Free Search Snapshot

tesla.com

Prepared October 1, 2026

A complimentary look at how tesla.com is set up for search, how Tesla appears in AI answers, and how it compares with other EV brands.

Website SEO
ON-PAGE HEALTH

61 out of 100

Fair

How well your pages are set up for search engines.

AI Search
PRESENCE IN AI ANSWERS

39 out of 100

Weak

How often AI answers name Tesla and link to tesla.com.

Competitor Visibility
SHARE OF AI MENTIONS

31 out of 100

Weak

Tesla's share of mentions vs. Rivian, Chevrolet and Kia.

WHAT THE NUMBERS MEAN

AI answers name Tesla, but link to review sites instead of tesla.com

When buyers ask AI tools common EV questions, the answers often name Tesla, but they link to review sites instead of tesla.com, so others get the credit. In four common buying questions Tesla isn't named at all, while Kia and Chevrolet are named in three of them. Your key pages are also slow to show on phones.

WHERE YOU STAND

Answers naming each brand, out of 9 buyer questions

Tesla	5
Chevrolet	4
Kia	4
Rivian	3

QUESTIONS BUYERS ASK WHERE YOU'RE MISSING

- Best electric SUV
- Best electric car for families
- Cheapest long-range electric car
- Best luxury electric sedan

...and more in the full report

ONE THING TO WORK ON

Make your key pages load fast on phones

Shrink and compress the code and files on your key pages so they load fast on phones. When we checked on October 1, your home, Model Y and Powerwall pages took about 30 seconds to show their main content on a phone. The target is 2.5 seconds.

Impact: **Medium** Effort: **A developer sprint** Needs your web developer

WHAT THE FULL REPORT ADDS

- Your next 5 fixes, ranked by impact — $250+
- A 5-competitor breakdown — $250+
- The keywords you're closest to winning — $250+
- Monthly tracking of your progress — Every plan

$250+ = starts with the Intelligence plan. All five plans are on the next page.

Want the ranked list of fixes — or for us to make them?

Five monthly plans are on the next page. Start at $100. Upgrade only when you want more help.

Choose how much help you want

One system. Five levels of support — from a monthly pulse to a fully managed Google + AI search program. Every plan includes monitoring, reporting, competitor context, and prioritized next actions.

VISIBILITY	INTELLIGENCE	GROWTH	MANAGED	GROWTH+
$100 / month	**$250** / month	**$500** / month	**$1,000** / month	**$2,500** / month
Monitoring Know where you stand.	**Analysis** Know what to do next.	**Strategy** Get a monthly search plan.	**Implementation** We make the priority fixes.	**Full service** Complete managed growth.

Included at every level Google + AI monitoring · Monthly report · Competitor context · Prioritized actions · Month-over-month progress

WHAT YOU RECEIVE	$100	$250	$500	$1,000	$2,500
Google + AI visibility monitoring	☑	☑	☑	☑	☑
Monthly snapshot with Overall / Google / AI scores	☑	☑	☑	☑	☑
Competitors tracked	3	5	5	5	5+
Top visibility opportunities each month	3	5	5	5	5
Full Search Intelligence Report	☐	☑	☑	☑	☑
Top moves with Impact + Effort guidance	☐	☑	☑	☑	☑
Keyword + AI buyer-prompt opportunities	☐	☑	☑	☑	☑
Page-level and technical implementation guidance	☐	☑	☑	☑	☑
Monthly content / service-page opportunities	☐	☐	☑	☑	☑
Local SEO + Google Business Profile insights	☐	☐	☑	☑	☑
Prioritized monthly growth plan	☐	☐	☑	☑	☑
We implement the priority website fixes	☐	☐	☐	☑	☑
Up to 5 managed improvements / month	☐	☐	☐	☑	☑
Before-and-after progress tracking	☐	☐	☐	☑	☑
Up to 2 content pieces or upgrades / month	☐	☐	☐	☐	☑
Up to 2 new or rebuilt service pages / month	☐	☐	☐	☐	☑
GBP, citations, and backlink outreach	☐	☐	☐	☐	☑
Conversion-focused page improvements	☐	☐	☐	☐	☑
Priority implementation and support	☐	☐	☐	☐	☑

Who each plan is for

$100 Visibility
Monthly pulse. You handle the work.

$250 Intelligence
Top 5 topics, the why, and clear next actions.

$500 Growth
Your team implements; we run the strategy.

$1,000 Managed
We make the priority website fixes.

$2,500 Growth+
Content, pages, local presence, and implementation done for you.

Clear scope protects both sides. Managed website work stays inside the monthly capacity and your existing platform. Major redesigns, custom development, e-commerce builds, migrations, paid media, hosting, premium software, and third-party fees are quoted separately.

Start at $100 / month. Upgrade only when you want strategy or implementation.

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