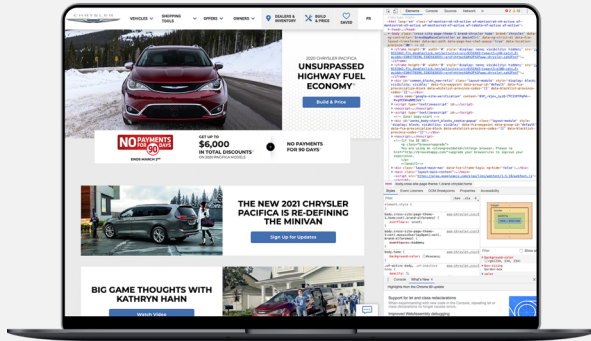


SEO & LSO

Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

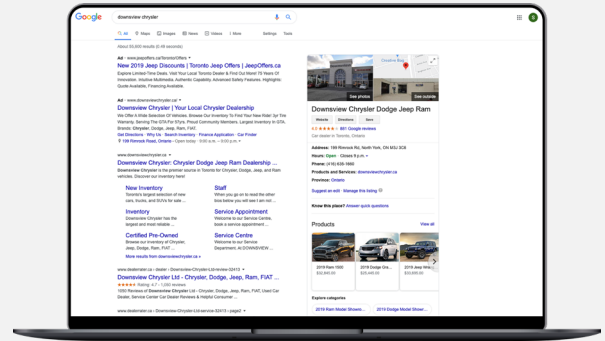
Search Engine Optimization (SEO)

With the TAdvantage SEO solution, FCA dealers can benefit from a strong SEO strategy and implementation guideline to drive traffic to your dealership website. You'll elevate your online presence over the long term with the support of our team of Canadian automotive SEO experts. Your dealership website will be optimized through every piece of contributed content, while establishing keywords to boost your organic ranking in search engines.



Local Search Optimization (LSO)

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you! We'll help you claim your Google My Business listing to increase visibility and engagement to attract new customers in your immediate area.



CUSTOM KEY PAGE COPY

Build authority via unique content on more than just your primary page.



GOOGLE MY BUSINESS QUESTIONS & ANSWERS

Let us help you stay on top of replying to consumers inquiries.



CUSTOM GOOGLE MY BUSINESS POSTS

Create more Google My Business posts to attract local customers.



REPUTATION MANAGEMENT

We'll help manage your reviews to create a favourable public opinion of your dealership.



ADDITIONAL LANDING PAGE

Dedicated product pages help consumers find the information they are looking for quickly.



SPONSORED CONTENT ARTICLE

Contribute content to third-party automotive blogs, PR or news websites, to drive consumers to your dealership.



ADDITIONAL BLOG POST

Increase blog post volume to grow your digital brand and engage with customers.

Features	Search Engine Optimization - Premium	Search Engine Optimization - Standard	Local Search Optimization - Premium	Local Search Optimization - Standard
Google My Business/Bing Places Optimization	✓	✓	✓	✓
Citation Build & Clean	✓	✓	✓	✓
Google My Business Product Collections	✓	✓	✓	✓
Google My Business Posts	Weekly	Weekly	Weekly	Monthly
Department Google My Business Optimization	✓	✓	✓	
Google My Business Review Generation	✓	✓	✓	
Custom Landing Page Creation	Monthly	Quarterly		
Custom Model SRP Creation – 5 models	✓	✓		
Key Page Optimization	✓	✓		
Link Building	✓	✓		
Keywords Tracked	40	20		
Site Speed Optimizations	✓			

Features	New Vehicle Content Marketing - Standard	New Vehicle Content Marketing - Premium
Blog Post	1	2
News Article	1	1