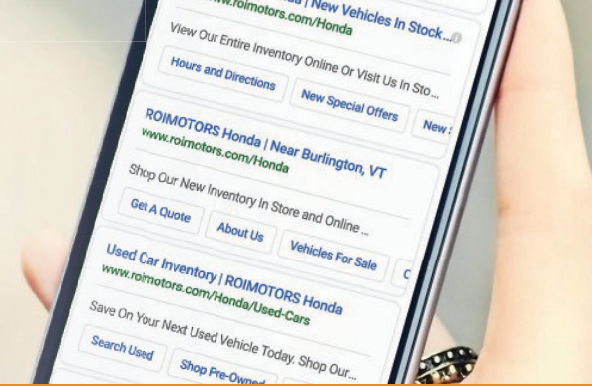




# Managed SEO



## TURN OUR EXPERTISE INTO MAXIMUM SEARCH ENGINE VISIBILITY FOR YOUR DEALERSHIP.

Drive your dealership to the top of the search results pages, differentiate from your competition, and generate more leads with the industry's premier SEO solution. Our interdisciplinary teams—among the largest in automotive—draw from continuous training on the latest search engine best practices and partner with you each month on a content strategy that meets your goals and enhances your dealership visibility.

### Key Features and Benefits

**Expert Interdisciplinary Teams.** Our 100+ member team, made up of Strategists, Specialists, and Copywriters, combines up an unmatched SEO IQ with a total auto-industry focus. They work along Campaign Coordinators, Social Media Strategists, and your Performance Manager to incorporate SEO into a complete digital strategy.

**Reporting and Strategic Insights.** From market and keyword research to transparent SEO reporting and expert insights, we provide all of the resources you need to understand your SEO performance. We deliver comprehensive reports that complement program-wide Dealer.com analytics for total digital visibility.

**SEO Optimization Activities.** Our comprehensive service helps create a long-term strategy for your organic visibility, including tactics like content strategy, backlink profile efforts, crawl error correction, conversion optimization, internal link sculpting, and much more.

**Specialized Automotive Digital Marketing Expertise.** Our expertise in the Dealer.com website platform means we understand how to maximize SEO efforts.

**Dealers using Premium SEO experience:**

<p><b>52%</b> More VDP views<sup>1</sup></p>	<p><b>30%</b> More website views<sup>1</sup></p>
<p><b>14%</b> More form leads<sup>1</sup></p>	<p><b>59%</b> More phone leads<sup>1</sup></p>

1. Based on a study of 43 franchise dealerships running Premium SEO and Dealer.com Advertising for 12 consecutive months (Jun 2018–May 2019). The analysis compared site performance during the 6-month period prior to adopting Premium SEO (Dec 2017–May 2018) to the 6-month period after adopting Premium SEO (Dec 2018–May 2019).

## Contact a Dealer.com Sales Consultant at (888) 718-9330 to schedule a demo, or click here to get started today.

## Service Components

### Market and Keyword Research

At the launch of our SEO services, we'll perform research into keywords, geographical targets and local competitors to identify our best opportunities right from the start. We'll utilize this research, along with your input, to generate a keyword list to target and to help build out an initial strategy.

### Search Engine Verification

We verify all of our SEO clients in Google Search Console and Bing Webmaster Tools. These accounts provide a wealth of data related to the health of the site and are used for finding opportunities and identifying potential issues.

### Weekly Keyword Reporting

After the research has been completed, we'll track and monitor your rankings on Google, Bing, and Yahoo each week to analyze how your website is performing in the organic search results over time.

### SEO Reporting

We provide a custom monthly SEO report to all of our SEO clients. Our reports showcase data about the website's performance including traffic, conversions, and keyword ranking metrics.

### Analyst Insights

Standard and Advanced SEO clients receive SEO Specialist insights quarterly and Premium clients receive it monthly. Insights are personally authored by the Specialist to help you understand what's behind the data, the work we did and what we hope to accomplish through our efforts.

### Strategy and Performance Calls

Each month for Premium SEO clients, we'll schedule a call to discuss the performance of the previous month's strategy and to create a plan for the future. During this call, your dedicated SEO Specialist will go over your report and discuss their insights. For Advanced SEO clients, this call will occur on a quarterly basis.

### Direct Access to Analyst

Premium SEO accounts have direct access to their Specialist via email and phone. Clients are free to contact their Specialist at any time during normal business hours for questions or discussions related to SEO.

### Initial Site Optimization

At the launch of all SEO services, we'll optimize the core areas of your website including the homepage, new and used inventory page, financing page, parts page, service page, body shop page, and about us pages. This initial optimization includes customized HTML content, internal linking, and custom meta data aimed at increasing search engine visibility for keyword targets.

### SEO Audit

During the first month of Advanced and Premium SEO we'll perform an in-depth audit of your SEO content and web presence. We'll look at your website's current organic visibility and provide action items based on our findings. We'll also evaluate how your dealership is positioned on the web at a broader level, from your Facebook page to Yelp, Google Business and beyond. Results of your audit will be provided via your preference of phone and/or e-mail.

### Ongoing Site Optimization

On a recurring basis our SEO Specialists review the performance of your website, evaluate the site itself, and implement necessary optimizations to improve organic performance and user experience. Standard and Advanced SEO subscribers receive a quarterly site optimization while Premium SEO clients have their sites optimized on a monthly basis. These optimizations are based on the strategy developed in coordination with you to ensure a strategic, goal-based, collaborative approach.

### Custom Pages

Standard, Advanced, and Premium SEO packages include the creation of custom pages with high-quality content. Pages are created quarterly for Standard SEO, twice per quarter for Advanced SEO, and twice a month for Premium SEO. These pages are built based on a defined strategy and may include model specific pages, fixed ops-related pages, comparison pages, custom directions pages, etc.

### Link Building

For our Standard and Advanced SEO clients we focus our link building on highly trusted, local business listing, websites. For our Premium SEO clients, we also create custom link strategies that are in-line with your specific dealership goals. Many times this involves obtaining links from non-profit partners, local business partners, and charities that your dealership is involved with.

**Forensic SEO**

If we discover that your site is experiencing organic search-related performance issues, we'll utilize our platform expertise to quickly diagnose the problem and come up with a plan for recovery.

**Schema.org Implementation**

Upon the initial optimization, we'll implement basic schema.org microdata that is designed specifically for auto dealers (schema.org/AutoDealer) on the homepage of the site. Schema markup helps search engines better understand the content, and potentially impact what appears on the search results page.

**Model Specific Landing Pages**

Our SEO services come with a complete set of model specific landing pages. Analysts will often optimize these pages further depending on your strategy and the competition in your market.

**On-Site Blog and Posts**

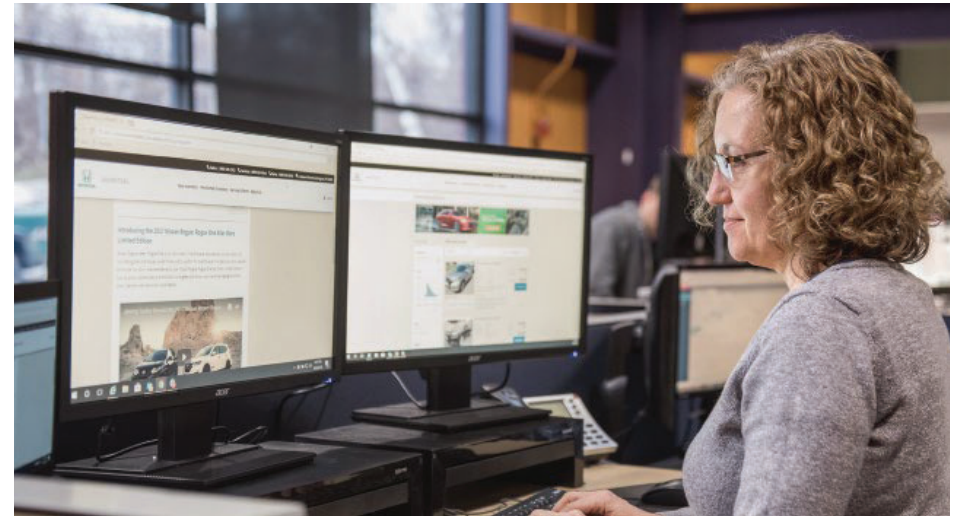
Custom, SEO-optimized blog posts written by professional automotive copywriters and based on your content strategy.

**Mobile SEO**

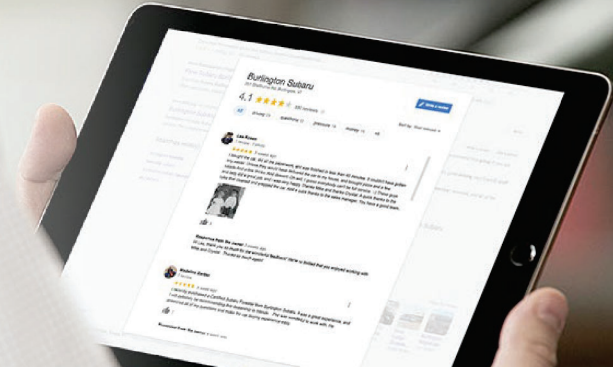
Since mobile experience is of utmost importance, we also focus website optimizations from a mobile perspective. Dealer.com's flexible, customizable, websites enable your SEO Specialist to easily switch to the mobile version of any page and optimize accordingly. Many times this means that we'll reduce the amount of content/images/video on a page so that it loads much faster and provides an optimized experience for mobile users. This helps drive conversion of mobile visitors.

**Google My Business Optimization**

After providing us with your login, we can optimize your Google My Business profile with photos, proper categorization, creation of a Service Department profile, and optimized business descriptions for better local visibility.

**Additional Services****Reputation Management**

Turn every customer interaction into a powerful selling tool. Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens your local SEO, and delivers valuable content you can use to attract additional shoppers. Requires additional purchase.



# SEO Plus Reputation Management

STRENGTHEN YOUR DEALERSHIP'S REPUTATION WHILE BUILDING SEO RELEVANCE.

A timely, consistent, and professional consumer review and response management solution not only reinforces your dealership's reputation; it can bolster your existing local SEO strategy and produce valuable content you can use to attract additional shoppers.

## The Link Between Reputation and SEO

Unique SEO content combined with a strategic approach to reputation management allows search engines to better identify your dealership and the ways you want to be recognized. Search engines strive to send customers to responsible, relevant businesses. By effectively managing your reputation and content, search engines detect your dealership's commitment to customer care, earning you a higher local search ranking.

### Bridging the Gap

Our SEO and Reputation Management Solution unites two complementary services that are inextricably linked to your dealership's search engine mastery online.

We've combined our individual Reputation Management and SEO offerings into a single solution built to ensure you're leveraging your dealership's customer service commitment to the best possible advantage. Bundle any of our award-winning, tiered levels of SEO with our new Reputation Management Service and save over the retail price.

J

**Jake** 1 hour ago

★★★★★

We just purchased our second car, a 2019 RX350, from Dolan Lexus. We had such a great experience working with Paul!

**Response from the owner** 30 minutes ago

**Jake**, thank you so much for your 5-star review of Dolan Lexus! We are happy you had a good experience working with Paul. Enjoy your new 2019 Lexus RX 350!

*A personal touch*

*Local SEO boost*

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### KEY FEATURES AND BENEFITS:

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## Reputation Management

Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens your local SEO, and delivers valuable content you can use to attract additional shoppers.

Dealer.com's expert Reputation Response Specialists monitor relevant digital properties and thoughtfully respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third party review response management, Google My Business review optimization, and dealer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

### KEY FEATURES AND BENEFITS:

#### Complete Coordination

The only solution that manages coordinated response approval from a technology platform.

#### Real-Time Review Monitoring

Constantly monitor the most popular dealership review sites across the web.

#### Negative and Positive Review Response

Respond to every review, every time, showcasing your dealership's unwavering commitment to customer service.

#### Help Turn Negative Sentiment Around

Manage all negative reviews from one place with one established process, and receive SMS Alerts when a negative review is posted.

#### Build Stronger Local SEO

Fortify your Google My Business listing and expand your dealership's SEO footprint—all under one roof. Also send SEO-rich responses that contain content relevant to your dealership.

#### Review Syndication to your Dealer.com Website

We'll route your best reviews right to your Digital Storefront.

#### Profit-Center Review Segmentation

Promote reviews across different departments, and identify where operational improvements might be necessary across your dealership.

#### Receive Daily Review Alerts and Monthly Review Summaries

Receive a complete picture of your dealership's online reputation regularly to ensure awareness of all review activity.

#### Fraudulent Review Verification

Your Reputation Specialist will help mitigate fake reviews by bringing them to the attention of the website where they are posted. Supporting documentation will be provided to help resolve any fraudulent review through the website's established removal process.