

Your Monday checklist

Beyond the Website: The Connected Showroom. Everything starts with your website. Here's what to check first: how shoppers and AI find you, what they see, and what your team learns.

01

Get found

Can shoppers and AI find accurate info about you?

02

The experience

Can shoppers confidently choose a unit?

03

Signals back

Can your team follow up better?

CHECK YOURSELF

Each check takes a phone, a browser, and a few minutes. Fix the first thing that fails before moving on. The provider questions are on page 2.

01

Get found

AI answers are built on search, so the fundamentals still win: readable pages, plain facts, and reviews and profiles that agree.

- ☐ **Ask AI about yourself.**
In ChatGPT and Google, ask "best RV dealer near [your town]." Note who's named, in what order, and why. Repeat it monthly, since answers change.

- ☐ **Pick your lane.**
Best dealer, biggest selection, best price, a specialty, or most convenient. Then make sure your site proves it, with current unit counts or every unit priced.

- ☐ **Read your last 10 reviews.**
Most should name a person or a promise kept. If they're vague, ask buyers for specifics, and answer every review, especially the bad ones.

- ☐ **Check every store's listings.**
Each store needs its own Google profile and site page, linked to each other, with matching hours and a spot in your manufacturers' dealer locators.

- ☐ **Search the way shoppers ask.**
Try "bunkhouse travel trailers under \$40,000 near me." Good looks like a real page on your site with a plain headline and a one-line answer.

02

The experience

The unit page is the lot visit, and it's your most important SEO asset. The fields shoppers read are what search and AI read.

- ☐ **Open a used unit page.**
Real photos in walk-around order, a readable floorplan, hitch and dry weight, GVWR, tanks, the VIN, and a description written for this unit.

☐ **Consider being transparent with your pricing.**

Shoppers compare totals. Lead with an all-in price anyone can pay, name each dealer fee, and make sure it matches your listings and feeds.

☐ **Count your "call for price" units.**

Each one takes you out of the comparison before it starts. Decide on purpose which ones, if any, stay that way.

☐ **Check where your price stands.**

Compare against the same year, make, model, and trim nearby before you set a price or run a special.

☐ **Count the taps, then read your buttons.**

Two taps from your homepage to a unit, one from that unit to a real person. Each page needs one main button that says what happens next: "Text about this unit" beats "Contact Us."

☐ **Ask your chat a hard question.**

Try "Can my half-ton tow this?" A good assistant asks for your tow rating and payload, never guesses a yes, and hands off to a person.

03 Signals back

A form, chat, or call is the loud signal. The quiet ones, like units viewed and return visits, often say more.

☐ **Submit a test lead three ways.**

Send a form, start a chat, and call from your cell. All three should land in one place. Time how long until someone responds.

☐ **Ask a salesperson about the last lead.**

Could they see which units that shopper viewed before they called? If not, every call starts cold.

☐ **Reread one follow-up, then your consent banner.**

Help, don't spook: "The bunkhouse you looked at just dropped in price" beats "I saw you open 24 photos at 11:42 PM." Then check that your banner says plainly, on a phone, what you collect.

ASK YOUR PROVIDER Six questions to send your website provider. A good one can show you each answer on screen.

- 1 Can AI search bots reach our site, and are we blocking any by accident?
- 2 With JavaScript turned off, does a unit page still show the title, price, specs, and stock number?
- 3 When a unit sells, what do shoppers and search engines see?
- 4 Which unit fields come from our DMS feed, and who adds photos, specs, and descriptions?
- 5 Is schema on every unit page and every store page, and can you show it to us?
- 6 Do forms, chats, and calls land in one place, with what the shopper viewed attached?

Want a second set of eyes?

See how STEALTH helps dealers get found, sell from the unit page, and follow up.

[Book a demo → coasttechnology.com/request-a-demo](https://coasttechnology.com/request-a-demo)

Part 2: Beyond the Lead · Nov 19

We'll pick up where the Millers left off. Watch for your invite from RV PRO.

[Learn more → coasttechnology.com](https://coasttechnology.com)