

Maximized Marketing

Your All in One-All Inclusive-Digital Marketing Solution

Automotive SEO Domination Service Line Items

At Maximized Marketing, we have worked with dealerships all over the country just like yours and helped them increase their rankings. We have figured out the best and most effective strategies to get your website ranked at the top of the search engines and it all comes in one complete package.

Our program is a comprehensive local marketing and SEO plan that covers the most important areas of Internet marketing to increase your rankings in local searches on Google, Bing and Yahoo.

This plan focuses on ranking in Maps (3-pack), Organic Listings, Directories, and in Social Media. The primary focus is taking market share from your competition by increasing visibility, quality traffic, and conversions that ultimately lead to more car deals for your dealership.

To ensure high quality from our services we have done a compilation of competition research, understanding of proven processes that provide efficiency and effectiveness, and most importantly...affordability.

We provide a road map that details out your project in a meticulous, step by step process (see below) so you are aware of where we are at in the process. Every project comes with access to one of our Project Managers to assist you in this process.

Project managers will provide you with regular updates including monthly reports to show the progress of your entire campaign.

Our commitment with our services is to provide a competitive price, efficiency, and effectiveness with every campaign and the best project management in the industry.

Our Services Include:

- A Dedicated Project Manager
- Local SEO (Google, Yahoo, Bing Maps)

- SEO (Search Engine Optimization)
- Website On-Page Optimization
- High Domain Authority Link Building
- Onsite Content Creation, Optimization, Distribution
- Off-site Content Creation, Optimization, Distribution
- Reputation Marketing
- Social Media Marketing
- Detailed Reporting
- Ranking Reports
- Professional Keyword Research
- Local Directory Profile/Citation Creation
- Optimized and Geo-Tagged Images
- Local Search Directory Creation and Optimization
- And Much More....

We are constantly implementing new methods for successful marketing and will use them if we feel they will help your campaign.

Because of this, we reserve the right to change this process at any time based on what is known to be both successful and working best at the time.

Month 1- Phase 1:

- ✓ Complete the intake form for your company
- ✓ Meet with agent or company representative to start campaign
- ✓ Perform keyword research
- ✓ Check to see that the website is mobile optimized
- ✓ Check to see if there is an XML file on website
- ✓ Check to see if website is SSL enabled
- ✓ Create baseline Visibility Report
- ✓ Create baseline Ranking Report
- ✓ Complete set-up Items
 - ▶ Select best keywords
 - ▶ Build and optimize categories
 - ▶ Website and Backlink Audit

- ▶ Target Page URL Rewrites
- ▶ Domain and Homepage Redirects
- ▶ Determine main target pages
- ▶ Obtain and geo target images
- ▶ Create optimized email (Gmail)
- ▶ Custom 404 Error Creation
- ▶ Target Page URL Rewrite (Depending on site access)
- ▶ Meta Tag Writing and Optimization
- ▶ Schema Markups (Organization, Local Business, Breadcrumbs)
- ▶ Error Fixes (Broken Links and Hidden Text)
- ▶ Website Logo Optimization
- ▶ Blog Page Creation (Depending on site access)
- ▶ Check Mobile Responsiveness
- ▶ Check Page Load Speed
- ▶ Target Page URL Rewrite (Depending on site access)

Month 1- Phase 2:

- ✓ Begin content creation and optimization on target pages
- ✓ Create/Submit Google My Business (optimize Google My Business if existing account)
- ✓ Create/Submit Bing Local
- ✓ Create Citations/Business Directory Listings (Up to 300)
- ✓ Add to Google Map Maker
- ✓ Gain Access to or Create and Brand Top Social Media Accounts for Content Distribution and Syndication:

Facebook Business Page

Twitter

Google My Business

Pinterest

Instagram

Blogger

WordPress

Medium

Tumblr

Weebly

StumbleUpon

BagTheWeb

Diigo

Scoop.It!

Pearltrees

Evernote

Plurk

Feedspot

Delicious

Bitly

Month 1- Phase 3:

- ✓ Begin on page optimization
- ▶ Add KML File

- ▶ Add HCard
- ▶ SEO Meta tag optimization (Title, Description and Keywords)
- ▶ SEO H1-H3 tag optimization
- ▶ Optimize page content for keywords
- ▶ Add alt tags to images
- ▶ Interlink to subcategory pages
- ▶ Add XML file
- ▶ Add SSL Certification
- ▶ Repeat above for each subcategory page
- ✓ Add Google Tag Manager code to website for Retargeting
- ✓ Setup and install Google Analytics
- ✓ Setup and install Google and Bing Webmaster Tools
- ✓ Receive postcard or text message from Google
- ▶ If no postcard received, manually verify

- ✓ Receive postcard from Bing
- ▶ If no postcard received, manually verify
- ✓ Meet with agent or company representative to review missing information or items with client

Month 2-6:

- ✓ Off-Site Content Creation
- ✓ High Domain Authority Link Building (Outreach)
- ✓ Onsite Content Creation for Your OEM
- ✓ Onsite Content Creation to Conquest Competing OEM
- ✓ Off Site Top Level Blog Creation
- ✓ Off-site Content Creation/Backlinking
- ✓ Off-site Web 2.0/Bookmarking Link Building
- ✓ Onsite Social Media Content Syndication
- ✓ Off-site Social Media Content Syndication
- ✓ Reputation Marketing Process (Setup)
- ✓ Monthly Citation Building

- ✓ Submit first batch of emails to request reviews for reputation marketing
- ✓ Account Management
- ✓ Site Audit
- ✓ Crawl Errors
- ✓ Structured Data Issues (All non-target pages)

Month 7 and Ongoing:

Now that your website is optimized and has some authority with Google, Yahoo, and Bing, your foundation for your presence on the Internet is set. We will continue to create new content, market additional keywords, build citations, and continue high domain authority link building to both defend your new rankings and expand your market reach in untapped areas. You will gain a wider audience and we'll continue to go where customers are.

We'll continue social media and focus on building your brand and reputation using our reputation marketing techniques with a heavy emphasis on branding, customer acquisition, and conquest sales in your market. Your website will continue to reach a wider and bigger audience each month.

Welcome to Automotive SEO Domination!