

Search Engine Optimization (SEO) & Website Content Packages

SEO

Search Engine Optimization (SEO) allows you to be highly visible, easily crawled/indexable and rank in both the organic and local algorithms.

- **Local SEO** optimization lets you expertly market to your direct search area and target those around you trying to find businesses just like yours.
- **Technical SEO** management ensures your website is effortlessly crawled and read by search engines.
- **Content Marketing** builds landing pages/blog posts that create brand authority and develops and connects to your digital audience. Our custom SEO content will help potential customers find your dealership online, and keep existing ones coming back!

All of our SEO Packages include:

- ✓ A dedicated, Google-certified SEO Strategist assigned to your account
- ✓ Monthly reporting, including strategist insights specific to your individual dealership
- ✓ Ongoing updates and news regarding any major changes specific to SEO

Website Content

Whether you're building a new website or looking to refresh your existing one, EDealer's Website Content packages will ensure that your site is set up for success. Our team will perform a one-time content audit of your entire website and will rewrite from three to ten standard department pages focusing on creating unique and valuable content that expertly informs your customers and improves your website's brand authority as a top-ranking choice.

Packages

Website Content **Basic**

- Full content audit of existing website
- Rewrite of up to three (3) standard department pages
- New, used, finance, service, etc. Does not include model landing pages.

Website Content **Complete**

- Full content audit of existing website
- Rewrite of up to ten (10) standard department pages
- New, used, finance, service, etc. Does not include model landing pages.



Ready to enhance your SEO & website content? Email FCA@EDealer.ca to get started.



FCA SEO Packages

LOCAL SEO

Essential

- Monthly Keyword Reporting
- Google My Business Optimization
- Weekly Google Posts

Accelerate

In addition to the services in our Essential package, you will also receive:

- Citation Cleanup and Creation
- Google Reputation Management
- Google My Business Products & Services Management
- Proactive GMB Spam Fighting & Troubleshooting
- 1 External Audit Review Per Year
- Direct Access to SEO Strategist
- Monthly Performance Call
- Coordination with EDealer Digital Advertising Team

TECHNICAL SEO

General Technical SEO Essential

- Initial Technical SEO Site Audit
- Ongoing Optimization of General Technical SEO components
- 1 External Audit Review Per Year

Advanced Applied Technical SEO Accelerate

In addition to the services in our Essential package, you will also receive:

- Ongoing Optimization of Advanced Applied Technical SEO components, including Schema and Structured Data markup
- 2 External Audit Reviews Per Year (for a total of 3 audit reviews per year)
- Technical SEO A/B Testing
- Coordination with EDealer Digital Advertising Team

CONTENT MARKETING

New Vehicle Content Marketing *Plus*

CO-OP ELIGIBLE

- 2 Fully-Optimized & Researched Content Pieces Per Month
- Monthly Keyword Reporting
- Direct Access to an SEO Strategist
- Monthly Performance Call

New Vehicle Content Marketing *Accelerate*

CO-OP ELIGIBLE

In addition to the services in our Plus package, you will also receive:

- 2 Additional Fully-Optimized & Researched Content Pieces Per Month (for a total of 4 content pieces per month)
- Quarterly Link Profile Audit and Cleanup
- Coordination with EDealer Digital Advertising Team

Fixed Operations/Used Vehicles Content Marketing *Plus*

- 2 Fully-Optimized & Researched Content Pieces Per Month
- Monthly Keyword Reporting
- Direct Access to an SEO Strategist
- Monthly Performance Call

Fixed Operations/Used Vehicles Content Marketing *Accelerate*

In addition to the services in our Plus package, you will also receive:

- 1 Additional Fully-Optimized & Researched Content Pieces Per Month (for a total of 3 content pieces per month)
- Quarterly Link Profile Audit and Cleanup
- Coordination with EDealer Digital Advertising Team