

STREAM SEO PROGRAMS



Achieve your goals of increasing organic website traffic and generating more quality leads through content marketing, and on-page and off-page SEO strategies and tactics.



KEY GOALS

- **Generating More Quality Leads**
- **Increasing Organic Traffic in Targeted Areas**

EXPERIENCED TEAM

Management: Director, SEO Team Lead

Strategists: Content Strategist, Inbound Marketing Copywriter

PROGRAM DELIVERABLES

Custom Content

- Yearly ongoing content, focused on core model inventory, geo-targeted market areas, and dealer profit centers.
- Geo-targeted content aimed at ranking in the local and nearby search engines.

On-Page Optimization

- Optimize the site to target keywords identified as opportunities.
- Including title tags, meta descriptions, H1 tags, image ALT tags, and internal linking.

Link Building

- Build high-quality backlinks to the site from relevant external websites.
- Through outreach utilizing custom content.

Technical Audits & Updates

- Ensure the site is search-engine friendly and mobile-friendly.
- Audit and update any technical errors that could harm the site's organic performance.

Citation Clean-Up

- Claim and update third-party listing to ensure all business information (including name, address, and phone number) is accurate and consistent with the website.

Reporting

- SEO reporting consists of organic traffic, organic conversions, top-performing landing pages, organic keyword-ranking trends, etc.

Video SEO

- Three videos will be created for your core model vehicle reviews and six vehicle comparisons.
- Each video will be optimized for SEO, added to YouTube, then embedded into the core review and comparison shopper content pages.

Conversion Rate Optimization – A/B Testing

- Testing two versions of a web page in order to make data-driven decisions that will positively impact your site's user experience and drive more leads.

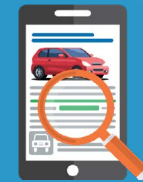
SEO TEAM



100% Unique SEO Content



Industry-Leading Tools



Monthly On-Page Optimization



Leaders in Off-Page SEO



Monthly Website Audits



SEARCH ENGINE OPTIMIZATION (SEO)	ENHANCED	PROFESSIONAL
YEARLY CONTENT PLANNING (12 MONTHS AHEAD)	✓	✓
MONTHLY WEBSITE ACCESSIBILITY & TECHNICAL ERRORS AUDIT	✓	✓
GOOGLE ANALYTICS & KPIS SETUP	✓	✓
KEYWORD ANALYSIS	✓	✓
KEYWORD MAPPING	✓	✓
MONTHLY PIECES OF CONTENT	✓	✓
MONTHLY WEBSITE PAGES OPTIMIZED	✓	✓
CITATION BUILDING	✓	✓
WEEKLY GA4 AUDITS	✓	✓
MONTHLY GOOGLE BUSINESS PROFILE POSTS	✓	✓
ONGOING LINK BUILDING		✓
VIDEO SEO		✓
CRO		✓
MONTHLY INVESTMENT	\$2,500	\$3,500

