

# MANAGED SEO

## Maximize your dealership visibility with our search engine optimization (SEO) expertise.

A thought-out SEO strategy enhances a website's organic rankings in search engine results. Our interdisciplinary teams collaborate with you to create a customized content strategy that incorporates the latest best practices and aligns with your dealership's goals.

### Key Features and Benefits

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

**Reporting and Strategic Insights.** From market and keyword research to transparent SEO reporting and expert insights, we provide all 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 expertise in websites means we understand SEO. With this service, you gain access to our team who creates and delivers a long-term organic strategy driving visibility. This includes various tactics such as content creation and optimization, architecture enhancements, conversion optimization, internal link sculpting, crawl error correction, and more.

### Dealers using Premium SEO experience:

**56%**  
more VDP  
views<sup>1</sup>



**43%**  
more website  
views<sup>1</sup>



**75%**  
more form  
leads<sup>1</sup>



**42%**  
more organic  
visits<sup>1</sup>



<sup>1</sup> Based on a study conducted by Dealer.com that compared the organic traffic performance of 2,974 franchise dealerships using Core SEO to 498 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period, which spanned from June to August 2023.

## Our Commitment to You

Dealer.com is committed to being a collaborative and supportive partner. We guide our customers all the way from SEO service setup to optimization, ensuring alignment at every step. Learn more about our comprehensive services below.

### Setup

**Market and Keyword Research:** At the launch of our SEO services, we perform research into keywords, geographical targets, and local competitors to identify the best opportunities. We utilize this research, along with your input, to generate a keyword list and help build out an initial strategy.

**Search Engine Verification:** We verify all 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.

**Initial Site Optimization:** We perform initial optimization for core areas of your website, such as the homepage, new and used inventory and financing pages and more. This optimization includes customized HTML content, internal linking, and custom meta data, all aimed at enhancing search engine visibility for targeted keywords.

**SEO Audit:** In the first month of service, we perform an in-depth audit of your SEO content and web presence. We examine your website's current organic visibility and provide action items based on our findings. Results of your audit are provided via phone and/or email.<sup>2</sup>

**Schema.org Implementation:** As part of the initial optimization, we implement basic schema.org microdata specifically designed for auto dealers ([schema.org/AutoDealer](https://schema.org/AutoDealer)) on your homepage to help the search engine better understand the content.

### Analysis & Support

**Weekly Keyword Reporting:** Post research, we track and monitor your rankings on Google, Bing, and Yahoo weekly to analyze how your website is performing in the organic search results over time.

**SEO Reporting:** We provide a custom monthly SEO report showcasing data about your website's performance, including traffic, conversions, and keyword ranking metrics.

**Analyst Insights:** Our Specialists personally derive and share insights to help you understand what's behind the data, the work we did and what we strive to accomplish through our efforts.<sup>3</sup>

**Strategy and Performance Calls:** We schedule a call to discuss your website's performance, our insights and collaboratively determine next steps.<sup>4</sup>

**Direct Analyst Access:** You receive direct access to your Specialist via email and phone during business hours.<sup>5</sup>

**Forensic SEO:** We leverage our platform expertise to quickly diagnose organic search-related performance issues and devise a recovery plan.

<sup>2</sup> Applicable to Advanced and Premium SEO clients. <sup>3</sup> Standard and Advanced SEO clients receive SEO Specialist insights quarterly and Premium clients receive them monthly.

<sup>4</sup> Premium SEO clients receive a monthly call and Advanced SEO clients are on a quarterly schedule. <sup>5</sup> Available for Premium SEO clients only.

## Optimizations

**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. These optimizations are based on the strategy developed in coordination with you to ensure a strategic, goal-based, collaborative approach.<sup>6</sup>

**Custom Pages:** Our Specialists create custom pages with high-quality content based on a defined strategy.<sup>7</sup>

**Model-Specific Landing Pages:** Our analysts optimize the model-specific landing pages (included in our SEO services) based on your strategy and the competitive landscape in your market.

**Onsite Blog and Posts:** We create custom, SEO-optimized blog posts that align with your content strategy.

**Mobile SEO:** Given the importance of mobile experience, our SEO Specialists help optimize your website's mobile experience. This involves adjustments to content, images, and video on a page to improve loading speed and drive mobile conversions.

## Ask about how our Reputation Management services integrates with SEO.

Did you know effective management of your online presence can lead to your dealership ranking higher in local search results? Dealer.com offers a comprehensive consumer review and response management solution to our GM dealers that reinforces their customer service commitment online, strengthens local SEO, and delivers valuable content to attract additional shoppers.



<sup>6</sup> Standard and Advanced SEO subscribers receive quarterly site optimization, and Premium SEO clients have their sites optimized on a monthly basis. <sup>7</sup> 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. <sup>8</sup> Link building for Standard and Advanced SEO is done using local business listings while custom links are built for Premium SEO clients.

**Reach out to your local Dealer.com representative to learn more.**

## Managed SEO Packages

### REPORTING AND INSIGHTS

|                                              | PREMIUM<br>\$1899/mo | ADVANCED<br>\$1099/mo | STANDARD<br>\$749/mo |
|----------------------------------------------|----------------------|-----------------------|----------------------|
| Market & Keyword Research                    | •                    | •                     | •                    |
| Weekly Keyword Reporting                     | •                    | •                     | •                    |
| Initial Site Optimization                    | •                    | •                     | •                    |
| Google Search Console                        | •                    | •                     | •                    |
| Mobile SEO                                   | •                    | •                     | •                    |
| Schema Markup                                | •                    | •                     | •                    |
| SEO Reporting                                | MONTHLY              | MONTHLY               | MONTHLY              |
| Crawl Error Correction                       | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Content Optimization                         | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Metadata Optimization & Duplicate Correction | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Navigation Optimization                      | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Work Completed Report                        | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Forensic SEO (Manual Penalty Correction)     | •                    | •                     | •                    |
| Analyst Insights                             | MONTHLY              | QUARTERLY             | QUARTERLY            |
| Model-Specific Landing Pages/TRPs            | •                    | •                     | •                    |
| Link and Citation Management                 | PREMIUM              | BASIC                 | BASIC                |
| Blog Posts                                   | 2 / MONTH            | 2 / MONTH             | 2 / MONTH            |
| Custom Pages                                 | 2 / MONTH            | 2 / QUARTER           | 1 / QUARTER          |
| SEO Audit                                    | •                    | •                     |                      |
| Strategy & Performance Calls                 | Monthly              | Quarterly             |                      |
| Direct Access to Analyst                     | •                    |                       |                      |

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