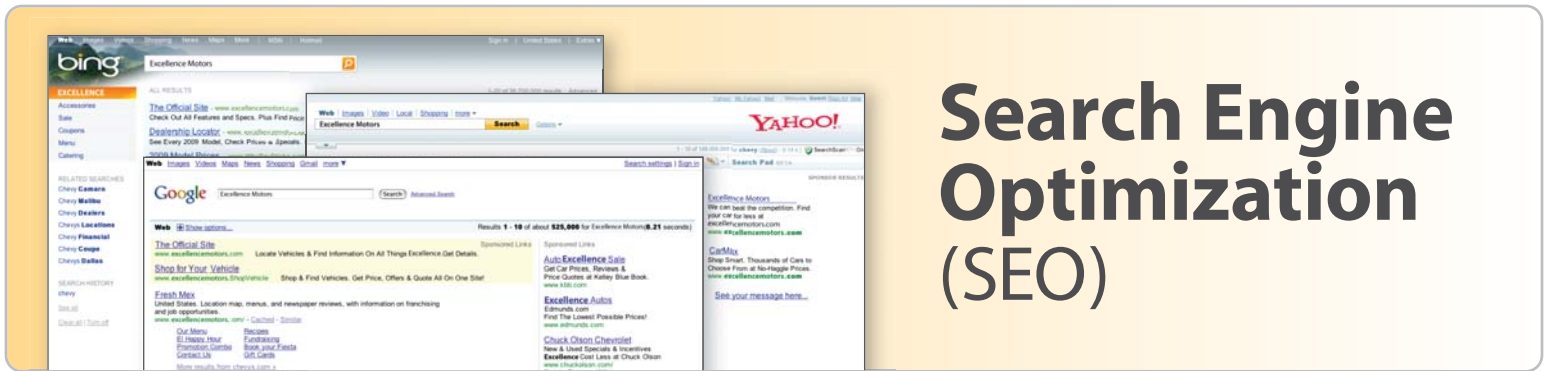


Increase your search engine traffic by 2X.



Search Engine Optimization (SEO)

Never before has there been such a powerful and economical combination of SEO tools and team of digital specialists to reach your customers.

The Results Are Clear

Dealers using Cobalt's ProCare service **more than doubled**, on average, their monthly website traffic vs. those not using ProCare.

50 million

consumers visited a Cobalt powered website from search engines in 2008.

675,000

email leads were generated from those same consumers in 2008.

Our website platform, paired in conjunction with our ProCareSM service, provides the SEO experience your website deserves.

With over 500 million consumers doing Internet searches per day,* it's critical that you have the right SEO solution so those consumers can find you. As part of ProCare, Cobalt's SEO services (with proven experience managing SEO for thousands of websites) can help increase your ROI and website traffic by:

- Ensuring your website talks to search engines correctly so your website ranks high and remains visible to consumers.
- Managing your strategy regularly by evolving your website's geographic reach so search engines keep finding you.
- Staying up-to-date with continually changing SEO standards and guidelines and keeping your website in compliance.

*Jupiter Research 2008

The Right Tools

To ensure that your website is optimized to achieve top rankings on leading search engines, Cobalt's website platform comes with everything needed to allow our team of ProCare SEO Specialists to take your website to the next level and assist you in getting maximum traffic from search engines.

Powerful Platform Includes:

- Fully indexed content; including inventory, promotions and specials.
- Easily edited page specific titles, META descriptions and keyword tags.
- The ability to add image tags to graphics, and title attributes to links.
- Crawlable site maps in XML & HTML formats.
- Search engine URLs that ensure maximum page indexing.



The Right Team

In addition to our SEO ready website platform, Cobalt offers ProCare services. ProCare gives you a team of digital marketing experts, including a SEO Specialist. The team personally manages your SEO and overall online strategy, to deliver increased visibility and website performance.



Your SEO Specialist:

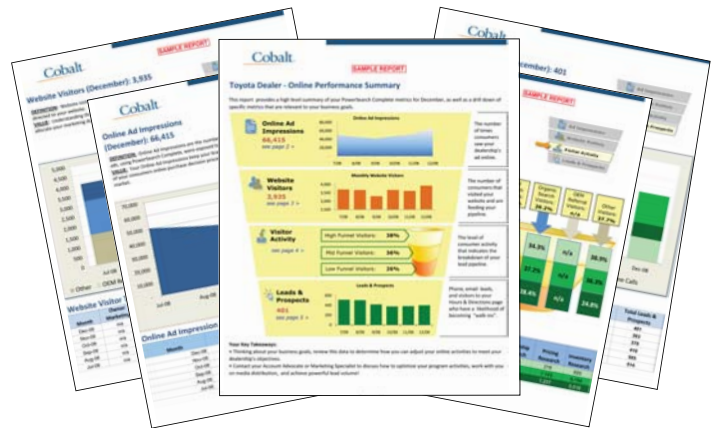
- Collaborates with your Advocate to increase your dealership's ability to be found by consumers on search engines like Google™, Yahoo!® and Bing.™
- Continuously optimizes your SEO strategy according to your business goals and creates search-engine relevant content for your website.
- Conducts keyword research based on the market, your input and competitive analysis.
- Analyzes rankings and referral performance to adjust the strategy for your SEO success.
- Submits your site to search engine registry directories.
- Builds inbound links to increase the relevance of your website to search engines.
- Ensures your website adheres to "white hat" SEO practices to keep it in good standing.

The Right Reporting

With ProCare, you will always know how your SEO and online strategy is performing.

Your Customer Monthly Report:

- Illustrates consumer online engagement at a glance.
- Provides visibility into your consumer funnel, website visitors, search engine referrals, leads and sources.



Know at-a-glance if your online strategy is working.

Hear From Other Dealers

Hear what dealers have to say about results and bottom line success they experience with Cobalt's websites and ProCare services. For more details go to: www.cobalt.com/success.

Get Started Today

Deliver increased visibility and performance for your website. Email us at sales@cobalt.com or call your Cobalt representative.

888.396.5435

