

Choose the best route for your dealership with **Dominion Responsive Websites.**

Essentials

Excel

Eclipse

\$799/mo

\$1,599/mo

\$2,399/mo

| | | | |
|--|---|---|---|
| The Industry's Fastest Websites with Fully Responsive, Mobile First Design | ✓ | ✓ | ✓ |
| Digital Marketing Dashboard with Google Analytics Tracking & Reporting | ✓ | ✓ | ✓ |
| Full Administrative Access (for managing content, inventory, promos, etc.) | ✓ | ✓ | ✓ |
| 6 Call Tracking Numbers | ✓ | ✓ | ✓ |
| Support for all Third-party Integrations | ✓ | ✓ | ✓ |
| All Required MNAO & Shift Digital Integrations | ✓ | ✓ | ✓ |
| Multilingual Capabilities | ✓ | ✓ | ✓ |
| Model Showroom Pages for all Current Mazda Models | ✓ | ✓ | ✓ |
| Site Secured Via HTTPS (SSL) | ✓ | ✓ | ✓ |
| Shopper Tools (Save Vehicles, Get Price Alerts) | | ✓ | ✓ |
| OEM Rebates & Incentives that Integrate on SRPs, VDPs, & Showroom pages | | ✓ | ✓ |
| Managed Search Engine Optimization (SEO) | | ✓ | ✓ |
| 1 Handwritten, Unique Content Page per Month | | ✓ | ✓ |
| Heatmapping & A/B Testing | | ✓ | ✓ |
| CarStory Integration on Used Vehicles | | ✓ | ✓ |
| Up to 3 Custom, Handwritten Content Pages per Month | | | ✓ |
| 5 Fixed Ops Content Pages Plus a Service Portal | | | ✓ |
| Up to 6 Custom Homepage Banners Created per Month | | | ✓ |

Website Accelerators:

My Payment

\$1,199/mo

Engage shoppers with a shop-by-payment solution that generates more leads with higher closing ratios. This VDP/SRP payment conversion tool and credit pre-qualification center is a must-have website Accelerator for dealers looking to cater to the needs of online shoppers.

Soft credit pulls are billed separately by credit vendor at \$2.25 per analyzed lead.

Managed Search Engine Optimization

\$449/mo

Enhance your search engine placement on Google, Yahoo and Bing with Organic Optimization. This Accelerator includes meta tag & online content management. It also includes monthly reporting, quarterly reviews and ongoing consultative services - to ensure your continued success!

Fixed Ops Content Package

\$349/mo

Draw attention to your dealership's Fixed Ops offerings with up to 6 pages of handwritten, custom content. This Accelerator includes a Service Portal Page that links to the other pages. All content is updated quarterly.

Enhanced Fixed Ops Content Package

\$599/mo

Why not drive even more business to your Service Drive? Get a full suite of handwritten, custom content pages, focused on Fixed Ops with this Accelerator. It includes a Service Portal Page that links to the other pages. All content is updated quarterly.

Monthly Content Page

\$100/mo

Drive more traffic and conversion with one Custom Content Page each month. This page will be built in a standard layout, but will have custom content based on a topic relevant to your dealership and market. This Accelerator includes custom, SEO-rich, content tailored to your dealership and location.

Monthly Banner Creation

\$70/mo

Grab your website visitors' attention with a banner highlighting your current promotions or new models. You will enjoy the creation of one custom, graphical banner each month for use on your homepage or other areas of your site.

Get Results at Every Turn. Drive Dominion.