



Dealer.com Search Package

Expand your search engine dominance using Dealer.com's team of award-winning SEO experts.

Dealer.com's Search Package combines our top-rated ManagedSEO services with timely and relevant content posted to your website's SmartBlog by our team of SEO analysts. Additionally, we've included new model landing pages, automated vehicle comments, and vehicle reviews to help lift your search results. This high-quality, dynamic content reinforces your website's relevance on search engines, resulting in higher rankings and more search traffic.



Our ManagedSEO clients average **41% more site visitors** and average **60% more lead submissions from organic search traffic** than our non-Managed SEO clients.

Managing your SEO strategy

Our team of SEO Analysts manage your SEO strategy using their extensive knowledge of optimization techniques and best practices, including:

- Keyword research to determine the most strategic, high volume search terms
- Optimization of content and metadata
- Content and keyword analysis and re-optimization
- Internal and off-site link building
- Competitive geo-targeting of your designated market area

100% Managed by SEO Experts: Driven by experience and research, our proven optimization methods drive more Page One, Top Five and Top Spot rankings on all major search engines for your top lead-generating keywords.

Award-winning SEO Architecture: Dealer.com is continuously recognized for its commitment to SEO, and was named Top Rated SEO Provider on DrivingSales.com.

SEO Reporting: Dealers can access SEO reports 24/7 right from ControlCenter, including position rankings for targeted phrases, search referral visits, trends and more.

Dealer.com Search Package



**DrivingSales “Top Rated”
SEO Provider**

Key Features

SmartBlog™

A full-featured flexible blogging tool integrated with your ControlCenter that boosts your SEO and enhances your brand while promoting your dealership's products and services online.

Content Management

Dealer.com's SEO Analysts and Copywriters regularly publish relevant and newsworthy content to your blog. This SEO-rich content reinforces your dealership's relevance on the search engines, resulting in higher placement.

Model Specific Landing Pages

For every model in your inventory, we create SEO specific landing pages using an optimized URL structure to help increase SEO visibility for new model searches.

User Reviews

User Reviews allow customers to post or respond to reviews, which appear on the vehicle details page and optional Video Gallery. These reviews boost SEO and include flexible comment management capabilities within ControlCenter.

AutoComment Generator

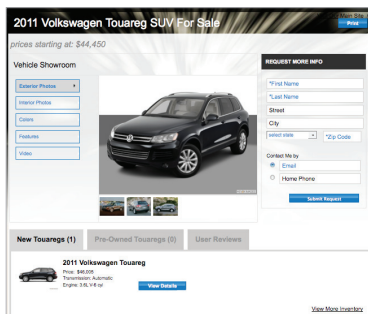
Provides dealers a hands-off approach to creating keyword rich descriptions for new and pre-owned inventory items. Comments are automatically generated using existing vehicle data in ControlCenter.

Vehicle Reviews from NewCarTestDrive.com

Our Search Package includes professional vehicle reviews, which add thousands of SEO-friendly keywords that drive more relevant search traffic to your website.



SmartBlog



Model Specific Landing Pages