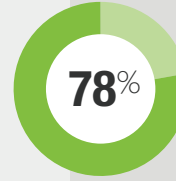


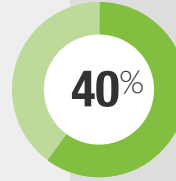
Shoppers search online. Get in front with CDK SEO.

Search engines are always changing their algorithms to provide consumers with better experiences. What worked today might not work tomorrow — so partner with seasoned search engine optimization (SEO) experts who use industry-leading strategies and technology. At CDK Global, our SEO solutions will maximize your dealership's visibility, no matter what level of service you choose.



78% of **online shoppers** rely on **search engines** to research cars.

Source: 2011 AutoTracker.com/Polk Study



40% of **website referrals for parts, tires, and accessories** also come from search engines.

Source: Google/Complete Automotive Aftermarket Study

Check out two flexible options, **SEO Essentials** or **PowerSEO**, to suit your needs.

Key Features	SEO Essentials	PowerSEO
24/7 Online Reporting	✓	✓
Google Search Console	Submission	Management
Platform-Integrated Schema	✓	✓
Keyword Research	✓	✓
Initial & Ongoing Optimization: <ul style="list-style-type: none"> • Home Page • Service & Parts, Accessories Pages • Corporate Model Pages • Full Site Optimization: <ul style="list-style-type: none"> – Home Page, Service & Parts, Model Pages – Hours & Directions, Vehicle Search Results – Vehicle Details, Used Cars, Finance, etc. • Custom Page Creation 	✓ 4 Up to 20	✓ No Limit No Limit ✓ ✓
Dedicated SEO Specialist		✓
Advanced Custom Strategies Based on Your Goals		✓
Competitive Research		✓
Domain & Link Analysis		✓
Quarterly Strategy & Performance Call		✓
Monthly Reporting via Email		✓
Full Management: Google, Bing & Yahoo! Listings		✓
Link Building		✓
Citation/Directory Management		✓
Structured Data Markup Across the Site (Schema, Google Data Highlighter, JSON-LD)		✓
URL Customization/Optimization		✓
Google Analytics		✓

Stay on top of search engine results.

[Go to cdkglobal.com/seo](http://cdkglobal.com/seo)