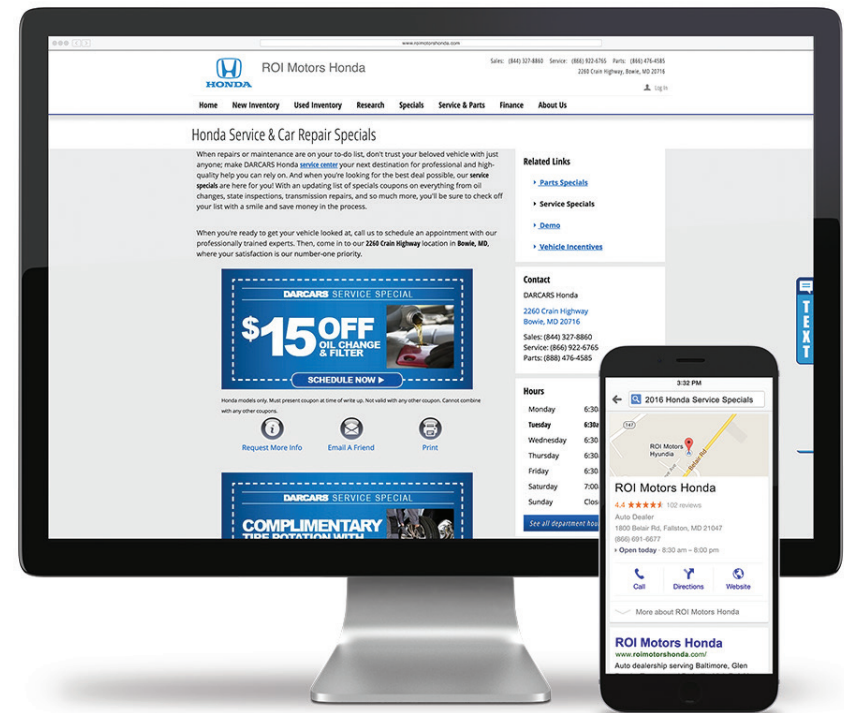


# PROVEN PERFORMANCE FOR PREMIUM SEO

Dealer.com's Premium SEO package offers elite strategy, reporting and performance metrics—all backed by a dedicated SEO Analyst and Copywriter.

Dealer.com Premium SEO efficiently maximizes the organic visibility and traffic of our industry-leading websites by leveraging the industry's most experienced SEO team coupled with the world's deepest collection of online car shopper data. How do we know this? The metrics speak for themselves.



## PREMIUM SEO

### Performance Results

In a recent Dealer.com Premium SEO Performance Study, looking at the average lift in KPI's for Premium SEO, we found that the benefits of the Premium SEO service were very apparent after just 1 year on the service:

49%

More Visits

57%

More Organic Visits

53%

More Form Submissions

33%

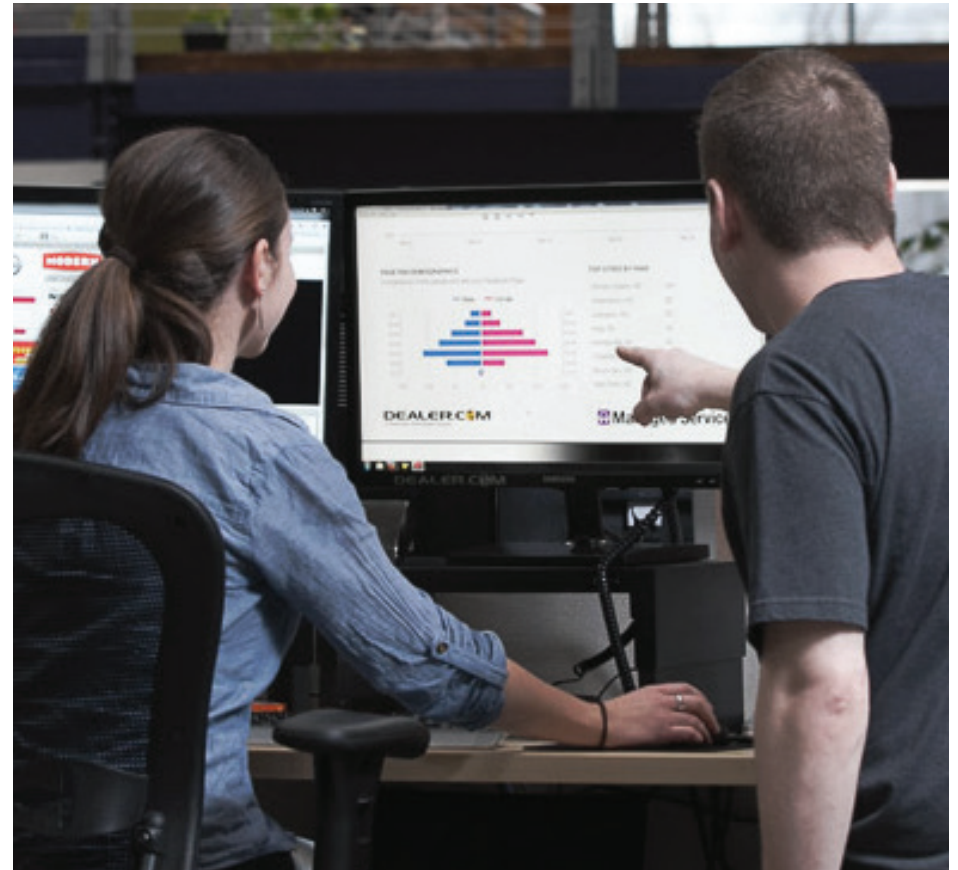
More VDP Views

These impressive metrics indicate, on average, that dealerships experienced exceptional results after subscribing to Dealer.com's Premium SEO package. This package focuses on higher level collaboration between dealerships and Dealer.com's SEO Analysts and Copywriters, which leads to optimal SEO performance through more thoughtfully aligned strategic content.

### Why Dealer.com Premium SEO?

Dealer.com employs the largest automotive SEO Analyst team in the country. Analysts offer a comprehensive and unparalleled individualized approach to each client's unique strategy. Premium SEO gives you the power of this team, backed by a dedicated SEO Analyst and Copywriter, who will tailor and support your strategy one-on-one.

**Are you ready to capture the largest share of shopper website traffic in your target market? Contact your Digital Advisor today.**



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