

# ADVERTISING & SEO

Search – Display – Social Media – Digital TV – Online Video – SEO

Our owned and operated third-generation AI makes driving demand in localized markets easier with advertising that resonates with potential buyers at the right time. Not only does our technology make it easier to attract likely buyers, but it also helps maximize the impact of your ad budget by ensuring your ads are seen on the right websites. PowerSEO was built to improve your online visibility and attract quality traffic in your area. We optimize your ability to rank organically for both inventory and long-tail keyword searches.



Showcase your brand across the web. Sincro's established and growing network provides you with **prioritized placements** and **unmatched buying power**.



Maximize your organic website traffic by combining proprietary SEO technology with expert consultation from a trained and certified strategist. Dedicated support aligned to your business needs.



Make the most of your budget and **shift spend immediately** to online traffic that engages. Your budget moves across channels in real time **based on performance**.

## Reach

Sincro's ad platform delivers **6+ million unique ad experiences** per day, delivering more than **540 million daily impressions**.

## Real-Time Optimization

**147 million adjustments** are made every day based on real-time shopper activity and outcomes on client websites.

# ADVERTISING & SEO PACKAGE GUIDE

An unparalleled combination of technology and expert consultation, tailored to your unique business goals.

	Emerald 30% Fee	Gold \$849	Platinum \$1,699	Diamond \$2,499
Dedicated Advertising Analyst	●	●	●	●
Response Time	●	48 Hours	48 Hours	48 Hours
AI-Driven Cross-Channel Budget Optimization System	●	●	●	●
EXPERT-LED STRATEGY	●	●	●	●
Strategy & Performance Calls	Monthly	Quarterly	Monthly	Monthly
Custom Campaigns	●	Turnkey OEM-Aligned	●	●
Profit Centers	New, Used, Fixed Ops	New Used	New Used	New Used
Custom Banner Ad Sets (as needed)	Up to 3/Mo	N/A	Up to 3/Mo	Up to 5/Mo
Ad-Related Custom Landing Pages	A la carte	N/A	A la carte	A la carte
Custom Creative Execution	3-5 Business Days	N/A	3-5 Business Days	3-5 Business Days
Channels Included in Above Packages				
Paid Search	●	●	●	●
Retargeting	●	●	●	●
Display	●	●	●	●
Meta Display	N/A	N/A	●	●
Video (YouTube, Facebook, Pre-Roll)	N/A	N/A	N/A	●
Pandora Streaming Audio	N/A	N/A	N/A	●
Search Engine Optimization				
PowerSEO including Google Business Profile Optimization & Management	\$1,399 per month			

# A LA CARTE ADVERTISING

<b>Custom Ad Management Fee</b>	Custom Management Fee / month Fee + Media Spend
<b>Used Vehicle Advertising</b>	\$495 / month Fee + Media Spend
<b>Social Suite</b>	25% Fee / month Fee + Media Spend
<b>Meta Marketplace Listings</b> (Optional Social Suite feature provided at no add'l charge)	\$0
<b>Fixed Ops Advertising Package</b> (without Platinum or Diamond Package)	\$495 / month Fee + Media Spend
<b>Fixed Ops Plus-Up</b> (with Platinum or Diamond Package)	\$249 / month Fee + Media Spend
<b>Meta Display</b>	\$495 / month Fee + Media Spend
<b>Streaming Audio Advertising</b> (Pandora)	\$495 / month Fee + Media Spend
<b>Video Advertising</b>	\$495 / month Fee + Media Spend
<b>Search Advertising</b>	\$495 / month Fee + Media Spend
<b>Retargeting Solution</b>	\$495 / month Fee + Media Spend
<b>Display Solution</b>	\$495 / month Fee + Media Spend
<b>Retailer Request – Additional Banner Ad Set (one time)</b>	\$149
<b>Retailer Request – Custom landing page (monthly)</b>	\$195 / month
<b>Retailer Request – Single Video Broadcast Ready</b>	\$299
<b>Retailer Request – One Video Voice-Over Upgrade (one time)</b>	\$149

# POWERSEO

An all-encompassing SEO solution will super-charge your organic search strategy. Your Digital Performance Strategist will work with you to keep a pulse on what Google and other search engines are changing to maximize your search presence, traffic, and leads.



## On-Page Search Visibility Optimizations

- Custom Landing Page Creation
- Custom Keyword Research and Tracking
- Industry-Leading Tools utilized for Enhanced Analysis
- Internal Linking Optimization
- Image Optimization, Including Sizing and Alt Text
- Site Speed Optimization
- Navigation Optimization
- Meta Content Optimization: Title Tags, Meta Descriptions, Header Tags
- Technical SEO: Schema, Mobile-First, XML Sitemap Maintenance, URL Link Optimization
- AI-Powered Content Personalization for Enhanced SEO Relevancy
- Additional On-Page Tactics as Needed

## Off-Page Search Visibility Optimizations

- Backlink Building and Maintenance, Including Removals
- Access to Majestic SEO for Trust Flow and Link Analysis
- Additional Off-Page Tactics as Needed

## Google Business Profile Management

- Sales, Parts, Service and Body Shop Listing Optimization
- Q&A Strategy and Consultation
- Custom Dashboard Reporting
- Monthly Posts

## Reporting and Analytics

- Google Analytics, Google Search Console, and Google Tag Manager Installation
- Award-Winning Google Analytics Reporting Dashboards with Advanced User Behavior Data
- Goal Alignment and Performance Analysis
- Monthly Performance Reporting

*"We have had steady increases in unique visitors every month since signing on with PowerSEO. Google alerts frequently arrive with updates the Sincro PowerSEO staff has made to enhance the visibility of our dealerships online."*

# POWERSEO FEATURES & BENEFITS

**PowerSEO**  
**\$1,399**

Listing Creation + Optimization (Sales, Parts, Service, and Body Shop)	●
Core Listings Review: Content Accuracy, Attributes, & Updates	●
FAQ Consultation	●
Q&A Launch Consultation	●
Q&A Strategy Consultation	●
Reporting (custom dashboard)	●
Google Vehicle Listing Activation OR Product Updates (Sales, x10)	●
Social Linking Strategy Recommendations (influence social links on GBP)	●
Troubleshooting Support	●
Dealer-Supplied Video Updates	●
Google Analytics 4 Powered Reporting Dashboards	●
Dedicated Support from Your Digital Performance Strategist	●
Full Website Search Optimization and Maintenance	●
Link-Building, Business Listings and Backlink Management	●
Custom Landing Page Creation	●
Site Speed Optimization	●
SEO Keyword Research	●
Technical SEO, Sitemaps, and Google Search Console	●
Automotive Schema and Structured Data	●
XML Sitemap Management	●
Local Keyword Rank Tracking	●
Insights from leading industry tools to drive your SEO Strategy	●
<b>Monthly Photo Uploads for Core Listings</b>	<b>Up to 5x</b>
<b>Monthly Sales Posts</b>	<b>Up to 5x</b>
<b>Monthly Service Posts</b>	<b>Up to 3x</b>
<b>Monthly Parts and Body Shop Posts</b>	<b>Up to 3x</b>
<b>Call Tracking Numbers (optional, additional Marchex enrollment required)</b>	<b>Up to 3</b>