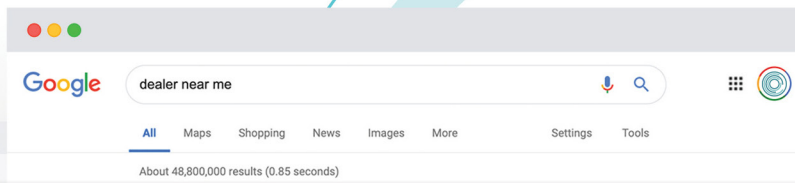
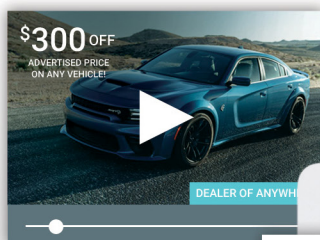




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Next-Level SEO Technology. Data-Driven Optimization. Results That Deliver.



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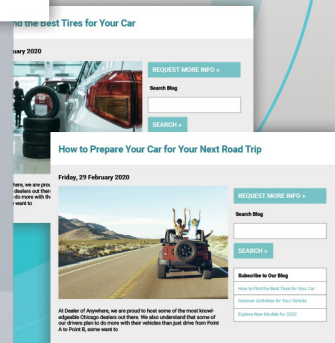
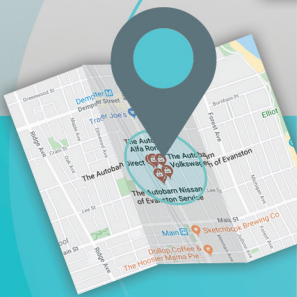
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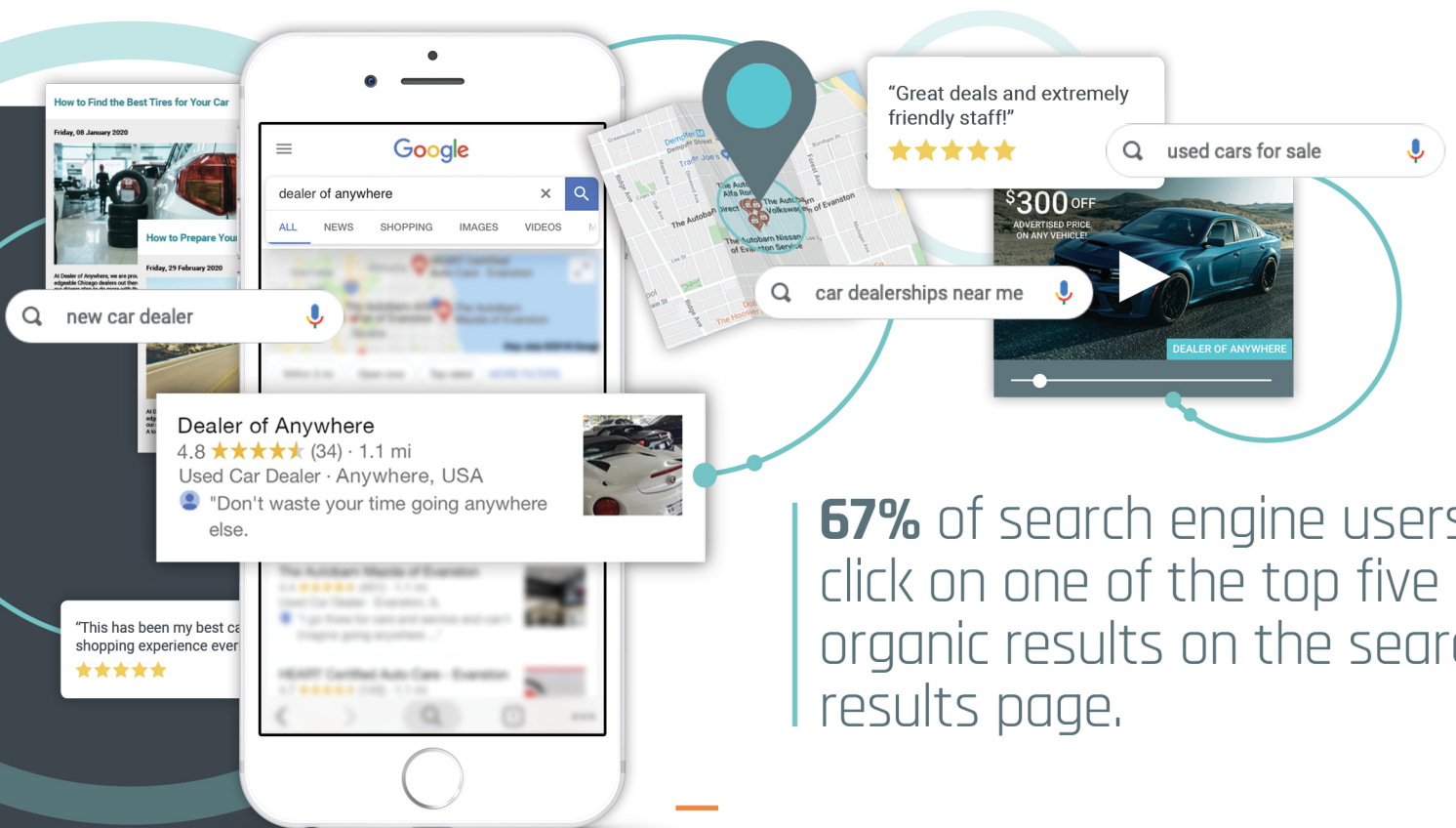
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Amplify your dealership's organic ranking with L2T's NEW SEO Performance Packages



67% of search engine users click on one of the top five organic results on the search results page.

Our comprehensive approach to SEO:

- Optimized Local Citations
- Data-Driven Optimization
- Evergreen Content
- Google Algorithm Compliance
- Credible Off-site and On-site Links
- Share of Voice Tracking

L2T's **NEW** performance features allow our team of SEO Specialists to find more organic opportunity using data-driven insights and machine learning.

- Data insights that determine the most relevant content topics being searched vs. what's assumed
- More robust keyword research based on search volume, share of voice and realistic traffic potential
- Competitive analysis to track rankings for key terms against the competition and identify keyword gaps
- Local ranking analysis at the address, zip or lat/long coordinate level
- Automated website recommendations for model terms, alt tags, duplicate pages, and backlinks based on real-time rankings vs. general SEO best practices.



L2T customers see **+10%** year-over-year organic traffic growth

Choose the Package That Will Take Your SEO Strategy to the Next-Level

SEO Package Features	Basic	Standard	Advanced	Dominate
Claim and validate 70 top local citations including Google My Business (GMB) and Yelp	✓	✓	✓	✓
Claim and validate Facebook, YouTube and Twitter profile information	✓	✓	✓	✓
Structured data to highlight product features in the Google Knowledge Graph	✓	✓	✓	✓
Blog creation and/or website page maintenance to keep your website fresh	✓	✓	✓	✓
Strategic keyword research and optimization (Short-tail and long-tail keywords)	✓	✓	✓	✓
Data-driven on-site page optimizations (Home, New & Used Inventory)	✓	✓	✓	✓
Technical SEO (Website performance, content & page structure, crawlability)	✓	✓	✓	✓
Enrich citation pages with content (Photos, keywords, videos & store updates)	✓	✓	✓	✓
Custom educational content	2/month	3/month	5/month	7/month
Strategic keyword research	Branded + Regional (Up to 10 keywords)	Branded, Regional, Fixed Ops and Model (Up to 20 keywords)	Branded, Regional, Fixed Ops, Model, Used and Segment (Up to 30 keywords)	Branded, Regional, Fixed Ops, Model, Used and Segment (Up to 40 keywords)
Quality off-site content links	2/month	2/month	3/month	5/month
Competitor analysis	—	2	3	4
Local ranking analysis	✓	✓	✓	✓
Google Posts highlighting products, events and offers	1/month	2/month	3/month	4/month
Optimize dealer-provided videos on YouTube	—	Up to 1	Up to 2	Up to 3
Transparent monthly reporting	✓	✓	✓	✓
Website Maintenance	Add-On \$499	Add-On \$499	Add-On \$499	✓

Additional Content Add-On \$75/piece

Upgraded Reporting Functionality

L2T's Performance Dashboard gives our dealers 24/7 access and transparency into how their SEO strategies are performing. Plus, with our new SEO technology custom supplemental reports will provide deeper insight into the competitive landscape, traffic potential and more!

