



DEALER INSPIRE

MAZDA CERTIFIED INNOVATOR

A LA CARTE	Price / Mo
Vehicle Listings	\$79

SEO Services

Strategy Informing Research	Standard \$999	Advanced \$1499	Dominate \$2299
Research Summary Report	✓	✓	✓
Keyword Research	✓	✓	✓
Competitor Research	✓	✓	✓
Content Audit		✓	✓
Page Optimization Analysis			✓

Website Management

Structured Data Markup Audit/Implementation*	✓	✓	✓
Site Health Audit	✓	✓	✓
Site Health Maintenance	Annually	Semi-Annually	Quarterly
Crawl Error Management	Annually	Semi-Annually	Quarterly
Google Search Console Management	-	-	-
- Property Verification	✓	✓	✓
- Property Audit	Annually	Semi-Annually	Quarterly

Off Page Optimization

Google Business Profile Management	✓	✓	✓
- GBP Verification & Optimization	✓	✓	✓
- GBP Posts Posting	✓	✓	✓
- GBP Q/A Monitoring & Response	✓	✓	✓
Directory Citation Cleanup & Optimization		✓	✓
Backlink Monitoring & Cleanup			✓

Social Media Content Amplification

Posting of SEO Content to Facebook		2X/Month	2X/Monthly
Paid Boosting of Selected Content to Facebook			2X/Monthly

Strategy Plan

Dealership Strategy Roadmap	✓	✓	✓
Month Ahead Strategy Review	✓	✓	✓

Content Creation/Optimization*

	Standard \$999	Advanced \$1499	Dominate \$2299
Strategy-Based Content Creation Service/Parts Focused Content, Finance/Insurance Focused Content, Model Feature Focused Content, Model Comparison Focused Content, Custom Inventory Content, Page Reoptimizations/Enhancements	3-4/Month	4-5/Month	6-7/Month
Local or Dealer's Choice Content	Quarterly	Monthly	Monthly
Model Landing Pages*	Core 4 Models	Core 4 Models	Core 4 Models

Transparent Reporting

Keyword SERP Visibility Monitoring	Included	Included	Included
Performance Reporting	✓	✓	✓
Performance & Strategy Review Calls	✓	✓	✓

SEO Support

SEO Specialist Support	✓	✓	✓
Investigatory Support	✓	✓	✓

Vehicle Listings

Vehicle Listings	✓	✓	✓
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