

Website Playbook

CHAPTER 3



Do I need AWD for Chicago winters

◆ AI Overview

   +4

No, AWD is not strictly necessary for Chicago winters, especially if you drive on major, well-plowed roads. While AWD improves acceleration in snow and ice, it does not help with braking or cornering. Proper tires, such as all-season tires in good condition or dedicated winter tires, are more critical for overall safety in snowy and icy conditions. 

SEO for the AI Age



Building an AI-friendly content strategy

Search isn't just about being "on page one" anymore.

AI-powered tools like Google's AI Overview and ChatGPT are changing how people find answers. Instead of sending users to a list of links, they deliver information directly from trusted sources across the web.

How AI changes the search rules

[AI search](#) pulls content from across the web, not just top-ranking pages. Success means being included in AI-generated answers, not just ranking high.

 how often should i rotate my tires? 

71.5%
of consumers use AI tools for search¹

 **AI Overview**

Tires should generally be rotated every 5,000 to 7,000 miles or with every other oil change, but it's best to check your owner's manual for specific recommendations for your vehicle. Factors like driving habits and road conditions can also influence the ideal interval

Why rotate tires?

Rotating tires helps them wear more evenly, which can extend their lifespan and improve performance.

The mission

- Build content that ranks in search results
- Earn placement in AI-generated answers
- Strengthen your authority for long-term visibility

Blog content that ranks and gets featured

AI interprets intent, not just keywords. Write content that answers conversational questions clearly and early. Use natural phrasing shoppers use in AI prompts.

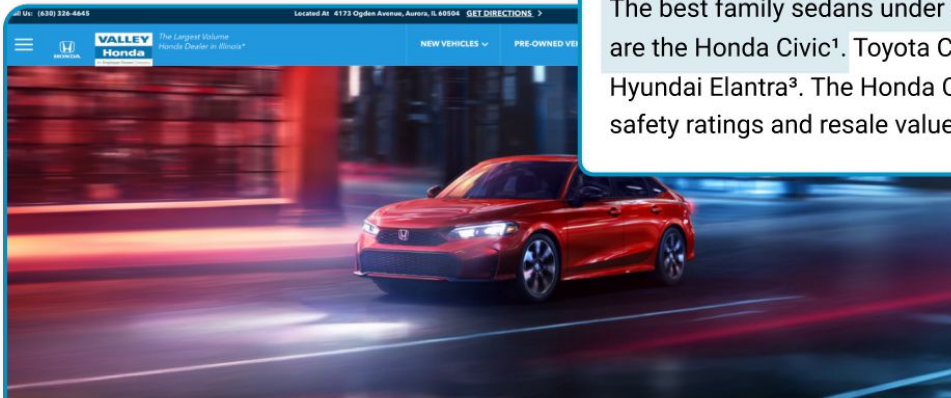


What are the best family sedans under \$40K? ✕



AI Overview

The best family sedans under \$40,000 in Chicago are the Honda Civic¹, Toyota Corolla², and Hyundai Elantra³. The Honda Civic stands out for safety ratings and resale value.



2025 Honda Civic Sedan

2025 Honda Civic Sedan — One of the Best Family Sedans on the Road

The Honda Civic Sedan continues to set the standard for reliable, fuel-efficient, and family-friendly sedans. With its roomy interior, advanced safety features, and impressive efficiency, the Civic makes everyday driving easy — whether you're commuting, running errands, or taking a weekend road trip. Why the Honda Civic Is a Top Choice for Families

- Spacious Comfort: The Civic's smart cabin design offers up to 99 cubic feet of passenger space and comfortable seating for five.

Example queries:

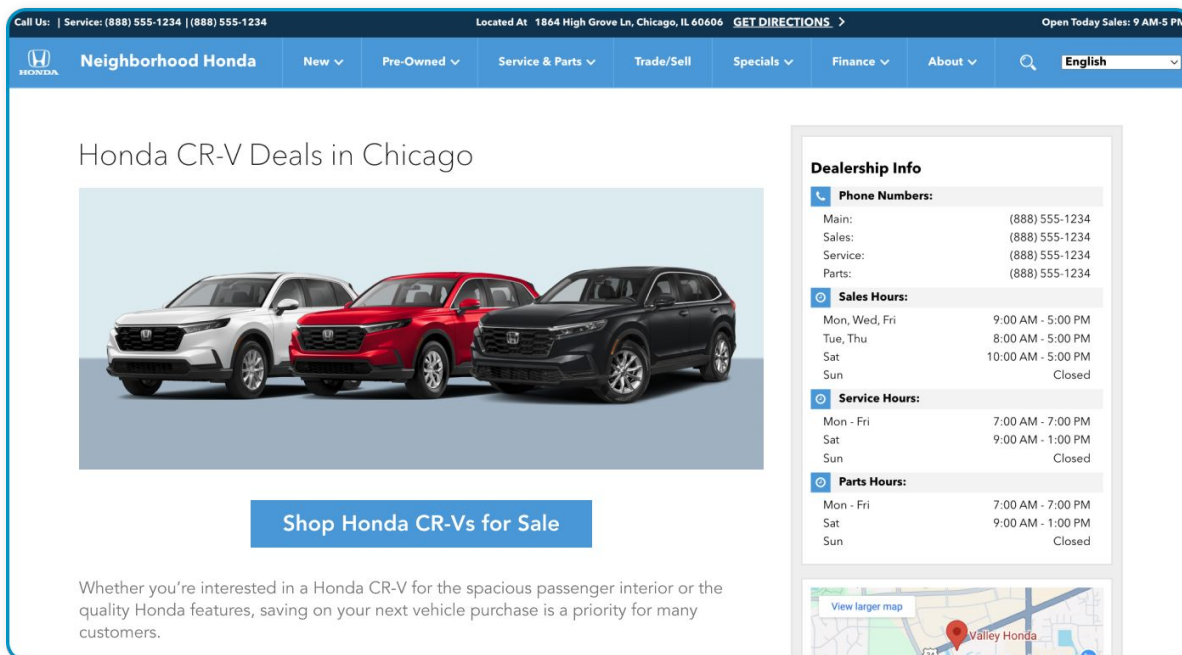
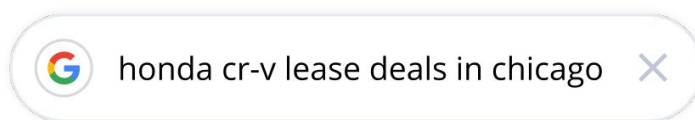
- “Do I need AWD for Chicago winters?”
- “Is it better to buy or lease in 2025?”
- “Best sedans for families under \$40K in Naperville”

Best practices for AI:

- Bring in **dealership-specific insights** like top sellers, service prices, or local demand
- Create **original guides** that combine pricing, ownership costs, and shopper considerations
- Add **regional or seasonal context** that generic national sites can't replicate

Landing pages for long-tail SEO success

Landing pages support SEO and AI visibility. Each one should act as an “answer hub” for a specific shopper need.



Example queries:

- “Brake repair in Aurora”
- “Honda CR-V lease deals in Chicago”

Best practices for AI:

- Use **question-style headings** (e.g. “How long does brake repair take in Aurora?”) and a logical H1 → H2 → H3 hierarchy
- Write **short, scannable sections** that deliver direct answers up front
- Implement **schema markup** (Auto Dealer, Vehicle, FAQ, Local Business) so AI and search crawlers interpret your content accurately
- **Link related content** together, and reference authoritative external sources where relevant

Evergreen content strategies to build lasting authority

Evergreen content is the backbone of sustained authority.
These are the topics that stay relevant year after year.



Example queries:

- Maintenance guides
- Model comparisons
- Ownership cost breakdowns
- Local buying timelines

Best practices for AI:

- Update **model years, pricing, and incentives** regularly
- **Refresh seasonal references** so the content feels current
- Layer in **new technology or safety features** as they emerge
- **Expand posts** into series (e.g. segment by body type or price range)
- Adapt content for **neighboring markets** (e.g. Aurora, Joliet)
- Include **customer stories or testimonials** tied to that topic

FAQs and resource hubs

Shoppers often ask conversational, direct questions just as they would to a salesperson. If your site has content that mirrors those questions, you're halfway there.

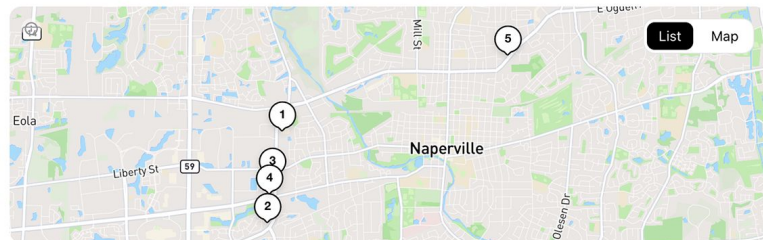


where can i find the best deal on a car?

Example queries

- “How often should I rotate my tires?”
- “Where can I find the best deal on a car near me?”

If you're looking for the best car deals in Naperville, IL, there are several reputable dealerships offering a variety of new and used vehicles. Here are some top options to consider:



Toyota of Naperville

Open now until 8:00 PM · 4.8 (6442 reviews)

Offers a wide selection of new and used Toyota vehicles, with special financing options and a state-of-the-art service center.

Directions

Website

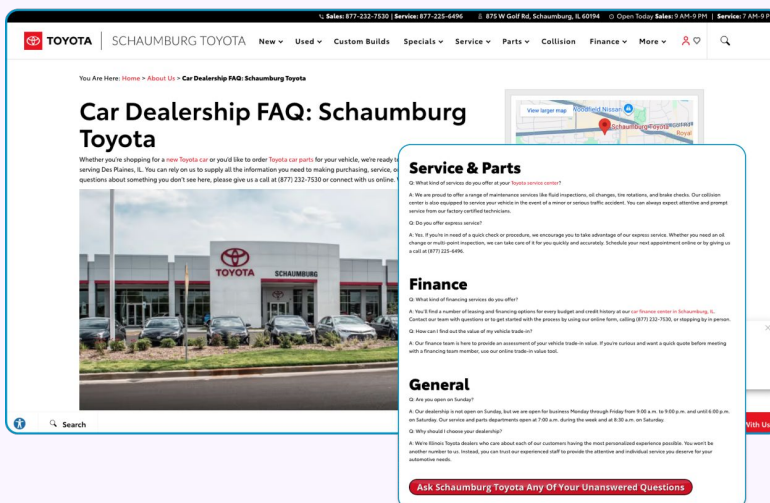
Call

Best practices for AI:

- Choose **high-value questions** shoppers ask during the buying process
- Format each answer as a **straight, scannable sentence**, followed by context or detail

Resource hub ideas:

- Maintenance schedules for local climate
- First-time buyer checklists
- State-specific DMV or registration guides

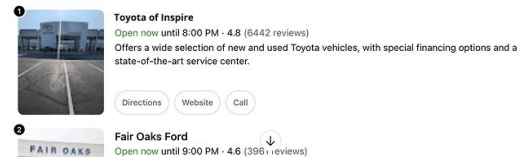
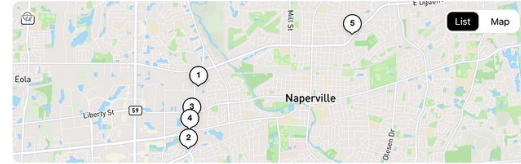


Where is the best place to buy a car near me? 🔍

◆ AI Overview

There is no single "best" place to buy a car in Naperville, but popular and well-regarded options include **Toyota of Inspire**, Lexus of Naperville (which features a test track), Napleton Mazda of Naperville (known for a positive customer experience), and Fair Oaks Ford and Fair Oaks Lincoln for their respective brands. To find the best fit for you, check online reviews, compare pricing from different dealerships, and consider the Costco Auto Program for set pricing, [according to a Reddit thread](#).

If you're looking for the best car deals in Naperville, IL, there are several reputable dealerships offering a variety of new and used vehicles. Here are some top options to consider:



✓ Self-check

Before moving on, take stock:

1. Does your **content actually answer questions** as your customers ask them?
2. Is your site optimized for both **SEO and AI** discovery?
3. Do you have **evergreen content** that builds authority over time?

If you answered “no” or “not sure” to any of those, this chapter should guide your next 90-day plan. Authority and AI visibility build in layers. Think of every update as an investment in your site’s future performance.

Want to go deeper?

Explore the full playbook for more AI content strategies — plus a look at what’s next in Chapter 4: Convert & Close.

[Read Chapter 3](#)

