



# Autotropolis.com Dealer S.E.M Website

## We Know Pay-Per-Click!

Here is what you can expect from our Dealer SEM Lead Program:

- ⊕ Dealer Branding
- ⊕ Exclusive Leads
- ⊕ Fixed Cost Per Lead
- ⊕ Search Engine Driven
- ⊕ The Highest Quality
- ⊕ Multi-Point Verification
- ⊕ Market in Local Market
- ⊕ Concentrate on Selling...  
We Concentrate on Search

The fields we collect from the consumer include:

- ⊕ Name
- ⊕ Phone Number
- ⊕ Email Address
- ⊕ Street Address
- ⊕ City
- ⊕ State
- ⊕ Zip Code
- ⊕ Make
- ⊕ Model
- ⊕ Trim
- ⊕ Time Frame to Buy
- ⊕ Finance Preference

### We build, brand and market your own dealer website!

Face it! It is very overwhelming to do your own Search Engine Marketing for your dealership. Setting up Adwords, MSN, Yahoo! accounts, doing Keyword Research, finding the right combination of Titles and Descriptions, and optimizing Pay-Per-Click campaigns is a full time job.

At Autotropolis.com, we specialize in making every click count. Having visitors to your website means nothing unless you can convert those visitors to leads. With over 5 years in the automotive Pay-Per-Click space, we take our knowledge of converting visitors to leads to the dealer level.

Unlike other companies that only spend your money and charge a fee to set up your campaigns, we PUT OUR MONEY WHERE OUR MOUTH IS: You only pay on conversions, not on marketing!

We build a website specific for Pay-Per-Click that is completely branded to your dealership. We set up the Pay-Per-Click campaigns on Google, MSN and Yahoo!, we optimize your exposure across search engines, we set up specific landing pages that convert into leads, we monitor what works and what doesn't, and did we mention YOU ONLY PAY ON CONVERSIONS!!!



You want SEM for your dealership. Let us monetize your Internet spend and help you do what you know how to do: SELL MORE CARS!

Contact us today for more details:

**1-800-365-8006**

[www.Autotropolis.com/Dealer](http://www.Autotropolis.com/Dealer)

**AUTOTROPOLIS**.com