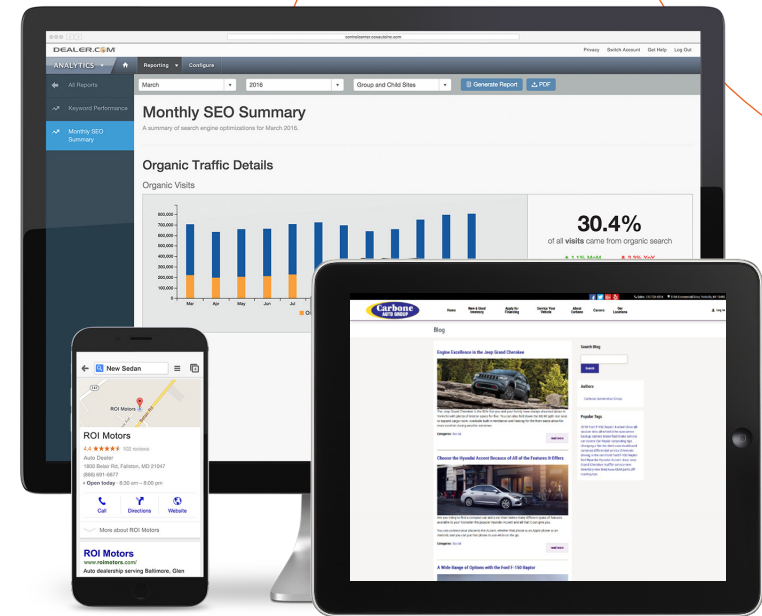


MANAGED SEO

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 overall dealership visibility.

Key Features and Benefits:

- **Expert Interdisciplinary Teams**
 - Our 100+ member team, made up of Strategists, Specialists and Copywriters combine an unmatched SEO IQ with a total auto-industry focus. They work alongside Campaign Coordinators, Social Media Strategists and Digital Strategists 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, citation and backlink profile efforts, crawl error correction, conversion optimization, internal link sculpting, and much more.
- **Platform Experts**
 - Our expertise in the Dealer.com website platform means we understand how to maximize SEO efforts.



Dealers running Dealer.com SEO experience an average of:



Source: Dealer.com Internal Data, July 2017 comparing 3,425 Franchise dealerships in US, between at \$3k - \$7k in advertising spend. Inventory levels between 100-200 vehicles in stock. Minimum threshold of 50 Visits, Quality Visits and VDPs.