

TOTAL SEARCH™

SEO+SEM Working as One System

Stop competing channels. Start compounding results.

THE PROBLEM: SILOED SEARCH



SEO

- ✓ Separate strategy
- ✓ Different offer pages
- ✓ Long-term focus



SEM

- ✓ Separate Budget
- ✓ Different messaging
- ✓ Short-term optimization

DISCONNECTED EXPERIENCE

Split Budgets | Misaligned Intent | Fragmented Results

THE SOLUTION: UNIFIED TOTAL SEARCH™ STRATEGY

ALIGNED INTENT

Same keywords.
Same audience.
Same goals.

SHARED LANDING PAGES

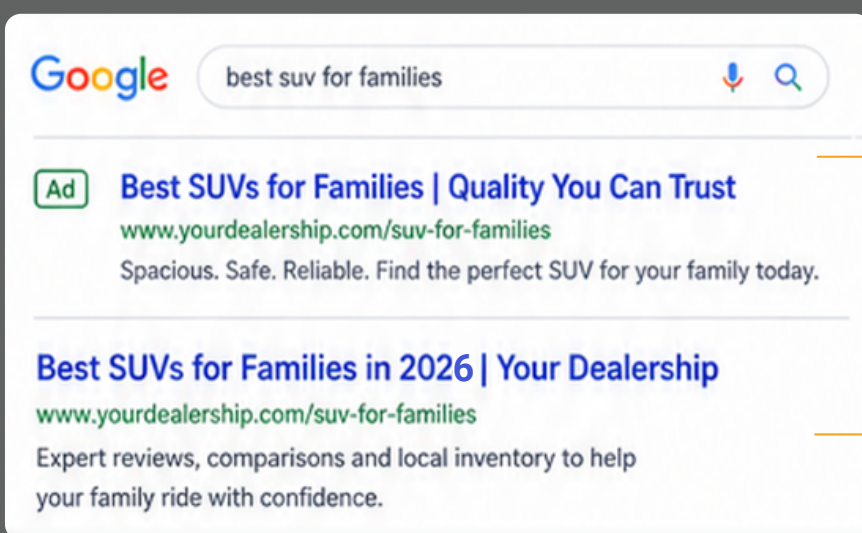
No duplication.
No dilution.

UNIFIED CONVERSION PATH

One journey from click to conversion.

INTEGRATED OPTIMIZATION

SEO + PPC insights fueling each other.



Same message

Same landing page

Same intent

THE RESULTS: BETTER TOGETHER

MORE CONVERSIONS

Aligned journeys perform better.

+162%

more leads

Dealer 1, over a 2 yr period

EFFICIENT SPEND

No wasted competition between channels.

-13%

less cost per lead

SERP DOMINANCE

More visibility. More control. More growth.

+70%

higher conversion rates

Dealer 1, YoY results

-67%

less cost per lead

