

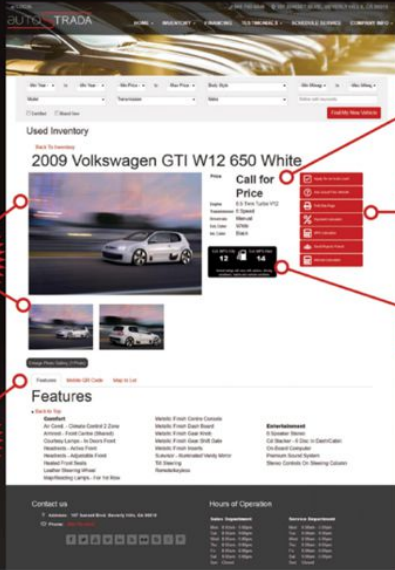


As **NIADA's**

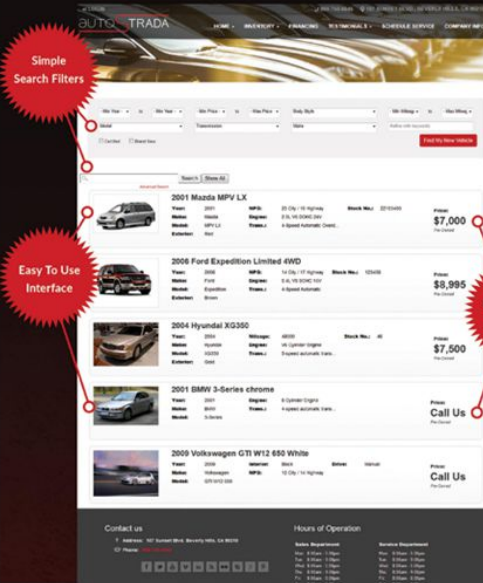
premier web development firm and Platinum National Corporate Partner, we have engineered the autoSTRADA to provide top search placement without the use of costly Pay-Per-Click or Adwords giving dealers the highest level of exposure for their business ad listed inventory within all of the major search engines.



Improved Vehicle Details



Improved Vehicle Listings & Search



The **autoSTRADA SEO** Website Platform will provide your dealership with the latest in responsive website technology starting first with the mobile device experience, then transforming for laptop and desktop ensuring you can make the most of each consumer shopping experience.





AUTOSTRADA TOOLS

With the help of our expert staff and back-office tools you will be able to:

- ▶ Select a modern design theme layout
- ▶ Select a custom color theme
- ▶ Install your dealership logo
- ▶ Enter business information including phone and address
- ▶ Display your business location on a map
- ▶ Setup search engine meta tags
- ▶ Link to social media profiles
- ▶ Acquire and connect a domain name
- ▶ Launch and host the website
- ▶ Access interactive training and support
- ▶ Setup POP3 email accounts (if applicable)
- ▶ Integrate DMS inventory feed (if applicable)
- ▶ Integrate CRM lead transfer (if applicable)





autoSTRADA Service Plans

STRADA Bronze

- ▶ autoSTRADA Maintenance Updates
- ▶ Customer Support Live & Job ticket
- ▶ Hosting & POP3 Email (Up To 30)
- ▶ Client Relation Manager (CRM)
- ▶ Unlimited Imports & Exports
- ▶ Craigslist Posts
- ▶ Branded Window Stickers
- ▶ Qtly. Industry Newsletter

STRADA Gold

- ▶ STRADA Bronze
- ▶ AutoHitList Network
- ▶ Classified Listing
- ▶ 5 Craigslist Posts
- ▶ 3rd Party Data Integration
- ▶ Facebook Chat & Messenger
- ▶ Facebook Autos Catalog
- ▶ Dynamic Phone Number Support

STRADA Platinum

- ▶ STRADA Bronze + STRADA Gold
- ▶ Social Network Set Up
- ▶ HootSuite Consulting Session
- ▶ YouTube Vehicle Promo Video
- ▶ Bi-Yearly SEO Review & SERP
- ▶ 1 Qtly. Designer Facebook Ad
- ▶ 30 Craigslist Posts
- ▶ iPayAuto Payment Portal
- ▶ AST Certified Dealer Branding
- ▶ AST Swag Pack





Optional Services

We have a variety of optional services for your auto**STRADA** website to ensure your business stands out from the rest.



Custom Website Theme



Professional Logo Design



Professional Content Creation



Banner Advertisements &
Social Media





Custom Website Theme

AST will provide Client with a beautiful custom tailored website theme to attract leads from Client's target audience. During the creation of the Client's website theme, AST will make use of modern web design techniques such as fashionable color palettes, open header layouts, and stylized text effects.

The Custom Website Theme package includes:

- ▶ Wireframe layouts to choose from
- ▶ Color themes to choose from
- ▶ Purchase of licensed stock photography
- ▶ Custom designed home page
- ▶ Up to 3 additional custom design pages
- ▶ Content arrangement within the layout
- ▶ Navigation menu with rollover effects and/or dropdown submenus
- ▶ Template for secondary content pages, which includes header, navigation, background, and footer

Your Custom Website Theme will be designed to be mobile responsive ensuring optimal display on devices including desktops/laptops, tablet computers, and smartphones / handheld mobile devices





Professional **Logo** Design

AST will create a beautiful logo custom suited to maximize brand exposure and memorability for the intended audience. The expert designers - who are well versed in the use of typography, illustration, and color matching - will create a logo that is both unique and versatile.

AST will create a logo style sheet 3 options based on feedback from a creative meeting. Based on the option selected, AST will then refine and finalize the logo.





Professional **Content** Creation

The message that Client's website conveys is of utmost importance to potential the site, as well as to search engines making rank assessments. Trust in the well-educated AST communications experts to create content that catches attention and ranks well. AST communications staff members engage in continual research with the goal of creating effective copywriting in the automotive marketing arena.

This copywriting package includes:

- ▶ Copywriting Interview and analysis
- ▶ 1 round of rewriting prior to approval
- ▶ Purchase of licensed stock photography
- ▶ Content arrangement within the layout





Banner Advertisements & Social **Media**

The banner ads provided with this package can be used to sell a specific product, enhance overall brand recognition, or drive traffic to acquire new leads.

This package includes the creation of 4 fully designed advertisements or to generate social media assets like

- ▶ Cover Photo
- ▶ Profile Photo
- ▶ Content Post / Marketing Image
- ▶ Blog Post Image

