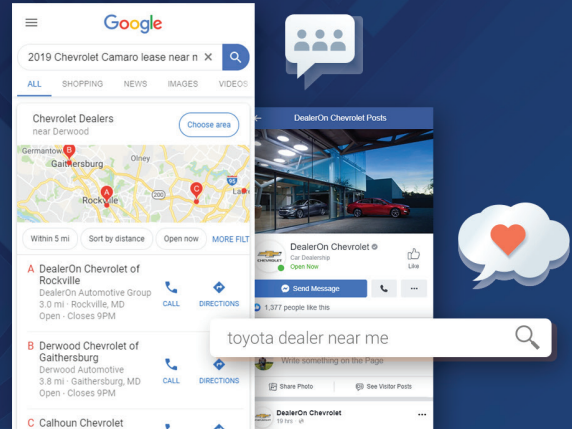


GET NOTICED, GET FOUND

GET MORE VISIBILITY IN LOCAL SEARCHES

Boost your rankings on major search engines and drive more organic traffic to your site.



Win the Competition for Google's Front Page

Getting to the top of Google isn't easy. It takes experience, expertise, and dedicated effort over the long term. There are no shortcuts. Except for one: partnering with DealerOn.



LOCAL SEO LIKE A BOSS

Our automotive SEO services, featuring both on site and off site optimization, social media strategy, and review management is based on research from leading Local SEO experts. We stay current with Google's updates and algorithm changes, so your SEO strategy will always be fresh and up to date.



GET TO THE FRONT PAGE

90% of people searching on Google click a link on the first page of results, so it's critical your site shows up on page one. Let us help you win the competition for the front page and get more qualified leads to your site.



WE'RE THE SEO EXPERTS

Your website needs to be optimized to send the right signals ensure that search engines correctly "read" your site and determine its rank in search results. Let our experts develop and implement a solid automotive strategy to get your site greater visibility.

Check out these real-world increases in organic traffic!

PRIORITY TOYOTA CHESAPEAKE

78% Increase in Organic Traffic

CHESTATEE FORD

92% Increase in Organic Traffic

GOLDSTEIN CDJR

114% Increase in Organic Traffic

COWLES NISSAN

158% Increase in Organic Traffic

Learn More or Schedule a Demo

Contact us to learn more about how DealerOn's SEO services can drive more highly qualified customers to your dealership and help you sell more cars.

CALL (877) 543-6321

VISIT www.DealerOn.com/automotive-seo

SEO PACKAGES

TO FIT YOUR DEALERSHIP

PACKAGE LEVELS

BASE

CORE

ELITE

BASE SEO Package

Our Base SEO Package is designed for dealerships in low to moderately competitive markets who need basic local SEO management and require a local social media presence.

ON SITE SIGNALS

DealerOn conducts a full On Site audit consisting of metadata, URL, and content audits, then creates specific, targeted metadata, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per month and model research pages for their 4 core models.

OFF SITE SIGNALS

On our Base package Dealeron will create and curate your Google My Business and Bing listings ensuring your information is accurate and up to date. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.

SOCIAL MEDIA MANAGEMENT

For our Base SEO Package, dealers receive 1 post on Facebook and Twitter per week with a focus on generating local engagement and followers. Incoming comments or inquiries on GMB are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.

REPORTING

Dealers are kept up to date with the progress of our Base SEO service with bi monthly calls and a monthly PDF report that clearly shows important metrics for success. Dealers also have unlimited email access to DealerOn's SEO team.

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SEO PACKAGES

TO FIT YOUR DEALERSHIP

PACKAGE LEVELS

BASE

CORE

ELITE

CORE SEO Package

Our Core SEO Package is designed for dealerships in moderate to highly competitive markets who need active local SEO management and desire a strong social media presence.

ON SITE SIGNALS

DealerOn conducts a full On site audit consisting of meta data, URL, and content audits, then creates specific, targeted meta data, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive two custom blog post per month, model research pages for the top 8 models in order of importance, as well as two model comparison pages per year. Additionally, DealerOn uses visual analytics and image compression tools in order to ensure your visitors path to conversion and website images are properly optimized.

OFF SITE SIGNALS

DealerOn builds relevant links to the dealer's website, with an additional focus on local links. A full citation audit is included, and all incorrect or incomplete Citations (mentions of Name, Address, and Phone number on other sites) are cleaned up. With Link Building being one of Google's top ranking factors, our team will continue to build a robust link and citation profile month to month focusing on building up your domain authority and improving your rankings across the board. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.

SOCIAL MEDIA MANAGEMENT

For our Core SEO Package, dealers receive 4 posts on Facebook and Twitter per week with a focus on increasing local engagement and followers. Incoming comments or inquiries are monitored by our team and we consult with the dealership's social team to help maximize the effectiveness of all social efforts.

REPORTING

Dealers are kept up to date with the progress of our Core SEO service with monthly calls and a monthly PDF report that clearly shows important metrics for success. Dealers also have unlimited email access to DealerOn's SEO team and are able to call during normal business hours.

REPUTATION MONITORING

Our team identifies new reviews quickly and consult with each dealer to discuss ways to respond to reviews in order to construct a positive online perception. Review sites excluding Yelp are monitored on a daily basis.

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SEO PACKAGES

TO FIT YOUR DEALERSHIP

PACKAGE LEVELS

BASE

CORE

ELITE

ELITE SEO Package

Our Elite Package is designed for dealers in the most competitive markets who need to squeeze every ounce out of their local organic search, social media, and overall reputation management in order to be successful.

ON SITE SIGNALS

DealerOn conducts a full On Site audit consisting of metadata, URL, and content audits, then creates specific, targeted meta data, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per week, model research pages for all models in order of importance, as well as four model comparison pages per year. Additionally, DealerOn uses visual analytics and image compression tools in order to ensure your visitors path to conversion and website images are properly optimized.

OFF SITE SIGNALS

DealerOn builds relevant links to the dealer's website, with an additional focus on local links. A full citation audit is included, and all incorrect or incomplete Citations (mentions of Name, Address, and Phone number on other sites) are cleaned up. With Link Building being one of Google's top ranking factors, our team will continue to build a robust link and citation profile month to month focusing on building up your domain authority and improving your rankings across the board. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.

SOCIAL MEDIA MANAGEMENT

Dealers receive daily posts on Facebook and Twitter, with a focus on increasing local engagement with followers. Incoming comments or inquiries are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.

REPORTING

Dealers are kept up to date with the progress of our Elite SEO service with monthly report PDFs that clearly shows important metrics for success. Dealers also have unlimited access to DealerOn's SEO team and can call at any time during normal business hours.

REPUTATION MONITORING

Our team consults with each dealer to build out an effective strategy for increasing positive online reviews, these review sites are monitored daily. DealerOn's team helps create appropriate responses to minimize damage from any negative reviews as well as crafting keyword optimized thank you responses for positive reviews.

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SEO PACKAGES

FEATURE BREAKDOWN



Each Package Includes a Dedicated SEO Consultant

BASE

CORE

ELITE

	BASE	CORE	ELITE
PRELIMINARY RESEARCH & SETUP			
Google Analytics Setup, Google Search Console Setup	✓	✓	✓
Metadata Audit, URL Audit, Content Audit	✓	✓	✓
Keyword Research, Optimization Roadmap	✓	✓	✓
Competitive Research, Online Presence Audit		✓	✓
Reputation Management Research			✓
ON PAGE OPTIMIZATIONS			
Metadata Creation / Curation	✓	✓	✓
Strategy-based Content Creation	✓	✓	✓
Internal Link Building	✓	✓	✓
Local Search Optimizations	✓	✓	✓
Model Research Pages	4	8	All
Custom Blogs	1/mo	2/mo	4/mo
Comparison Pages		2/yr	4/yr
Image Optimizations		✓	✓
OFF PAGE OPTIMIZATIONS			
GMB Verification & Management, Bing Listings	✓	✓	✓
Backlink Monitoring & Cleanup	✓	✓	✓
Active Backlink Creation		✓	✓
Local Citation Creation & Optimization		✓	✓
SOCIAL MEDIA & REPUTATION MANAGEMENT			
Facebook Posts	1/wk	4/wk	7/wk
Twitter Posts	1/wk	4/wk	7/wk
GMB Posts	1/mo	2/mo	4/mo
GMB Q/A Monitoring & Response	✓	✓	✓
Integrated Content Marketing		✓	✓
Facebook Reviews Monitoring		✓	✓
GMB Reviews Monitoring		✓	✓
Yelp Reviews Monitoring, Active Reputation Management			✓

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SEO PACKAGES

FEATURE BREAKDOWN

(continued from previous page)

	BASE	CORE	ELITE
WEBSITE MANAGEMENT			
<i>DealerOn Website Platform Clients</i>			
Fully Responsive Website	✓	✓	✓
ADA Ready	✓	✓	✓
301 Redirects for Top Pages of Previous Site	✓	✓	✓
SSL Certified & Security Checks	✓	✓	✓
Call Tracking	✓	✓	✓
Website Health Maintenance	✓	✓	✓
Schema	✓	✓	✓
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions		✓	✓
<i>Non-DealerOn Platform Clients</i>			
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions		✓	✓
REPORTING			
Performance & Strategy Review Calls	Bi-Monthly	Monthly	Monthly
Custom Performance Reports	Monthly	Monthly	Monthly
Goal Conversion Tracking		✓	✓
Visual Analytics		✓	✓
ADDITIONAL SEO SUPPORT			
SEO Consultant Support via Email	Unlimited	Unlimited	Unlimited
Competitor and Investigatory Support via Email	2x / yr	4x / yr	Unlimited

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