Is Your Automotive Recycling Business Ready to Be Recommended by AI?

How to Score Mark 1 only when the checkpoint is complete and you can point to evidence. Mark 0 when it is incomplete, uncertain, or undocumented. Add all 12 scores.

0-4: Foundation gaps - start with access, accurate facts, and core buyer information.

5-8: Partially prepared - useful pieces exist, but important gaps remain.

9-12: Strong foundation - keep monitoring, correcting, and improving.

TOTAL: _____ / 12

1 WEBSITE & INVENTORY DISCOVERABILITY 0 [ ] 1 [ ]

Can search engines and AI tools reach your website, inventory pages, parts information, and important policies?

ACTION: Check core pages and sample inventory records to confirm they load, can be indexed, and are reachable through normal links.

EVIDENCE: URL inspection results, a live inventory page, and a working navigation path.

2 CRAWLER ACCESS 0 [ ] 1 [ ]

Are security tools, robots settings, or an embedded inventory search unintentionally hiding useful information?

ACTION: Review robots.txt, noindex tags, firewall rules, bot controls, and how the inventory system displays records.

EVIDENCE: Crawler settings, live-page tests, server logs, or a documented access review.

3 FACILITY FACTS 0 [ ] 1 [ ]

Are your location, hours, phone, business model, specialties, customers, shipping, delivery, and pickup options accurate?

ACTION: Compare these facts across your website, profiles, marketplaces, and customer-facing inventory tools.

EVIDENCE: An approved facility fact sheet and corrected public profiles.

4 ARA MEMBERSHIP & INDUSTRY CREDENTIALS 0 [ ] 1 [ ]

Does your business cite ARA and other industry memberships? Are current certifications and achievements shown on your website and profiles?

ACTION: Add accurate references to ARA and other relevant industry associations, along with the credentials and achievements your business is authorized to display.

EVIDENCE: A relevant industry directory listing, certification records, and matching website information.

5 PARTS & SERVICE INFORMATION 0 [ ] 1 [ ]

Can buyers tell whether you are full-service or self-service and understand the parts, vehicles, and services you handle?

ACTION: State inventory specialties, customer types, dismantling model, shipping or delivery options, and purchasing process.

EVIDENCE: Service pages, inventory categories, buyer instructions, and fulfillment information.

6 ANSWER-FIRST BUYER CONTENT 0 [ ] 1 [ ]

Can a buyer quickly find fitment, interchange, condition, mileage, grading, availability, freight, warranty, and return information?

ACTION: Put direct answers under clear headings, then add conditions, documentation, limitations, and the next step.

EVIDENCE: A buyer FAQ, warranty page, shipping policy, and clearly described inventory record.

What Counts as Evidence?

A public URL, inventory screenshot, current profile or directory entry, certification record, written policy, recall procedure, system setting, analytics export, call report, CRM record, or sales record. The proof should be current and connected to the checkpoint being scored.

Want the Gaps Prioritized?

Request an automotive-recycling AI Visibility Audit and action plan.

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Trust, Monitoring, and Business Impact

Use checkpoints 7-12 to verify parts claims, inventory controls, industry credibility, sampled AI visibility, and whether that visibility produces qualified demand.

7 PROOF NEAR PARTS CLAIMS 0 [ ] 1 [ ]

Do photographs, condition notes, stock details, inspection information, warranties, and credentials support important claims?

ACTION: Place the strongest proof beside the specific part, service, quality, or customer-service statement it supports.

EVIDENCE: Original part photos, condition records, inspection notes, written warranties, or certifications.

8 TRACEABILITY & RECALL INFORMATION 0 [ ] 1 [ ]

Can customers and partners understand how you track vehicles and parts and prevent recalled safety components from being sold?

ACTION: Explain appropriate stock-number, source, recall-check, inventory-control, and disposition procedures in plain language.

EVIDENCE: Written recall policy, inventory records, VIN or stock traceability, and staff procedures.

9 CONSISTENT STRUCTURED INFORMATION 0 [ ] 1 [ ]

Do your website, inventory system, schema, marketplace listings, and profiles agree about the facility and its offerings?

ACTION: Compare visible facts and machine-readable information, then resolve duplicate, outdated, or conflicting descriptions.

EVIDENCE: Validated markup, matching facility details, current listings, and consistent inventory descriptions.

10 INDEPENDENT TRUST SIGNALS 0 [ ] 1 [ ]

Are you represented in relevant directories, marketplaces, review platforms, forums, associations, relationships, and videos?

ACTION: Correct inaccurate profiles and display legitimate trust seals from industry leaders or organizations you actually work with.

EVIDENCE: Current profiles, authentic reviews, approved seals, partner references, interviews, or useful community participation.

11 AUTOMOTIVE RECYCLING PROMPT BASELINE 0 [ ] 1 [ ]

Have you saved realistic branded and unbranded questions that parts buyers, repairers, insurers, and consumers may ask AI tools?

ACTION: Create a stable prompt set, test the same wording across relevant platforms, and preserve the full answers and sources.

EVIDENCE: A dated prompt log containing platforms, exact wording, answers, brands, and cited URLs.

12 INQUIRY & PARTS-SALES MEASUREMENT 0 [ ] 1 [ ]

Do you separate AI mentions, citations, recommendations, accuracy, referrals, inventory searches, inquiries, and completed sales?

ACTION: Connect prompt monitoring with calls, quote requests, part requests, marketplace inquiries, directions, deliveries, and sales.

EVIDENCE: Monitoring reports, analytics, call tracking, CRM records, order data, and customer-reported discovery.

Sample Prompts to Test

Keep branded and unbranded prompts separate. Save the exact wording and full answers.

- Which professional automotive recyclers ship recycled OEM engines?
- Where can I buy a recycled OEM transmission with a written warranty?
- Which auto recycler near [city] specializes in late-model domestic truck parts?
- Is [company] full-service or self-service, and who can buy from them?
- What are [company]'s return, warranty, freight, delivery, and pickup policies?
- Which recyclers can help a repair facility locate a specific ROE part?

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