



WHAT IS

# Organic Search?

**Organic Search is getting your website to rank as high as possible for search terms that are relevant to your dealership.** The flip side of the coin to Paid Search, Organic Search produces results gradually over a long period of time. Much like playing a new sport, it takes a serious investment in time to pick it up from the start but the results are well worth it when you do.

## What is Organic Search?

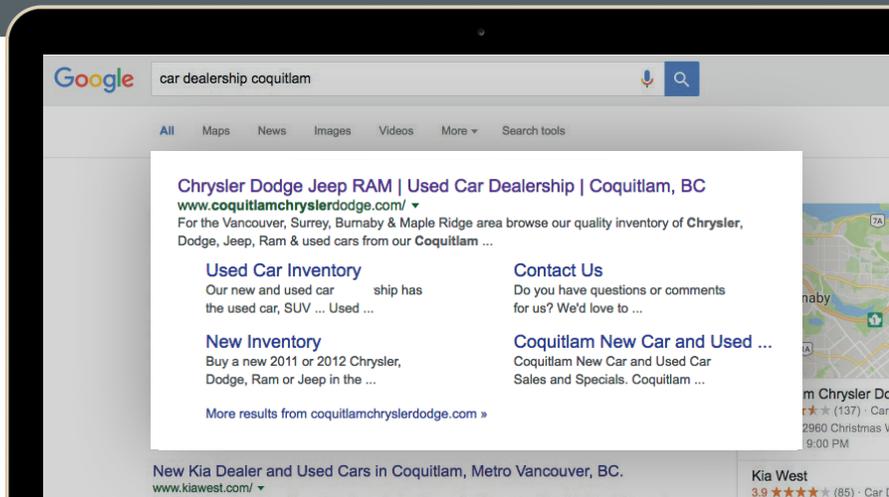
Organic Search Is the process of getting a website to appear in the non-paid listings section for phrases customers enter into a search engine.

Search Engine users click on one of the **top three results 58%** of the time.

Search Result #1: **36.2%**

Search Result #2: **12.4%**

Search Result #3: **9.4%**



## What will it do for me?

SEO is like a marathon. You have to keep working at it to build up your performance over time.

### Our solution will:

- Place you **in front** of your competitors
- For keywords that are **relevant** to your customers

Like any race, the longer head start your competitors have and the more they invest in their SEO - the longer it will take to pass them.



## How do I know if it's working?

Easy, we break it down to show you your current rankings and your progress over time.

You'll typically see larger gains earlier in your campaign and smaller ones later on. The closer you get to the top spot, the more challenging it is to keep moving up. You typically won't see much additional traffic until you break into the top three, but every rank gained along the way puts you one step closer.

## How will my rankings improve over time?

