SEO PACKAGES, PRICING & ADD-ONS

DealerOn Local SEO

DealerOn's active local SEO management service enhances your local search visibility through expert, ongoing optimization of critical on site and off site signals. Plus we provide detailed reporting to keep you in the know. The descriptions to the left are a somewhat simplified description of our offerings. To learn more about the extensive breadth and depth of our active local SEO services, please get in touch with us.

All packages include a dedicated SEO consultant	BASE $1,499/mo	CORE $2,000/mo	ELITE $3,000/mo
PRELIMINARY RESEARCH & SETUP			
Google Analytics Setup, Google Search Console Setup	✔	✔	✔
Metadata Audit, URL Audit, Content Audit	✔	✔	✔
Keyword Research, Optimization Roadmap	✔	✔	✔
Competitive Research, Online Presence Audit	—	✔	✔
Reputation Management Research	—	—	✔
ON PAGE OPTIMIZATIONS			
Metadata Creation / Curation	✔	✔	✔
Strategy-Based Content Creation	✔	✔	✔
Internal Link Building	✔	✔	✔
Local Search Optimizations	✔	✔	✔
Model Research Pages	4	8	All
Custom Blogs	1/month	2/month	4/month
Comparison Pages	—	2/year	4/year
Image Optimizations	—	✔	✔
OFF PAGE OPTIMIZATIONS			
GBP Verification & Management, Bing Listings	✔	✔	✔
Backlink Monitoring & Cleanup	✔	✔	✔
Active Backlink Creation	—	✔	✔
Local Citation Creation & Optimization	—	✔	✔
SOCIAL MEDIA & REPUTATION MANAGEMENT			
Facebook Posts	1/week	4/week	7/week
Twitter Posts	2/week	4/week	7/week
GBP Posts	1/month	1/month	4/month
GBP Q/A Monitoring & Response	✔	✔	✔
Integrated Content Marketing	—	✔	✔
Facebook Reviews Monitoring	—	✔	✔
GBP Reviews Monitoring	—	✔	✔
Yelp Reviews Monitoring, Active Reputation Management	—	—	✔

SEO PACKAGES, PRICING & ADD-ONS (CONTINUED)

	BASE	CORE	ELITE
WEBSITE MANAGEMENT (DealerOn Website Platform Clients)			
Fully Responsive Website	✓	✓	✓
ADA Ready	✓	✓	✓
301 Redirects for Top Pages of Previous Site	✓	✓	✓
SSL Certified & Security Checks	✓	✓	✓
Call Tracking	✓	✓	✓
Website Health Maintenance	✓	✓	✓
Schema	✓	✓	✓
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions	—	✓	✓
WEBSITE MANAGMENT (Non-DealerOn Platform Clients)			
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions	—	✓	✓
REPORTING			
Performance & Strategy Review Calls	Bi-Monthly	Monthly	Monthly
Custom Performance Reports	Monthly	Monthly	Monthly
Goal Conversion Tracking	—	✓	✓
Visual Analytics	—	✓	✓
ADDITIONAL SEO SUPPORT			
SEO Consultant Support via Email	Unlimited	Unlimited	Unlimited
Competitor and Investigatory Support via Email	2x/year	4x/year	Unlimited