



Relevant Dealer

Making your Business Relevant

SEARCH VISIBILITY THAT DRIVES REAL RESULTS.

A complete SEO strategy designed for automotive dealers and businesses that want to be found, trusted, and chosen.



On-Site Optimization

Stronger pages. More visibility.



Off-Site Authority

Build trust everywhere.



Structured Data

Help search engines understand your business.



AI / GEO

Be visible in the next generation of search.



More
Organic Traffic



More
Qualified Leads



Long-Term
Growth

RelevantDealer.com



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SEARCH ENGINE OPTIMIZATION

ON-SITE SEO STRONGER PAGES. HIGHER VISIBILITY.

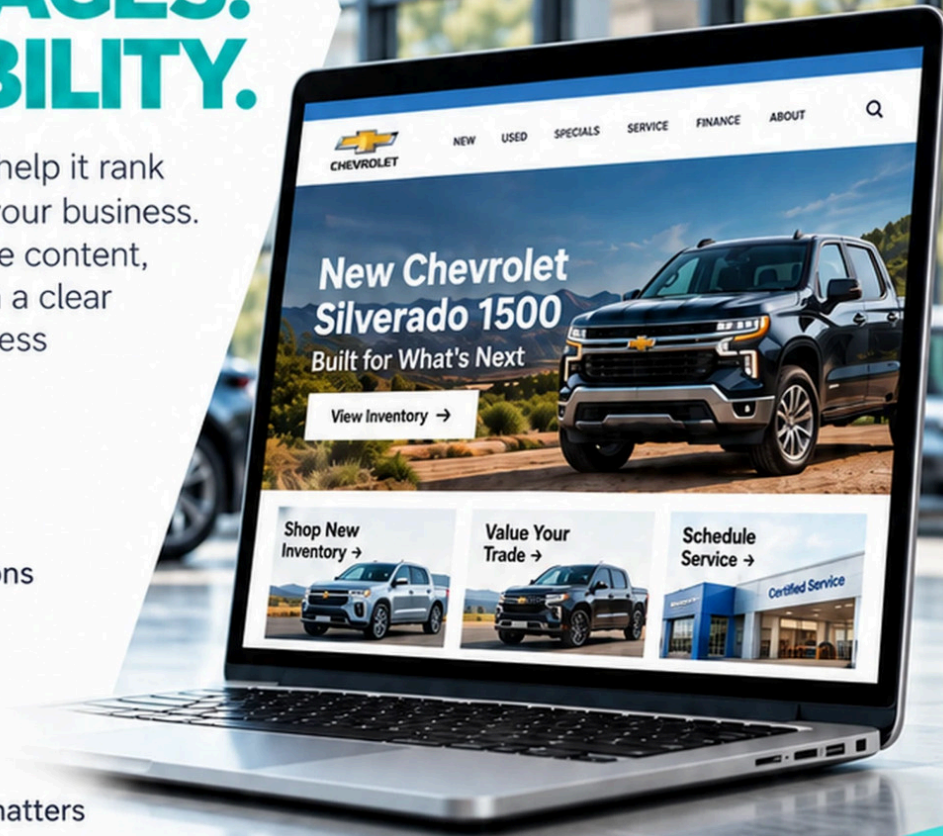
We actively optimize your website to help it rank for the searches that matter most to your business. Our team makes the changes, adds the content, and ensures every page is aligned with a clear search strategy focused on your business and your market.

- ✓ Add and optimize content
- ✓ Keyword-focused page structure
- ✓ Optimized titles and meta descriptions
- ✓ Header structure (H1, H2, H3)
- ✓ Image optimization with alt text
- ✓ Internal linking strategy
- ✓ Location-specific content where it matters
- ✓ Remove or replace thin or duplicate content
- ✓ Ongoing updates and improvements



ONE PRIMARY SEARCH PHRASE PER PAGE

Focused, relevant and geo-targeted for the right audience.



BEFORE

www.yourdealership.com/trucks

Trucks for Sale

We have a great selection of trucks at our dealership. Browse our inventory today.



AFTER

www.yourdealership.com/chevrolet-silverado-1500-denver

New Chevrolet Silverado 1500 in Denver, CO

Shop new Chevrolet Silverado 1500 trucks in Denver, CO. Explore trims, compare features, and find the right Silverado for your needs at our local Chevrolet dealership.



Stronger
Pages



Higher
Rankings



More
Customers

RelevantDealer.com



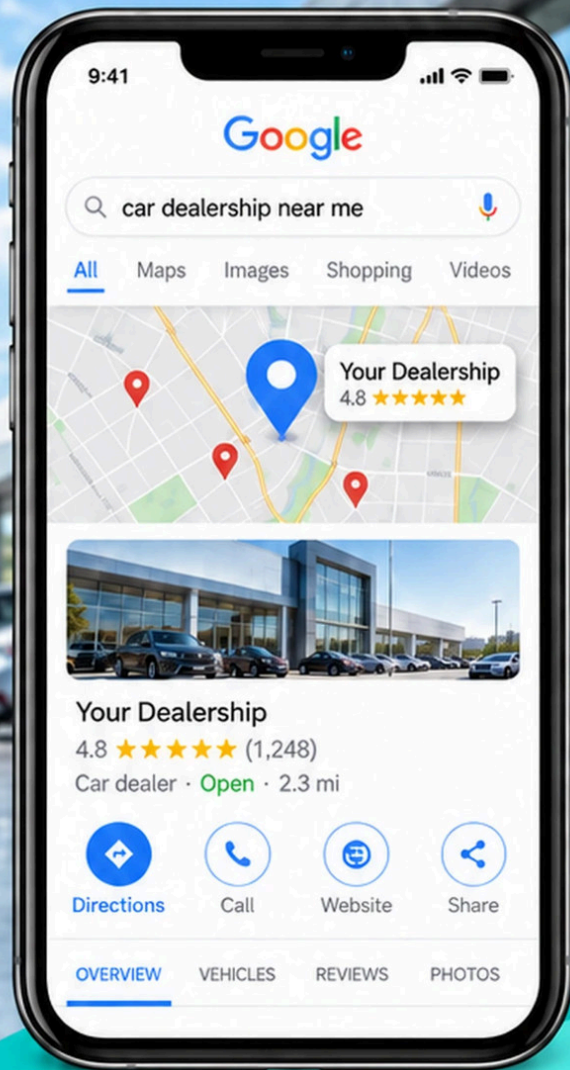
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SEARCH ENGINE OPTIMIZATION

OFF-SITE SEO BUILD TRUST EVERYWHERE.

Your visibility doesn't stop at your website. Relevant Dealer improves your local rankings, business consistency, and off-site authority across the entire web—so more customers can find, trust, and choose your dealership.

- Google Business Profile optimization
- Directory listings and citation management
- NAP+W consistency (Name, Address, Phone, Website)
- Business categories and attributes
- Products, services and inventory posts
- Photos and content updates
- Review management strategy



STRUCTURED DATA HELP SEARCH ENGINES UNDERSTAND YOUR BUSINESS.

Structured data gives search engines clear, organized information about your content, making it easier for them to understand your business. This improves visibility in traditional search results and emerging AI-powered search experiences, helping you reach more qualified customers.

- Vehicle inventory and products
- Business information and services
- FAQs and Q&A
- Reviews, articles and videos
- Breadcrumbs and local business schema

EXAMPLE SCHEMA TYPES

- | | |
|-------------------|---------------------|
| Products | Breadcrumbs |
| Q&A / FAQ | Events |
| Local Business | Job Postings |
| Vehicle Inventory | Videos |
| Reviews | Organization |
| Articles | Software / Services |



More
Organic Traffic



More
Qualified Leads



Long-Term
Growth

RelevantDealer.com
Build Authority. Earn Trust. Get Found.



Relevant Dealer

SEARCH ENGINE OPTIMIZATION

AI / GEO

BE VISIBLE IN THE NEXT GENERATION OF SEARCH.

Search behavior is evolving. Customers increasingly ask conversational questions through AI-powered platforms. We optimize your website to be discoverable in both traditional search and emerging AI experiences so your business gets found, trusted, and chosen.



Review and optimize robots.txt and llms.txt



Ensure important content is accessible



Optimize for AI and voice search intent



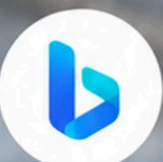
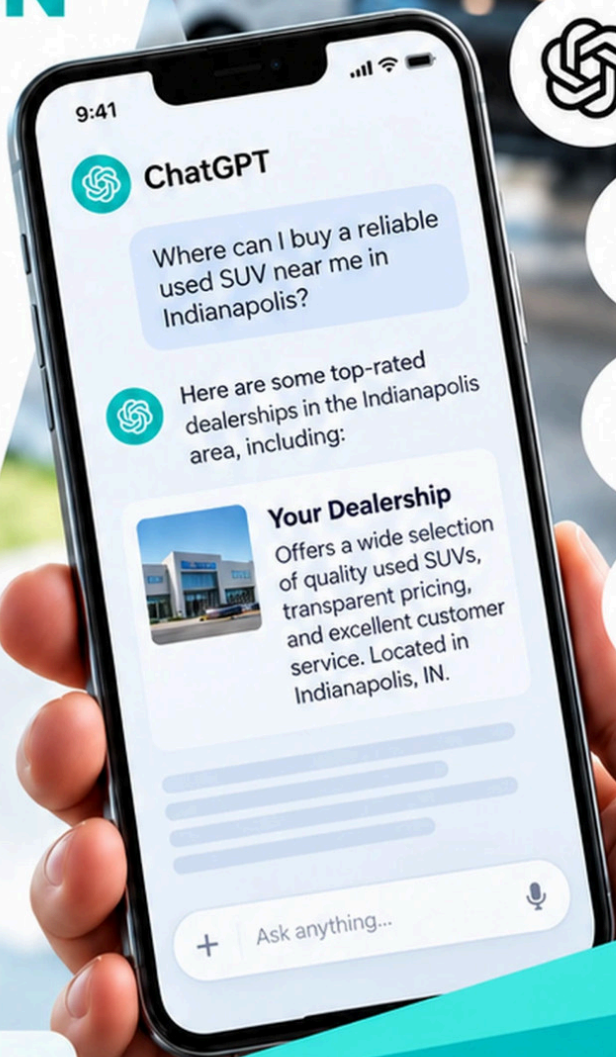
Implement structured data to support AI understanding



Create clear, factual and helpful content



Monitor visibility across AI platforms



AI VISIBILITY TRACKER

We use our own tool ai.relevantdealer.com to measure how often your business is mentioned in AI search responses.



More Organic Traffic



More Qualified Leads



Long-Term Growth

RelevantDealer.com

Be Found Everywhere Your Customers Search.



RELEVANT INTELLIGENCE / CUSTOMER PORTAL

YOUR BUSINESS DOESN'T NEED ANOTHER DASHBOARD. IT NEEDS ANSWERS.

Ask questions of your connected business data. Get useful explanations, evidence and next steps without digging through dozens of reports.



Home Reports Budget Planner Files Ask AI

ILLUSTRATIVE PORTAL

YOUR AI BUSINESS ASSISTANT

What would you like to know?

Why are our leads down compared with last month?

Ask AI

Answer built from the sources available to your business

Review website traffic, CRM lead handling, and campaign activity together to find what changed.



ASK NATURALLY
Questions in plain English



OPEN ANY REPORT
Detail is always available



UPLOAD CONTEXT
Add reports and files

Standalone platform | Included with Fractional CMO at no extra cost

All services include Google integrations, Budget Tool access and report uploads for AI context.

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RELEVANT INTELLIGENCE

YOUR DATA. YOUR QUESTIONS. BETTER-INFORMED DECISIONS.



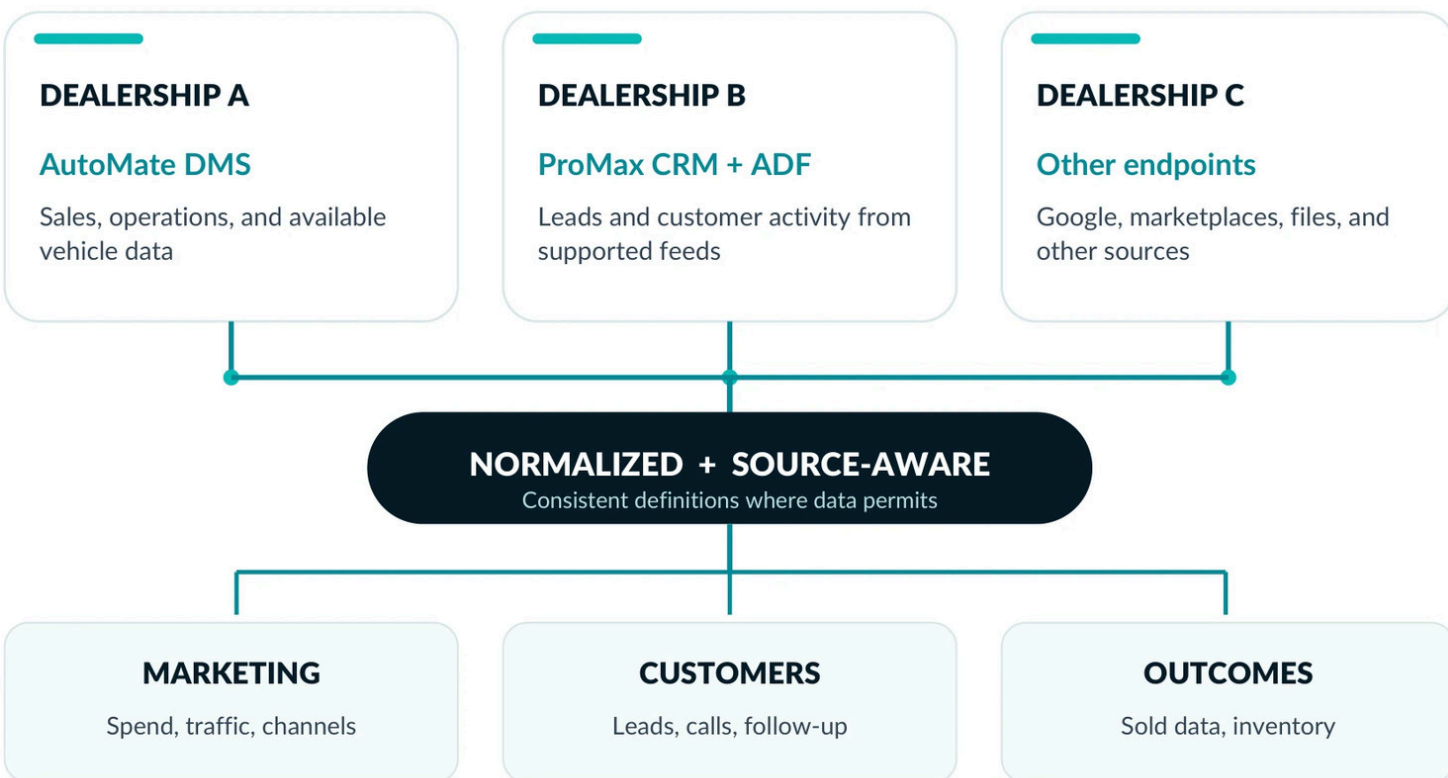
RELEVANT INTELLIGENCE / DATA NORMALIZATION

DIFFERENT SYSTEMS. ONE STANDARD.

Bring data from different CRM, DMS, marketing and operational systems into a consistent reporting model - while retaining the context behind every number.



MULTIPLE STORES. DIFFERENT TECHNOLOGY.



Compare rooftops with a consistent framework - not three unrelated reports.

Mappings preserve store identity, reporting periods, and source definitions. Not every system provides every metric.

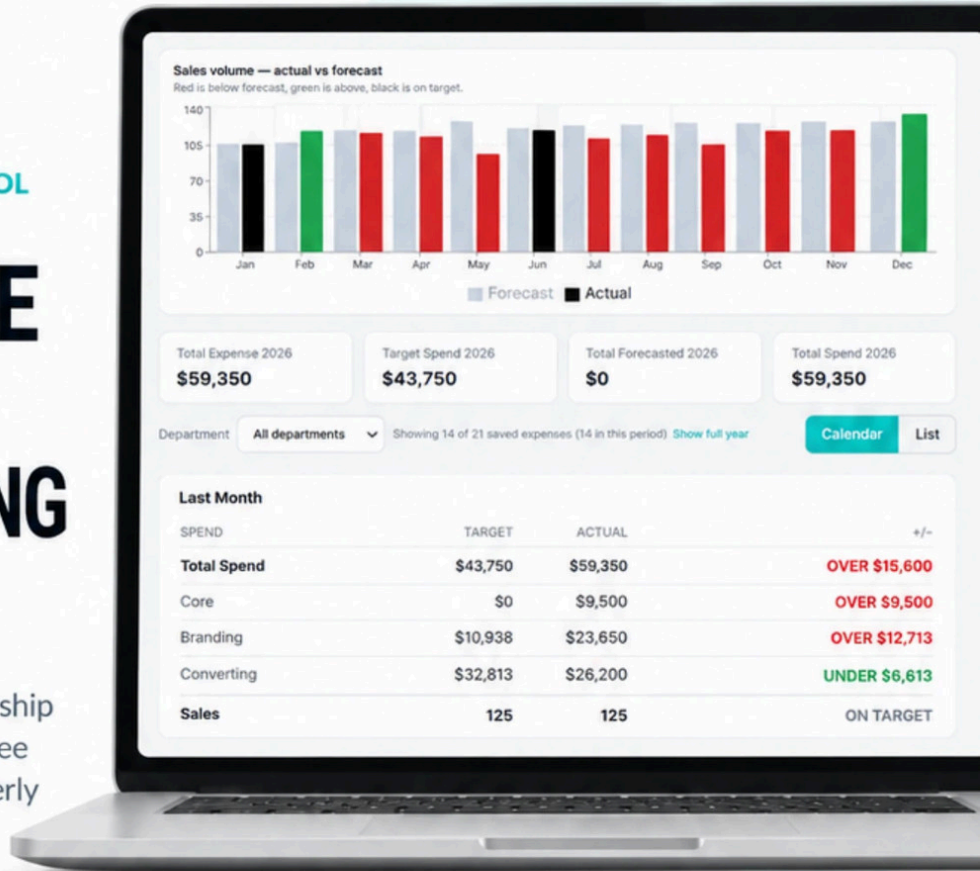


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RELEVANT INTELLIGENCE / BUDGET TOOL

YOUR EXPENSE REPORT ISN'T A MARKETING STRATEGY.

NADA-informed guidance and real dealership expense data bring spending into focus. See where your budget is over, under, or properly allocated - and why it matters.



EVERY DOLLAR HAS A ROLE.



CORE

Your foundation

Essential tools and presence



BRANDING

Build awareness

Reach and recognition



CONVERTING

Drive action

Leads, calls and sales

FROM FORECAST TO SPENDING DECISIONS

FORECAST VOLUME

Sales plan + COAPC



TARGET BUDGET

Core / Brand / Convert



ACTUAL SPEND

Over / under plan

15%+

AVERAGE ANNUAL SAVINGS

Participating dealers save over 15% per year while increasing sales.

Based on documented participant results; savings and sales outcomes vary by dealer.

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RELEVANT INTELLIGENCE

NADA-INFORMED GUIDANCE | CORE / BRANDING / CONVERTING

PAID SEARCH

MORE THAN CLICKS. REAL RESULTS.

A strategic, full-funnel approach to paid media that drives the right traffic, the right leads, and more sales.



Google Partner

DIRECT SUPPORT
REGULAR STRATEGY MEETINGS
CAMPAIGN OPTIMIZATION



Search
Ads



Performance
Max (PMax)



Display
Ads



Video
Ads



Vehicle Listing
Ads (VLAs)



Strategic Campaign Planning

Data-driven strategy across search, PMax, display, video, and vehicle listing ads.



Conversion-Focused Setup

We identify and track all key conversion points on your website and configure them as GA4 events for campaign optimization.



Complete Creative Support

We create the videos, graphics, and ad copy needed to make your campaigns stand out.



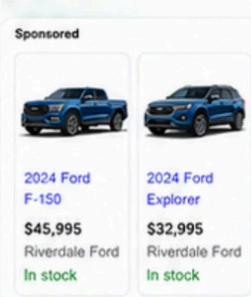
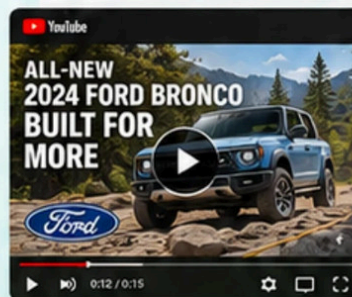
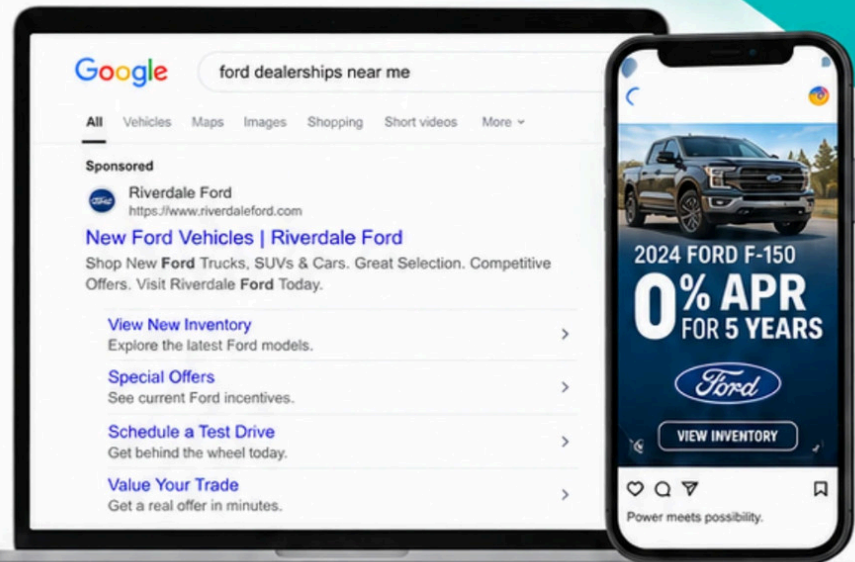
Direct Access to Google

We work directly with our Google Partner Representative with regular strategy meetings to optimize performance.



Flat Fee Management

No percentage of ad spend. Our recommendations are based on what's best for your results — not our paycheck.



OUR PROCESS

1



Research & Strategy

Market, inventory, competitors and goals.

2



Campaign Setup

Full-funnel structure across Search, PMax, Display, Video and VLAs.

3



Creative Development

Custom videos, graphics and ad copy.

4



Optimize & Grow

Ongoing management, Google partner support, and performance reviews.

SOCIAL MEDIA

REAL PEOPLE. REAL RESULTS.

Paid and organic social media that builds awareness, drives engagement, and brings more customers to your dealership.



Facebook



Instagram



TikTok



YouTube



X (Twitter)



LinkedIn



Google Business



Full-Funnel Strategy

Awareness, engagement, traffic, leads and sales across paid and organic social media.



Smart Audience Targeting

Reach in-market shoppers, local buyers and lookalike audiences with precision targeting and continuous optimization.



All Ad Types

Image ads, video ads, carousel ads, collection ads, lead forms, and dynamic inventory ads tailored to your goals.



Video & Image Creation

We produce high-quality video and graphics designed specifically for your dealership and your audience.



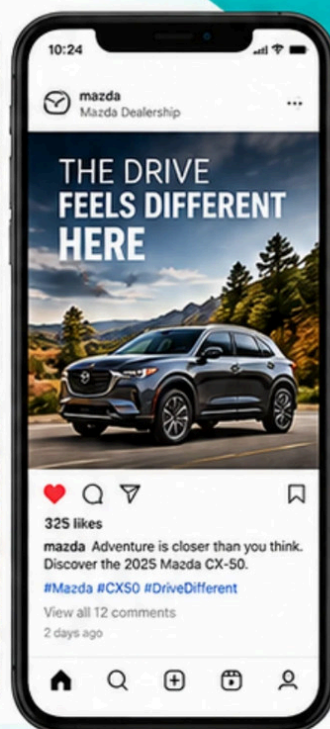
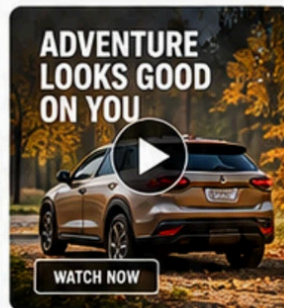
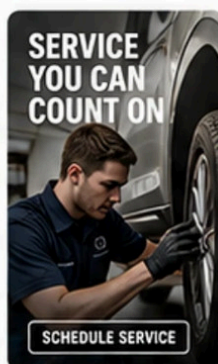
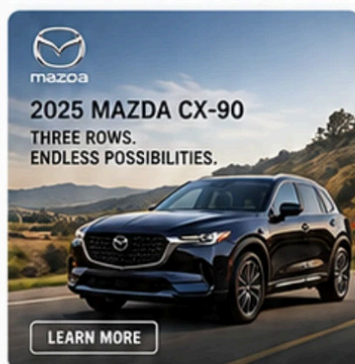
Done-For-You Organic Social

You choose the posting frequency. We create a custom content calendar in advance so you can review, request changes, or approve the plan.



Automation with Human Oversight

We use proven tools and automation to maximize performance, with our team monitoring, optimizing, and keeping your brand on track.



YOUR CUSTOM CONTENT CALENDAR

Preview and approve all organic posts before they go live.

MON	TUE	WED	THU	FRI	SAT	SUN

OUR PROCESS

1



Strategy & Planning

Define goals, audiences, platforms and content strategy.

2



Create Content

Custom videos, graphics and ad creative.

3



Publish & Optimize

Launch campaigns and schedule organic content.

4



Measure & Grow

Track performance, make improvements and scale results.



MORE AWARENESS



MORE LEADS



MORE SALES



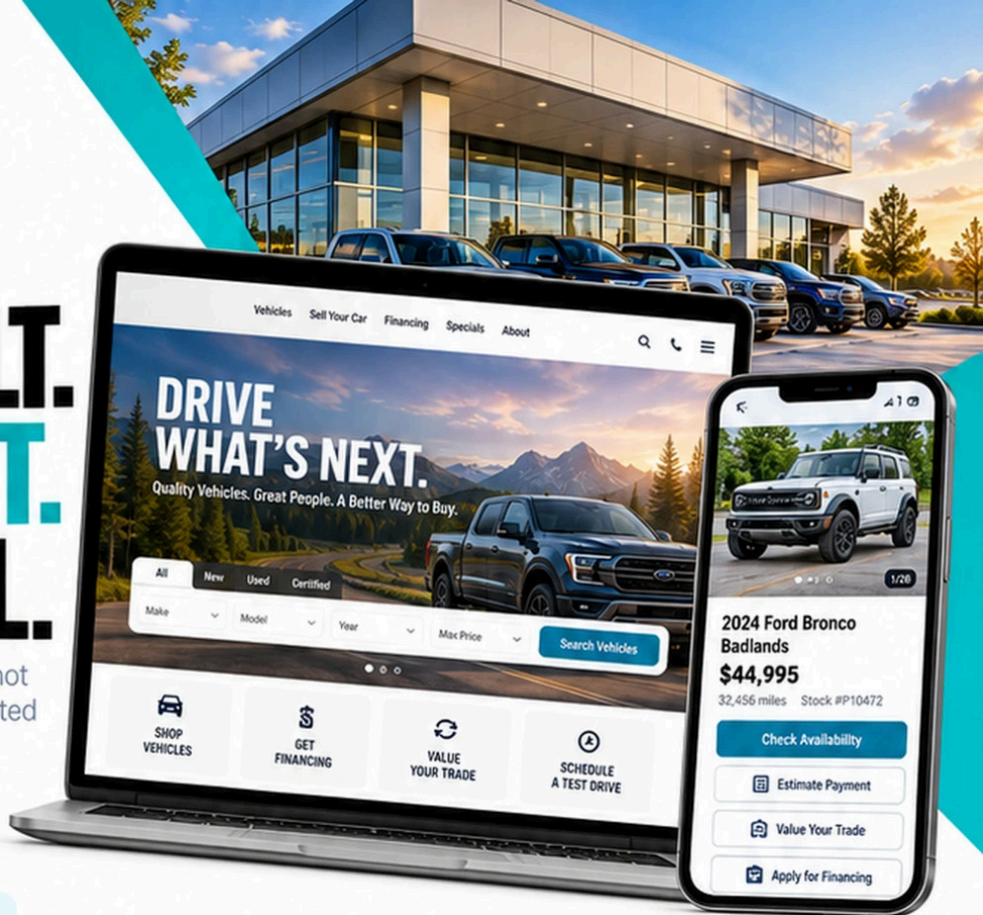
BETTER ROI



DEALERSHIP WEBSITES

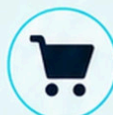
CUSTOM-BUILT. MOBILE-FIRST. BUILT TO SELL.

Our websites are built one dealership at a time, not from a generic template. Each site is carefully tested for the dealership it represents and designed primarily for independent auto dealers, with the flexibility to support franchise dealerships when OEM rules allow.



Built One Site at a Time

Each website is custom-built for the dealership it represents.



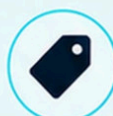
Digital Retailing Included

Integrated shopping tools that help customers move toward purchase.



Advanced Payment Calculators

Help shoppers understand affordability faster.



Specials & Engagement Tools

Promote offers and encourage action across the site.



Mobile-First & Fast

Optimized for phones and built for speed.



Modern Analytics Standard

Better user experience and better data collection come built in.

COX
AUTOMOTIVE

Inventory Integration
& Syndication

CARFAX

Vehicle History
& Transparency

BlackBook

Market Data
& Accurate Valuations

ProMax

CRM Integration
& Lead Management

PERFORMANCE THAT DRIVES RESULTS.

100 SCORES

- ✓ Performance
- ✓ Accessibility
- ✓ Best Practices

Our websites are built for top performance, with 100 scores across Performance, Accessibility, and Best Practices.



Beta program results: first participating dealers more than **doubled conversions** from already well-performing websites.

OUR PROCESS

1



Discovery

We learn your goals, inventory strategy, and what makes your dealership different.

2



Design & Build

A custom website built around your brand, with the right tools and integrations.

3



Launch

We test, refine, and launch your site with confidence.

4



Optimize

Ongoing support, performance monitoring, and ongoing improvements to help you sell more.



Websites that move
your dealership forward. *forward.*



MORE
TRAFFIC



MORE
LEADS

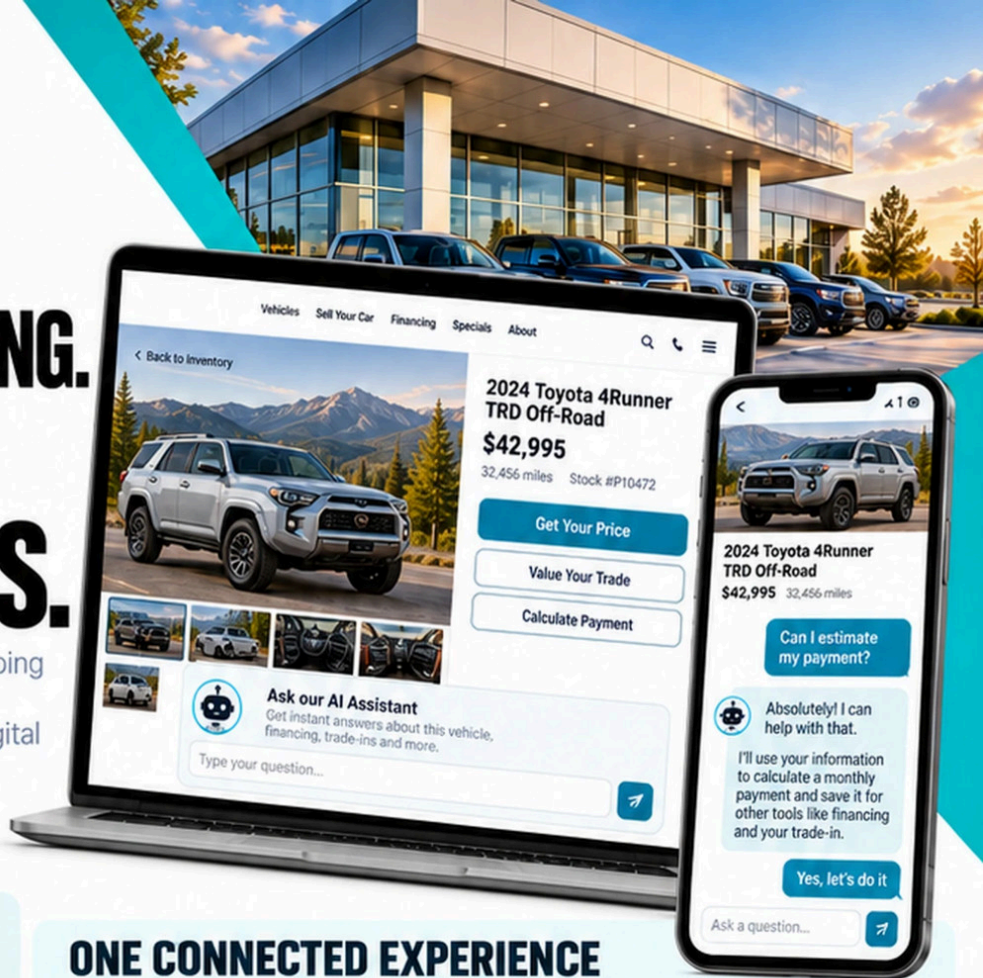


MORE
SALES

DEALERSHIP WEBSITES

CONNECTED SHOPPING. SMARTER CONVERSIONS.

Our connected website experiences make shopping easier for customers and more measurable for dealerships. From AI-guided conversations to digital retailing, every touchpoint is designed to reduce friction and increase conversion opportunities.



AI Shopping Assistant

Stay connected with shoppers through chat and an in-VDP experience.



One-Time Data Entry

Customer information entered once can pre-populate other tools and forms.



Intent-Based Tracking

Every button and form action is tracked based on shopper intent.



Advanced Analytics

See shopping behavior, likely purchase intent, and stronger conversion reporting.



Bot Traffic Visibility

Identify likely bot traffic and separate it from real shopper activity.

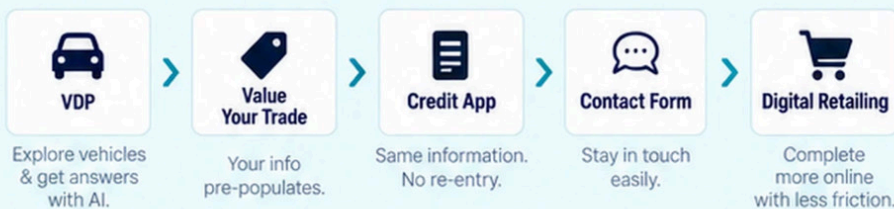


Built-In Optimization

Use better analytics to focus on what is actually driving sales.

ONE CONNECTED EXPERIENCE

Enter information once. Use it everywhere.



BETTER EXPERIENCE. BETTER DATA.



OUR PROCESS

1

Attract

Drive the right shoppers to your dealership with a fast, modern website experience.

2

Engage

Use AI, transparent tools, and connected shopping to keep shoppers moving forward.

3

Convert

Turn more shoppers into leads and sales with a seamless, low-friction experience.

4

Measure & Improve

Track performance, understand what drives results, and continuously optimize for higher conversions.

FRACTIONAL CMO

THE MARKETING LEADER YOUR DEALERSHIP DESERVES.

A dedicated team. A proven process. Real results.
We work as if we work there.

*Strategy.
Execution.
Results.*



**A Complete
Marketing Team**



**Data-Driven
Decisions**



**Aligned
Strategies**



**More Leads.
More Sales.**

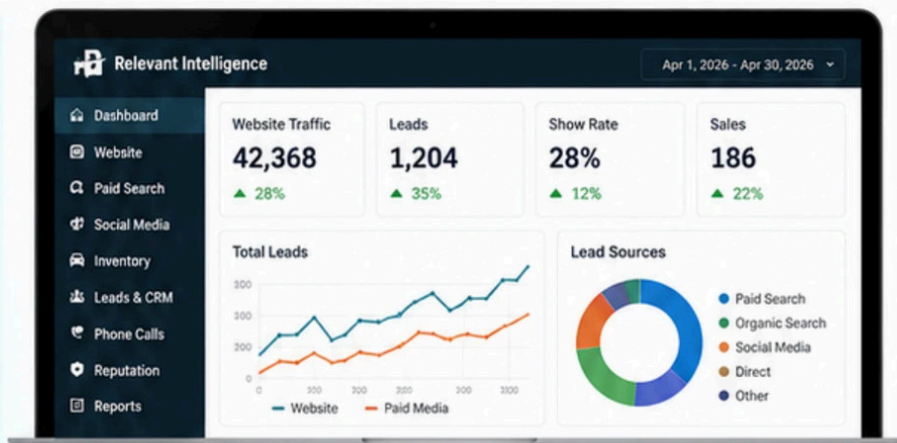


**A True
Partner**

**DECADES OF
AUTOMOTIVE EXPERIENCE.
BUILT FOR DEALERSHIPS.
BY DEALERSHIP PEOPLE.**

WHAT'S INCLUDED

- 
Your Fractional CMO Team
 Strategists, paid media experts, SEO specialists, social media pros, content creators, analysts and more — working together as an extension of your dealership.
- 
Vendor Management
 We work directly with your key partners (Google, Meta, OEMs, Cox Automotive, CarFax, Black Book, ProMax and more) to ensure alignment and maximum performance.
- 
Business Intelligence
 Our proprietary Relevant Intelligence platform brings together your marketing, website, inventory, CRM and more — giving you a clear, unified view of what's working and what's not.
- 
Budget Alignment
 We help you plan, allocate and optimize your marketing budget based on real data and dealership goals — so you get the best return on every dollar.
- 
CRM & Sales Process Review
 We review CRM usage, lead handling and sales response times, identify gaps and implement solutions to improve show rates and close ratios.
- 
Ongoing Strategy & Problem Solving
 We meet regularly to review performance, talk through challenges, find solutions and uncover new opportunities.



OUR KEY PARTNERS

Google ∞ Meta COX AUTOMOTIVE CARFAX BLACK BOOK ProMax

We coordinate with all your partners to create a unified strategy that drives results.

ALL THE BENEFITS OF A FULL-TIME CMO. WITHOUT THE FULL-TIME COST.

-  **No Salary**
-  **No Vacation Time**
-  **No Benefits**
-  **A Full Team of Experts**
-  **Faster Execution**
-  **Greater Results**

OUR PROCESS

- 
Discover
 Learn your goals, challenges and opportunities.
- 
Strategize
 Build a custom plan aligned to your business.
- 
Execute
 Our team gets to work across all channels.
- 
Measure
 Track results with full transparency.
- 
Optimize
 Continuously improve to drive growth.



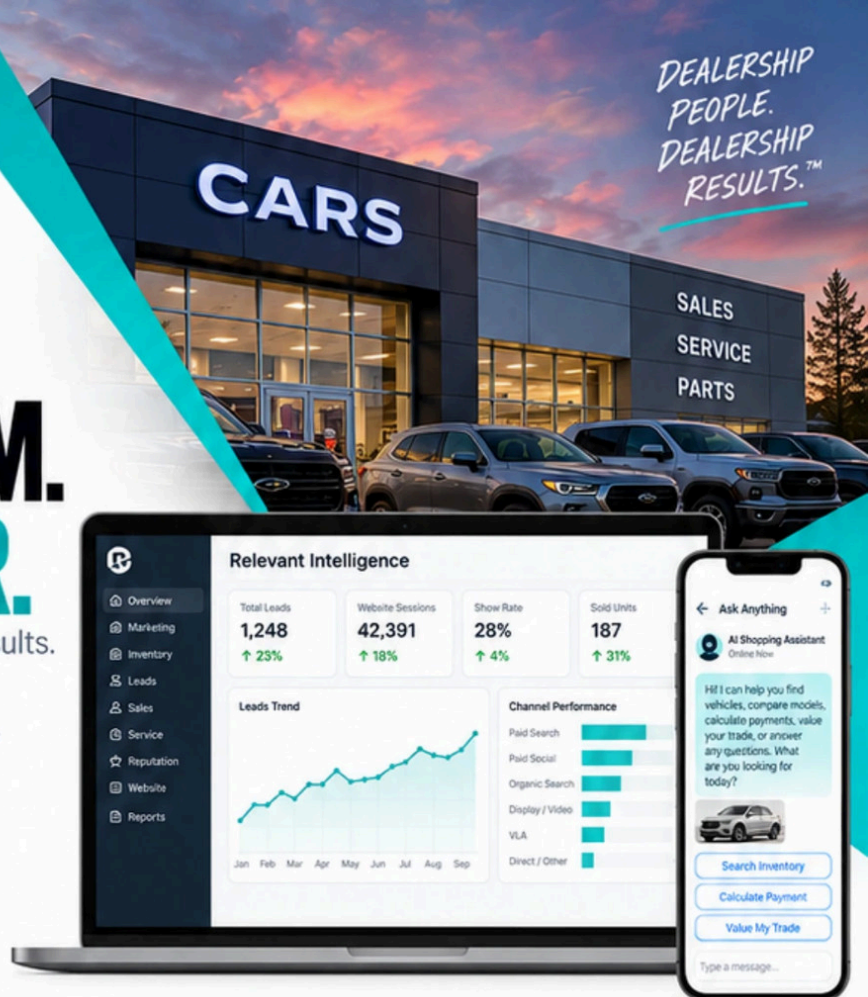
Relevant Dealer

FRACTIONAL CMO

A COMPLETE MARKETING TEAM. IN YOUR CORNER.

Strategic leadership. Real execution. Measurable results.

We work as if we work there — aligning strategy, people, processes, and technology to drive more leads, more sales, and a stronger, more profitable dealership.



DEALERSHIP
PEOPLE.
DEALERSHIP
RESULTS.™



Strategic Leadership

We develop and execute a complete marketing strategy aligned to your goals, market, and inventory.



A Team of Experts

Get an entire team — strategy, paid media, SEO, social, content, analytics and more — for less than the cost of a single employee. No vacation time. No benefits. Just results.



Business Intelligence Included

Our Relevant Intelligence platform gives you a single view of performance across all systems — marketing, CRM, DMS and more — with AI-powered insights.



Vendor Management

We work directly with your vendor partners (Google, Meta, AutoTrader, Cars.com, CDK, Cox Automotive, etc.) to ensure alignment, accountability and maximum ROI.



Process & Performance

We review CRM usage, lead response, BDC performance and sales processes to find opportunities, solve problems and drive more sales.



Dealership Experience

We've worked in dealerships. We understand the business, the challenges, and what it takes to win — because we've been in your shoes.

EVERYTHING WORKS TOGETHER.



Paid Search



Paid Social



Video & Display



Vehicle Listings (VLAs)



SEO & Content



Local & Reputation



Email & CRM



Website & Tools



Business Intelligence

One strategy. One team. One goal — more sales.

REAL INSIGHTS.
REAL ACTION.
REAL GROWTH.

- ✓ Align budgets and eliminate wasted spend
- ✓ Ensure consistent messaging across all platforms
- ✓ Identify what's driving sales (and what's not)
- ✓ Provide regular strategy reviews and recommendations
- ✓ Bring solutions, not just reports



MORE QUALIFIED LEADS

Right shoppers.
Right inventory.
Real opportunities.



MORE VEHICLE SALES

Turn traffic into appointments, appointments into sales, and shoppers into loyal customers.



A STRONGER, MORE PROFITABLE DEALERSHIP

Smarter marketing.
Better processes.
A partner who's always in your corner.



MORE THAN A VENDOR.
A TRUE PARTNER.



DEALERSHIP EXPERIENCE



PROVEN STRATEGIES



REAL EXECUTION



MEASURABLE RESULTS

LET'S
DRIVE
GROWTH
TOGETHER.

WEBSITE USER CONSENT TOOL

CONSENT CHOICES. MADE SIMPLE.

ONE WORKSPACE. EVERY ROOFTOP.

Bring branded privacy choices and consistent consent deployment to every dealership website you manage.

*Privacy
Built for
Performance.*

MULTIPLE STORES.
ONE PLATFORM.
TOTAL CONTROL.



Manage Every Rooftop

Oversee multiple dealership websites and agencies in one centralized workspace. Each site has independent banner branding, tier and settings.



Your Brand, Your Banner

Fully branded banners that match each dealership's look and feel. Offer Necessary (always on), Analytics, Advertising, Personalization, and optionally Identity Resolution.



GTM or Direct Install

Deploy via Google Tag Manager using Consent Initialization – All Pages or directly with a script tag.



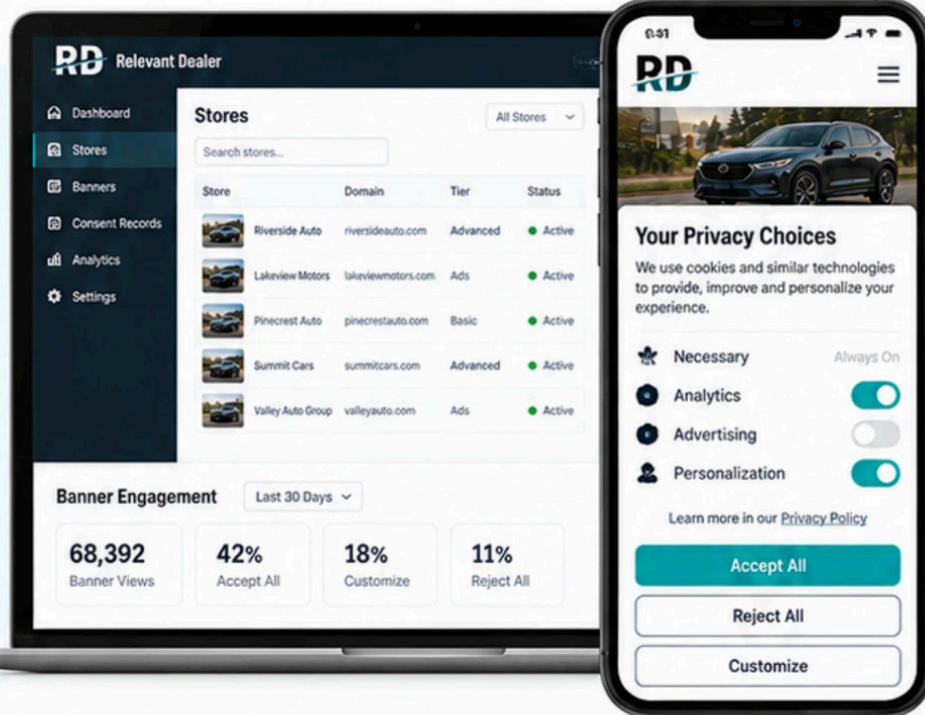
Consent Records & Insights

Review consent activity records for each store. Ads and Advanced tiers include banner engagement analytics.

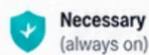


Privacy Policy Popovers

For sites unable to host policy pages, your privacy and terms text can appear directly in a banner popover.



CONSENT OPTIONS



HOW IT WORKS

1



Add Stores

Add your dealership websites to the platform.

2



Choose Tier

Select the right tier and settings for each store.

3



Customize

Apply your branding and configure consent options.

4



Deploy

Launch via Google Tag Manager or a direct script tag.

Helps manage consent preferences; legal compliance and vendor tag configuration require separate review.