

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%**.



INFINITI®

WEBSITE PACKAGES & PRICING

	BASE \$ 1,199/MO	CORE \$1,999 /MO	ELITE \$2,799 /MO
Responsive Website Platform	✓	✓	✓
Inventory Management	✓	✓	✓
Automated Specials	✓	✓	✓
Free Third-Party Integrations	✓	✓	✓
Advanced SEO Capabilities	✓	✓	✓
Google Analytics Reporting Suite	✓	✓	✓
Basic Call Tracking (6 Departments)	✓	✓	✓
Free, Unlimited Exports		✓	✓
Free-Text Search		✓	✓
Review Collection		✓	✓
SEO Accelerator Platform		✓	✓
Lead Accelerator Coupon		✓	✓
Price Drop Alert		✓	✓
Integrated WordPress Blog		✓	✓
Send to Mobile		✓	✓
Structured Data - Schema (Local Business)		✓	✓
Mobile Lead Driver		✓	✓
Video Hero		✓	✓
Behavioral Targeting System			✓
Edmunds Vehicle Review Integration			✓
A/B Testing (DealerOn Consulting Included)			✓
Web Presence Optimization & Reporting			✓
Geo-Fencing w/ Targeted Offers			✓
Android Pay/Apple Wallet Coupons			✓
Custom Model Pages (Top 4 Models)			✓
Choice of Multiple VDP Designs			✓
Gated Inventory Pricing			✓
Structured Data: Schema (Product / Offer)			✓
Personalized Offer			✓

FEATURE DESCRIPTIONS:

Responsive Website Platform – DealerOn’s Responsive Website Platform (Chameleon) is the most advanced in the industry. Our platform (as Google recommends) is completely responsive which improves SEO, increases conversion, and improves customer experience, relative to the adaptive and multi-url website platforms. Additionally, our responsive websites require less dealer hours to maintain and update, and are “future proof” because, unlike adaptive sites, they automatically adjust and optimize for any new phone, tablet, or wearable device or size, 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 being published to the website, and create bulk pricing rules for easier management.

Automated Specials – DealerOn’s specials engine lets dealers set up their own rules-based algorithms to automatically display specials highlighting specific vehicles, models, or classes of vehicles (EG-vehicles more than 30 days old or vehicles under \$10,000 or 2013 Jettas). The specials engine is intuitive and easy to use, so dealer personnel are more likely to use the system and maintain engaging, attractive, up-to-date specials.

Free Third Party Integrations – 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.

This offering gives dealers the tools to measure website performance by form factor (Desktop vs. Table vs. Phablet vs. Phone, etc.), demographic data (Age, Sex), or Interests (Affinity, In-Market Segment, etc.).

Free, Unlimited Exports -- DealerOn can provide free inventory exports of all relevant inventory data to 100's 3rd 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

Basic Call Tracking (\$2/line, \$0.08/min)

DealerOn provides all website customers in the with 6 local or toll-free (dealer's choice) call tracking numbers, call recording, and call tracking, allowing them to measure their dealership's desktop and mobile results for Sales, Service, Parts, and one other trackable dealership function.

Free-Text Search --DealerOn's new inventory search service provides the fastest, most intuitive, and accurate site search functionality in automotive. Your customers can search on any/all aspects of vehicle information and always receive the most relevant inventory available, so they get to their ideal car faster than ever before. Our smart search algorithm appropriately handles misspellings/mistypes, guaranteeing that relevant vehicles are always returned.

Review Collection -- DealerOn's review collection website plugin helps your dealership solicit, collect, and manage reviews from both your service and sales clientele directly on your website and then leverage those reviews for better conversion and user experience.

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 out of the box.

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 - Schema (Local Business) -- DealerOn provides continuously updated local business schema per Google's direction

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.

Video Hero -- DealerOn's Video banner service lets dealers play an OEM or dealership videos in the hero/slideshow of their website.

Behavioral Targeting System -- DealerOn's 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 FCA dealership's website, perusing their service department hours' page, 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 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. Currently, BTS increases the typical dealers' website lead performance by 25%-30%.

Edmunds Vehicle Review Integration

DealerOn, through our partnership with Edmunds, 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 review star ratings can actually appear in Google's Search results.

This has a two-fold benefit for dealers for whom we have built this integration:

1. Greater 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 (DealerOn Consulting Included)

DealerOn's Elite website package customers 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 Optimization & Reporting

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. FCA dealers would be able to track Keyword Rankings for 5 competitors for each of their rooftops. Each FCA 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 FCA 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 (Top 4 Models)**Choice of Multiple VDP Designs****Gated Inventory Pricing**

For dealers who are interested in testing aggressive lead-generation systems, DealerOn offers the option for dealers in this package to enable our "Gated Inventory" functionality. DealerOn's Gated Inventory system lets dealers require an email address in order to unlock vehicle pricing, which dramatically increases the number of marketable email addresses for a dealer to work.

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

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 FCA 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%.

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 SEO Package to their efforts.

Each participating dealership will receive local optimization in 4 areas: 1) On site signals, 2) Off site signals, 3) Social media, and 4) Reputation management.

On site signals -- DealerOn conducts a content audit, then creates specific, targeted content for any products or services where content is 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 week.

Off-site signals -- DealerOn builds relevant links to the dealer's website, but with an additional focus on local links. A full citation audit is included, and all incorrect or incomplete

Citations (mentions of Name, Address, and Phone number on other sites) are cleaned up. Our team continues to build a robust link and citation profile from month to month.

Social media management -- is also included in our Elite SEO service. Dealers receive daily posts on Facebook and Twitter, with a focus on increasing local engagement with followers. Incoming comments or inquiries are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.

Reputation management -- is also included in the package. Our team consults with each dealer to build out an effective strategy for increasing positive online reviews, and review sites are monitored on a daily basis. DealerOn's team helps create appropriate responses to minimize damage from any negative reviews.

Dealers are kept up to date with the progress of our Elite SEO service with monthly report PDFs that clearly show important metrics for success. Dealers also have unlimited access to DealerOn's SEO team, and are able to call at any time during normal business hours.

Gated Inventory Pricing

\$199/mo

For dealers who are interested in testing aggressive lead-generation systems, DealerOn offers the option for dealers in this package to enable our "Gated Inventory" functionality. DealerOn's Gated Inventory system lets dealers require an email address in order to unlock vehicle pricing, which dramatically increases the number of marketable email addresses for a dealer to work.

Lead Accelerator Coupon

\$499/mo

DealerOn's 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

Managed Blog Service

\$699/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

Personalized Content Marketing Suite

\$1,299/mo

DealerOn offers our Personalized Content Marketing 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.

Service Plus+ Content Package

\$1,049/mo

- Fixed Operations-focused website content module providing a Digital Marketing Hub for a dealer's service department.
- Dozens of Search and Conversion Optimized Service & Parts content pages.
- Google Analytics Integrated Reporting Platform Tracks: Service Call, Google Maps Clicks, Coupon Prints, Service Appointments
- Well-supported packages can deliver incremental visits, calls, coupon prints, etc.

Custom Homepage Slider Design

\$999/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

Premium Call Tracking

\$599/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

Spin Car

\$599/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%.

Incentive Pro

\$399/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.

Advanced Pricing Matrix

\$399/mo

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

Additional Inventory Feed

\$40/mo

Additional inventory feed to accommodate group inventory.

One time custom page design work

\$499

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

Android Pay/Apple Wallet Coupons

\$249/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.

Geo-Fencing w/ Targeted Offers

\$249/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.

Spanish Websites

\$1,899/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.

Social/Reputation Management

\$1,099/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
- Review platform helps get more reviews while making bad reviews less likely
 - Email sent to each customer asking for rating 1-10
 - Anything 6 or below goes to online form (results emailed to dealer)
 - Anything 7 or above goes to page asking for public review

Click-2-Buy

\$2,395/mo

DealerOn presents our ground-breaking technology -- the first online vehicle purchasing platform available for franchise dealers' websites.

DealerOn's online sales platform facilitates the complete end-to-end buying experience for the automotive consumer, incorporating all aspects of the in-store sales process, including:

- 1) Trade-in Appraisal
- 2) Integrated Rebates
- 3) Credit Pull
- 4) Tax, Tag, and Registration Fees
- 5) Finance Menu

This unique service features a fully online “ecommerce” purchase experience for the customer to actually buy a car, including financing, trade-in, etc., from the comfort of their own home.

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