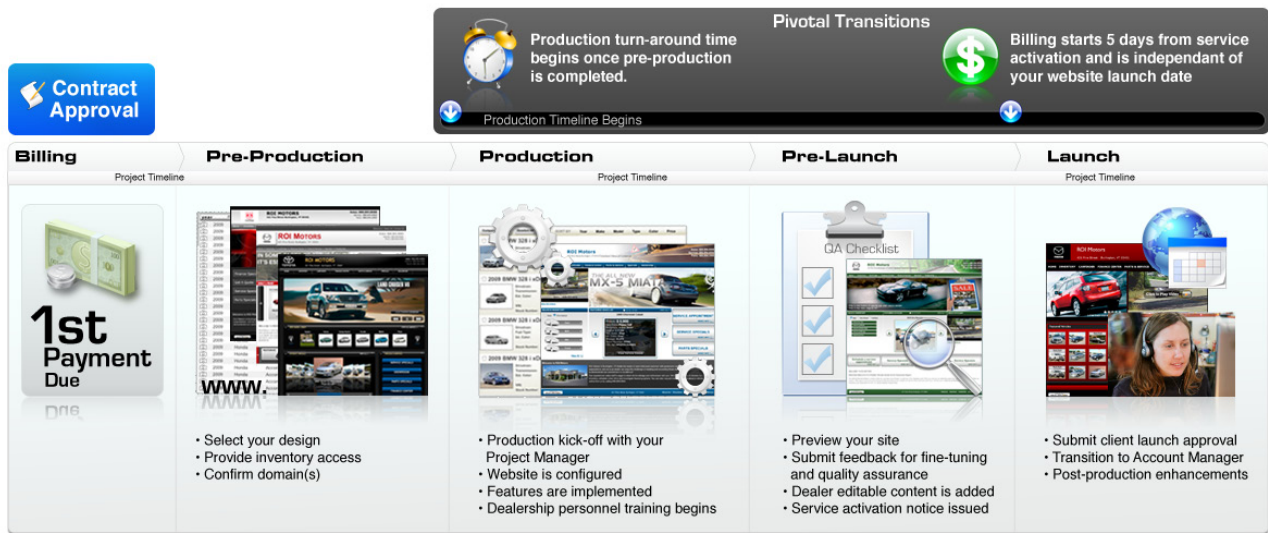




EasyLAUNCH™

Launching your dealer website has never been easier.

Dealer.com's EasyLaunch™ program eliminates the hassle of switching vendors by maximizing uptime of your site and streamlining the technical transition. The result is more traffic and leads from day one.



Production and Project Management

Your Project Manager will ensure prompt and accurate execution of your website, from account setup and feature configuration through site launch. Your Project Manager will oversee:

Website Design and Development

We will guide you through the design selection process, including custom design options when requested, to create an appealing, well-made website that attracts visitors.

We will review features and functionality of the selected website package to ensure you've selected the most effective internet marketing solution for your dealerships.

Inventory Integration

Dealer.com offers integration with over 100 inventory sources, including every major Dealer Management System (DMS). We also offer a custom inventory integration if the existing integrations do not satisfy your needs; this has a critical impact on configuration time and should be discussed immediately.

Site Launch

- We will discuss your preferred target date for site launch and work with you to meet the agreed-upon deadline. We will also proactively identify necessary steps by both parties to ensure expectations are met.
- We will require relevant information about hosting and control of your domains to facilitate launch.
- Both our team and yours will perform quality assurance (QA) checks as different components and content for the site are built.
- We require your approval to launch your website(s).

Account Management

Your Account Manager is fully dedicated to helping you achieve optimum performance from your Dealer.com web solution.

- **Performance Benchmarking:** Your Account Manager monitors website traffic and lead generation. Your Account Manager recommends best practices, highlights under-utilized features, and identifies efficiencies to make your staff and your site more successful on an on-going basis.
- **ControlCenter™:** Your Account Manager will acclimate you to all the tools and resources that allow you to navigate through your dealership website, making changes as needed, in real time.
- **Quality Assurance:** Beyond the production phase of your website, your Account Manager will review your Dealer.com website to ensure optimal appearance and usage of the various components.
- **Benefits:** Your Account Manager will supply periodic updates and opportunities for you to make informed decisions about new ways to set your web solution apart from your competitors.
- **Training:** Your Account Manager will notify you of training opportunities that cover the “how to’s” of various components of your website solution, as well as Internet marketing best practices. One-on-one coaching is available as needed.
 - You should begin training while your site is still in production, so you are better prepared for when the site goes live.
 - In addition to webinars, your Dealer.com package comes with a full suite of on-demand training videos in ControlCenter™.
 - Training is an absolute necessity for you and your internet/sales team to maximize the return on investment. Less time struggling with technology, means more time following up on leads and closing deals.

World-Class Technical Support

As an additional resource to your Account Manager, and for troubleshooting if something unexpected occurs, our highly-trained technical support team is available to listen and respond to your needs.

- Dealer.com offers you a world-class technical support team, which operates with extended business hours (Monday-Saturday) and 24/7/365 emergency response.
- Operating hours are: 8:00AM to 8:00PM (EST) Monday through Friday, as well as Saturdays from 9:00AM to 5:00PM (EST).
- Our support team can be reached toll-free within the US and Canada at 1.888.895.2994.

Search Engine Optimization (SEO) and Paid Search Advertising

Dealer.com focuses on website optimization by offering a fully integrated search engine marketing platform, which is accessed in ControlCenter™. All of our websites are built using award-winning technology to ensure that the pages are easily crawled and properly indexed by the major search engines. For a more cohesive digital marketing strategy, engage our team of analysts to implement SEO and paid search campaigns that will deliver highly targeted content to your intended audience and ultimately result in greater conversions and ROI.

ManagedSEO™

- SEO allows you to proactively seek higher natural (or “organic”) rankings in the search engines by strategically focusing on content optimization and link building, beginning with extensive keyword research.
- Optimization begins prior to site launch when our search implementation specialist contacts you to gather information that our analysts require for your SEO strategy.
- Dealer.com provides you with weekly reporting and analysis in ControlCenter™ of your search engine ranking, presenting easy-to-understand data to track progress over time.
- Search engine ranking at the outset of SEO has as much to do with your previous position, the trust/age of your domain, and such things as your focus on Local Business Listings, specials, and custom content.

TotalControl DOMINATOR™ Paid Search

TotalControl DOMINATOR (TCD) is Dealer.com’s paid search advertising platform that is directly integrated with campaign management on the major search engines to allow centralized management, editing, and reporting transparency in ControlCenter™.

- With Managed TotalControl DOMINATOR, our SEM Analysts will set up your campaigns, monitor its performance, and continually optimize for best results, within your specified monthly budget. You can view your campaigns, keywords, ad copy, and detailed performance metrics at any time.
- Search marketing analysts are Google AdWords certified, specialists in automotive search trends, and strategists on budget allocation, bid management, and geo-targeting.