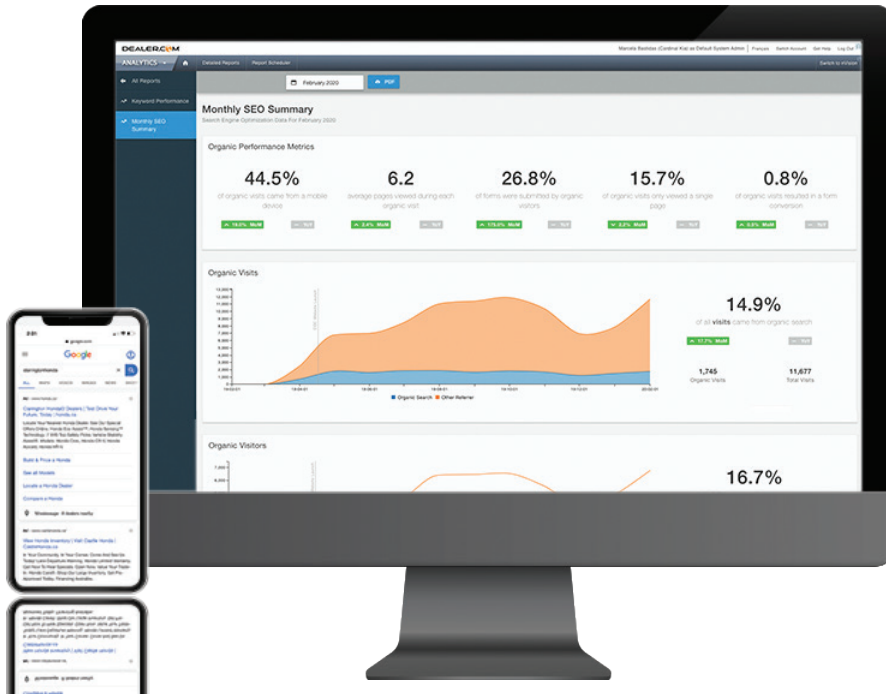




DEALER.COM
STELLANTIS DIGITAL CERTIFIED PARTNER

MANAGED SEO SERVICES

At Dealer.com we understand that search engine optimization (SEO) is a core component of your digital marketing strategy. Dealer.com's SEO services partner dealers with the industry's largest and most skilled organic search team. With a focus on the key performance indicators that matter, and proven white-hat strategies, Dealer.com SEO helps you reach new heights in terms of search engine visibility. Optimal search visibility feeds qualified new traffic to your website, elevating quality website visits, engagement, and leads.



Insights and Reporting

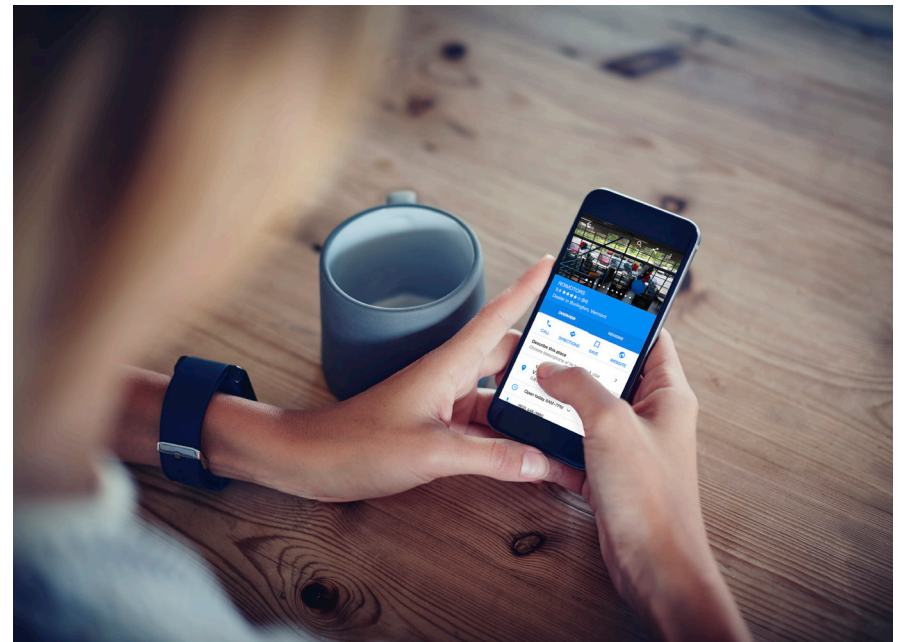
From market and keyword research to SEO performance and expert insights, Dealer.com provides all of the resources necessary to measure your return on investment. We offer comprehensive, transparent SEO reporting right from ControlCenter, while recurring monthly strategy calls ensure your SEO investment accomplishes your goals.

SEO Optimization Activities

Our comprehensive service helps create a long-term strategy for your organic visibility. A web presence audit completed at launch includes tactics that include content strategy, citation and backlink profile efforts, crawl error correction, conversion optimization, internal link sculpting, and much more. This ensures your site is found by the right shoppers at the right time.

Managed SEO Local Listings

Dealer.com Managed SEO Local Listings, powered by the Yext Knowledge Engine™, ensures important details about your dealership are listed accurately and consistently across a variety of maps, apps, voice search tools, digital assistants, search engines, GPS systems and social media networks.



Questions about our Digital Solutions? Contact us at **1-888-895-8701** or visit **Dealer.com**

NEW VEHICLE SEO BOOST PACKAGE

CO-OP ELIGIBLE

The New Vehicle SEO Boost Package is available in conjunction with the existing SEO packages.

You can choose 2 content options from the below program offerings-

- 1 Custom page per month and 1 blog per month or;
- 2 Custom pages per month (No Blogs) or;
- 2 Blogs per month (No Custom Pages)

With your existing Premium, Advanced or Standard, now enjoy the New Vehicle SEO Boost Package.

SEO PACKAGES

	PREMIUM	ADVANCED	STANDARD
REPORTING AND INSIGHTS	•	•	•
Market and Keyword Research	•	•	•
Search Engine Verification	•	•	•
Keyword Reporting	MONTHLY	MONTHLY	MONTHLY
SEO Reporting	MONTHLY	MONTHLY	MONTHLY
Analyst Insights	MONTHLY	QUARTERLY	QUARTERLY
Strategy and Performance Calls	MONTHLY	QUARTERLY	
Direct Access to Analyst	•		
SEO OPTIMIZATION ACTIVITIES			
Initial Site Optimization	•	•	•
Mobile SEO	•	•	•
Ongoing Site Optimization	MONTHLY	QUARTERLY	QUARTERLY
Custom pages	2/MONTH	1/QUARTER	1/QUARTER
Link/Citation Building	MONTHLY	QUARTERLY	QUARTERLY
Forensic SEO	•	•	•
Schema Markup	•	•	•
Model Specific Landing Pages	•	•	•
On-Site Blog and Posts	2/MONTH	2/MONTH	1/MONTH
SEO Audit	•	•	•