

# Search Engine Optimization (SEO)

Using Room 58's industry expertise to deliver measurable results

## WHY IS SEO IMPORTANT?

### SEO drives online traffic



SEO is a great way to drive more traffic to your site to help you sell more bikes. Optimization helps by making your site as easy to find as possible and promotes your dealership's profile online.

### It's quantifiable



Every month, we evaluate and analyse your site's online presence. This includes it's visitor numbers, visibility on search results pages, usability and performance, then present our findings.

### Builds trust



Enhancing credibility involves boosting site visibility and trust through organic links and positive user engagement. We work to establish a high-authority trust flow to enhance the credibility on your website.

### Involves continuous improvement



SEO optimisation is a ongoing process, Room 58 uses it's findings and monitors algorithm changes to constantly improve your site and help you to rank higher than your competitors.

## SEO PACKAGE INFORMATION

### Bronze - \$320

- Website audit and health check
- 5 pages per month audited with recommendations – page titles, meta info, alt tags, Heading tags and link fixes
- 1 Geo targeted location landing page

### Gold - \$1,910

- SEO Dashboard
- Website audit and health check, on-site analysis
- Up to 9 pages per month – page titles & meta info, alt tags, Image formats, Heading tags & link fixes
- 3 Geo-targeted location landing pages
- VDP optimization across entire inventory
- 1 SEO optimized article
- Backlink analysis

### Silver - \$640

- SEO Dashboard
- Website audit and health check
- 7 pages edited per month – page titles & meta info, alt tags, Heading tags & link fixes
- 2 Geo-targeted location landing pages

### Platinum - \$3,799

- SEO Dashboard
- Website audit and health check, on-site analysis
- Up to 11 pages per month – page titles & meta info, alt tags, Image formats, Heading tags & link fixes
- 5 Geo-targeted location landing pages
- VDP optimization across entire inventory
- 2 SEO optimized articles
- Backlink analysis, disavow list & page speed optimization

(prices shown are per month)

## PAY PER CLICK ADVERTISING (PPC)

Use PPC to reach potential customers who are actively looking to buy your products and services with PPC and enhance your ROI.

PPC costs are determined by your Search Engine Marketing (SEM) budget.

Room 58 research the relevant keywords and competition within a dealership's area, then set a recommended budget.

A one-time set up fee of \$300 is charged and a 20% strategy fee is then calculated from the SEM budget.

### Example budget of \$3000

Initial set up fee	\$400.00
Strategy fee	20% of Budget - \$600
Features	<ul style="list-style-type: none"><li>• Basic Package</li><li>• Social Media Adverts</li><li>• YouTube Adverts</li></ul>