REDLABMEDIA

SEARCH INTELLIGENCE · MONTHLY REPORT

Intelligence Report

PREPARED FOR	WEBSITE	REPORT MONTH	COMPARED WITH
Tesla	tesla.com	October 2026	First report

Early read: AI answers name Tesla in 21 of 36 buyer questions but link to tesla.com in none

Overall score
42/100
Baseline first report
Your combined visibility, 0–100

Google score
35/100
Baseline first report
How well you rank on Google

AI Search score
41/100
Baseline first report
How often AI tools name and link to you

Upside score
18/100
Baseline first report
Google upside 4 · AI upside 33

BIGGEST STRENGTH
Named in 4 of 5 home energy answers (early read)

BIGGEST GAP
Linked in 0 of 36 AI-style answers; review sites get the links instead

FIX FIRST
On phones, main content took 12 to 34.5 s to appear in speed tests

Monthly snapshot

October 2026 · first report, so this is your baseline

MEASURE	OCT 2026	CHANGE
Buyer questions naming Tesla	**21 of 36 (58%)**	Baseline
Buyer questions linking tesla.com	**0 of 36**	Baseline
Tracked buyer keyword groups in Google top 3	**32 of 35**	Baseline
Site checks passed (of 7 measured)	**2 of 7**	Baseline
On-page SEO score	**61**	Baseline
Mobile speed score, 9 key pages	**8-30**	Baseline

WHAT THIS MEANS FOR YOU

AI-style search answers often name Tesla but send buyers to review sites, and key pages are slow on phones. Start with Fix 1 (phone speed). Fixes 2 and 3 make your existing pages easier for search and AI tools to read.

Your baseline: named in most AI-style answers, linked in none, and slow on phones

Your first month: the starting line every future month is measured against.

Your scores, this month

0–100

Baseline First month: this is your baseline. The trend line starts with next month's report.

Overall score	Google score	AI Search score
42/100	35/100	41/100

WHAT WENT WELL

- Named in 21 of 36 buyer questions (early read, based on AI-style web search answers).
- Named in 4 of 5 home energy questions (battery, solar, charger); Enphase, FranklinWH 2 each.
- All 9 key pages are open to Google and fit phone screens with readable text.

WHAT TO WATCH

- Early read: missing from 15 of 36 answers, incl. best SUV, family, luxury, towing, tax credit, leasing.
- No answer linked to tesla.com; most linked: MotorTrend, Car and Driver, Electrek and KBB.
- On phones, all 9 key pages took 12 to 34.5 s to show main content in speed tests (target 2.5 s).

Movement checklist

Baseline First month: there's nothing to compare with yet. From next month this table lists what moved up or down.

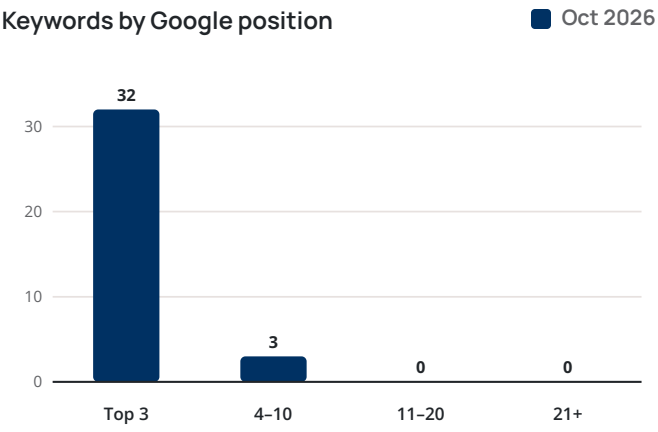
WHAT THIS MEANS FOR YOU

This first report sets your baseline, so there's no movement to show yet. Next month repeats the same questions, keywords and pages. Upside 18 is an early read. Buyer keywords where Tesla doesn't rank yet aren't measured in this report.

Top 3 on Google for 32 of 35 tracked buyer topics, but the biggest search sits at #3

Where your keywords rank on Google (35 of 50 keywords tested), and local searches you could win.

Keywords by Google position



Local opportunities

United States (national)

ev charging installation near me

#2 on Google · 5,400 searches/mo

→ Variant in group G03 (/support/certified-installers); local pack not checked

ev charger installers near me

#1 on Google · 1,000 searches/mo

→ Variant in group G03 (/support/certified-installers); local pack not checked

Plus 1 more local search checked this month.

Priority keywords

First month: position changes start next month

KEYWORD	POSITION	CHANGE	SEARCHES / MO	DIFFICULTY
solar panel installation cost	3	Baseline	90,500	Medium
electric vehicle tax credit	2	Baseline	14,800	High
electric vehicle charging installers	5	Baseline	14,800	Medium
battery powerhouse	6	Baseline	9,900	Low
nacs adapter	1	Baseline	4,400	Medium
electric car incentives	2	Baseline	4,400	High
autonomous driving cars	2	Baseline	3,600	High
solar battery storage system	4	Baseline	2,900	Medium

WHAT THIS MEANS FOR YOU

Tesla is #1 for 27 of these 35 topics. But solar panel installation cost (#3) carries over half the tracked searches, so it weighs most in the score of 35. The score is optimistic: keywords where Tesla doesn't rank aren't measured yet. See Fix 4.

2 of 7 measured checks pass; phone speed, headings, product labels and alt text need work

The behind-the-scenes checks that decide whether Google and AI tools can find and read your site.

Our website health score

Not measured yet

Not computed: 2 of 9 checks unmeasured.

2 of 9 checks pass · 2 not measured yet

Pass 2 | Needs attention 1 | Fix now 4 | Not measured yet 2

WHAT'S GOOD

- **Indexability**
  9 of 9 key pages: HTTP 200, self-canonical, no noindex. robots.txt and sitemap unreadable.
- **Mobile usability**
  Viewport and legible text pass on 9 of 9 pages.

WHAT TO FIX

- **Titles & meta descriptions** 11.1% of pages
  Present and unique on 9 of 9. Charging title is 16 chars ('Charging | Tesla').
- **Headings** 77.8% of pages
  Order broken on 7 of 9 pages. 7 of 9 have no H1 in the served HTML; Support has 4.
- **Structured data (product labels)** 100% of pages
  No product labels in the served HTML on 9 of 9 pages. JavaScript-added markup not checked.
- **Speed (mobile)** 100% of pages
  9 of 9 miss 2.5 s: main content at 12.0-34.5 s, speed score 8-30. Desktop blocked.
- **Image alt text** 33.3% of pages
  3 of 9 pages: Model 3 (6 images), Model Y (6), Home (1).
- **AI-bot access**
  robots.txt returned an access error to our checker; AI-bot rules unreadable.
- **Broken internal links**
  Needs a full site check (ours was blocked). 4 of 9 pages have unreachable links.

Pages that need attention

2 of 5 fixable in your site editor; 3 need a developer

PAGE	ISSUE	FIX
/model3, /modely	6 images each without alt text; 3-4 links with no reachable href	Add alt text; use real href links
/models, /modelx	33 heading-order errors each; 20 hreflang links with relative URLs	Fix heading levels; make hreflang URLs absolute
/ (home)	Main content at 34.5 s on phones; 14 heading-order errors; no H1 in served HTML	Compress and defer scripts; one H1 in the HTML

+ 3 more in the data file

WHAT THIS MEANS FOR YOU

Nothing we found stops Google from listing your 9 key pages. Speed is the issue: in speed tests, phones waited 12 to 34.5 s for main content (target 2.5 s). Fix 1 covers speed; Fixes 2, 3 and 5 cover headings, labels and alt text.

AI-style answers name Tesla in 21 of 36 buyer questions, but link to review sites instead

We asked AI tools the questions your buyers ask and recorded whether Tesla was named, linked, or replaced by a competitor.

Target engines not tested yet

We'll ask the same buyer questions every month.

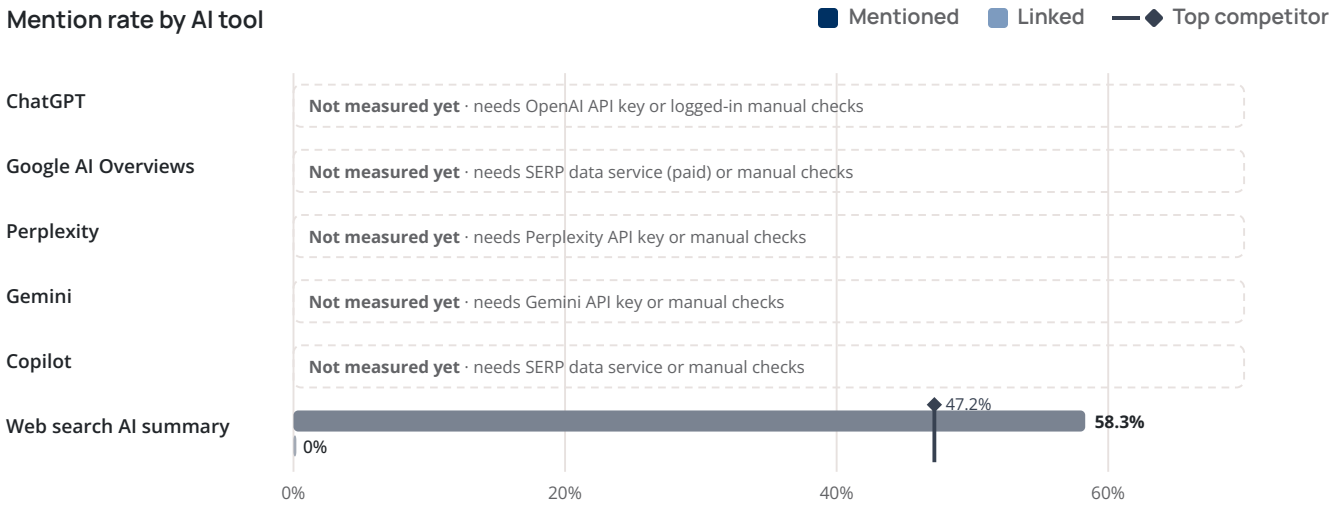
Not measured yet

Mention rate · Target AI tools not tested yet.

Hyundai

★ named instead of you most often (2 of 6 questions)

Mention rate by AI tool



Buyer questions

All answers from: Web search AI summary

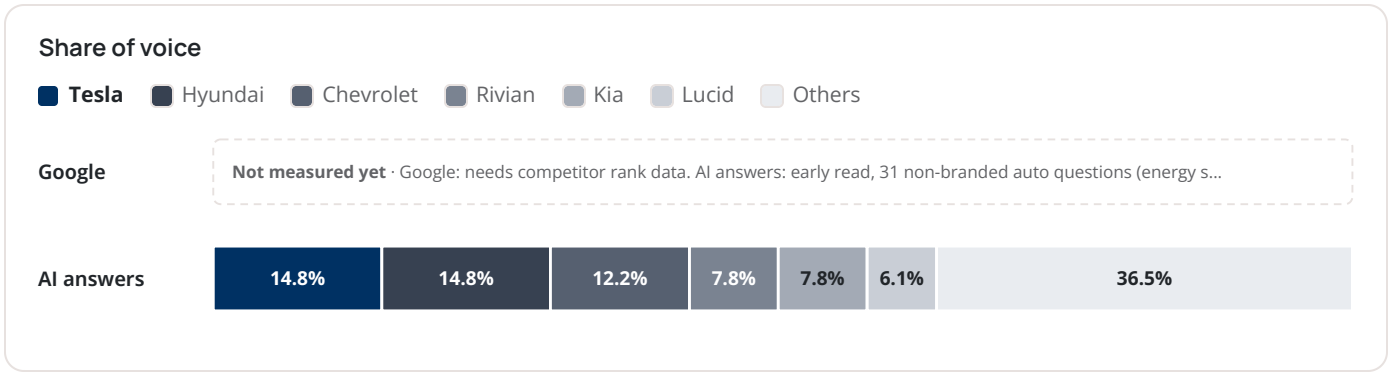
QUESTION	NAMED YOU	LINKED	NAMED INSTEAD
“best electric SUV 2026”	✗ No	✗ No	**Hyundai**
“best 3-row electric SUV 2026”	✗ No	✗ No	**Hyundai**
“best luxury electric SUV 2026”	✗ No	✗ No	**Lucid**
“best electric sedan 2026”	✓ Yes	✗ No	Also named: Hyundai, BMW +1
“most reliable electric SUV 2026”	✓ Yes	✗ No	Also named: Hyundai, Rivian +1
“best home battery backup 2026”	✓ Yes	✗ No	Also named: FranklinWH, Enphase +1

WHAT THIS MEANS FOR YOU

Based on AI-style web search answers; the five AI assistants themselves aren't tested yet. Tesla was missing from 15 of 36, including best SUV, family and luxury. Fixes 2 and 3 make your pages easier for AI tools to read, but can't guarantee a mention.

Early read: Hyundai ties Tesla on mentions in car answers (17 each); Chevrolet has 14

Share of voice is your slice of all brand appearances across the Google searches and AI questions we track.



Where they beat you, turned into actions

TYPE	SEARCH OR AI QUESTION	WINNING NOW	YOU	ACTION
AI questions	best electric SUV 2026	**Hyundai (Ioniq 5)**	Not named	Fix #2 + #3
AI questions	best luxury electric SUV 2026	**Lucid (Gravity)**	Not named	Fix #3
AI questions	best electric truck for towing 2026	**Chevrolet (Silverado EV)**	Not named	Fix #3

Your competitors

Scores 0–100

BRAND	GOOGLE	AI SEARCH	WHAT THEY DO BETTER	YOUR MOVE
Tesla	35	41	—	—
Hyundai	Not measured yet	Not measured yet	Ioniq 5/9: 17 of 31 answers; first for best EV	Fix #2 + #3
Chevrolet	Not measured yet	Not measured yet	Equinox EV value pick: 14 of 31; first under $40K	Fix #1
Rivian	Not measured yet	Not measured yet	R1T/R1S lead truck and luxury-SUV answers (9/31)	Fix #3
Kia	Not measured yet	Not measured yet	EV9 wins 3-row, family, lease answers (9 of 31)	Fix #2
Lucid	Not measured yet	Not measured yet	Air/Gravity lead range, luxury answers (7 of 31)	Fix #3

NOT MEASURED YET **Google, AI Search:** Tesla: Google from our ranking check; AI from an early check. Competitors need the same data for their sites.

WHAT THIS MEANS FOR YOU

From 31 car questions in AI-style web search answers. Rivian and Kia have 9 each, Lucid 7. In home energy, Tesla was named in 4 of 5. Fixes 2 and 3 help AI tools read your pages.

Five fixes to pages you already have, starting with phone speed; no new content needed

Ranked by impact. Fixes marked 'Needs your web developer' need someone with code access; the rest are site-editor changes.

1 Make key pages load faster on phones

Needs your web developer · Shared front-end bundle (tcl-react), CDN compression, cache headers

Phone speed on 9 key pages: main content at 12.0-34.5 s, speed 8-30. Biggest savings: compress the shared script/CSS on 7 pages, cut unused JS, unblock CSS/fonts (up to 5.0 s), cache longer.

IMPACT: Medium · EFFORT: Dev sprint

2 Give each key page one H1 and a logical heading order

Needs your web developer · Page templates and tcl text components (heading levels)

Heading order is broken on 7 of 9 pages (33 errors each on Model S and X). 7 of 9 pages have no H1 in the HTML as first served; Support has 4. Tools that don't run JavaScript see no outline.

IMPACT: Medium · EFFORT: 2-3 days

3 Add product and organization markup to existing pages

Needs your web developer · Product labels in the head of model, Powerwall and home pages

No product labels in the served HTML on 9 of 9 pages. Markup labels existing facts (model, price, range) for search and AI tools. No new content needed; it won't guarantee a mention.

IMPACT: Medium · EFFORT: 2-3 days

4 Tune 2 existing pages for buyer topics at #4-#6

Do it in your site editor · Title, meta, H1 and internal links on /support/certified-installers, /powerwall

One keyword per topic group: 'electric vehicle charging installers' #5 (14.8K/mo), 'battery powerhouse' #6 (9.9K), 'solar battery storage system' #4 (2.9K). All 3 at #3 = about 274 more clicks/month. Variants also at #4-#5: 'ev rebates' (/support/incentives), 'best autonomous cars' (/fsd).

IMPACT: Low · EFFORT: 1-2 days

5 Add alt text to product images on Model 3 and Model Y

Do it in your site editor · Drupal media library > image > alt text field

6 product card images each on Model 3 and Model Y have no alt text, plus 1 icon on the homepage. Screen readers and image search skip them. Needs a developer if these cards aren't CMS-managed.

IMPACT: Low · EFFORT: 1 hour

WHAT NEXT MONTH'S REPORT WILL CHECK

- [ ] Whether AI answers start linking to tesla.com on the same buyer questions
- [ ] Heading, alt text, language-tag and markup fixes on the same 9 pages
- [ ] Changes in your on-page SEO score, traffic and keyword counts
- [ ] Whether your phone speed improves on the same 9 pages
- [ ] Movement on your 35 keyword groups in Google

WHAT THIS MEANS FOR YOU

Start with Fix 1: every key page we tested is slow on phones. Fixes 1 to 3 need your web developer; Fixes 4 and 5 you can do in your site editor. None of the five needs new content.