



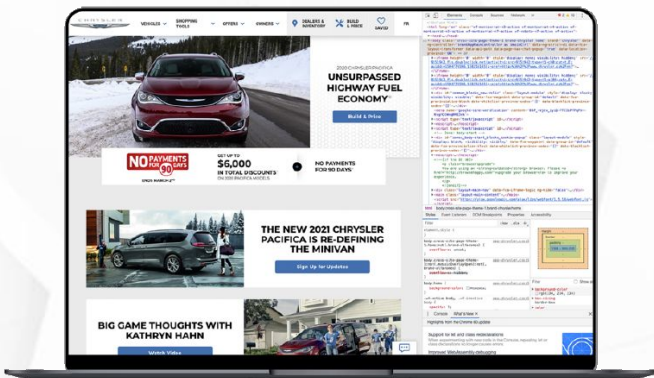
## Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

### SEARCH ENGINE OPTIMIZATION (SEO)

With the TAdvantage SEO solution, Stellantis dealers can benefit from a strong SEO strategy and implementation guideline to drive traffic to your dealership website.

You'll elevate your online presence over the long term with the support of our team of Canadian automotive SEO experts.

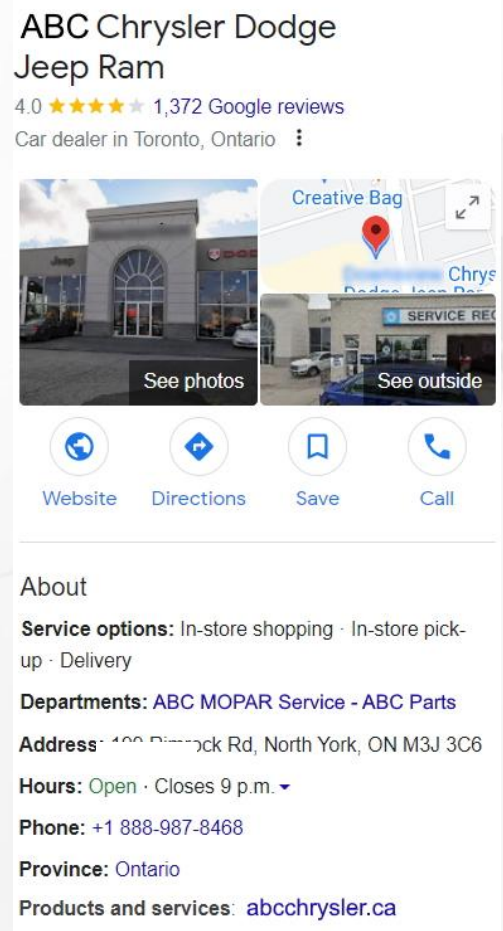
Your dealership website will be optimized through every piece of contributed content, while establishing keywords to boost your organic ranking in search engines.



### LOCAL SEARCH OPTIMIZATION (LSO)

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you!

We'll help you claim and/or manage your Google Business Profile listing to increase visibility and engagement to attract new customers in your immediate area.



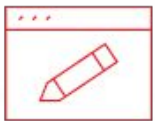
# TAdvantage **SEO & LSO**



## Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

### SEARCH ENGINE OPTIMIZATION (SEO)

### LOCAL SEARCH OPTIMIZATION (LSO)



#### CUSTOM AD COPY

Build authority via unique content across your entire website written.



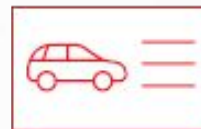
#### GOOGLE BUSINESS PROFILE UPDATES

Create more Google Business Profile posts to attract local customers.



#### OPTIMIZED VEHICLE LANDING PAGES

Vehicle product pages contain helpful content for the best search user experience.



#### GBP QUESTIONS & ANSWERS

Let us help you stay on top of replying to consumers inquiries.



#### EXPERT BLOG POSTS

Increase blog post volume to grow your digital brand and engage with customers.



#### REPUTATION MANAGEMENT

We'll help manage your reviews to create a favourable public opinion of your dealership.

# TAdvantage **SEO & LSO**



Features	LSO Standard	LSO Premium	SEO Standard	SEO Premium
Google Business Profile/Bing Places Optimization	•	•	•	•
Citation Build & Clean	•	•	•	•
Google Business Profile Product Collections	•	•	•	•
Google Business Profile Posts	•	•	•	•
Department Google Business Profile Optimization		•	•	•
Google Business Profile Review Generation		•	•	•
Custom Landing Page Creation			Quarterly	Monthly
Custom Model SRP Creation - 5 models			•	•
Key Page Optimization			•	•
Link Building			•	•
Keywords Tracked			20	40
Site Speed Optimizations				•

Stellantis Digital SEO Features	New Vehicle Content Standard	New Vehicle Content Premium
Product Features	1 Blog and 1 News Piece. Each Blog has an average of 500 words and news piece has an average of 175 words	2 Blogs and 1 News Piece. Each Blog has an average of 500 words and news piece has an average of 175 words



We innovate together with automotive OEMs and retailers, to make them **more effective & efficient**, through our integrated software solutions and data insights.