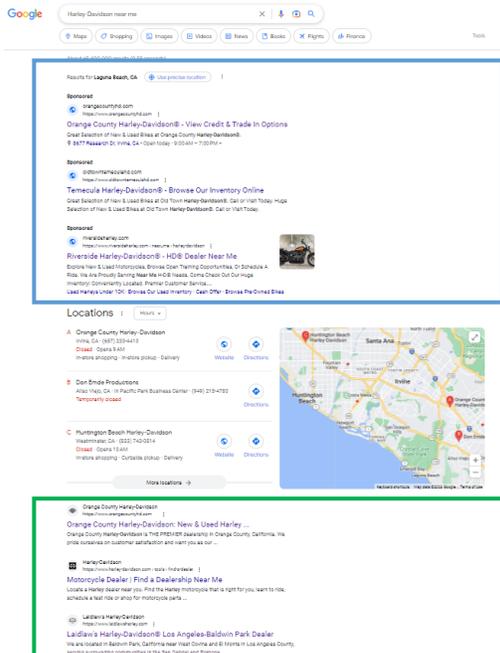
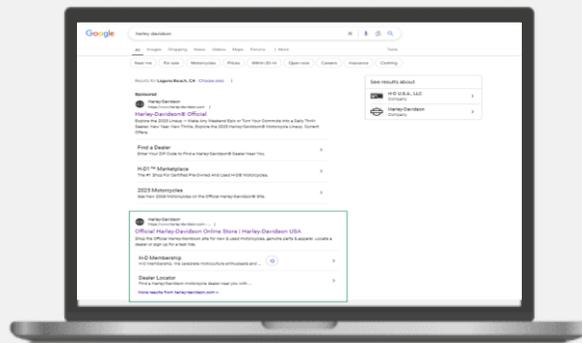




### Search Engine Optimization

- **What is it?** The process of improving both the quality and quantity of traffic to a website from search engines.
- **Why is it important?** Enhances a website's visibility in organic search results, enabling businesses to reach a broader, more relevant audience.



**Search Engine Marketing/Digital Advertising (SEM)**

- A **Paid** method used to appear in search results
- Involves setting up campaigns, developing Ad copy, and optimizing keyword lists
- Immediate Impact

**Search Engine Optimization (SEO)**

- An **Organic** method used to appear in search results
- Optimizes websites through combination of technical and content related strategies
- Requires a “longer burn” before seeing results

Provider	DDP SEO Add-On Package Price
Dealer eProcess	<a href="#">\$699/mo</a>
Dealer Spike	N/A
DX1	<a href="#">\$549-849/mo</a>
Fox Dealer	<a href="#">\$599/mo</a>
Motive	N/A
Room 58	<a href="#">\$235-2,800/mo</a>
Power Go (CAN only)	N/A

### Quick SEO Tips

- Relevant content is important
- Local keywords in meta titles and descriptions
- Optimize your Google Business Profile
- Regularly monitoring performance
- Remove any unused scripts and GTMs
- Make sure all images have appropriate alt text

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Questions? Contact your Virtual Marketing Consultant at 1-833-886-7221 or by email at [info@harley-davidsondigital.com](mailto:info@harley-davidsondigital.com).