DEALER SPIKE

How to Compete —and Win— in the Age of AI

From AI Search to Conversion: A Dealer's Guide to Staying Visible and Chosen

Introduction

AI isn't coming—it's here.

ChatGPT, Google's AI Mode, and similar tools now answer shoppers before they ever click. Buyers ask direct questions and get instant replies. If your site doesn't feed AI the right facts, you're left out.

This playbook keeps it simple: what matters—specifically at what stage of the buyer's journey, what you can do today, and which Dealer Spike tools help you show up and get chosen.

Awareness
"Which unit is best for my needs?"

Consideration
"Is this vehicle right for me?"

Evaluation
"Can I afford it?"

Decision
"Where should I buy it?"

Purchase
"Am I getting the best price?"

> **"You used to buy your way up with keywords. Not anymore. It's about content now—especially for high-funnel questions."**
>
> **–Chris Woerner, Chief Product Officer, Dealer Spike**

Search Has Changed

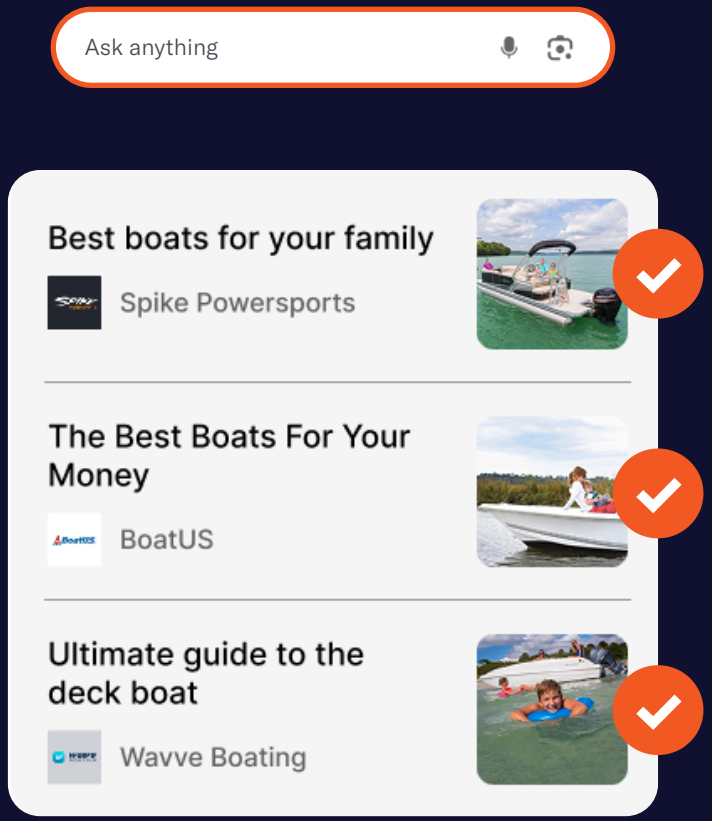
From search engines to answer engines

Shoppers now start with questions: “Best ATV for trail riding?” “Safest boat for kids?” AI scans trusted sources and returns a complete answer. That means more “zero-click” results. If your pages are cited, you still win attention and trust.

To be included, your site must be:

- **Findable:** Schema (the “labels” for make/model/price/location) tells AI what’s on the page. Dealer Spike handles schema; you focus on clear content.
- **Trustworthy:** Recent reviews and fast responses.
- **Complete:** Clear specs, real photos, and visible pricing make your listings usable by AI.
- **Local:** A verified, photo-rich Google Business Profile (GBP) and consistent directory info.

In Plain-English: Think of schema like shelf labels in your parts department—no labels, nothing gets found.



Hey Google, what's the best boat for a family of four that likes lakes and occassional coastal trips?

Best boats for your family

Spike Powersports

For family boating, brands like Bayliner, Starcraft, and Chaparral offer popular options. The Bayliner DX2200 and Starcraft SVX 211 are praised for safety, stability, and easy handling. Would you like to see comparisons of family-friendly features?

Awareness

Which unit is best for my needs?

Early questions are broad: "Best boat for a family of four?" AI doesn't guess—it pulls from pages with clear, helpful content tied to real inventory.

Do this:

- Post short shopper guides, local tips, and FAQs in **everyday** language.
- Keep your GBP accurate with fresh photos and hours.
- Keep NAP (name, address, phone) consistent across directories.

How Dealer Spike Helps:

- **Built-in Blog Tool** for quick, buyer-focused posts.
- **Premium Directory Management** to keep business info accurate everywhere
- **Website Schema** handled by Dealer Spike so AI can read your make/model/price/location.

Consideration

Is this vehicle right for me?

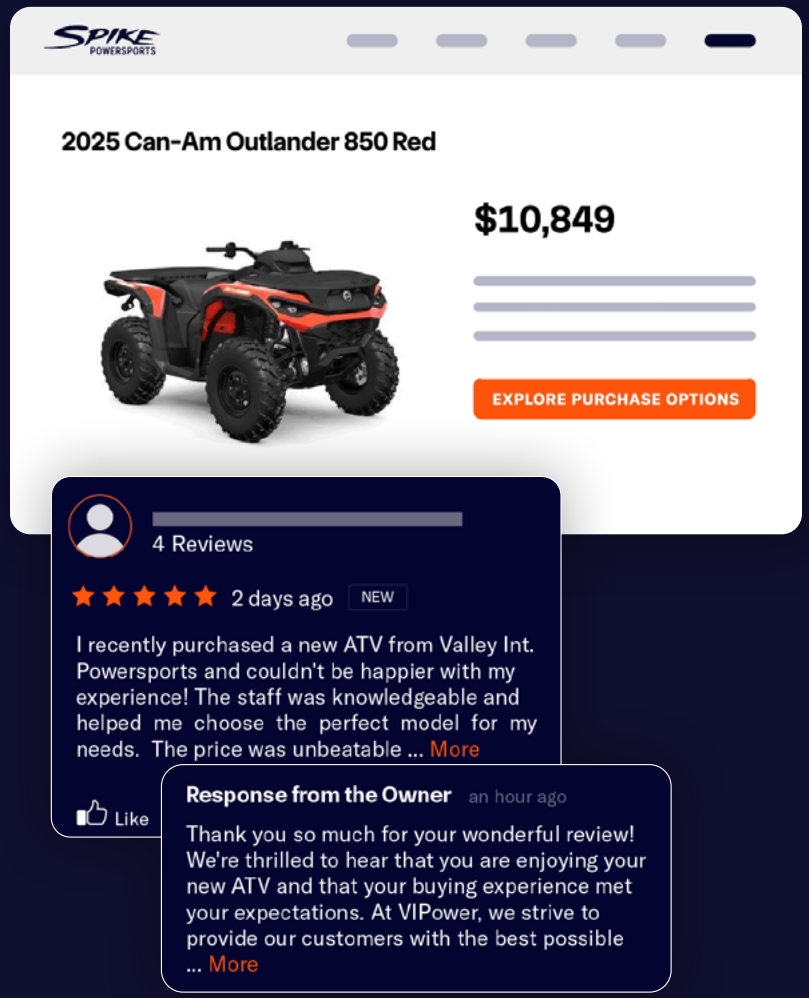
Once shoppers shortlist, trust makes the choice. AI looks for signals: detailed descriptions, real photos, clear product info, fresh reviews, and visible expertise.

Do this:

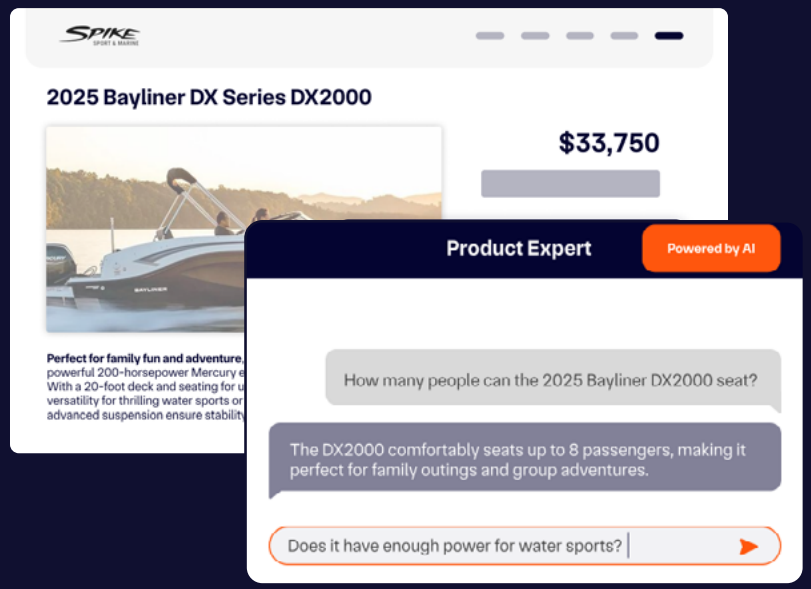
- Write descriptions in plain words (uses: towing, fishing, trail riding).
- Ask every buyer for a review and reply quickly.
- Show services, financing, and the brands you carry.
- Add team bios and years of experience.

How Dealer Spike helps:

- **Photo & Video Galleries** for real walkarounds and detail shots.
- **Reputation Management** to request and respond fast.
- **AI Description Writer** for readable, shopper-friendly copy.
- **AI Search Expert** to help shoppers find the right units without endless filters.



Dealer Spike Difference:
Our platform makes your pricing and inventory readable by AI.



Evaluation

Can I afford it?

"This looks perfect—what's the price?" If AI can't read a price, it can't include you in cost-based answers. If MAP limits you, post MSRP, "starting at," or a payment example. "Call for price" gives AI nothing.

Do this:

- Show price (e.g., MSRP or "starting at").
- Add payment examples or a calculator on the VDP.
- Offer a trade-in prompt.
- Let shoppers pre-qualify online.

How Dealer Spike helps:

- **Payment Genie** for shop-by-payment and pre-qualify on VDPs.
- **AI Product Expert to** answer spec/lifestyle questions without leaving the page.
- **Trade-In Forms** to capture value information.

Decision

Where should I buy it?

AI weighs location, reviews, brands/services, and trust signals like team experience and community presence. Buyers will pass a closer dealer if reviews say you provide the better experience.

Do this:

- Keep Google Business Profile photos, hours, and services up to date.
- Respond to reviews with context and care.
- Add brand-specific product groupings on your site.
- State what makes you different (certifications, family-owned, multi-brand service).

How Dealer Spike helps:

- **Payment Genie** for shop-by-payment and pre-qualify on VDPs.
- **Reputation Management** to request and respond fast.
- **Automated Featured Inventory Emails (AEM)** to keep hot units in front of shoppers.
- **Peer Benchmarking (free)** to compare VDP views, ratings, and review counts.

Find me Bayliner dealers with best reviews within 50 miles of Gladstone, Oregon.

Bayliner dealers with high ratings near Gladstone, Oregon:

- Spike's Dealership in Wilsonville has 4.9 stars from 187 reviews, highlighting excellent service and family-friendly staff.
- Northwest Boat Sports, also in Oregon City, has a 4.8-star rating with 167 user reviews. They are known for offering fast and well-done service.
- River City Boat Sales & Marine Services in Au

"Round out your site with services, brands, and team experience. It's free content—and AIs use it in rankings."

–Chris Woerner, Chief Product Officer, Dealer Spike

Find me a UTV that seats 4, costs less than $20,000 and can tow 500 lbs

Certainly! Based on your requirements for a 4-seater UTV under $20,000 with a towing capacity of at least 500 pounds, here are some options:

Budget-Friendly

Polaris 2025 RZR XP

Electric Option

Tracker EV IS

Your Shopper is on Your Website—Now What?

Make the experience feel like a conversation, not a filter maze.

- **AI Search Expert — Ask like you talk.** A buyer types, “family-friendly boats that seat 8,” and gets the right units—fast.
- **AI Product Expert — Answers on the VDP.** “Will this tow a tube?” gets answered on the page, so shoppers stay and act.
- **AI Description Writer — Specs into plain English.** Short, readable descriptions help buyers decide and help AI trust your page.

What Dealer Spike Delivers to Dealers

Tools that keep you visible—and help you get chosen.

Website

Your website should feel like helpful conversation, not a filter maze. Dealer Spike delivers an all-in-one platform that makes inventory easy to find, pages fast to load, and answers obvious—so shoppers stay and act. AI enhances on-site discovery (natural-language search), answers buyer questions on the VDP, and turns specs into readable copy buyers understand and trust.

Digital Marketing

Showing up matters—and so does what buyers see when you appear. Dealer Spike blends search, reputation, and targeted outreach to drive qualified traffic and confidence. AI assists with better content, review responsiveness, and audience targeting, while dashboards reveal what's working so you can double down.

Digital Retailing

Move shoppers from "interested" to "in process" right on your site. Dealer Spike streamlines payment exploration, trade-in, and financing—reducing back-and-forth and shortening time to sale. AI helps answer unit/lifestyle questions now of decision and keeps buyers progressing without leaving your VDP.

eCatalog Solutions

Make parts and accessories simple to find and buy. Dealer Spike connects shoppers to a large library of eCatalogs from 150+ OEMs and distributors, with organized categories and accessory pairing that speed lookup and checkout—supporting both counter sales and online orders.

Ready to compete—and win—with AI?

Let's build a plan for your market and inventory. We'll show you the mix of content, reviews, and tools that helps your site appear in AI answers—and turns interest into leads.

Book a Demo

DEALER SPIKE

Dealer Spike builds high-performance websites and digital solutions that help dealerships attract more buyers and sell more inventory. We serve powersports, marine, trailer, agriculture, truck, heavy equipment, and outdoor power equipment dealers across North America. Our team combines deep industry experience with innovative technology to help dealerships stay visible, competitive, and connected to today's digital shoppers.

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