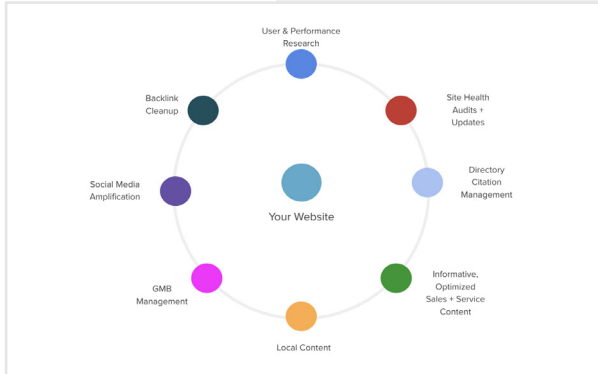




# SEO CAPABILITIES

At Dealer Inspire we write, design, and code our SEO solutions for **search engines and people**, because ultimately you need to make traction with both to turn traffic into leads.

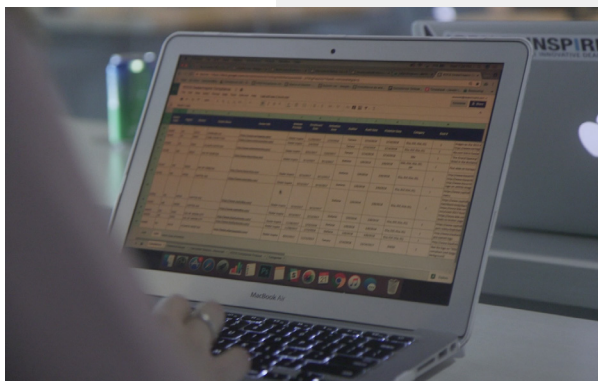
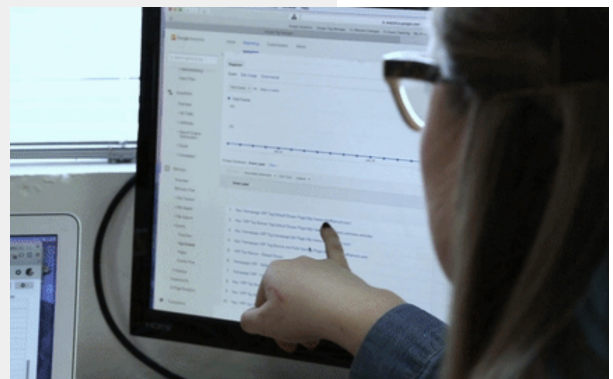


## HOLISTIC, CUSTOM STRATEGY

We research, monitor, and improve everywhere your platform has a rankable footprint. What needs attention and when is unique to your business, so you'll get a custom roadmap with a publishing calendar.

## DEDICATED SEO SPECIALIST

In order to bring your entire strategy together, you need someone who can both understand the idiosyncrasies of your platform, the objectives of your business, and the skill to deliver results for both. That person at DI is your SEO specialist, and they'll help you build a funnel that never stops.



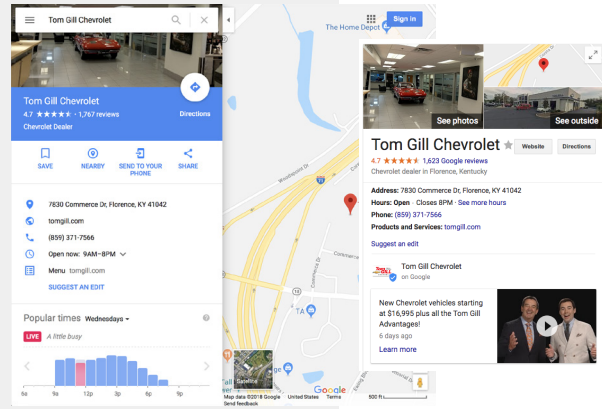
## TECHNICAL PLATFORM HEALTH

Just like a car, as your website grows it also demands regular maintenance for search performance. You'll get regularly scheduled audits and maintenance as part of your SEO content plans.



## MAKE A LOCAL IMPACT

Context is king, and there's no context more powerful than a user's location. Local SEO strategies and optimizing location-based tools like Google MyBusiness™ is one of the most important ways to engage with real customers and build rank where it matters: in your own backyard.



## FUTURE-DRIVEN TACTICS

When done right, SEO is about long-lasting business results, and that takes technical knowledge to anticipate changes in the search game. We've consistently been ahead of industry trends, and our customers have reaped the benefits with long-term rank and authority.

- ✓ First to Fully **Embrace Wordpress**
- ✓ First to Embrace **Responsive Design**
- ✓ First to **Prioritize Pagespeed**
- ✓ First to **Protect Users with HTTPS**
- ✓ First to **Embrace Personalization**
- ✓ First to **Provide Voice Input**
- ✓ First to **Leverage GMB & Google Posts**
- ✓ First to **THE NEXT BIG THING**

## SEO STRATEGIES THAT WORK

**105%**

INCREASE IN  
KEYWORD RANK (1-3)

**365%**

INCREASE IN  
KEYWORD RANK (4-10)

**13%**

INCREASE IN  
CONVERSIONS

**14%**

INCREASE IN  
ASSISTED CONVERSIONS

*\*Based on an average of 65 Dealer Inspire clients from Month 1 to Month 7 of SEO service.*

