

MANAGED SEO



Maximize your dealership visibility with our search engine optimization (SEO) expertise.

A thought-out SEO strategy enhances a website's organic rankings in search engine results. Our interdisciplinary teams collaborate with you to create a customized content strategy that incorporates the latest best practices and aligns with your dealership's goals.

Key Features & Benefits

Expert Interdisciplinary Teams. Our 100+ member team made up of Strategists, Specialists, and Copywriters brings you unmatched SEO expertise with a total auto industry focus. They work alongside Campaign Coordinators, Social Media Strategists, and your Performance Manager, to incorporate SEO into your digital strategy.

Reporting and Strategic Insights. From market and keyword research to transparent SEO reporting and expert insights, we provide all the resources you need to understand your SEO performance. We deliver comprehensive reports that complement program-wide Dealer.com analytics for total digital visibility.

SEO Optimization Activities. Our expertise in websites means we understand SEO. With this service, you gain access to our team who creates and delivers a long-term organic strategy driving visibility. This includes various tactics such as content creation and optimization, architecture enhancements, conversion optimization, internal link sculpting, crawl error correction, and more.

Dealers using Premium SEO experience:

34%
increase in
VDP views¹

64%
increase in
lead forms¹

30%
increase in
visits¹

32%
increase in
quality visits¹

¹Based on a study conducted by Cox Automotive Dealer.com that compared the organic traffic performance of 2,880 franchise dealerships using Core SEO to 779 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period, which spanned from August–October 2024.

Managed SEO Packages

PREMIUM

ADVANCED

STANDARD

REPORTING AND INSIGHTS

Market &/ Keyword Research	•	•	•
Weekly Keyword Reporting	•	•	•
Initial Site Optimization	•	•	•
Google Search Console	•	•	•
Mobile SEO	•	•	•
Schema Markup	•	•	•
SEO Reporting	MONTHLY	MONTHLY	MONTHLY
Crawl Error Correction	MONTHLY	QUARTERLY	QUARTERLY
Content Optimization	MONTHLY	QUARTERLY	QUARTERLY
Metadata Optimization & Duplicate Correction	MONTHLY	QUARTERLY	QUARTERLY
Navigation Optimization	MONTHLY	QUARTERLY	QUARTERLY
Work Completed Report	MONTHLY	QUARTERLY	QUARTERLY
Forensic SEO (Manual Penalty Correction)	•	•	•
Analyst Insights	MONTHLY	QUARTERLY	QUARTERLY
Model-Specific Landing Pages/TRPs	•	•	•
Link and Citation Management	PREMIUM	BASIC	BASIC
Blog Posts	2 / MONTH	2 / MONTH	2 / MONTH
Custom Pages	2 / MONTH	2 / QUARTER	1 / QUARTER
SEO Audit	•	•	•
Strategy & Performance Calls	Monthly	Quarterly	
Direct Access to Analyst	•		

Reach out to your local Dealer.com representative to learn more.