

The plan to get [Routewise] named.

25 buyer questions. 3 AI assistants. The sources behind every answer. A 90-day plan, in order.

Prepared October 2026 · Illustrative sample with a fictional brand and made-up data.

The free report found the gaps. This shows what sits behind them.

179/644

answers named
Routewise in the
free report,
second to
Dispatchly

97/153

on route planning
questions, where
you lead

0/80

on pricing
questions, where
buyers decide

The free report showed where Routewise stands. This Roadmap goes deeper on the same 25 questions: it traces every answer back to the pages AI read, checks what AI can see on your site, and turns it into a plan with an owner for every step.

25 questions, grouped the way your buyers think.

Share of answers naming Routewise across ChatGPT, Perplexity and Google AI Overviews.

QUESTION GROUP	NAMED IN	SHARE
Route planning 6 questions		63%
Scheduling and dispatch 7 questions		30%
Industry-specific 4 questions		25%
Integrations and features 3 questions		3%
Comparisons and alternatives 2 questions		4%
Pricing and plans 3 questions		0%

Strong where a buyer describes a routing problem. Close to absent once the buyer is comparing tools or checking the price, which is where buyers are choosing.

Dispatchly leads on two of three assistants.

ASSISTANT	ROUTEWISE	DISPATCHLY
ChatGPT 250 answers	 Routewise 67	 Dispatchly 84
Perplexity 250 answers	 Routewise 70	 Dispatchly 88
Google AI Overviews 144 answers	 Routewise 42	 Dispatchly 42

Why it matters for Routewise: Google AI Overviews is a tie, 42 answers each. On ChatGPT and Perplexity, Dispatchly pulls ahead almost entirely on pricing and comparison questions. Overviews sit at the top of Google, where Routewise buyers already search, so the plan treats it as the lead to win first.

Six pages show up most in your answers.

For each answer that showed its sources, we recorded the pages the assistant read. Three of these six never mention Routewise at all.

SOURCE	READ IN*	YOU	WHAT WE FOUND
Dispatchly pricing page	41%	NONE	Yours says "contact sales", so there is nothing to quote
SoftCompare, software review site	36%	THIN	11 reviews vs 640 for Dispatchly; no pricing listed
"8 best field service apps" roundup	29%	MISSING	Not listed; the editor updates it twice a year
Fieldline "vs Dispatchly" page	24%	MISSING	Competitors are writing the comparisons; you have none
CrewChat forum thread	17%	MIXED	Two years old; praises routing, notes "no pricing online"
Routewise.com feature pages	27%	STRONG	Read for routing questions, never for anything else

*Share of answers in the question groups where each page appears. Your own pages: share of all answers.

Can AI actually read your site?

Before any new content is worth writing, the pages you already have need to be reachable and readable by the assistants.

CHECK	STATUS	FINDING
AI crawlers allowed	FIX	robots.txt blocks two AI crawlers, a leftover rule from a 2024 migration
Pages readable without JavaScript	FIX	Feature and integration pages render text only after scripts run; some assistants see an empty page
Docs reachable	FIX	Help docs sit on a subdomain marked noindex, hiding 140 answer-shaped articles
Sitemap complete	PARTIAL	Lists the blog but not the 9 feature pages
Page speed and structure	GOOD	Fast, clear headings, one topic per page

Two of these are under an hour of work for your developer. They come first in the plan because every later step depends on them.

Questions with no page to answer them.

9 of the 25 questions have no page on your site that answers them directly. The eight that matter most, and the page each one needs:

BUYER QUESTION	PAGE TO CREATE
"What field service software costs per user"	Pricing page, with real numbers
"Free field service scheduling software"	Pricing page, free plan section
"Cheapest dispatch software for a two-truck business"	Pricing page, smallest plan
"Dispatchly vs Fieldline"	Comparison page
"Alternatives to Dispatchly for a small HVAC company"	Comparison page
"Scheduling app that syncs with accounting software"	Integration page: accounting
"Field service software with a customer portal"	Feature page: customer portal
"Appointment reminders for service businesses"	Feature page: reminders

In order, with nothing left vague.

WEEKS 1 TO 2

Fix what blocks AI

- Unblock AI crawlers in robots.txt
- Make feature pages readable without scripts
- Open help docs to indexing
- Publish the pricing page

WEEKS 3 TO 6

Answer the buying questions

- Two comparison pages: vs Dispatchly, vs Fieldline
- Three feature pages: accounting sync, portal, reminders
- Complete the SoftCompare profile
- Ask recent customers for reviews

WEEKS 7 TO 12

Get named by others

- Pitch the "best field service apps" roundup
- Two industry pages: HVAC, cleaning
- Answer the CrewChat thread as the company
- Re-check all 25 questions and adjust

Every step has an owner: your team, your developer, or us. Fixes first, then the pages buyers ask for, then the sources that vouch for you.

Pricing page.

QUESTIONS IT ANSWERS

How much does Routewise cost per user? · Is there a free plan? · What does the cheapest plan include? · Is there an annual discount?

WHERE AI LOOKS TODAY

Dispatchly's pricing page, read in 41% of pricing answers. Yours says "contact sales", so AI has nothing to repeat.

WHAT IT MUST SAY

- A starting price per user, in plain text, near the top of the page
- Whether there is a free plan or trial, in one sentence
- What each plan includes, as a table AI can read without scripts
- Five short questions and answers, written the way buyers ask them
- The same numbers on your SoftCompare profile, so every source agrees

Three briefs like this come with the Roadmap, for the top pages in the plan, ready for your writer, your developer, or us.

Same questions, checked again.

Once the work is live, the same 25 questions go back to the same three assistants and get compared, question by question. With Managed AI Visibility, we run that check for you every month.

PAGES YOU CONTROL

Pricing, features, comparisons. Whoever carries out the plan publishes them, and the re-check shows what AI says once they are live and readable.

PAGES OTHER PEOPLE CONTROL

Questions decided by other people's pages: review sites, roundups, forums. Those move when the sources change, on their schedule.

AI answers vary from run to run, so we report patterns across many answers, never single wins. Nobody can promise what an assistant will say. What we can show is what changed, when, and what was done before it.

[Mentioned] Everywhere

WHAT HAPPENS NEXT

Your team carries it out, or we do.

The Roadmap comes with a walkthrough call and is written so anyone can carry it out: your team, your agency, or us. Managed AI Visibility is the same plan with hands on it, tracked and reported every month.

See what a month of that looks like.

Routewise, month 3: the sample monthly report.

Illustrative sample. Routewise and every other business named here are fictional, and every number is made up to show what this deliverable looks like. It is not a real client or a real result.