

# REUNION **RM** Marketing

RANGE ROVER

DEFENDER

DISCOVERY

JAGUAR



## SEO & Conversion

	Premier PLUS	Premier	Intermediate	Base
Pricing	\$3,000.00	\$2,700.00	\$1,900.00	\$1,350.00

### KeyLift Technology

Market Landscape and Competitor Insight Map	✓	✓	✓	✓
Location Based Keyword Tracking	Up to 7 Locations	Up to 5 Locations	Up to 3 Locations	Up to 2 Locations
Dealer Competitor Keyword Tracking & Insights	6-10 Competitors	3-5 Competitors	✗	✗
Third-Party Competitor Keyword Insights	✓	✓	✗	✗

### KeyLift Content

Dynamic 6-Month Content Plans	✓	✓	✓	✓
Content Pages Per Month	Up to 15	Up to 10	Up to 5	Up to 2
Dealership Blog Included in Content Plan	✓	✓	✗	✗

### Local SEO

Google Business Profile Optimization	✓	✓	✓	✓
Correct NAPs (Name, Address, Phone Number)	✓	✓	✓	✓
Add & Monitor Photos	✓	✓	✓	✓
Unique Business Descriptions	✓	✓	✓	✓
Create & Claim Service & Parts Listings	✓	✓	✓	✗
Adding and Maintaining Products on GBP	✓	✓	✓	✗
Answering & Monitoring FAQs	✓	✓	✓	✗
Google Business Profile Posts (1 per week)	✓	✓	✓	✗
Any Additional GBP Optimization (e.g. Body Shop, Rental Car)	✓	✓	✗	✗
Apple Business Connect Optimization	✓	✓	✓	✗
Third-Party Listing Management of over 60 additional listing via Yext.	✓	✓	✓	✗

## SEO & Conversion (Continued)

### Technical SEO

Updating and Monitoring of Meta Titles, Meta Descriptions, H1s, Crawl Errors, and Image Alt Tags	✓	✓	✓	✓
Homepage & Service Center Copy Updates	✓	✓	✓	✓
Updating and Monitoring of Internal Linking	✓	✓	✓	✓
Sitemap Updates	✓	✓	✓	✗
Page Speed Analysis	✓	✓	✓	✗

### Conversion Optimization

Google Analytics 4 Setup & Analysis	✓	✓	✓	✓
On-Site Conversion Optimization	✓	✓	✓	✗

## Paid Media Marketing

	Premier	Intermediate	Base
Pricing	\$1,700.00	\$1,200.00	\$650.00

### Google Ads

PPC Campaign Management	✓	✓	✓
Extension Management	✓	✓	✓
Phone Call Tracking	✓	✓	✓
Lease & Finance Ad Enhancement	✓	✗	✗

### Google Specialty Campaigns

Performance Max Campaigns	✓	✓	✗
VLA's - Vehicle Listing Ads	✓	✓	✗

### Google Retargeting & Display

Dynamic Inventory Retargeting	✓	✓	✗
Competitor, Custom Intent, In-Market, and Smart Display Campaigns (based on budget & goals)	✓	✓	✗

## Paid Media Marketing (Continued)

### Bing Ads

Bing Ad Management	✓	✓	✗
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### Additional Services

Video Pre-Roll	✓	✗	✗
Dynamic VIN & Model Specific Campaigns	✓	✗	✗

### Facebook & Instagram

New Car Campaign(s)	✓	✗	✗
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Disclaimers:

Don't see what you're looking for? Ask us about our vetted partners across the industry including OTT, First Party Data, advanced social media, and more.

One-Time Set-Up Fee = One Month of Service

The pricing and scope outlined in this proposal are valid for 90 days from the date of the latest issuance of this document, after which they may be subject to review and modification.