

DEALERON

WEBSITES+SEO+SEM
UNDER ONE HOOD

WWW.DEALERON.COM

WEBSITE PACKAGES

Through a time-tested process in which we document all existing site metrics with each customer prior to them going live on the DealerOn platform, we have documented an **average lead volume increase of 250%**.



WEBSITE PACKAGES & PRICING

	BASE	CORE	ELITE
MONTHLY FEE	\$1,299/MO	\$1,699/MO	\$2,199/MO
Fully Responsive Chameleon Website Platform	✓	✓	✓
Inventory Management	✓	✓	✓
Enterprise Specials Manager (ESM)	✓	✓	✓
Free Third-Party Integrations	✓	✓	✓
Advanced SEO Capabilities	✓	✓	✓
Google Analytics Reporting Suite	✓	✓	✓
Free, Unlimited Exports		✓	✓
Search Valet		✓	✓
SEO Accelerator Platform		✓	✓
Lead Accelerator Coupon		✓	✓
Price Drop Alert		✓	✓
Integrated WordPress Blog		✓	✓
Send to Mobile		✓	✓
Structured Data: Schema (Local Business)		✓	✓
Mobile Lead Driver		✓	✓
Incentive Pro		✓	✓
Behavioral Targeting System (BTS)			✓
Edmunds Vehicle Reviews			✓
A/B Testing (Consulting Included)			✓
Web Presence Optimizer (WPO)			✓
Geo-Fencing w/Targeted Offers			✓
Android Pay/Apple Wallet Coupons			✓
Custom Model Pages (Top 4 Models)			✓
Choice of Multiple VDP Designs			✓
Structured Data – Schema (Product / Offer)			✓
Personalized Offer			✓



A-LA-CARTE UPGRADES

	PRICE
accessiBe ADA Tool	\$299/mo
Additional Inventory Feed	\$40/mo
Advanced Pricing Matrix	\$299/mo
Android Pay / Apple Wallet Coupons	\$199/mo
APEX Digital Retailing	\$549/mo
Basic SEO	\$1,499/mo
Behavioral Targeting System	\$499/mo
Core SEO	\$1,999/mo
Custom Homepage Slider Design	\$699/mo
Elite SEO	\$3,000/mo
Email Pack of 10	\$25/mo
Geo-Fencing w/Targeted Offers	\$199/mo
Incentive Pro	\$299/mo
Managed Blog Service	\$599/mo
One-Time Custom Page Design Work	\$250
Personalized Content Suite	\$1,299/mo
Personalized Offer	\$149/mo
Premium Call Tracking	\$499/mo
Social / Reputation Management	\$999/mo
Spanish Websites	\$1,499/mo
Spin Car	\$399/mo
Symphony	\$749/mo
Video Pro Package	\$299/mo

FEATURE DESCRIPTIONS

Fully Responsive Chameleon Website Platform – DealerOn’s Responsive Website Platform improves SEO, increases leads, and provides a smooth user experience in a multi-device world. Unlike adaptive platforms, our responsive websites require less dealer intervention to maintain and update. Responsive websites are “future proof” because they automatically adjust and optimize for any device size or screen resolution, without any technology updates or changes.

Inventory Management – DealerOn’s inventory management system lets you pull, edit, and deliver inventory from any DMS to your website and third party sites. Dealers can add pricing, pictures, and custom comments for every vehicle in inventory, with the ability to make modifications to specific pieces of inventory before publishing to the website. Additionally, dealers can create bulk pricing rules for easier management.

Enterprise Specials Manager (ESM) – ESM is a tool that allows dealers to create and customize special offers without the hassle of support tickets and help desks. We’ve given the control back to our dealers with a tool that allows you to edit in bulk and share offers across multiple dealerships, cutting down on time and hassle. This Specials tool also includes the ability to set customized schedules for offers, an easy-to-use media gallery that allows you to upload your own graphics, and customizable CTAs and buttons per offer.

Free Third-Party Integrations – DealerOn will integrate with all GM approved third-party application providers. Furthermore, DealerOn’s website platform readily integrates with every lead capturing product available to all segments across the industry. Whether it is Chat, Service Scheduler, Credit App or a Trade Application tool, we can support every industry lead conversion tool.

Advanced SEO Capabilities – DealerOn’s website platform provides the SEO management tools that digital agencies and in-house SEO specialists crave. Dealers can easily customize SEO across all major platform pages, leveraging a library of replacement codes, so that a few quick SEO edits can update all vehicle details pages with optimized content based on whatever keyword patterns the dealer or their agency selects.

Google Analytics Reporting Suite – DealerOn’s Enterprise-Level Reporting and Analytics Engine, uses the Google Analytics API system as the underlying technology for our reporting platform. This means that our reporting system can generate Enterprise reporting that can incorporate any of the marketing data that Google Analytics provides in their system, providing INCREDIBLE ad hoc reporting capabilities and even Demographic Reporting for our clients.

Unlimited Inventory Exports – DealerOn provides free inventory exports of all relevant inventory data to 100's of third-party websites that host dealer inventory. This file can include these and other, similar fields:

- VIN / Stock ID
- Vehicle Make / Model / Trim / Body Style / Transmission
- Exterior / Interior Color
- MSRP / Invoice / Dealer Price
- Dealer Comments

Search Valet – DealerOn has developed a new optional Inventory Search feature called Search Valet, which provides full-text search capability to a dealer's inventory and ensures that highly targeted and accurate results are returned by the shopper's queries. This free-form Inventory search tool promotes the concept of giving customers extensible search options.

SEO Accelerator Platform – DealerOn's SEO Accelerator Platform provides customized SEO adhering to Google's best practices for:

- Title tags
- Meta tags
- On-page, readable content
- Semantic Markup/Structured Data, based on schema.org
- Google-optimized XML sitemaps
- Bing-optimized XML sitemaps

Lead Accelerator Coupon – Website-integrated vehicle coupon with:

- Popup blocker-avoiding website entrance and exit coupon
- Delivers huge increase in highly-qualified vehicle leads
- Real-time updates for any special dealer offers
- Website integrated lead reporting

Price Drop Alert – Dealers can increase lead submissions by giving consumers the chance to request notifications about any drop in price for a particular piece of inventory. Dealers can remarket to consumers about specific vehicles or types of vehicles in addition to generating a lead on that vehicle itself.

Integrated WordPress Blog – DealerOn provides all of our dealers with a fully integrated WordPress blog that exists as a folder within the primary URL of the domain for maximum SEO value. Dealers may then write their own search optimized content to leverage the powerful platform that we provide.

Send to Mobile – Gives dealers' customers the ability to send any piece of your inventory to their mobile device via SMS technology so they may view it on the go or at a later time.

Structured Data Optimized for Local Businesses – In order to help maximize our dealers' organic search traffic and Google visibility, DealerOn frequently updates our VDP's and SRP's to incorporate the most current and comprehensive structured data markup for each dealer's inventory, based on the

schema.org standard, which Google endorses. Schema.org dictates how webmasters should represent vital product information like Price, Ratings, # of vehicles, MPG, etc. in the code on each page. Google, in turn, will frequently display this information in their Search Results (showing star ratings, price ranges, etc.). DealerOn has measured an increase from 25-50% in organic search traffic going directly to inventory listing pages with our structured data implementation.

Mobile Lead Driver – DealerOn’s mobile coupon ensures that your website can provide a proven lead conversion tool—a cash back incentive for a vehicle purchase—for any consumer, regardless of device. Mobile users are closer to the point of purchase, and those same consumers are more likely to be influenced by a monetary incentive. Mobile lead driver ensures that dealers maximize their vehicle sales to these consumers.

Incentive Pro – Incentive Pro provides VIN specific the single best rebate and APR available to all consumers. You have the ability to either subtract the rebate from the price or simply disclose it, if their pricing already includes it. It also has a disclaimer popup that allows the consumer to view all rebates available for that particular vehicle, with the qualifications for each.

Behavioral Targeting System – Our Behavioral Targeting System (BTS) is a state of the art lead generation enhancement system designed to increase a dealer’s website leads and service RO’s by delivering contextually relevant offers to consumers as they leave a dealer’s website. As an example, consider a consumer visiting a dealership website, perusing their service department hours’ pages, looking at their Service Reps experience, and then deciding to leave the dealership website. BTS uses a patent-pending technology to detect the consumer’s mouse moving to abandon the website, and dynamically serves up a 10% off Service offer (or whatever service offer the dealer wanted to leverage).

The BTS lead generation system provides dealers with a tool to deliver targeted offers to consumers browsing the new vehicle or used vehicle inventory, the service department, or other major parts of the site of the dealer’s choosing. The offers can be A/B tested in real-time, so that dealers can improve the performance of the system over time. BTS typically increases a dealer’s website lead performance by 25%-30%.

Edmunds Vehicle Reviews – DealerOn partners with Edmunds.com and can integrate vehicle reviews on the VDP’s of all new and used vehicles. DealerOn uses “structured data” to mark up the Vehicle Details page so that the star ratings can appear in Google’s Search results. This provides a dual benefit for all dealers who use this feature:

1. Better visibility in Google’s search results – we have seen these pages appear more frequently and higher up in Google’s result set in tests where we’ve implemented the integration.
2. Higher click-thru rates for the page that appear in Google’s results.

On sites where we’ve tested this “double bonus” implementation, we have measured an increase of over 50% more Google organic search traffic entering a dealer’s site via the Vehicle Details pages in Google’s Search results.

A/B Testing (Consulting Included) – Gain access to our A/B testing platform and Optimization Client Services team. Dealers are able to conduct A/B tests of particular changes and appropriately

measure/value the results of their testing plan with our Optimization team. They may also opt in to DealerOn platform A/B tests where their site or sites participate in Platform-wide A/B tests & optimizations when multiple dealers request similar tests. This process provides a much faster result with a higher statistically significant confidence level.

Web Presence Optimizer – DealerOn’s exclusive web presence optimization platform is unique within the retail automotive industry. This platform provides SEO tracking, reporting, and analytics that actually tie Keyword Ranking to Traffic and Leads (via our integration with Google Analytics API).

DealerOn’s SEO Reporting Suite gives ground-breaking SEO Competitive Intelligence to our customers. Dealers would be able to track Keyword Rankings for 5 competitors for each of their rooftops. Each dealer would have real-time tracking for how they rank on the major search engines vs. their competition for up to 50 keyword phrases. These rankings can be tracked for Google or Bing or even Local Google Search Engines (like Minneapolis, MN). This can be a powerful tool for dealers to understand SEO performance for competitive terms.

Geo-Fencing w/ Targeted Offers – Provides specific offers to specific GEO locations. This service gives dealers the power to conquest consumers who are “showrooming” (checking out their website from a competitor’s lot) by pushing targeted offers to website visitors, based on their actual location. Dealers can create any number and variety of offers that will fire only to visitors located within the dealer defined parameters (LAT/LON, plus a radius (500 feet, one mile, etc.) targeting that offer.

Android Pay/Apple Wallet Coupons – DealerOn’s integration with Android Pay and Apple Wallet lets customers add Service Coupons and Offers directly to Android Pay or Apple Wallet on their Android or Apple phone.

Custom Model Pages

Choice of Multiple VDP Designs

Structured Data – Schema (Product/Offer) – In order to help maximize our dealers’ organic search traffic and Google visibility, DealerOn frequently updates our VDP’s and SRP’s to incorporate the most current and comprehensive structured data markup for each dealer’s inventory. Google has provided and updates the specifications for optimal page markup via the schema.org standard, which Google references and elaborates on here: <https://developers.google.com/search/docs/datatypes/product>. Basically, Google provides webmasters with their requirements for how to represent vital product information like Price, Ratings, # of vehicles, MPG, etc. in the code on each page. Google, in turn, will frequently display this information in their Search Results (showing star ratings, price ranges, etc.). DealerOn has measured an increase from 25-50% in organic search traffic going directly to inventory listing pages with our implementation.

Personalized Offer – This customizable coupon offers personalized prices to customers based on their individual preferences. By filling out a form on a vehicle page, visitors will be offered a price that beats the MSRP. Designed to lead site visitors further along the buying process, a Personalized Offer can be



customized to convert multiple kinds of buyers with a price option that you adapt to them. Making your price option personal gives buyers yet another reason to pick your dealership. Adapt to their needs, and let your personalized offer stand out against the crowd. We have dealerships that currently use this functionality that have increased their vehicle leads by 50-75 per month.

A-LA-CARTE UPGRADES

accessiBe ADA Tool \$299/mo

Harness the power of AI to quickly and easily enhance and remediate the accessibility of your website to comply with ADA requirements.

Note: This tool is designed to remediate accessibility issues for your content; however, due to the ever changing legal environment, it is offered with no warranty.

Additional Inventory Feed \$40/mo

Additional inventory feed to accommodate group inventory.

Advanced Pricing Matrix \$299/mo

Complete inventory pricing in a fraction of the time. Set pricing rules in the most flexible manner possible, for both New and Used.

Android Pay/Apple Wallet Coupons \$199/mo

DealerOn's integration with Android Pay and Apple Wallet lets customers add Service Coupons and Offers directly to Android Pay or Apple Wallet on their Android or Apple phone.

APEX Digital Retailing \$549/mo

APEX Digital Retail Solution (APEX –Automotive Purchasing Experience) – APEX simplifies the online Digital Retailing (DR) consumer experience by focusing on the accurate merchandising and pricing of a vehicle to deliver the most qualified leads of any solution in the market.

APEX provides a consumer experience across the website's vehicle shopping experience (SRP, MRP, and VDP). At the highest point of engagement, the APEX, DealerOn provides a consumer their own personalized pricing and payment for their specific vehicle of interest. APEX maximizes the number of qualified leads by streamlining the DR process to simply the aspects that most consumers expect in their online experience – the individualized pricing and payment information for their credit profile.

Basic SEO \$1,499/mo

In addition to the powerful out of the box search engine optimization DealerOn customers receive as a part of our website platform, they may now add the Basic Managed Monthly SEO Package to their efforts.

Each participating dealership will receive local optimization in 3 areas: 1) On site signals, 2) Off site signals, 3) Social media, and corresponding Reporting that measures the impact and results of these areas of focus.

- 1) **On site signals**—DealerOn conducts a full site audit consisting of meta data, URL, and content audits, then creates specific, targeted meta data, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per month and model research pages for their 4 core models.
- 2) **Off-site signals**—On our Base package DealerOn will create and curate your Google My Business and Bing listings ensuring your information is accurate and up to date. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.
- 3) **Social media management**—For our Base SEO Package, dealers receive 1 post on Facebook and Twitter per week with a focus on generating local engagement and followers. Incoming comments or inquiries on GMB are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.
- 4) **Reporting**—Dealers are kept up to date with the progress of our Base SEO service with bi-monthly calls and a monthly PDF report that clearly shows important metrics for success. Dealers also have unlimited email access to DealerOn's SEO team

Behavioral Targeting System

\$499/mo

Our Behavioral Targeting System (BTS) is a state of the art lead generation enhancement system designed to increase a dealer's website leads and service RO's by delivering contextually relevant offers to consumers as they leave a dealer's website. As an example, consider a consumer visiting a dealership website, perusing their service department hours' pages, looking at their Service Reps experience, and then deciding to leave the dealership website. BTS uses a patent-pending technology to detect the consumer's mouse moving to abandon the website, and dynamically serves up a 10% off Service offer (or whatever service offer the dealer wanted to leverage).

The BTS lead generation system provides dealers with a tool to deliver targeted offers to consumers browsing the new vehicle or used vehicle inventory, the service department, or other major parts of the site of the dealer's choosing. The offers can be A/B tested in real-time, so that dealers can improve the performance of the system over time. BTS typically increases a dealer's website lead performance by 25%-30%.

Core SEO

\$1,999/mo

In addition to the powerful out of the box search engine optimization DealerOn customers receive as a part of our website platform, they may now add the Core Managed Monthly SEO Package to their efforts.

Each participating dealership will receive local optimization in 4 areas: 1) On site signals, 2) Off site signals, 3) Reputation monitoring, 4) Social media, and corresponding Reporting that measures the impact and results of these areas of focus.

- 1) **On site signals**—DealerOn conducts a full site audit consisting of meta data, URL, and content audits, then creates specific, targeted meta data, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per month and model research pages for their 4 core models.
- 2) **Off-site signals**—On our Base package DealerOn will create and curate your Google My Business and Bing listings ensuring your information is accurate and up to date. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.
- 3) **Reputation monitoring**—is included in this package. Our team identifies new reviews quickly and consult with each dealer to discuss ways respond to reviews in order to construct a positive online perception. Review sites excluding Yelp are monitored on a daily basis.
- 4) **Social media management**—For our Base SEO Package, dealers receive 1 post on Facebook and Twitter per week with a focus on generating local engagement and followers. Incoming comments or inquiries on GMB are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.
- 5) **Reporting**—Dealers are kept up to date with the progress of our Base SEO service with bi-monthly calls and a monthly PDF report that clearly shows important metrics for success. Dealers also have unlimited email access to DealerOn's SEO team

Custom Homepage Slider Design

\$699/mo

DealerOn provides up to 5 custom homepage slider ads per month to the dealer, optimized for desktop, tablet, and mobile for our Responsive Platform

Elite SEO

\$3,000/mo

In addition to the powerful out of the box search engine optimization DealerOn customers receive as a part of our website platform, they may now add the Elite Managed Monthly SEO Package to their efforts.

Each participating dealership will receive local optimization in 4 areas: 1) On site signals, 2) Off site signals, 3) Reputation management, 4) Social media and corresponding Reporting that measures the impact and results of these areas of focus

- 1) **On site signals**—DealerOn conducts a full site audit consisting of meta data, URL, and content audits, then creates specific, targeted meta data, URLs, and content for any products or services where needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per month and model research pages for their 4 core models.
- 2) **Off-site signals**—On our Base package DealerOn will create and curate your Google My Business and Bing listings ensuring your information is accurate and up to date. DealerOn also conducts monthly back link profile monitoring and cleanup to ensure your dealer's website isn't penalized by any current or future Google updates.
- 3) **Reputation management**—is also included in this package. Our team consults with each dealer to build out an effective strategy for increasing positive online reviews, these review sites are monitored daily. DealerOn's team helps create appropriate responses to minimize damage from any negative reviews as well as crafting keyword optimized thank you responses for positive reviews.
- 4) **Social media management**—For our Base SEO Package, dealers receive 1 post on Facebook and Twitter per week with a focus on generating local engagement and followers. Incoming comments or inquiries on GMB are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.
- 5) **Reporting**—Dealers are kept up to date with the progress of our Base SEO service with bi-monthly calls and a monthly PDF report that clearly shows important metrics for success. Dealers also have unlimited email access to DealerOn's SEO team

Email Pack of 10

\$25/mo

Email Pack of 10

Geo-Fencing w/ Targeted Offers

\$199/mo

Provides specific offers to specific GEO locations. This service gives dealers the power to conquest consumers who are “showrooming” (checking out their website from a competitor’s lot) by pushing targeted offers to website visitors, based on their actual location. Dealers can create any number and variety of offers that will fire only to visitors located within the dealer defined parameters (LAT/LON, plus a radius (500 feet, one mile, etc.) targeting that offer.

Incentive Pro

\$299/mo

Incentive Pro provides VIN specific the single best rebate and APR available to all consumers. You have the ability to either subtract the rebate from the price or simply disclose it, if their pricing already includes it. It also has a disclaimer popup that allows the consumer to view all rebates available for that particular vehicle, with the qualifications for each.

Managed Blog Service

\$599/mo

DealerOn provides a fully-integrated WordPress blog as a folder within the dealership website. The blog and its content build SEO value to the dealership site. DealerOn’s team produces monthly content for the blog, tailored to each dealer’s needs. The features for this offering include:

- 6-8 monthly blog posts, written under Dealer Representative's name
- Blog Plugins that get the blog included effectively in search engines
- Content written specifically for each dealership location & brand/models
- Integration with dealership authored posts

One-Time Custom Page Design Work

\$250

- Professionally designed responsive custom page
- Optimized for Desktop, Tablet and Mobile

Personalized Content Suite

\$1,299/mo

DealerOn offers our Personalized Content Suite to help drive increased customer engagement and give your organic search relevance for your website a big boost. This is a perfect offering for dealers who don’t want to invest in the internal staffing and expertise to write and build multiple pages of compelling, optimized content each month.

DealerOn’s professional copywriters create 3-5 additional pages of custom content each month on an enrolled dealer's website. These pages will be artfully designed by our in-house team, and optimized around the monthly needs for the dealer. The DealerOn rep will conduct monthly calls with the enrolled dealer to layout a monthly content calendar that will feature dedicated pages on everything from model research and conquest to fixed operations and dealer events.

Personalized Offer

\$149/mo

This customizable coupon offers personalized prices to customers based on their individual preferences. By filling out a form on a vehicle page, visitors will be offered a price that beats the MSRP. Designed to lead site visitors further along the buying process, a Personalized Offer can be customized to convert multiple kinds of buyers with a price option that you adapt to them. Making your price option personal gives buyers yet another reason to pick your dealership. Adapt to their needs, and let your personalized offer stand out against the crowd. We have dealerships that currently use this functionality that have increased their vehicle leads by 50-75 per month.

Premium Call Tracking

\$499/mo

- Includes unlimited minutes and two lines
- Best in class platform
- Integrates directly with Google Analytics
- Tracks all website phone calls to the Visitor Level to best attribute ROI

Social/Reputation Management

\$999/mo

DealerOn's white-glove, hands-on Social Media and Reputation Management team work with your dealership to ensure that your social presence and online reputation is as sterling as possible. Our dedicated team provides:

- Daily posts to Facebook and Twitter
- Custom posts for each dealership
- Fully Managed -- Replies to all comments/questions
- Daily monitoring of all review sites
- Replies to all reviews written by our team

Spanish Websites

\$1,499/mo

DealerOn's Spanish Language websites gives dealers a complete in-language digital marketing platform to provide the optimal customer experience to this rapidly growing and increasingly important market segment. Additionally, our clients get the benefit of each site ranking appropriately in Google's search results for in-language searches (Spanish site can rank for Spanish queries and English for English searches).

DealerOn's platform provides English and Spanish versions of each page, in precisely the manner that Google requests. The platform also lets consumers click back and forth between English and Spanish Language sites, so that they can choose which experience they prefer in their shopping/research process.

Spin Car

\$399/mo

Engage your customers in real-time with a completely interactive, virtual Walk Around of your new and used inventory. Let shoppers click, spin, rotate and zoom-in on features important to them. The vehicle specific 360° Rotation workarounds that are video compatible and mobile friendly use real photos and engage VDP visitors. They have clickable hotspots of the interior and exterior increasing VDP leads by 30%.

Symphony

\$749/mo

Symphony Specials is DealerOn's automated specials creation engine, aimed at saving dealers tens of thousands of dollars on an annualized basis by taking the heavy lifting out of monthly specials creation. Every month Symphony automatically creates lease, finance, cash and offer specials based on the incentives and rebates direct from your manufacturer using the Incentive Pro configuration. Specials are created based on existing inventory and update automatically when cars are sold.

Video Pro Package

\$299/mo

DealerOn's Video Pro Package includes:

- New and Used VIN specific walk –arounds with human voice overs
- 3 custom intros and 1 outro
- Human voice over with human custom comments
- Published to website, YouTube, Auto Trader, Cars.com (fees may apply), and Facebook
- VSEO strategy (YouTube channel) Reporting