

SOKAL MOMENTUM

Website Packages

SOKAL»

	STARTER	ENHANCED	ULTIMATE
Momentum 2.0 Custom CMS Platform with ADA Compliance	»	»	»
Premium Service and Support with dedicated technical support and 24/7 availability monitoring	»	»	»
Sokal Switch - Dedicated Team and Tools for Seamless Easy Website Change	»	»	»
Responsive Design and Tailored Mobile Experience	»	»	»
Personalized User Experiences	»	»	»
Unlimited bandwidth and storage allocation	»	»	»
SSL Support	»	»	»
Momentum Data Guard advanced security and bot protection to protect customer data and optimize traffic to your website	»	»	»
Momentum Custom Reporting Dashboard with GA4 integration	»	»	»
Momentum Dealer Draft Website Designer with two template homepage options	»	»	»
Inventory Feed Integrations with the option to purchase additional integrations*	1	2	4
Pricing Model	MSRP + Factory Incentives	3 Price Model + Factory Incentives	Custom Pricing + Factory Incentives
Third-party Integrations**	2	5	12
Basic SEO Optimization Setup with the option of Purchasing Additional Advanced Packages	»	»	»
Compliance and Multilingual Capabilities	»	»	»
Redirects for High Ranking Pages from Previous Websites	»	»	»
Dedicated Account Support	»	»	»
Standard SRP and VDP options	»	»	»
Artwork / Banners / Monthly Specials	»	»	»
Custom SRP and VDP options		»	»
New Feature Consulting		»	»
Momentum Dealer Draft Website designer with Dealer Customized Homepage with Video Option		»	»
In-Transit Inventory Integration		»	»
Call Tracking and Data Integrations		»	»
Price Alert		»	»
Custom Homepage Content			»
Momentum Real Time Payment Calculator with Standard Lender Integration			»
Momentum VDP Profile			»
Reserve Your Car Builder with Inventory Match Integration			»
Advanced Inventory Integrations and Pricing Models			»
Additional Advanced SRP and VDP Layouts			»
Model Research Pages			»
Easy access to new features and enhancements			»
Advanced Site Customization			»
	\$1,279	\$1,849	\$2,499

* Additional Feed Integrations - \$50 per

** Additional Third Party Integrations (Pack of 3) - \$145

SEO Packages

Our new SEO packages have been reshaped to provide greater performance, value, and are built around best-in-class and proprietary tools to improve your brand ranking, helping your site outrank competitors. Through a partnership with external former Google search engineers, we continually refine our expertise to outperform competitors at a reasonable cost. By purchasing an SEO package with Sokal you will be able to leverage our SEO experts who are specialized in automotive SEO.

STARTER

\$999

Our Starter SEO package is for those who need basic local SEO management. This package is designed for dealerships in low to moderately competitive markets. SEO Consultant Support is available via email.

WEBSITE & SEO AUDIT

- Google Search Console Setup
- Metadata Audit
- Content Audit
- Site Health Audit
- Directory Synchronization
- Organic Online Presence Audit
- Bing Webmaster Verification Assistance

GOOGLE BUSINESS PROFILE

- Basic Profile Setup & Optimization Review
- Support for creation & verification of new pages
- UTM Tracking

REPORTING

- Status Review & Recommendations Report
- Yearly Strategy Review and Comprehensive Performance Report

SEO Packages (CONT.)

PREMIUM

\$1,499

Our Premium SEO Package is more comprehensive and for those who need active local SEO management. This package is designed for dealerships in moderate to highly competitive markets. SEO Consultant Support is available via email.

WEBSITE & SEO AUDIT

INCLUDES ALL BENEFITS OF**STARTER PACKAGE, PLUS:**

- Dedicated SEO Analyst
- Heat Sheet Leads
- Online Presence Audit
- Targeted Keyword Research

ENHANCED GBP

INCLUDES BENEFITS OF**STARTER PACKAGE, PLUS:**

- Dedicated SEO Analyst
- Real Time Alert Monitoring for User Suggested Changes
- Regular Posting on Main Dealership Page (3-5 Posts Per Month)
- Product Carousel Updates
- Google Cars for Sale Inventory

ON/OFF PAGE SEO

- Dedicated SEO Analyst
- Metadata Creation
- Original, Optimized, Strategy-Based Content Creation
- Internal Link Building
- Backlink Cleanup & Monitoring

REPORTING

- Dedicated SEO Analyst
- Monthly Performance Reports
- Monthly Google Business Profile Performance Report
- Mid-Year Strategy Review & Comprehensive Performance Report

SEO Packages (CONT.)

ELITE

\$1,999

Our Elite SEO Package is our highest level. This package is designed for dealerships in highly competitive markets, transitioning dealerships going through a recent name change, or those who want to highly expand their organic footprint. SEO Consultant Support is available via email.

REPORTING

INCLUDES BENEFITS OF

STARTER & PREMIUM PACKAGES, PLUS:

- Monthly SEO Performance Reports with Custom Options Available
- Quarterly Strategy Review and Comprehensive Performance Report

ENHANCED GBP

INCLUDES BENEFITS OF

STARTER & PREMIUM PACKAGES, PLUS:

- Regular Posting on Service & Parts Pages (3-5 Per Profile Per Quarter)
- Product Carousel Updates on Service & Parts Pages
- 10 Custom Keywords Tracked Via Geogrids
- 10 Geogrids (per month)
- Discounted Photography Session of Dealership Exterior and Interior with our Studio Photographers
- Google Cars For Sale Inventory

ON/OFF PAGE SEO

INCLUDES BENEFITS OF

STARTER & PREMIUM PACKAGES, PLUS:

- Blog Management

WEBSITE & SEO AUDIT

INCLUDES BENEFITS OF

STARTER & PREMIUM PACKAGES, PLUS:

- Behavioral Tracking (Heat Maps)
- Competitor Analysis

SOKAL SEO

AUTOMOTIVE PACKAGES OVERVIEW

SOKAL»

WEBSITE & SEO AUDIT	STARTER	PREMIUM	ELITE
Google Search Console Certification Assistance	»	»	»
Directory Synchronization (Local Listing Management Tool)	»	»	»
Site Health Audit	»	»	»
Organic Online Presence Audit	»	»	»
Metadata Audit	»	»	»
Content Audit	»	»	»
Bing Webmaster Verification Assistance	»	»	»
Dedicated SEO Analyst		»	»
Targeted Keyword Research		»	»
Custom Keyboard Tracking		»	»
Competitor Analysis			»
Hotjar Behavioral Tracking			»
ON / OFF PAGE SEO			
Backlink Cleaup & Monitoring		»	»
Continual Metadata Creation / Optimization		»	»
Original, Optimized, Strategy-Based Content Creation		»	»
Internal Link Building		»	»
Blog Management			»
GOOGLE BUSINESS PROFILE			
Basic Profile Setup / Claiming Assistance	»	»	»
Optimization Review	»	»	»
UTM Tracking	»	»	»
Real Time Alert Monitoring for User Suggested Changes	»	»	»
Monthly Posts on Main Dealership Profile (3-5 Posts Per Month)		»	»
Product Carousel Updates on Main Dealership Profile		»	»
Vehicles For Sale Inventory		»	»
Product Carousel Updates on Service & Parts Profiles			»
Quarterly Posting on Service & Parts Profiles (3-5 Quarterly Posts Each)			»
Discounted Photography Session			»
Custom Keyword Tracking via Geogrids			»
REPORTING			
Heatsheet Leads (Sokal Sites Only)	»	»	»
Sokal Momentum SEO Dashboard (Real-Time Reporting Dashboard)		»	»
Strategy Review	ANNUALLY	BI-ANNUALLY	QUARTERLY
*** packages are intended to be coupled with an initial site audit beginning at \$3,500	\$999	\$1,499	\$1,999

SEO Elite Package Add-Ons

GEO SIGNAL BOOST

Geo Signal Boost is designed to help clients expand their geotarget pages in order to compete for organic keywords related to surrounding towns and cities. Clients will be able to suggest specific geotarget areas or allow the SEO team to make their own determination based on keyword & population research:

GEO SIGNAL BOOST

\$ 595

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to surrounding towns and cities
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO content designed to increase organic presence in surrounding areas

GEO SIGNAL BOOST +

\$ 995

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to surrounding towns and cities
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO content designed to increase organic presence in surrounding areas

SEO Elite Package

Add-Ons (CONT.)

INVENTORY SIGNAL BOOST

Inventory Signal Boost is designed to help clients expand their target inventory pages in order to compete for organic keywords related to specific models. Clients will be able to suggest specific models, whether new, used, or certified pre-owned, or allow the SEO team to make their own determination based on keyword research:

INVENTORY SIGNAL BOOST

\$ 595

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to specific models
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

INVENTORY SIGNAL BOOST +

\$ 995

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to specific models
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

SEO Elite Package

Add-Ons (CONT.)

BLOG SIGNAL BOOST

Blog Signal Boost is designed to help clients expand their informative content in the form of blog posts in order to expand their authority in their industry. Clients will be able to suggest specific blog topics or allow the SEO team to make their own determination based on industry trends and keyword research:

BLOG SIGNAL BOOST

\$ 595

ADD-ON INCLUDES:

- 2 Custom blog pages per month designed to increase subject matter authority
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

BLOG SIGNAL BOOST +

\$ 995

UPGRADE INCLUDES:

- 4 Custom blog pages per month designed to increase subject matter authority
- 4 Custom Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

SEO Elite Package

Add-Ons (CONT.)

SERVICE SIGNAL BOOST

Service Signal Boost is designed to help clients expand their service-oriented pages in order to compete for organic keywords related to parts and service, such as oil changes, tire rotations, and parts for sale. Clients will be able to suggest specific service or parts-related topics or allow the SEO team to make their own determination based on keyword research:

SERVICE SIGNAL BOOST

\$ 595

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to service-related keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

SERVICE SIGNAL BOOST +

\$ 995

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to service-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

SEO Elite Package

Add-Ons (CONT.)

FINANCING SIGNAL BOOST

Financing Signal Boost is designed to help clients expand their financing-oriented pages in order to compete for organic keywords related to financing, such as lease offers. Clients will be able to suggest specific financing topics or allow the SEO team to make their own determination based on keyword research:

FINANCING SIGNAL BOOST

\$ 595

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to finance-related keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

FINANCING SIGNAL BOOST +

\$ 995

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to finance-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

SEO Elite Package Add-Ons (CONT.)

CUSTOM SIGNAL BOOST

Custom Signal Boost is designed for clients who would like to mix and match. They can select a mix of topics on a month-to month basis and can request specific pages or allow the SEO team to make their own determination based on keyword research:

CUSTOM SIGNAL BOOST

\$ 695

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to a variety of different keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics

CUSTOM SIGNAL BOOST +

\$ 1,095

UPGRADE INCLUDES:

- 4 Custom SEO pages per month catered to a variety of different keywords
- 4 Custom Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics