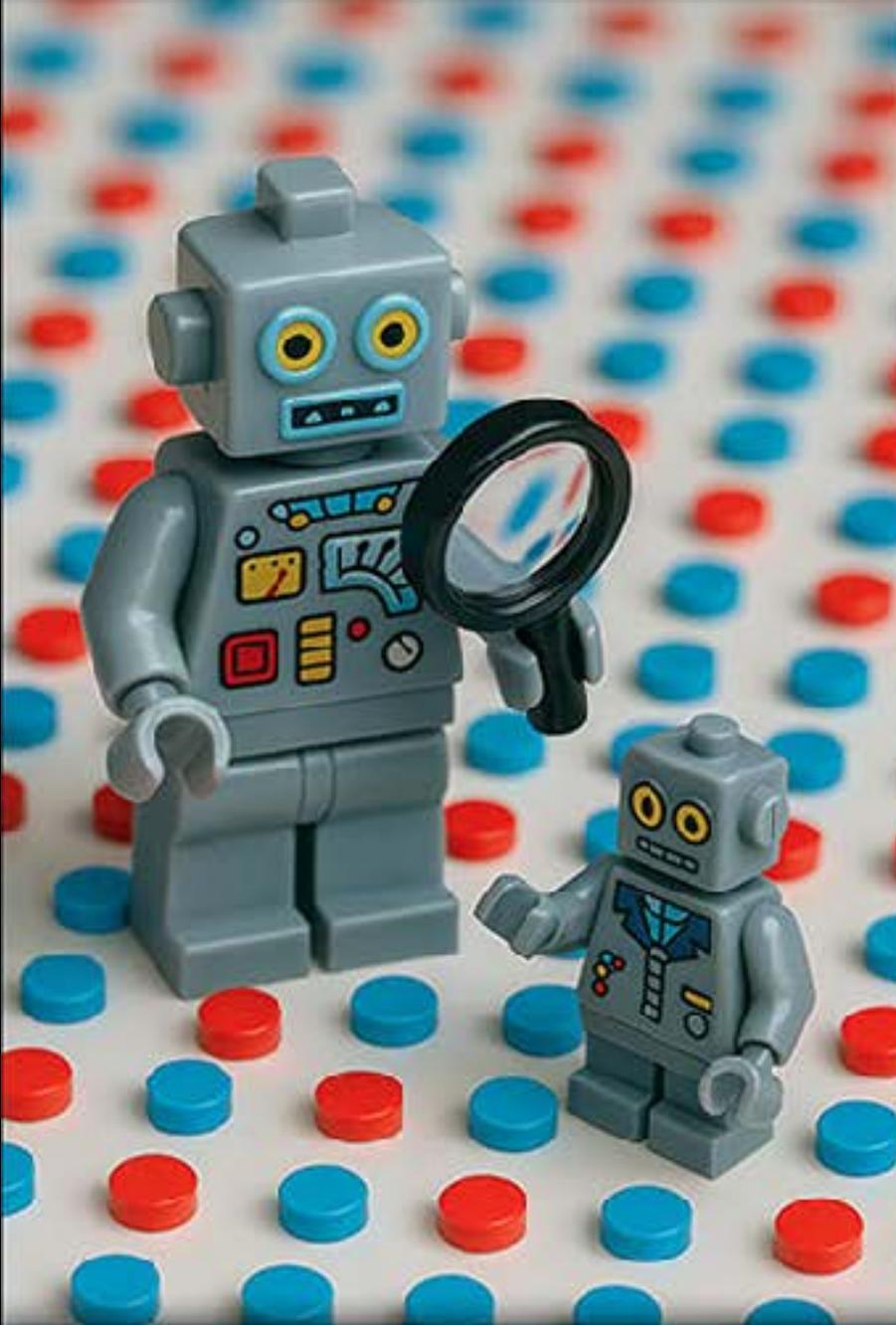


LLMs are simply highly  
advanced **word prediction**  
**systems**

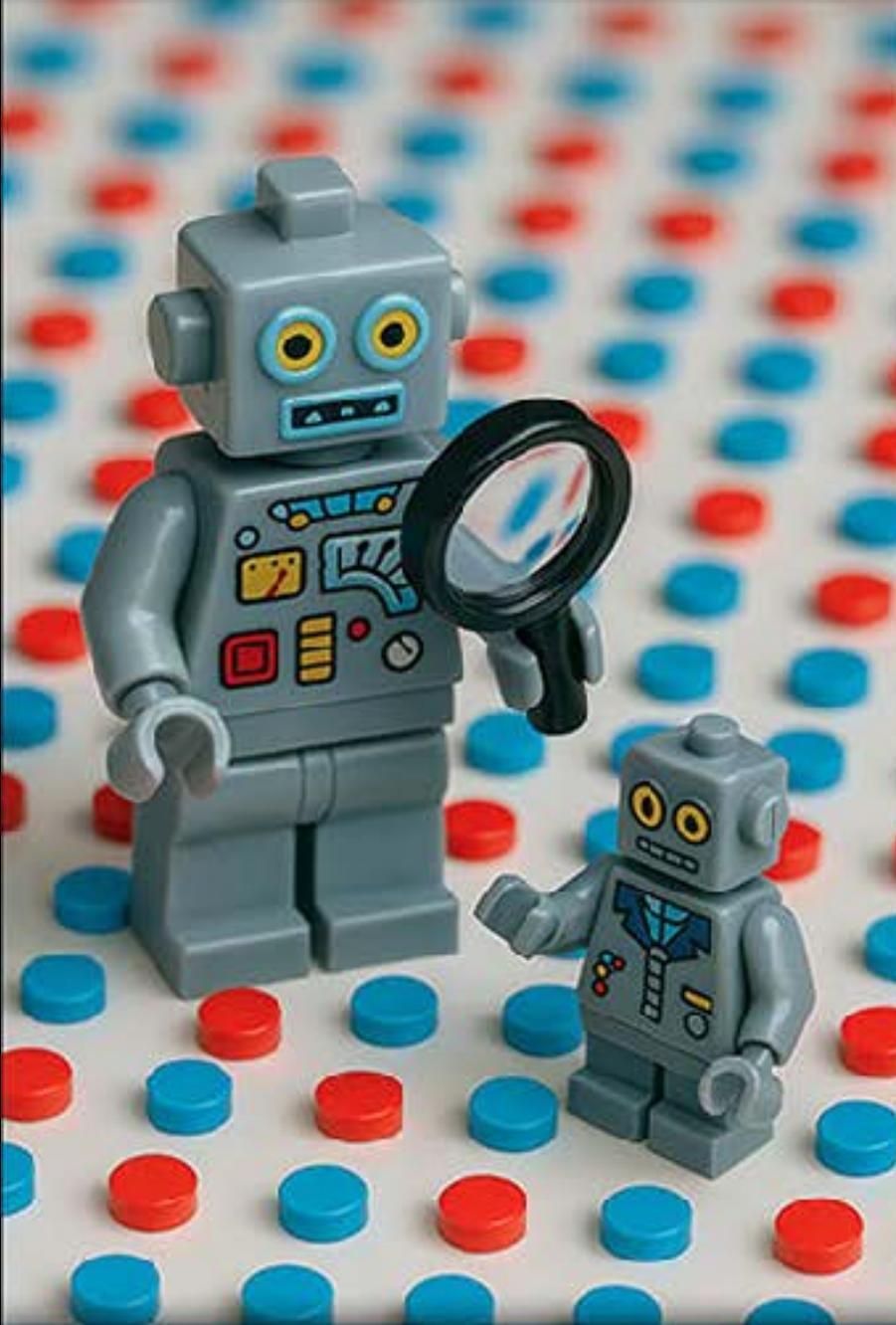


AI should really stand for  
**Assume Incorrect**





AI excels at **pattern detection** and **pattern analysis**



You should be using AI  
to **operate more efficiently**,  
not to replace people

Tracking ranking in AI  
**isn't possible**, and the idea  
is misleading



How are you supposed to track ranking in AI results when **identical questions** get different answers?



**AI doesn't operate like search engines. It doesn't crawl websites, store data, and retrieve stored data.**



AI systems are designed to provide **personalized answers** based on what they know about the user



LLMs are **probabilistic**.  
Variability in answers  
isn't a bug, it's the  
keystone of the technology





AI visibility tracking tools are good for a **100,000 foot overview** but they don't provide much actionable data

Training - **Used Search**

SCHEDULE UPDATE

### Used car

Last update: 2025-08-21

CR

Sonar (Perplexity)



+58 vs comp.

TD

ChatGPT



-5 vs comp.

TD OK

Gemini (Google)



-8 vs comp.

TD

Claude (Anthropic)



> 0 vs comp.

👍 You're ahead of your competitors

### Mazda

Last update: 2025-08-21

SCHEDULE UPDATE

CR

Sonar (Perplexity)



+53 vs comp.

TD

ChatGPT



-3 vs comp.

TD CR

Gemini (Google)



+9 vs comp.

TD

Claude (Anthropic)



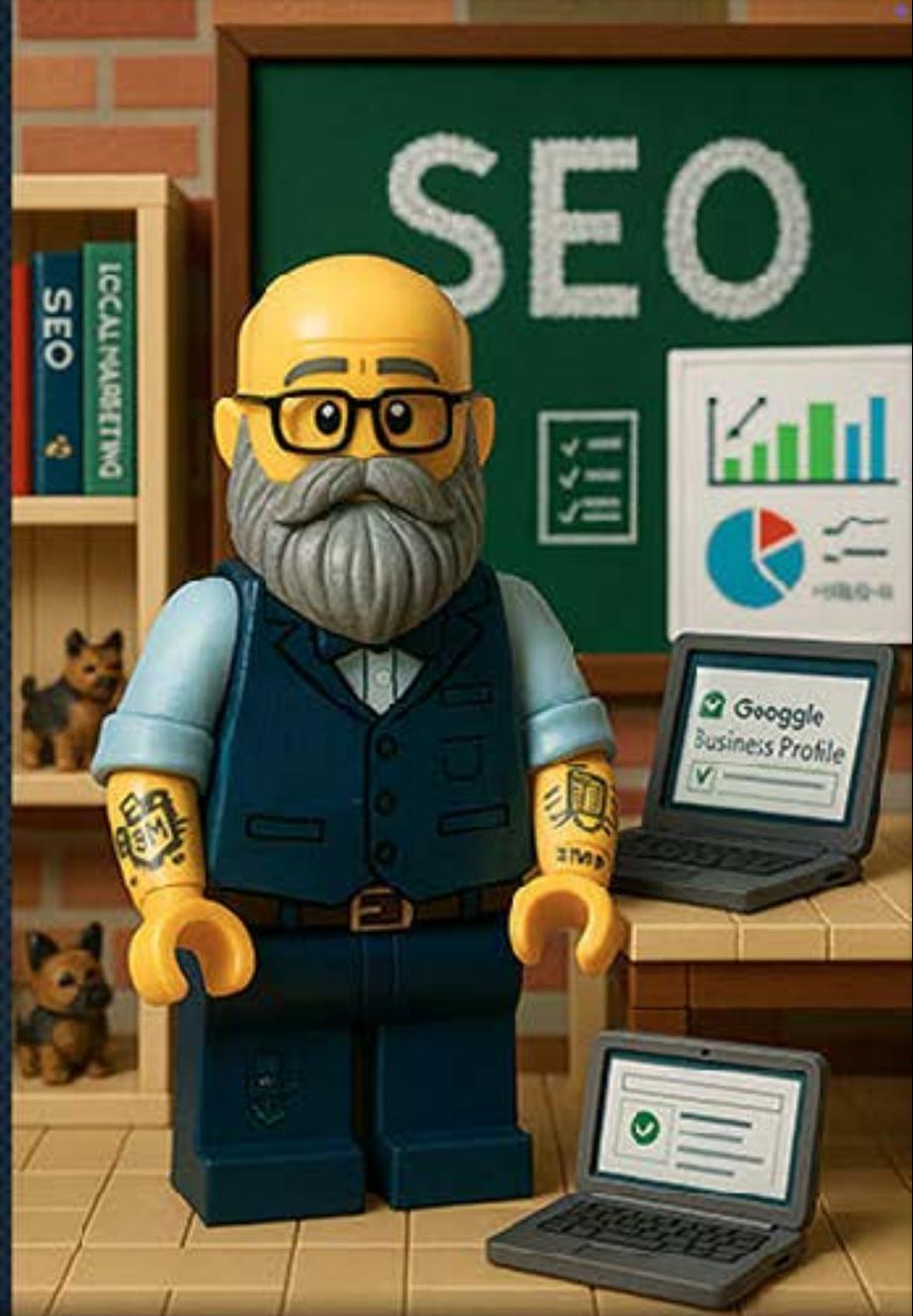
> 0 vs comp.

👍 You're ahead of your competitors

**As AI search models  
become more widespread,  
you need to be sure  
you're familiar with  
a few key concepts**

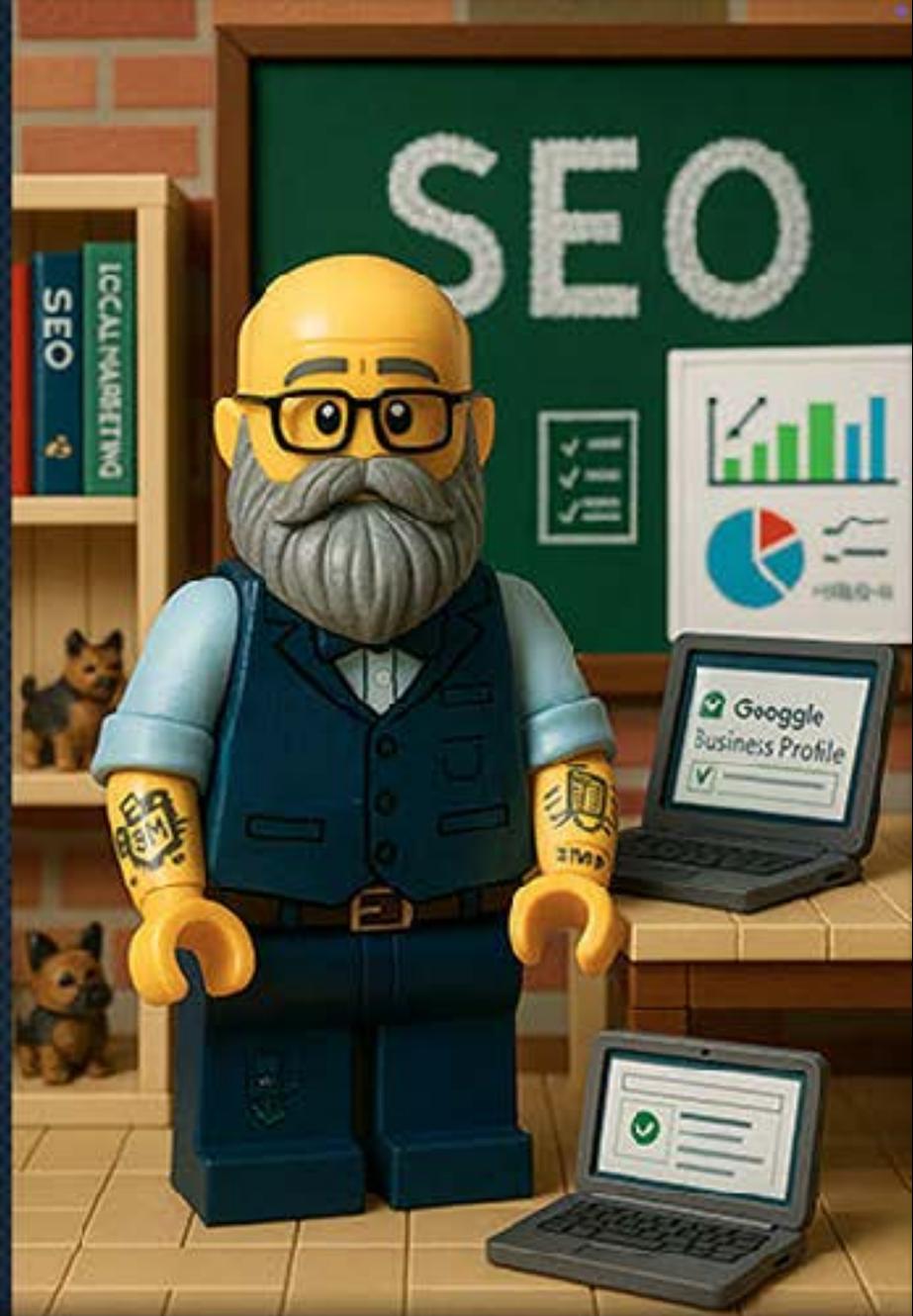


**Zero click search:**  
When a user gets their answer directly on the search results page and doesn't need to click through to a site

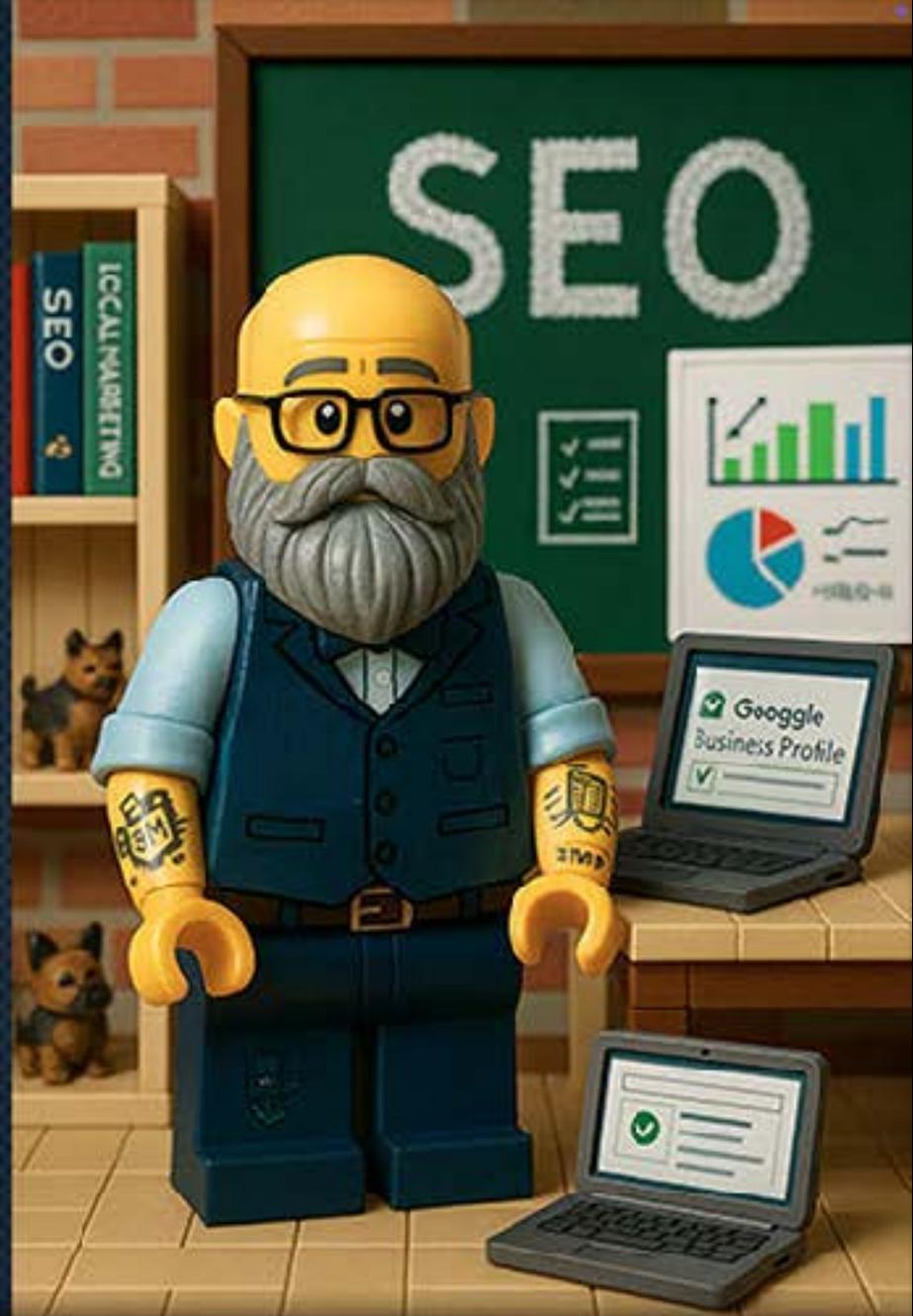


## Query fan-out:

When an AI system breaks down a user query into multiple related sub-queries to explore related information



**Grounding:**  
When an AI system does not have the answer in its training data, so it uses search engines to find the answer to a query





**Attribution as we know it  
is basically dead**



**The traffic you've lost  
over the last year  
happened more because  
of **privacy blockers**  
blocking **Google Analytics**  
than from AI traffic**



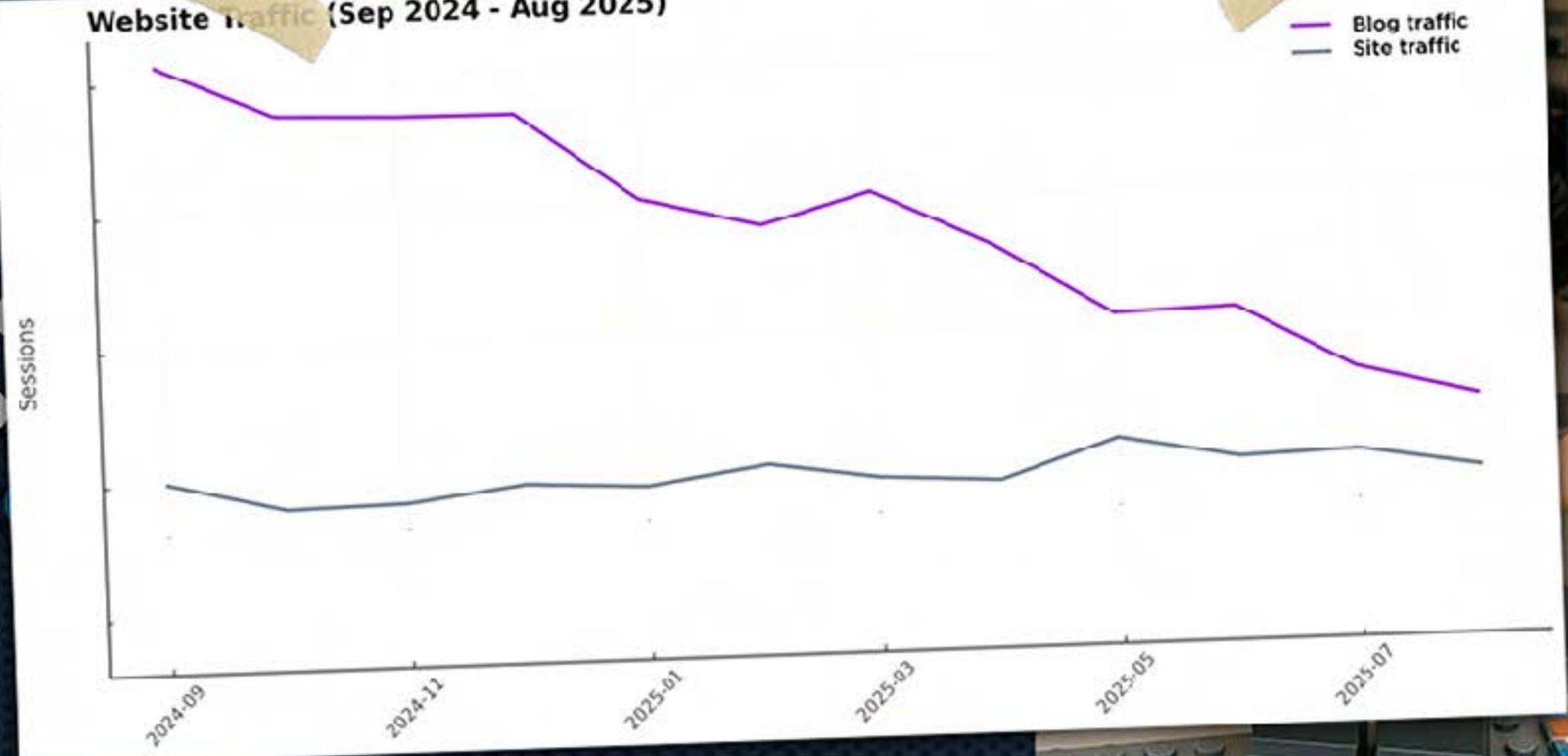
**Be prepared:**  
**Website traffic will trend  
down as search behavior  
continues to change**

But honestly, who cares?  
The traffic you'll lose  
wouldn't be **purchase  
intent traffic** anyway

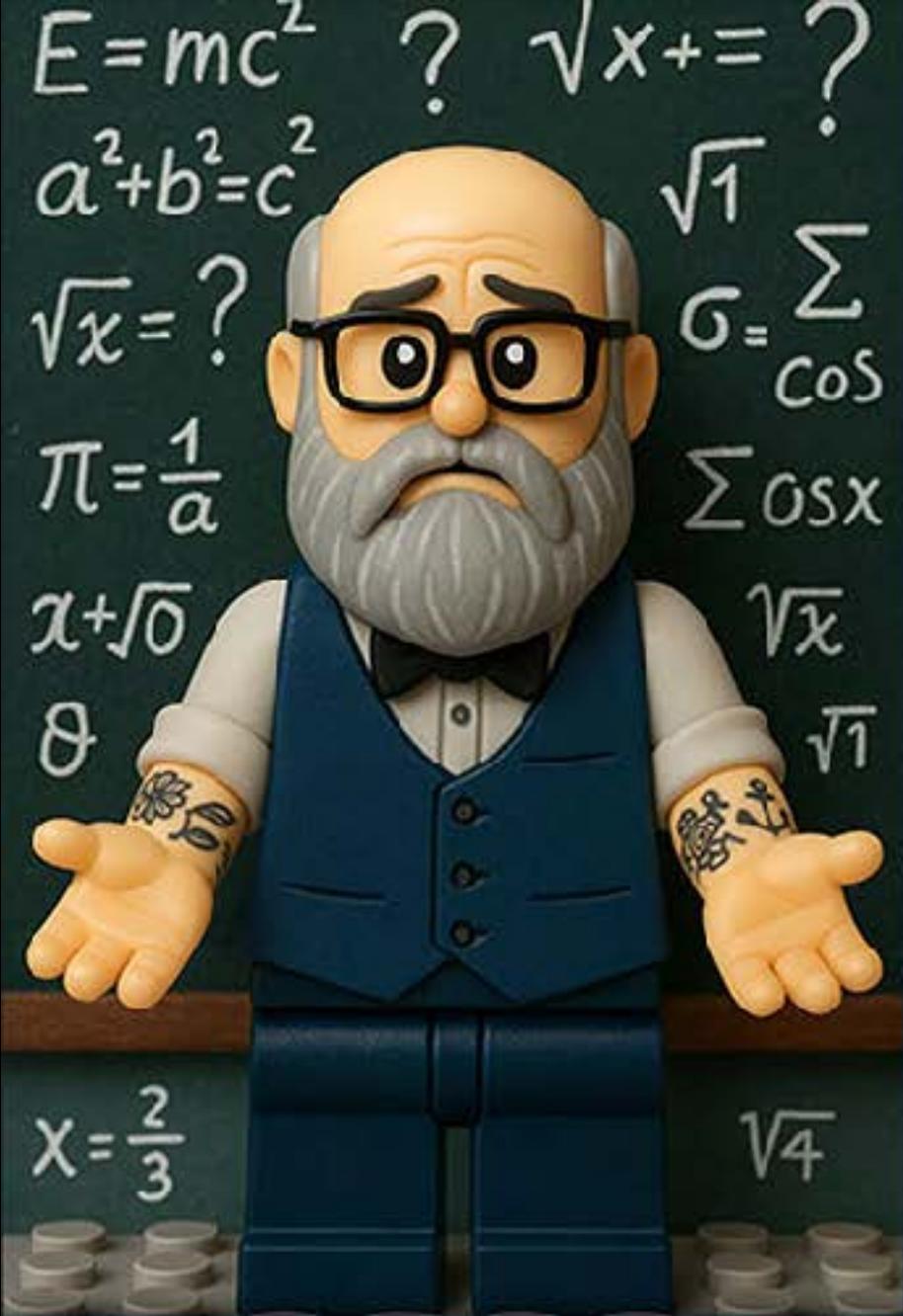


Buy  
The  
wo  
int

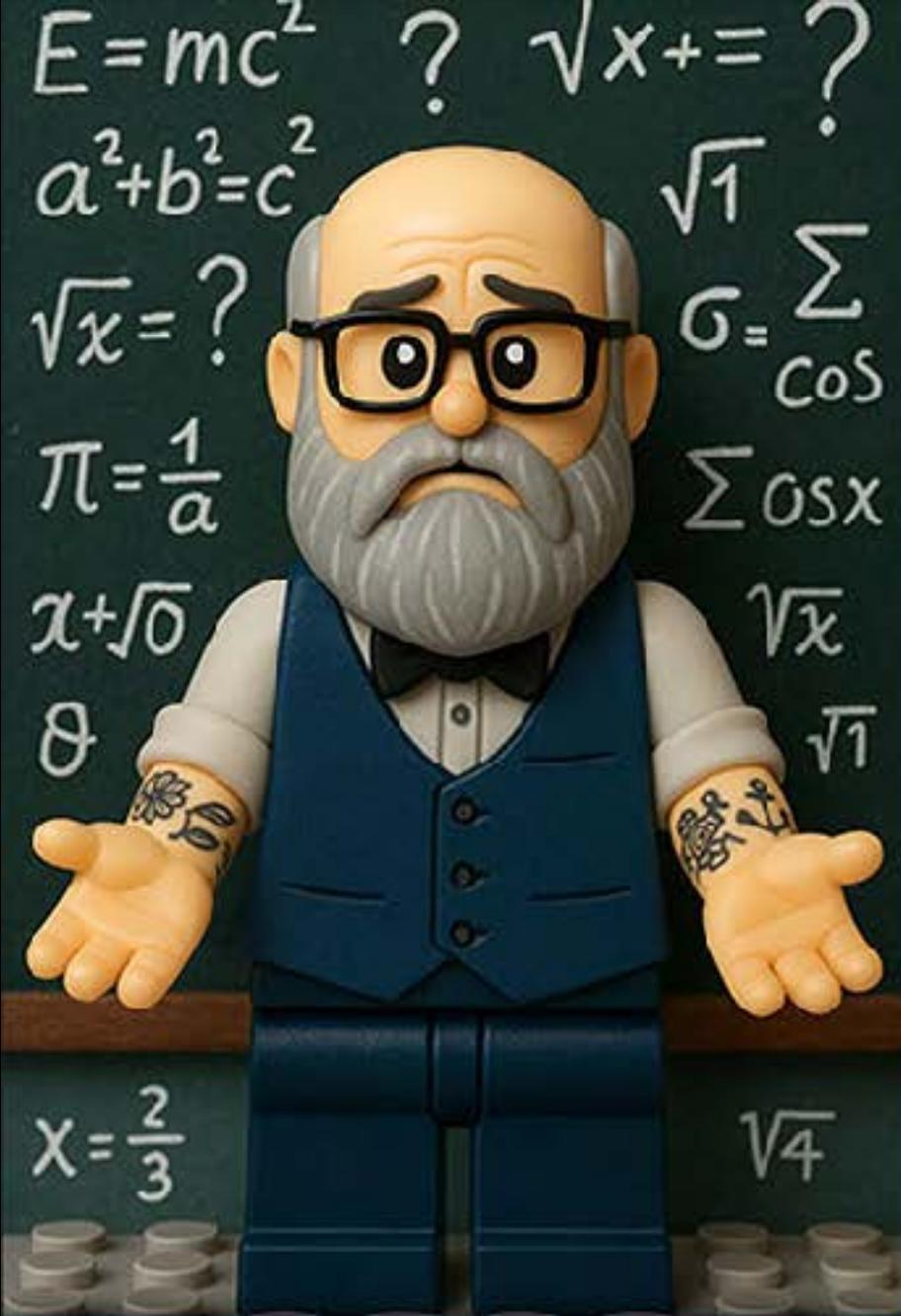
Website Traffic (Sep 2024 - Aug 2025)



DIGITAL  
MARKETING  
Advanced  
Local SEO  
Audit Tools

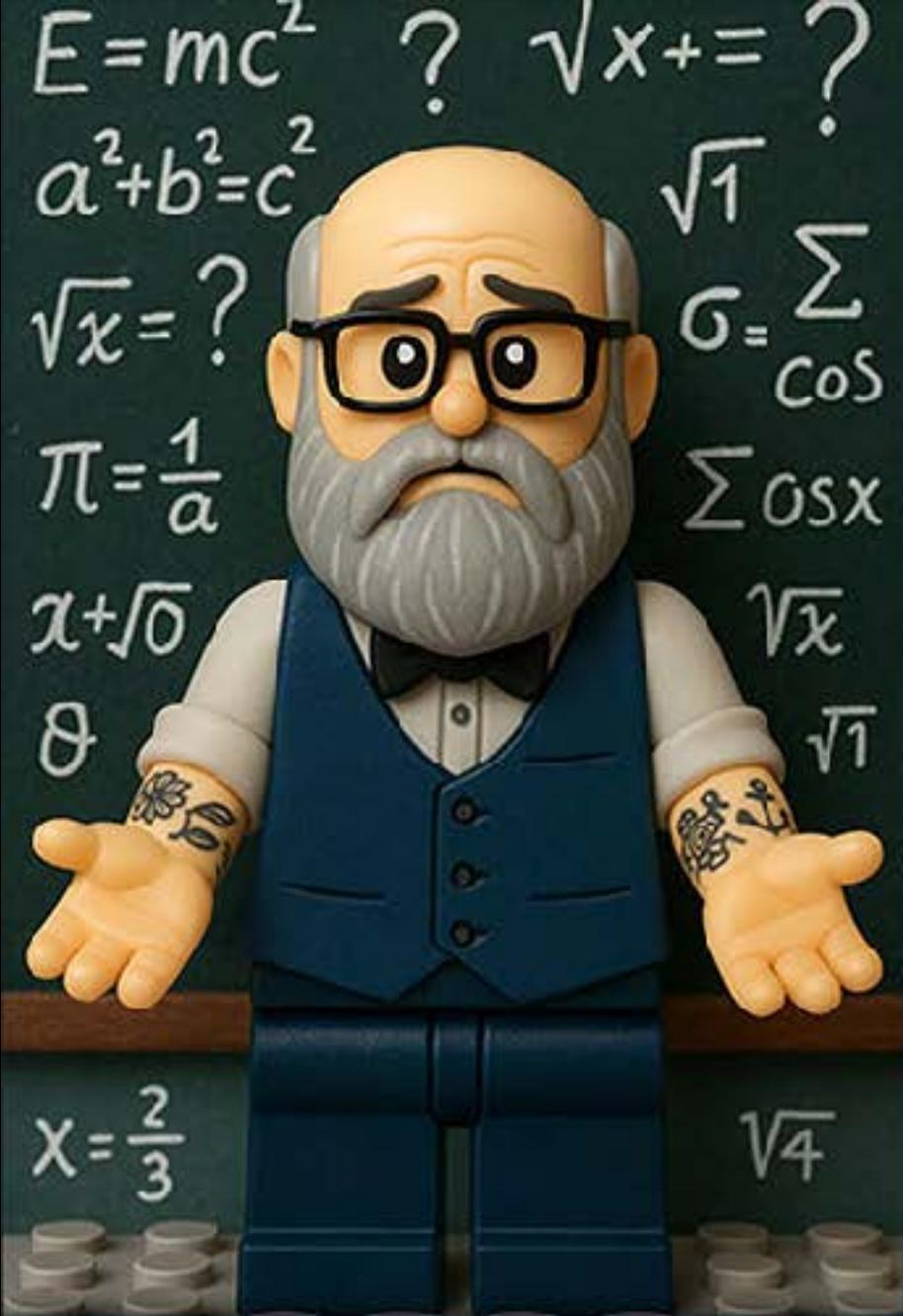


The number of customers looking to buy what you're selling **hasn't changed**, the only thing changing is how they'll find you



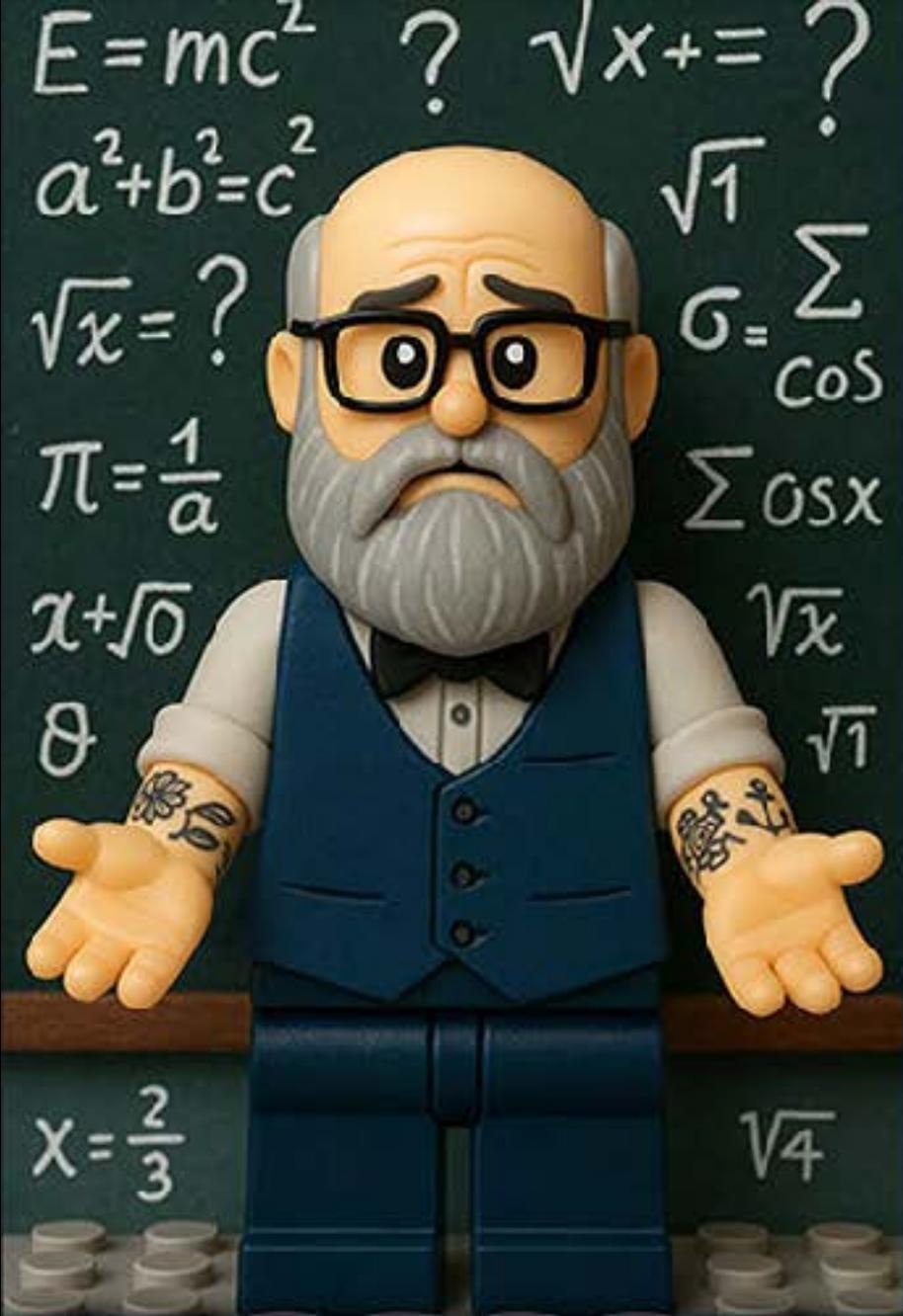
You should track **traffic source percentages** instead of numbers

(this helps with privacy blockers as well)



You should **track impressions** in Search Console

(AIOs and AI Mode data is included now)



**Google reduced the amount of data available in Search Console in September, so your impressions will be down year over year**

AI-written site content  
**doesn't work** without  
significant editing and  
humanization



Using AI to create content  
at scale **doesn't work**



For site content, you  
should **focus on people**,  
not machines



Your content needs to  
answer real-world  
questions to win  
in Google and AI





**Be cautious** of any company that claims to “do GEO” or to be able to get your dealership to show up in AI search results



There are **entire research labs** dedicated to trying to understand ML systems and the decisions and outputs from AI



If the best PhDs in machine learning can't figure it out, **there's no way some automotive vendor will crack it before them**

**If a vendor tells you that  
GEO is the new thing  
and that you should buy it,  
you should ask them  
these questions:**



Can you **show me the specifics** of how you tested and what the results were?



**Actual scientific testing  
results in real data.**

**Vague claims are a red flag**





Did you **build your own tools** or are you **whitelabeling**?



**Agencies don't have the brains or dev infrastructure to build these tools.**  
**Using other tools means they don't know how the tools work**

Which platforms are you optimizing for and **how do the AI models differ?**



If they can't explain the difference between ChatGPT, Claude, and Perplexity, **they don't know what they're talking about**





How do you stay updated  
with **AI model updates?**



**Things literally change weekly. They should tell you specifics about how they monitor and adapt**

**What happens if your  
strategies don't work?**



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You shouldn't be paying  
for someone's **failed**  
**experiments**



SEO  
OPTIMIZATION  
RANKING



What will you do when  
all the **dumb stuff you're  
doing to fool AI** tanks  
my Google rankings?

SEO  
OPTIMIZATION  
RANKING



**Agencies shouldn't be ignoring the negative implications with Google to try to win in AI**

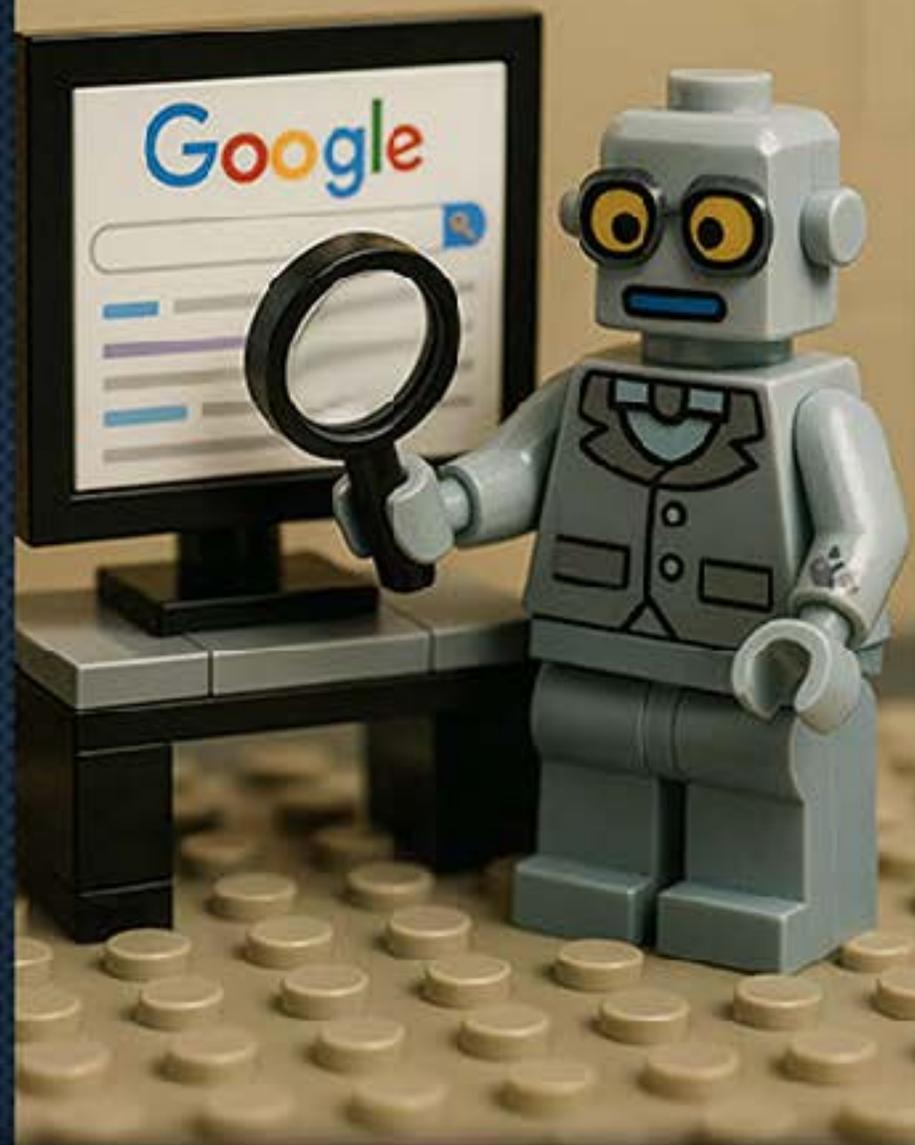
Do you know **where**  
**AI models get their data?**



If information isn't in the training data, AI models head to **Google and Bing** to search for the answers



**They won't be able  
to find you there if you're  
not doing SEO**





The MIT study “The GenAI Divide” found that **95% of businesses got zero return** from genAI investments

[bit.ly/mit-ai-report](https://bit.ly/mit-ai-report)

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**AI agents** are the future,  
so get ready for an even  
more fractured experience



AI agents already exist,  
but they're **not effective**  
at most tasks yet



**SalesForce research shows that AI agents only have a **58% success rate** on single-step tasks**

[bit.ly/sf-agent-study](https://bit.ly/sf-agent-study)

#NADASHOW



The same research shows that AI agents only have a **35% success rate** on multi-step tasks

[bit.ly/sf-agent-study](https://bit.ly/sf-agent-study)

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**Instead of the impossible task of trying to reverse engineer AI results, you should focus on SEO fundamentals**



Concentrate on **growing your brand authority** through positive brand mentions on other sites



Start doing PR.  
Your **community initiatives**  
are pure gold



**Build real world  
offline relationships**



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Make sure your SEO partner is doing **mention building** along with link building



[bit.ly/mention-building](https://bit.ly/mention-building)



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Foundational **SEO best practices** are more important than ever before



We know that LLMs  
**pull real-time results** for  
updated information



**Write content that answers  
real human questions,  
not what you think Google  
or AI systems want to see**



Here's an **awesome tool** that can help you find those real human questions:

[bit.ly/paa-scrapers](https://bit.ly/paa-scrapers)

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If you want to show up as a search result when someone asks a question, you need a **dedicated page** about that singular topic



**That page needs to be  
the best answer in the  
local area**



**Create exceptional  
content that shares  
real stories about  
real customers**



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**Demonstrate**  
**true expertise**



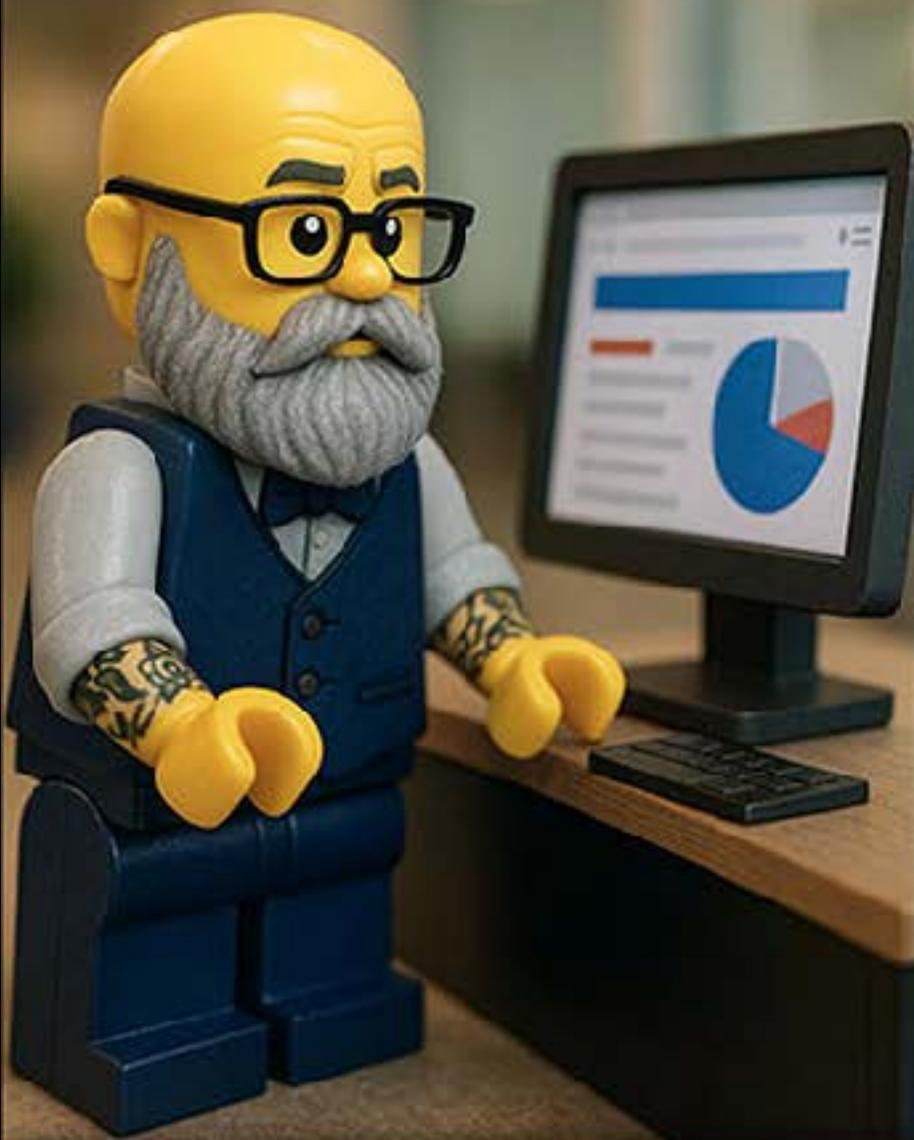
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**Use images that  
customers want to see.  
Avoid stock images and  
AI-generated images**





**Content should be  
strategic and intentional,  
not content for content's  
sake**



# Make sure your content is **chunkable**

(it already should be if you're working  
with a good agency)



[bit.ly/chunkable-content](https://bit.ly/chunkable-content)

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## WE ARE THE PREFERRED JOLIET CHEVROLET DEALER

We like it when our Joliet Chevy customers visit us. [Joliet Chevrolet](#) owners have made the drive to Advantage Chevrolet of Bolingbrook over and over again because we offer the best specials and the best prices in the Chicago area. Our customer service is unmatched - take a look at our reviews on Google and see for yourself. You don't need us to tell you that we're a great new and used car dealership. Simply take a look at what other people have said about us online and you'll see.

Another great part of our dealership is our [Bolingbrook auto repair](#) and vehicle service department. We currently offer a discount [oil change in Bolingbrook](#) that you should take advantage of while it lasts. The [Advantage Chevrolet service](#) team will perform any maintenance and repairs required to get your car back on the road. Our [Bolingbrook car parts](#) staff is available to help with any auto part needs you may have. Visit our page and fill out the form as detailed as possible so we can get you the car part as soon as possible. Also, consider our Bolingbrook dealership a Bolingbrook tire solution for savings at our Chevy dealer service near me location!

Even if you're not looking to buy, there is great service for you here at your local Bolingbrook Chevrolet dealer. We have a tire store along with the ability to add-on accessories to the new or used automobile that you purchase from us.

There is no better place to find quality used cars than Advantage Chevrolet of Bolingbrook. Chicago Chevy Silverado, Chevy Malibu and Chevy Equinox shoppers can find a great price on all of these models. Illinois Chevrolet shoppers come to us because our service and selection can't be beat - come let us prove it to you. When looking at Chevrolet dealers in Chicago, be assured that Your Advantage is with Advantage!

Advantage Chevrolet of Bolingbrook also serves as a Naperville Chevrolet dealer. We like to think of ourselves as a pretty special dealership because we offer a wide selection of new and used vehicles. We continue to bring back the same customers year after year because our sales staff isn't pushy like the other dealerships in the area. As a Chicago Chevy dealer, we promise to provide you with the best service and professionalism possible. Be sure to contact us and schedule a visit to see us. You won't be disappointed!

Advantage is also the go-to [Orland Park Chevy Dealership](#). It's a bit of a drive and it shows us that we are doing a good job as a car dealer. We work hard every single day to provide great service to our customers no matter where they visit us from. We have been an Illinois car dealer for Lockport, Chicago and Plainfield for many years and we want to continue to be the best [Oswego Chevrolet dealership](#) in the region.

### Chevy Silverado Dealer Near Me In Bolingbrook, IL Near Chicago!

The [Chevy Silverado](#) is the industry standard when it comes to [trucks](#). If you are looking for a Chevy Silverado dealer near me location in Chicago come see Advantage Chevrolet of Bolingbrook. We offer a huge selection of the Silverado 1500, Silverado 2500HD and Silverado 3500HD at unbeatable prices. For more information visit our [Silverado Superstore](#) page or come in and talk to us at the dealership. You can visit our hours and map page for directions from the Chicago, Romeoville or Woodridge area.

Looking for [diesel trucks for sale in Chicago](#)? We have plenty of new and used diesel pickup trucks for sale, ready to tow or haul anything you throw at it. We're also [Chicago's Chevy Colorado truck dealer](#) of choice!

The Chevrolet Silverado 1500 is a traditional American pickup truck. It's a top-rated truck with a smooth ride and low-noise cabin, and it can haul your heavy loads. The powerful engine gives it the best in-class available horsepower. It can come with several trims and engines, with max payload and towing. Technology lovers can enjoy the available integrated 4G LTE Wi-Fi and cord-free charging with a built-in charging pad in the center armrest. Explore our inventory of the new Chevrolet Silverado 1500 in Bolingbrook and select the color and options that will get the job done. For more specs, call us at 888-471-6751 about buying or leasing a Chevrolet Silverado 1500.

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Get reviews on **multiple platforms**, not just Google



[bit.ly/diversify-reviews](https://bit.ly/diversify-reviews)

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**Don't get distracted by  
snake oil or shiny objects**



**SEO fundamentals will still be important for the foreseeable future**



Check out the recently released **largest automotive SEO study ever conducted** for specific tactics

[bit.ly/auto-gbp-study-25](https://bit.ly/auto-gbp-study-25)



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Want a **free SEO audit**?  
Scan this QR code:



**QUESTIONS?**

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Chief Operating Officer  
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(proven by our massive SEO study)

Check out the study here:





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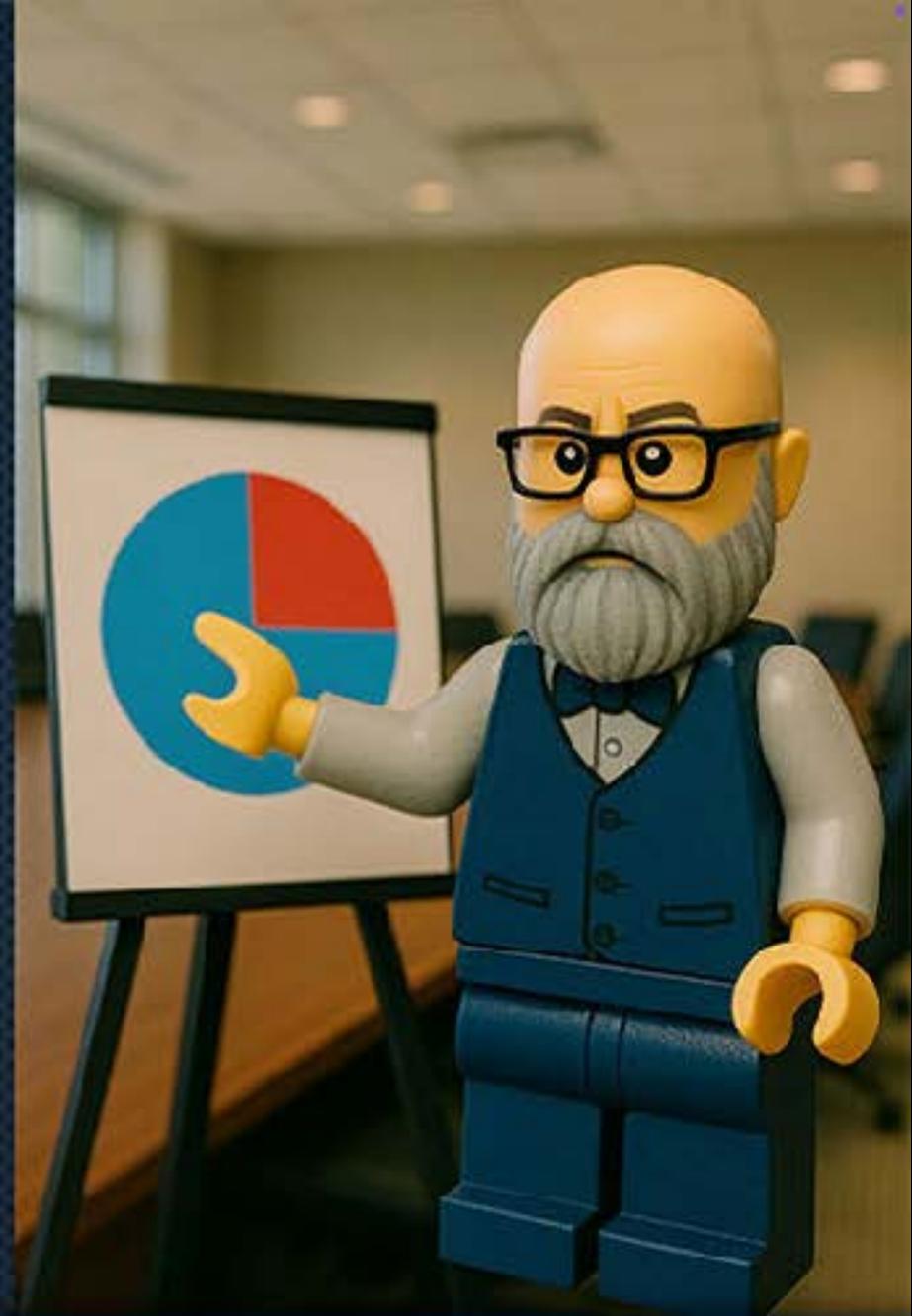


**You can't optimize for  
something if you  
don't know how it works**

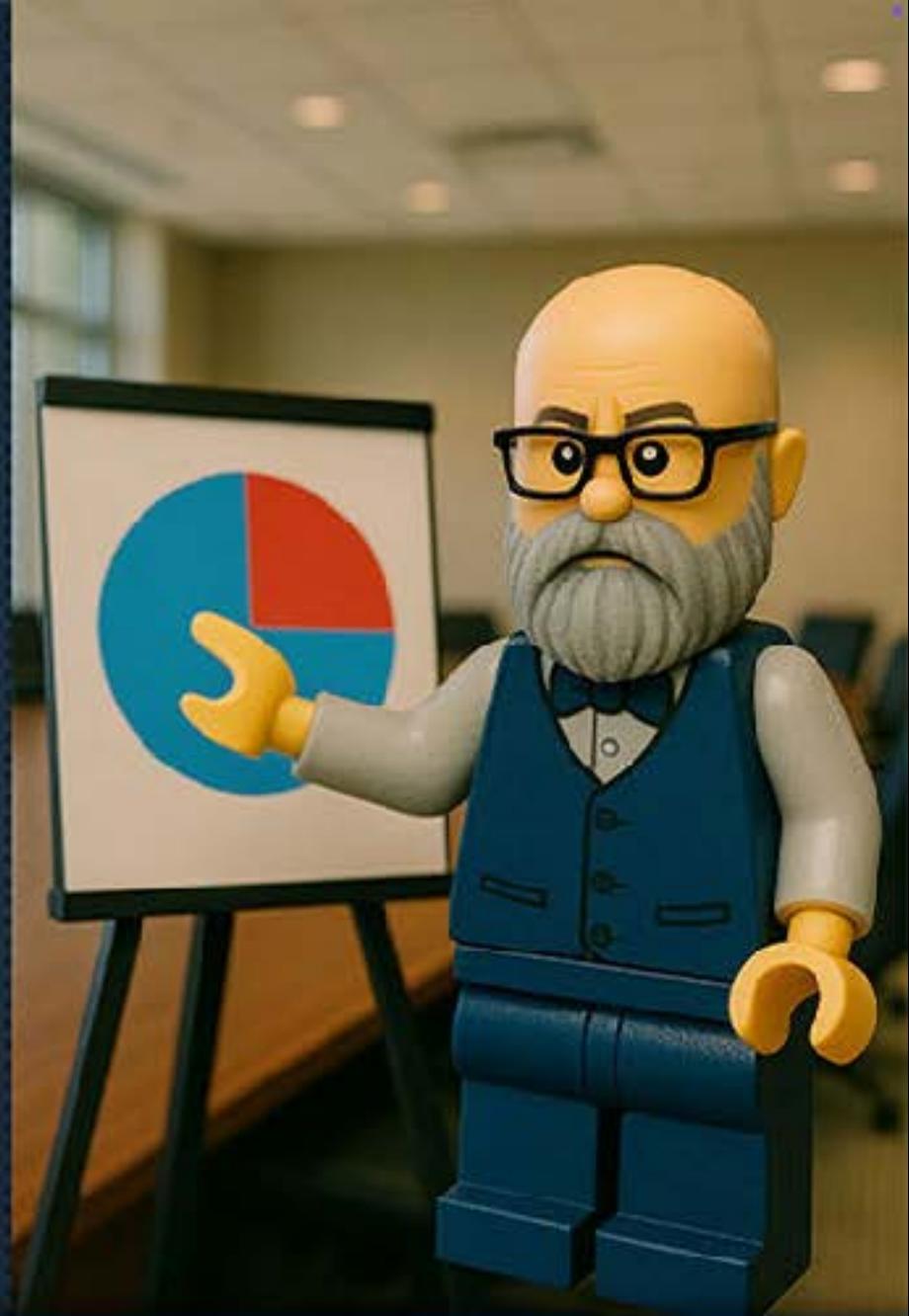


Most of what the GEO guys are claiming to be GEO tactics are either garbage advice or **repackaged SEO tactics**

**New GEO tactic:**  
**Create authoritative  
content featuring original  
data and expert insights**



**Old SEO tactic:**  
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content featuring original  
data and expert insights**



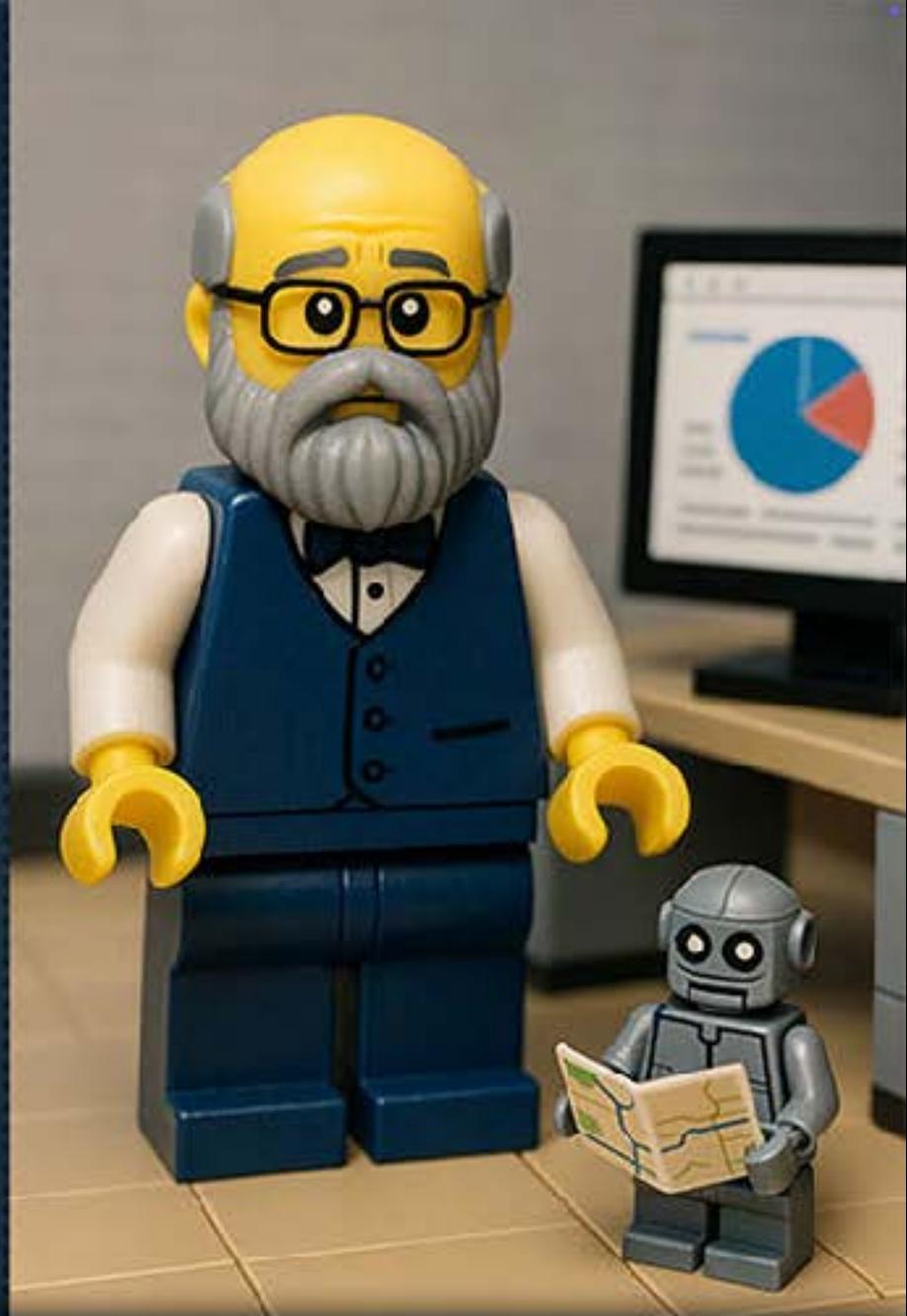


**New GEO tactic:**  
**Well-structured,**  
**entity-rich content**

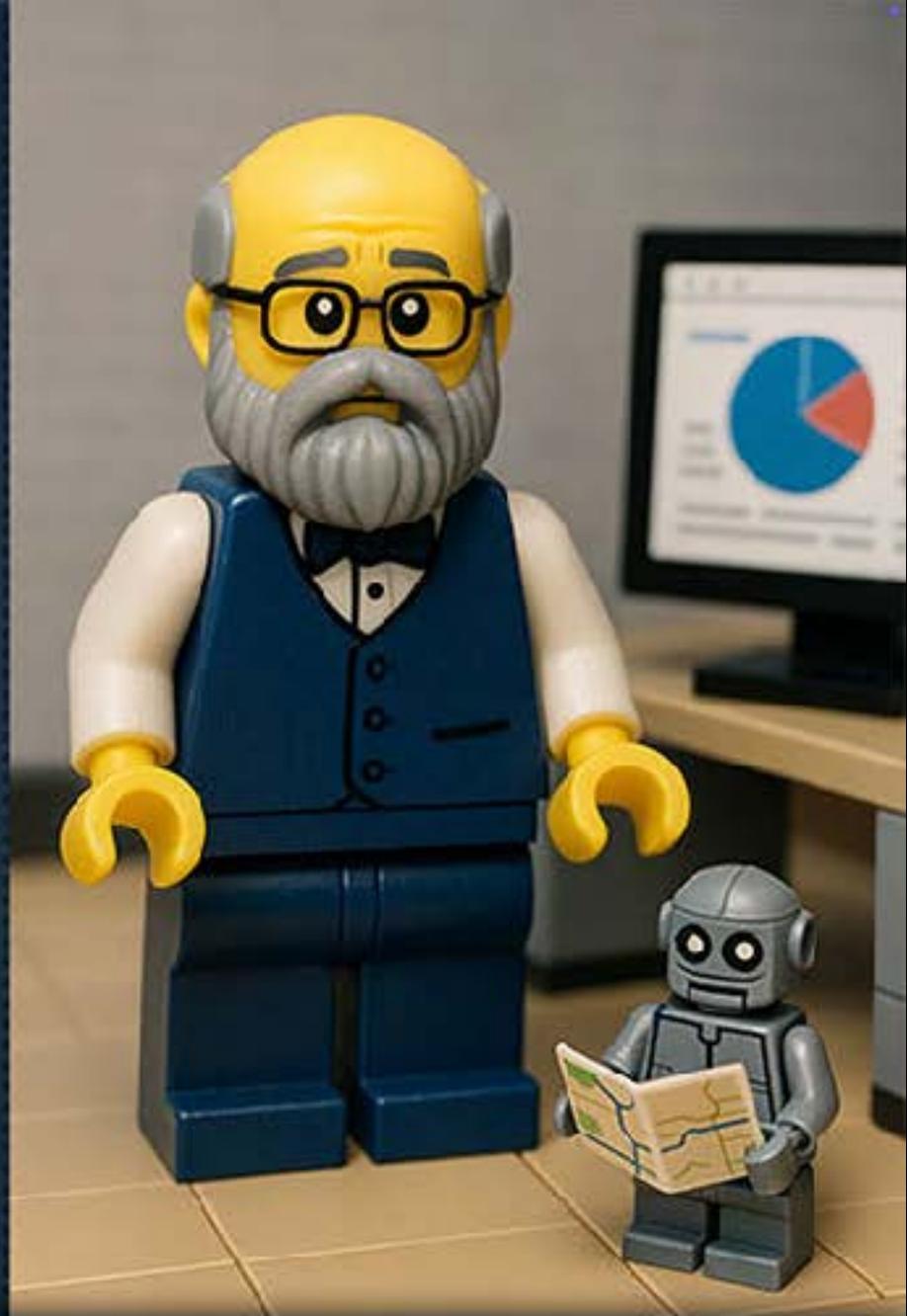


**Old SEO tactic:**  
**Well-structured,  
entity-rich content**

**New GEO tactic:**  
**Aim for readability, clarity,  
and easy digestion**



**Old SEO tactic:**  
**Aim for readability, clarity,  
and easy digestion**





**New GEO tactic:**  
**Anticipate user queries  
and proactively answer  
them**



**Old SEO tactic:**  
**Anticipate user queries  
and proactively answer  
them**

All of the new GEO tactics  
are **actually SEO tactics**  
that you should have been  
using all along



I'm talking about **real SEO**,  
not the dumpster fire  
that OEM-approved SEO  
providers have been  
providing for years





Want **more proof** that  
**SEO** is still vital?



On September 1st,  
ChatGPT announced  
that it was hiring for  
an **SEO content role**  
at \$300,000 a year



There was **zero mention**  
of GEO or LLM optimization  
(an SEO-only job)

AI is **changing rapidly**.

What works today  
won't work tomorrow.



**Far too many business owners are making **rash decisions** without supporting data and without thinking through all the consequences**



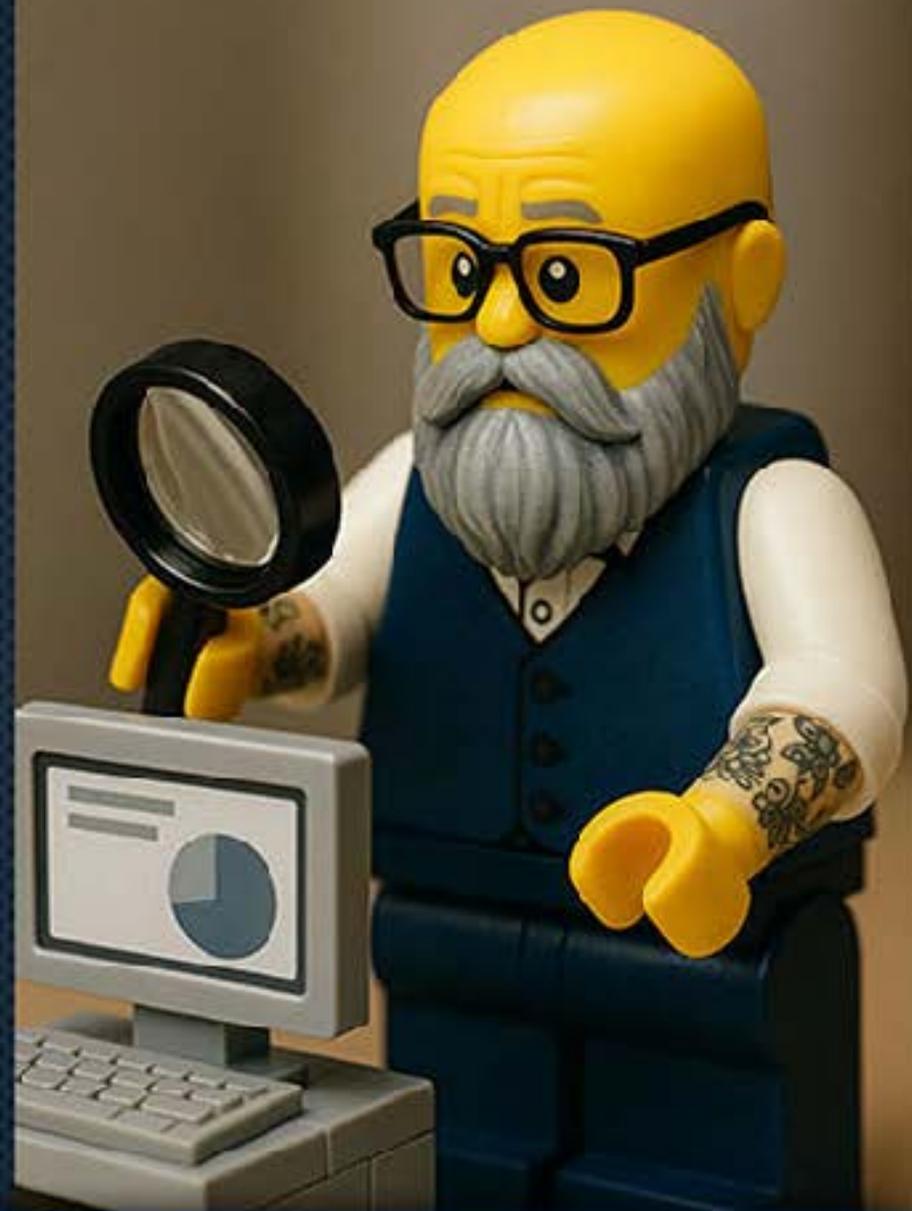


**Perfect example:**  
**A major automotive website and SEO provider fired their entire SEO team last fall and replaced them with ChatGPT**

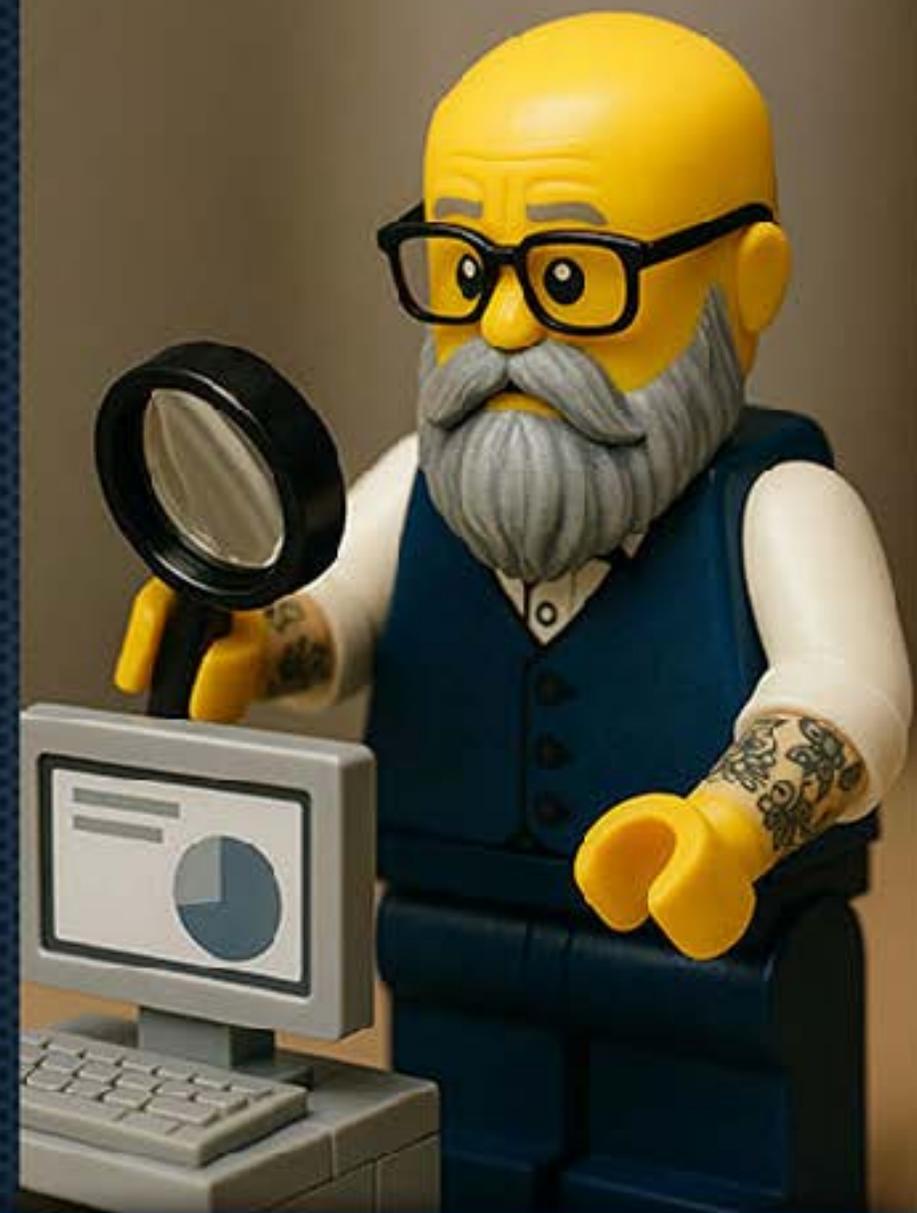


**The only problem is that  
ChatGPT cannot do SEO**

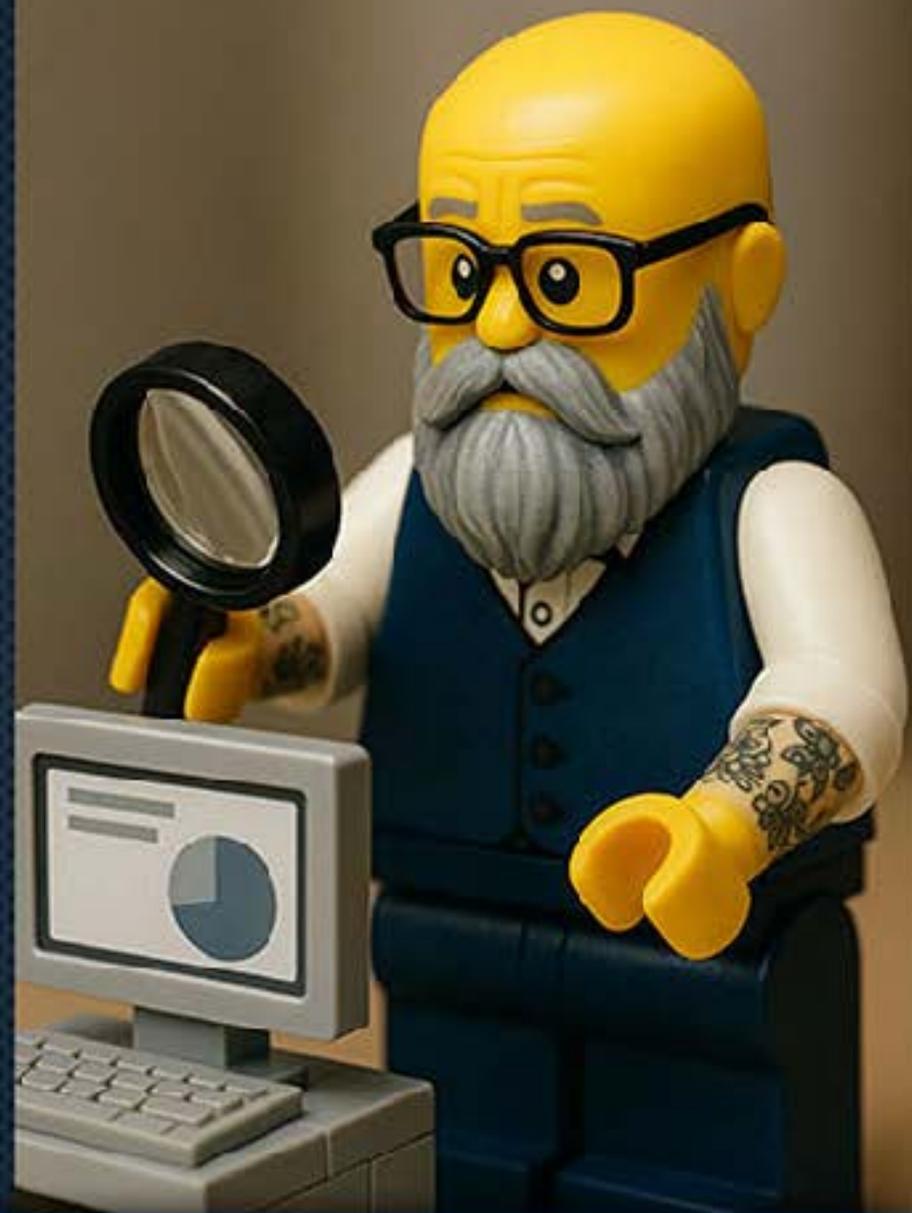
AI stands for **Artificial Intelligence**



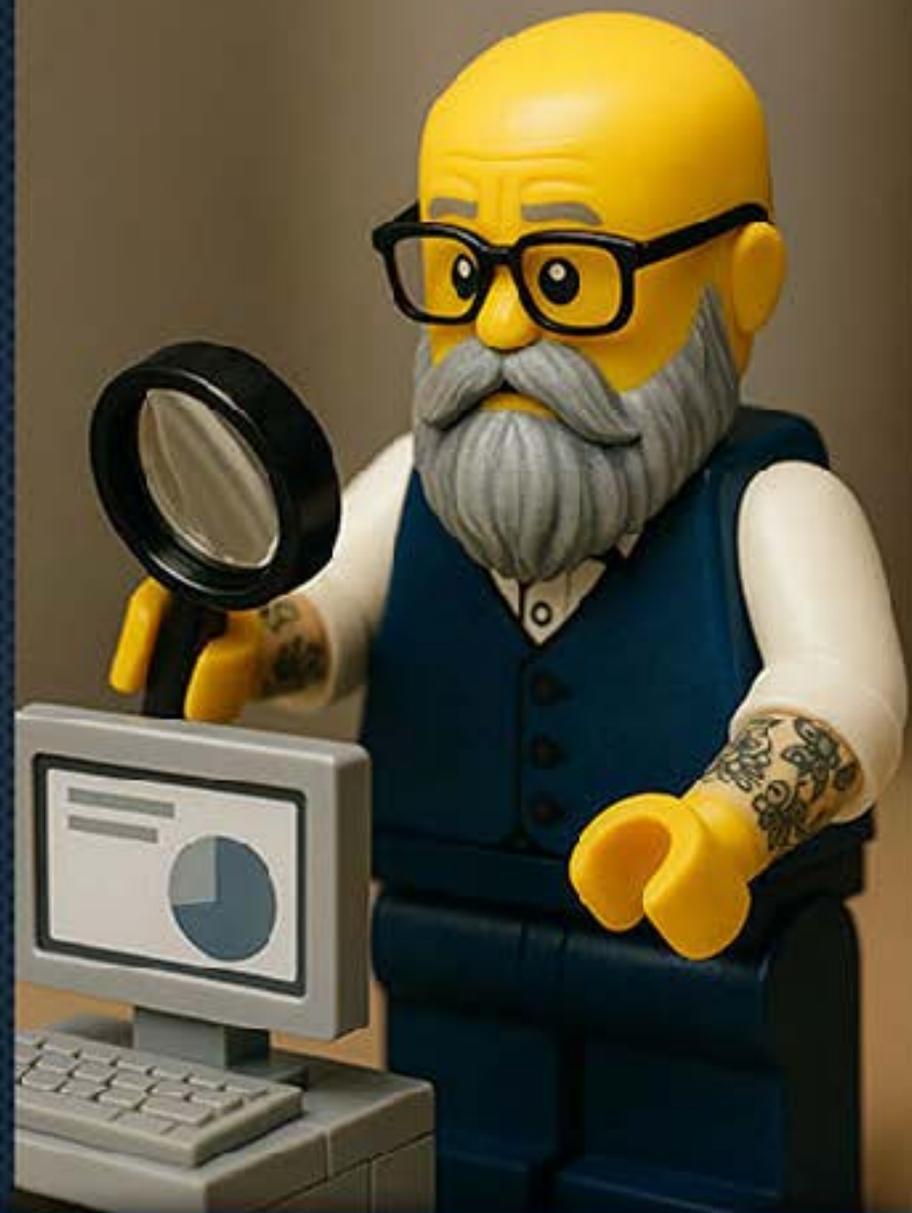
**LLMs are not intelligent  
and cannot think or reason**

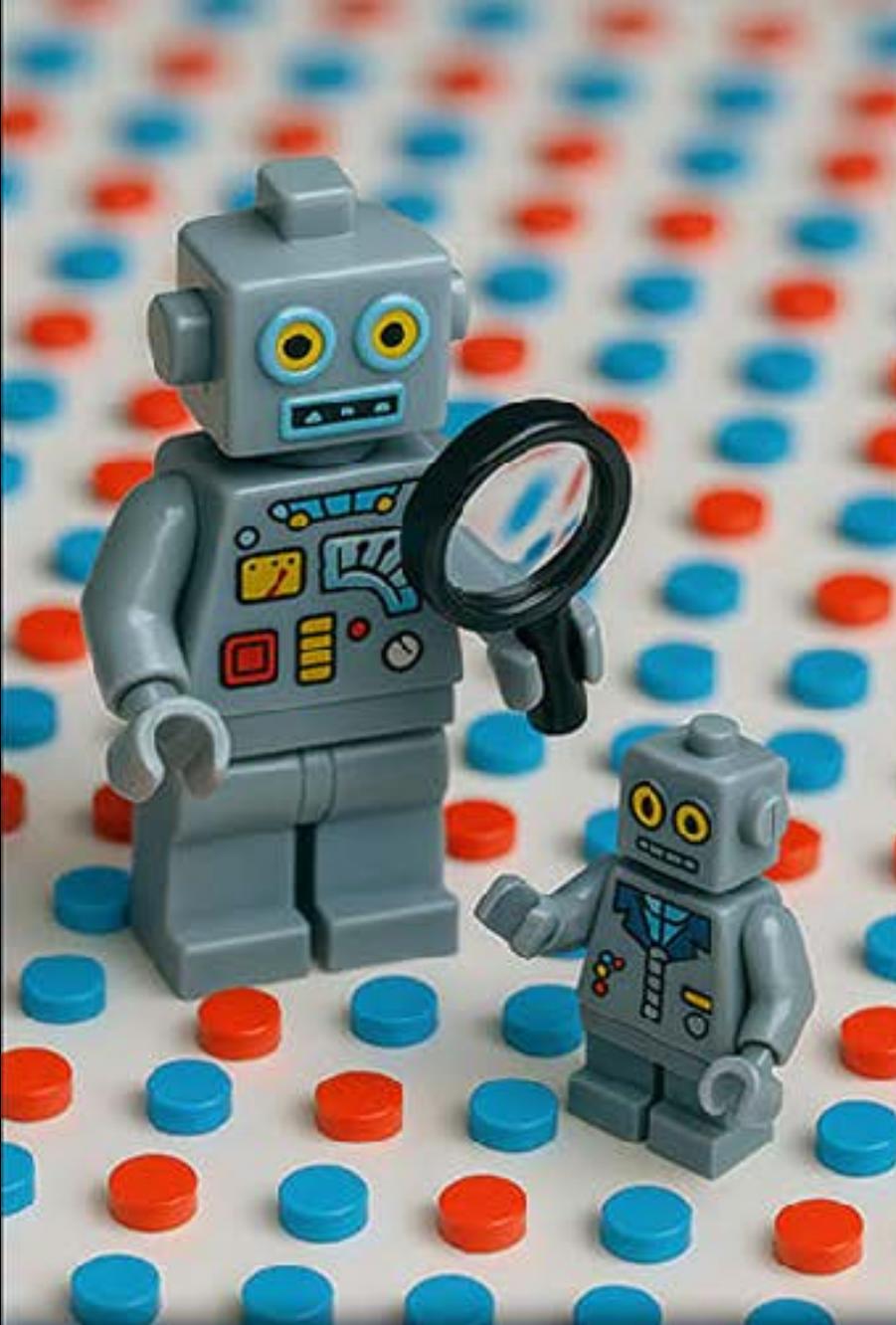


LLMs are simply highly  
advanced **word prediction**  
**systems**

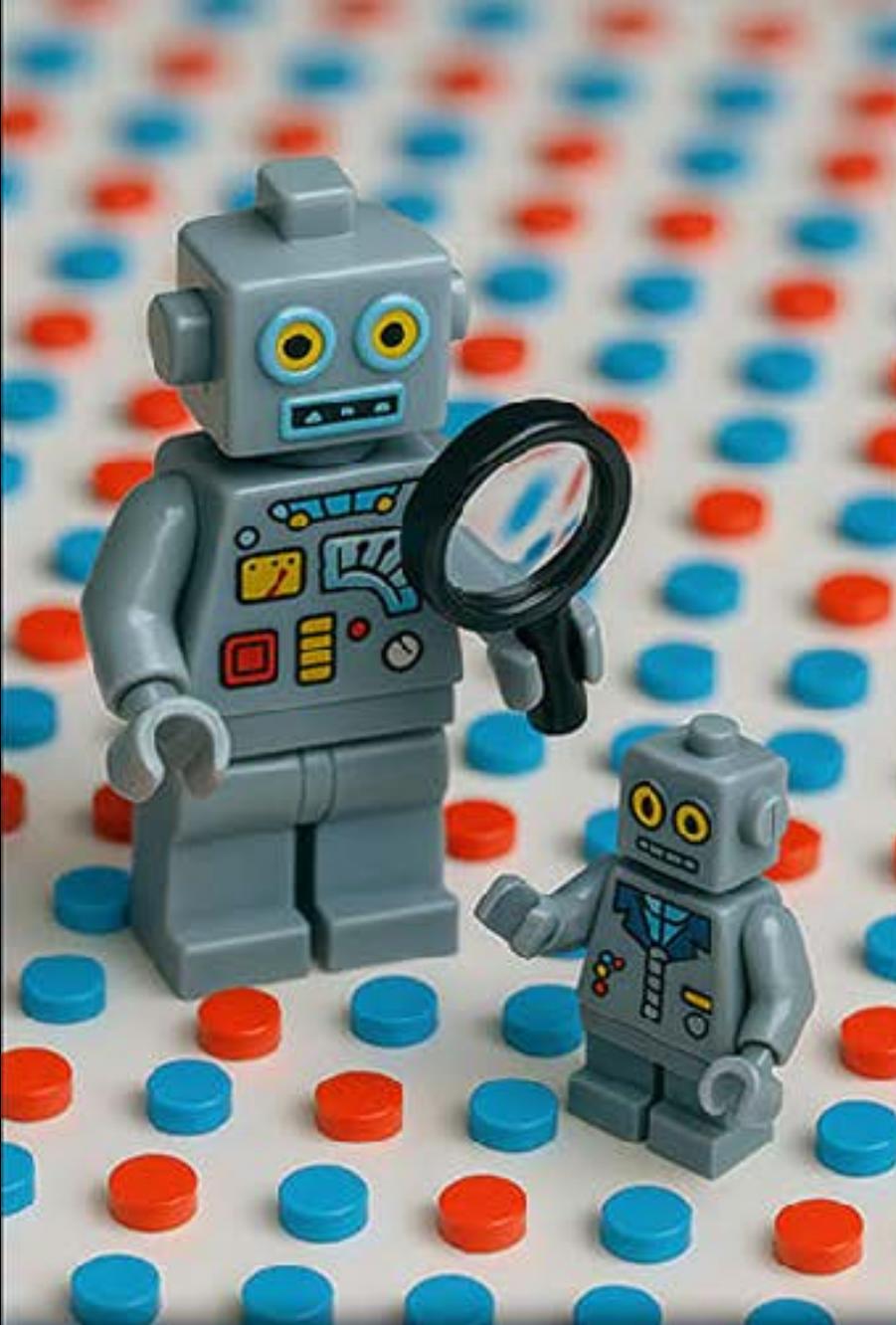


AI should really stand for  
**Assume Incorrect**





AI excels at **pattern detection** and **pattern analysis**



You should be using AI  
to **operate more efficiently**,  
not to replace people

Tracking ranking in AI  
**isn't possible**, and the idea  
is misleading



How are you supposed to track ranking in AI results when **identical questions** get different answers?



**AI doesn't operate like search engines. It doesn't crawl websites, store data, and retrieve stored data.**



AI systems are designed to provide **personalized answers** based on what they know about the user



LLMs are **probabilistic**.  
Variability in answers  
isn't a bug, it's the  
keystone of the technology





AI visibility tracking tools are good for a **100,000 foot overview** but they don't provide much actionable data

Training ... ed Search

SCHEDULE UPDATE

### Used car

Last update: 2025-08-21

GR

Sonar (Perplexity)



+58 vs comp.

TD

ChatGPT



-1 vs comp.

TD GR

Gemini (Google)



-8 vs comp.

TD

Claude (Anthropic)



> 0 vs comp.

You're ahead of your competitors

### Mazda

Last update: 2025-08-21

GR

Sonar (Perplexity)



+53 vs comp.

TD

ChatGPT



-3 vs comp.

TD GR

Gemini (Google)



+9 vs comp.

TD

Claude (Anthropic)



> 0 vs comp.

You're ahead of your competitors

**As AI search models  
become more widespread,  
you need to be sure  
you're familiar with  
a few key concepts**



**Zero click search:**  
When a user gets their answer directly on the search results page and doesn't need to click through to a site



## Query fan-out:

When an AI system breaks down a user query into multiple related sub-queries to explore related information



## Grounding:

When an AI system does not have the answer in its training data, so it uses search engines to find the answer to a query





**Attribution as we know it  
is basically dead**



**The traffic you've lost  
over the last year  
happened more because  
of **privacy blockers**  
blocking **Google Analytics**  
than from AI traffic**



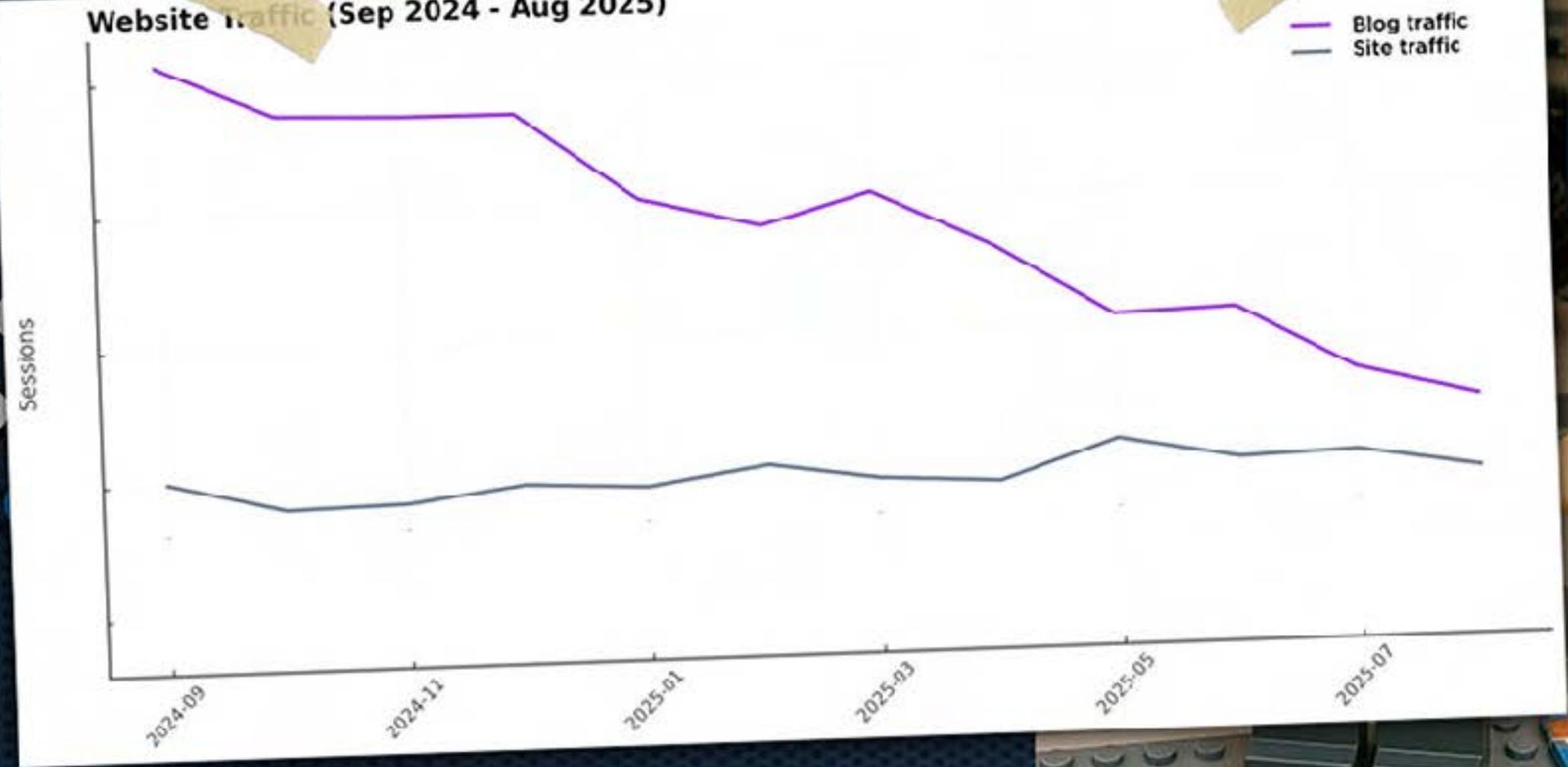
**Be prepared:**  
**Website traffic will trend  
down as search behavior  
continues to change**

But honestly, who cares?  
The traffic you'll lose  
wouldn't be **purchase  
intent traffic** anyway

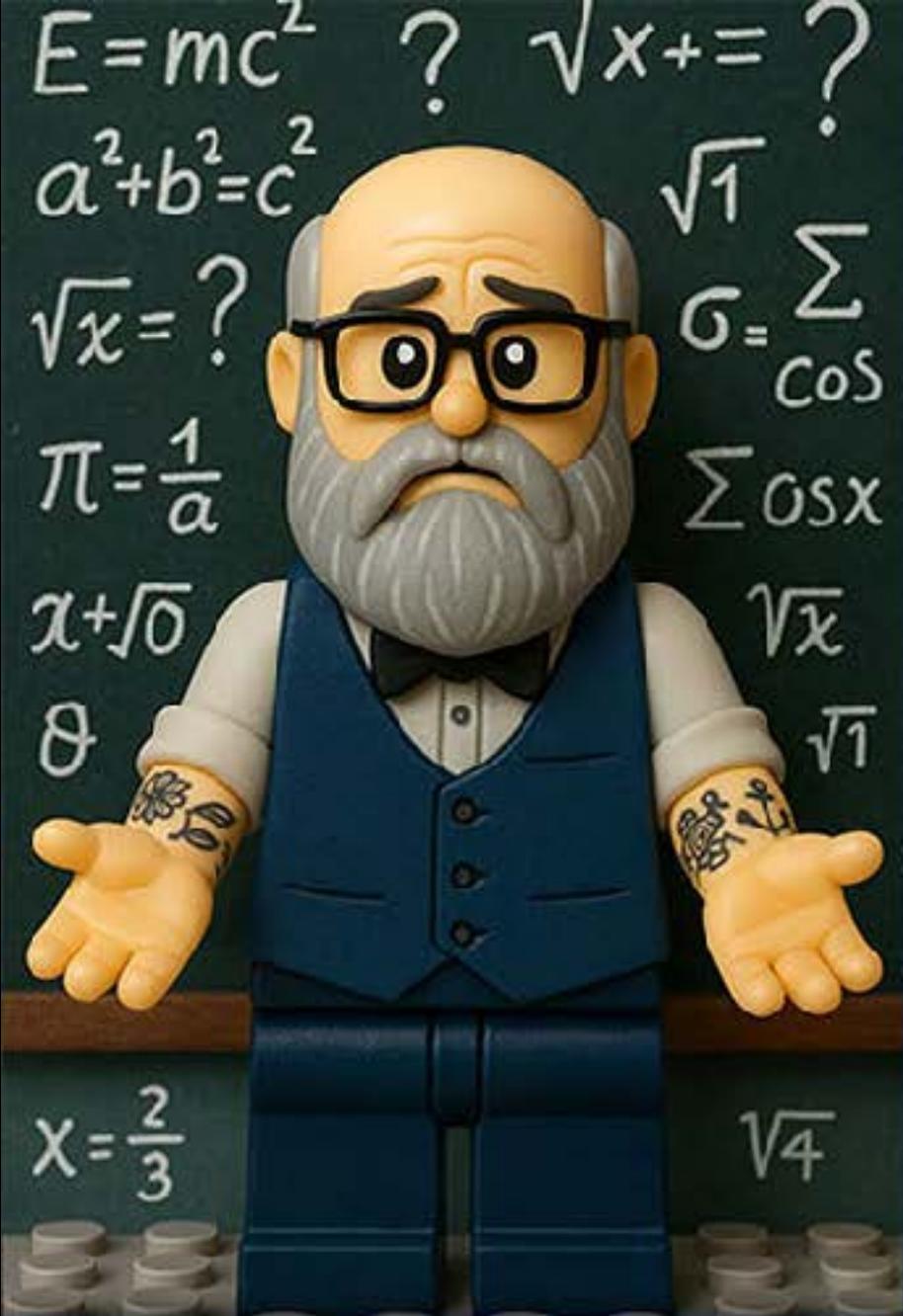


Buy  
The  
wo  
int

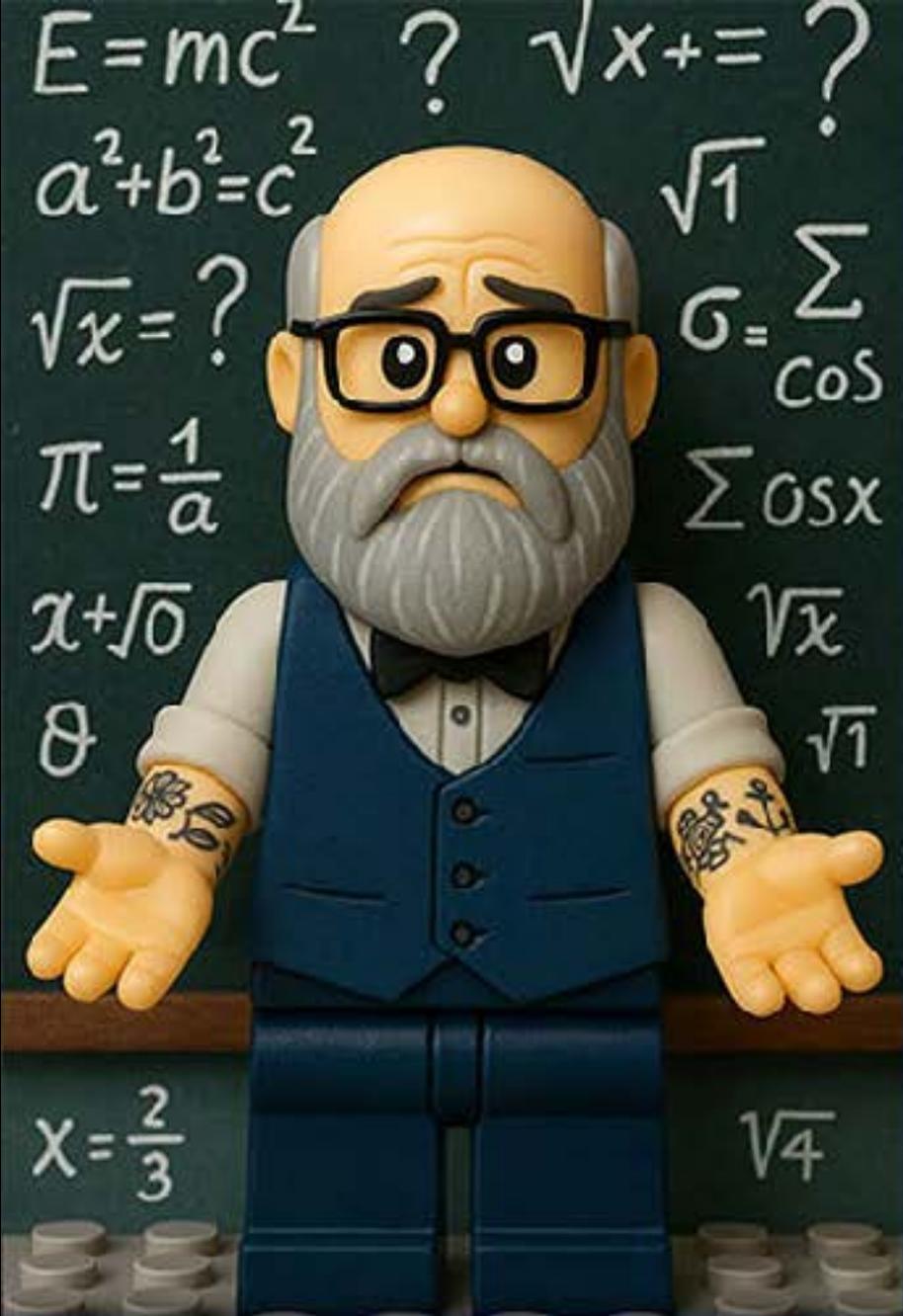
Website Traffic (Sep 2024 - Aug 2025)



DIGITAL  
MARKETING  
Advanced  
Local SEO  
Audit Tools

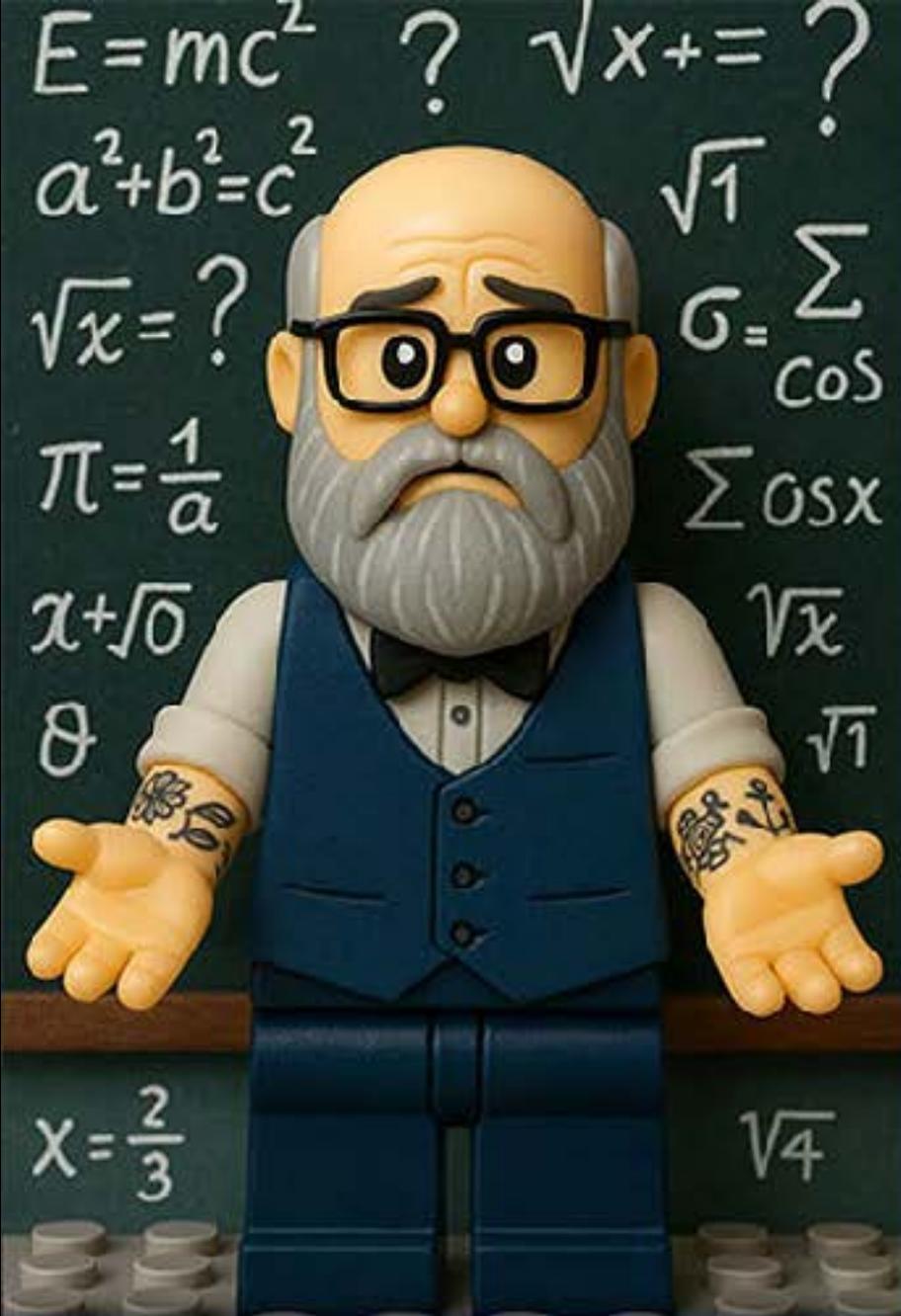


The number of customers looking to buy what you're selling **hasn't changed**, the only thing changing is how they'll find you



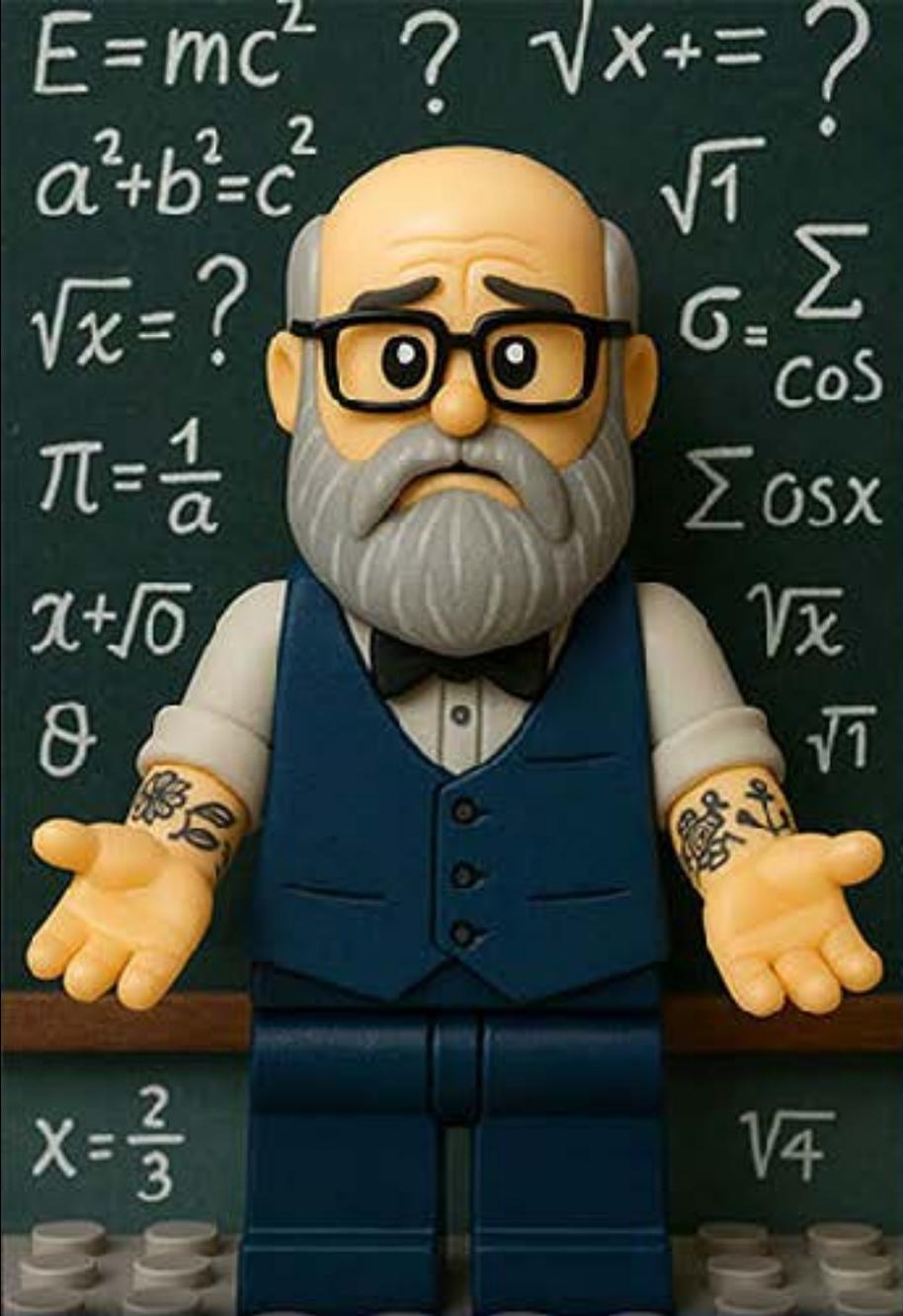
**You should track **traffic source percentages** instead of numbers**

**(this helps with privacy blockers as well)**



You should **track impressions** in Search Console

(AIOs and AI Mode data is included now)



**Google reduced the amount of data available in Search Console in September, so your impressions will be down year over year**

AI-written site content  
**doesn't work** without  
significant editing and  
humanization



Using AI to create content  
at scale **doesn't work**



For site content, you  
should **focus on people**,  
not machines



**Your content needs to  
answer real-world  
questions to win  
in Google and AI**





**Be cautious** of any company that claims to “do GEO” or to be able to get your dealership to show up in AI search results



There are **entire research labs** dedicated to trying to understand ML systems and the decisions and outputs from AI



If the best PhDs in machine learning can't figure it out, **there's no way some automotive vendor will crack it before them**

**If a vendor tells you that  
GEO is the new thing  
and that you should buy it,  
you should ask them  
these questions:**



Can you **show me the specifics** of how you tested and what the results were?



**Actual scientific testing  
results in real data.**

**Vague claims are a red flag**





Did you **build your own tools** or are you **whitelabeling**?



**Agencies don't have the brains or dev infrastructure to build these tools.**  
**Using other tools means they don't know how the tools work**

Which platforms are you optimizing for and **how do the AI models differ?**



If they can't explain the difference between ChatGPT, Claude, and Perplexity, they don't know what they're talking about





How do you stay updated  
with **AI model updates?**



**Things literally change weekly. They should tell you specifics about how they monitor and adapt**

**What happens if your  
strategies don't work?**



You shouldn't be paying  
for someone's **failed**  
**experiments**



SEO  
OPTIMIZATION  
RANKING



What will you do when  
all the **dumb stuff you're  
doing to fool AI** tanks  
my Google rankings?

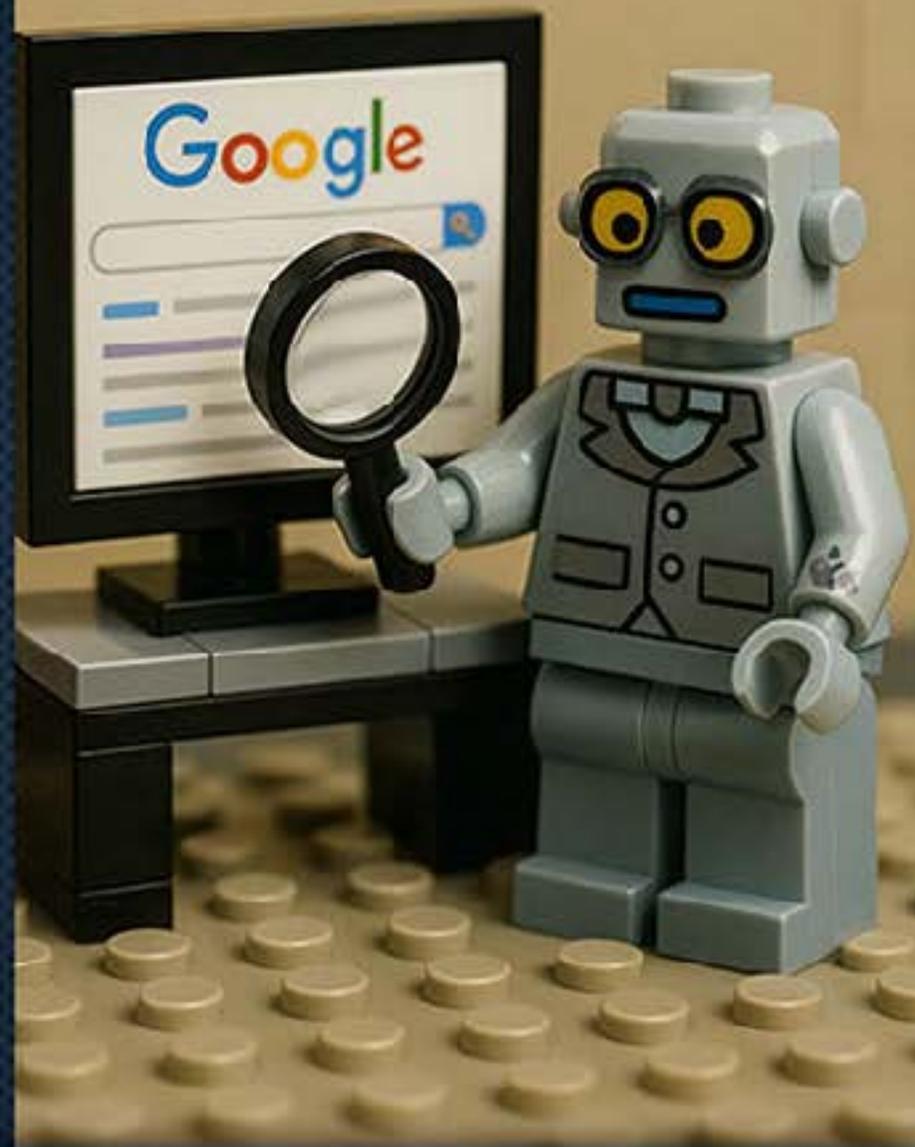
# SEO

OPTIMIZATION  
RANKING



**Agencies shouldn't be ignoring the negative implications with Google to try to win in AI**

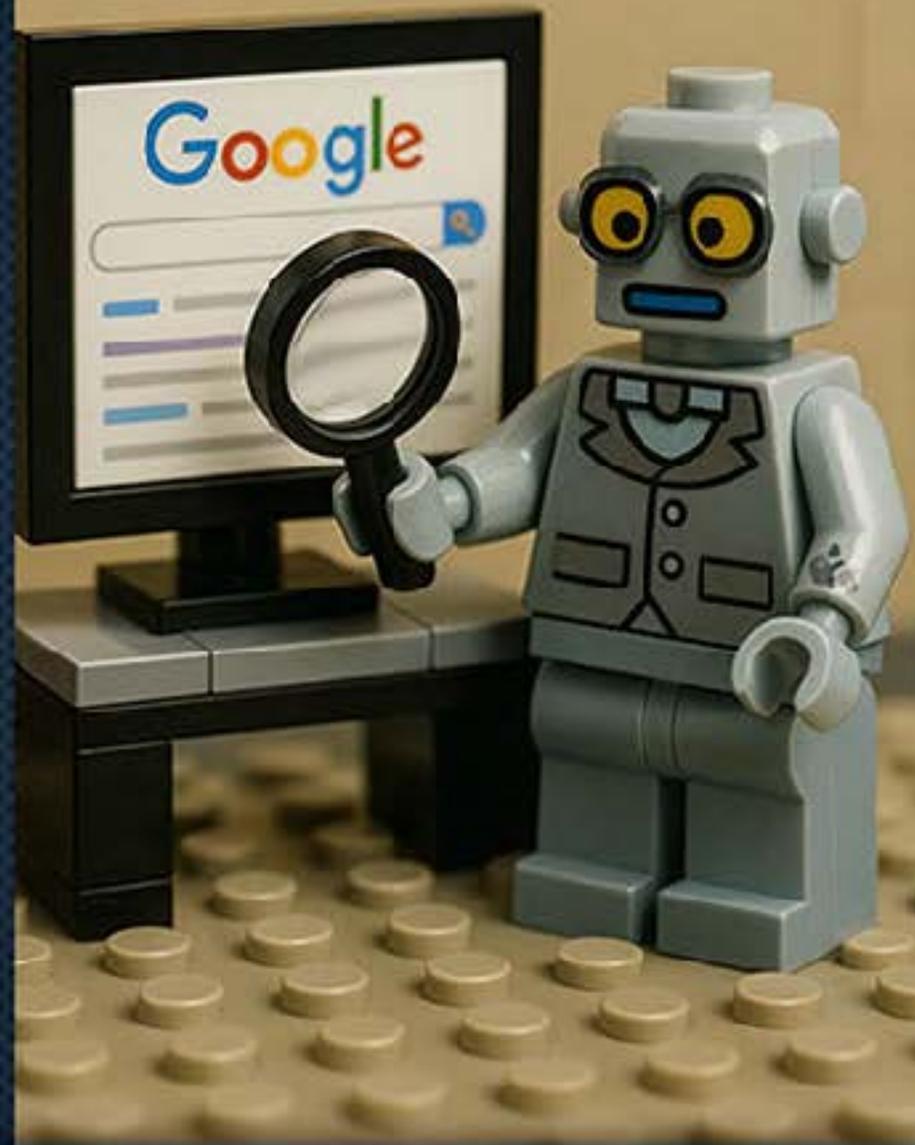
Do you know **where**  
**AI models get their data?**



If information isn't in the training data, AI models head to **Google and Bing** to search for the answers



**They won't be able  
to find you there if you're  
not doing SEO**





The MIT study “The GenAI Divide” found that **95% of businesses got zero return from genAI investments**

[bit.ly/mit-ai-report](https://bit.ly/mit-ai-report)

#NADASHOW



**AI agents** are the future,  
so get ready for an even  
more fractured experience



AI agents already exist,  
but they're **not effective**  
at most tasks yet



**SalesForce research shows that AI agents only have a **58% success rate** on single-step tasks**

[bit.ly/sf-agent-study](https://bit.ly/sf-agent-study)

#NADASHOW



The same research shows that AI agents only have a **35% success rate** on multi-step tasks

[bit.ly/sf-agent-study](https://bit.ly/sf-agent-study)

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**Instead of the impossible task of trying to reverse engineer AI results, you should focus on SEO fundamentals**



Concentrate on **growing your brand authority** through positive brand mentions on other sites



Start doing PR.  
Your **community initiatives**  
are pure gold



**Build real world  
offline relationships**



#NADASHOW

Make sure your SEO partner is doing **mention building** along with link building



[bit.ly/mention-building](https://bit.ly/mention-building)



#NADASHOW



Foundational **SEO best practices** are more important than ever before



We know that LLMs  
**pull real-time results** for  
updated information



**Write content that answers  
real human questions,  
not what you think Google  
or AI systems want to see**



Here's an **awesome tool** that can help you find those real human questions:

[bit.ly/paa-scrapers](https://bit.ly/paa-scrapers)

#NADASHOW

If you want to show up as a search result when someone asks a question, you need a **dedicated page** about that singular topic



**That page needs to be  
the best answer in the  
local area**



**Create exceptional  
content that shares  
real stories about  
real customers**



#NADASHOW

**Demonstrate**  
**true expertise**



#NADASHOW

**Use images that  
customers want to see.  
Avoid stock images and  
AI-generated images**





**Content should be  
strategic and intentional,  
not content for content's  
sake**



# Make sure your content is **chunkable**

(it already should be if you're working  
with a good agency)



[bit.ly/chunkable-content](https://bit.ly/chunkable-content)

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## WE ARE THE PREFERRED JOLIET CHEVROLET DEALER

We like it when our Joliet Chevy customers visit us. [Joliet Chevrolet](#) owners have made the drive to Advantage Chevrolet of Bolingbrook over and over again because we offer the best specials and the best prices in the Chicago area. Our customer service is unmatched - take a look at our reviews on Google and see for yourself. You don't need us to tell you that we're a great new and used car dealership. Simply take a look at what other people have said about us online and you'll see.

Another great part of our dealership is our [Bolingbrook auto repair](#) and vehicle service department. We currently offer a discount [oil change in Bolingbrook](#) that you should take advantage of while it lasts. The [Advantage Chevrolet service](#) team will perform any maintenance and repairs required to get your car back on the road. Our [Bolingbrook car parts](#) staff is available to help with any auto part needs you may have. Visit our page and fill out the form as detailed as possible so we can get you the car part as soon as possible. Also, consider our Bolingbrook dealership a Bolingbrook tire solution for savings at our Chevy dealer service near me location!

Even if you're not looking to buy, there is great service for you here at your local Bolingbrook Chevrolet dealer. We have a tire store along with the ability to add-on accessories to the new or used automobile that you purchase from us.

There is no better place to find quality used cars than Advantage Chevrolet of Bolingbrook. Chicago Chevy Silverado, Chevy Malibu and Chevy Equinox shoppers can find a great price on all of these models. Illinois Chevrolet shoppers come to us because our service and selection can't be beat - come let us prove it to you. When looking at Chevrolet dealers in Chicago, be assured that Your Advantage is with Advantage!

Advantage Chevrolet of Bolingbrook also serves as a Naperville Chevrolet dealer. We like to think of ourselves as a pretty special dealership because we offer a wide selection of new and used vehicles. We continue to bring back the same customers year after year because our sales staff isn't pushy like the other dealerships in the area. As a Chicago Chevy dealer, we promise to provide you with the best service and professionalism possible. Be sure to contact us and schedule a visit to see us. You won't be disappointed!

Advantage is also the go-to [Orland Park Chevy Dealership](#). It's a bit of a drive and it shows us that we are doing a good job as a car dealer. We work hard every single day to provide great service to our customers no matter where they visit us from. We have been an Illinois car dealer for Lockport, Chicago and Plainfield for many years and we want to continue to be the best [Oswego Chevrolet dealership](#) in the region.

### Chevy Silverado Dealer Near Me In Bolingbrook, IL Near Chicago!

The [Chevy Silverado](#) is the industry standard when it comes to [trucks](#). If you are looking for a Chevy Silverado dealer near me location in Chicago come see Advantage Chevrolet of Bolingbrook. We offer a huge selection of the Silverado 1500, Silverado 2500HD and Silverado 3500HD at unbeatable prices. For more information visit our [Silverado Superstore](#) page or come in and talk to us at the dealership. You can visit our hours and map page for directions from the Chicago, Romeoville or Woodridge area.

Looking for [diesel trucks for sale in Chicago](#)? We have plenty of new and used diesel pickup trucks for sale, ready to tow or haul anything you throw at it. We're also [Chicago's Chevy Colorado truck dealer](#) of choice!

The Chevrolet Silverado 1500 is a traditional American pickup truck. It's a top-rated truck with a smooth ride and low-noise cabin, and it can haul your heavy loads. The powerful engine gives it the best in-class available horsepower. It can come with several trims and engines, with max payload and towing. Technology lovers can enjoy the available integrated 4G LTE Wi-Fi and cord-free charging with a built-in charging pad in the center armrest. Explore our inventory of the new Chevrolet Silverado 1500 in Bolingbrook and select the color and options that will get the job done. For more specs, call us at 888-471-6751 about buying or leasing a Chevrolet Silverado 1500.

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le-content



Get reviews on **multiple platforms**, not just Google



[bit.ly/diversify-reviews](https://bit.ly/diversify-reviews)

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**Don't get distracted by  
snake oil or shiny objects**



**SEO fundamentals will still be important for the foreseeable future**



Check out the recently released **largest automotive SEO study ever conducted** for specific tactics

[bit.ly/auto-gbp-study-25](https://bit.ly/auto-gbp-study-25)



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Want a **free SEO audit**?  
Scan this QR code:



**QUESTIONS?**

# LAS VEGAS

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