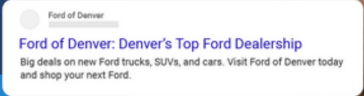
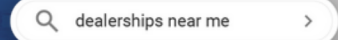


# SEO Content Marketing Program



**Search Engine Optimization** is the secret sauce that makes your website attractive to Google and other search engines. If you rely on packaged plans from website providers, chances are your secret sauce comes out of a can. **Canned solutions don't help you stand out.**

## WHY SMEDIA

Our goal isn't just to drive more traffic, it's to measure the quality of the traffic landing on VDP's and optimize to drive more engaged users to your site. Our approach is **custom** to your dealership and will improve your organic results. Here's what you can expect:



### Ongoing Optimization

- Meta page titles, descriptions, images, content, internal linking
- User experience optimization consultancy
- Weekly monitoring of critical site health issues
- Custom Local search optimizations
- Data Aggregator subscriptions
- Ongoing off-site monitoring and optimization



### Ongoing Audits, Monitoring, and Management

- Google Search Console, GMB, Bing, Apple Maps
- Content and structure audits including metadata, URL structure, content, keywords, sitemap, bots, site speed
- Citation tracking, reputation and competitor research



### Custom Content Creation

- WOW pages - 2 strategy-based resource pages/blogs per month to build stronger organic pull
- OEM Branded videos for social, YouTube, leads, landing pages (This is dependent on OEM and may not be available.)

**With sMedia, every SEO customer receives personalized service that will make your brand stand out and help grow your organic impact, leads, and sales.**

How do you stack up against your competitors? **GET A FREE SEO AUDIT CONSULTATION TODAY**