



Better Sales through Stronger Leads

Dealership-wide Solutions

U.S.

Increase profitable traffic to your Web site and capture higher quality leads with a cost effective online advertising strategy developed and fully managed for you through Reynolds' Search Engine Ad Management.

Advance Your Web Marketing

Web marketing continues to get more sophisticated. Reaching the right customers takes more than a cool Web site. It starts before consumers find you, as they're using search engines like Google™ or Yahoo®. Reynolds' Search Engine Ad Management breaks through the complexity and confusion of Web marketing. We deliver a professionally managed search campaign to capture more and better qualified leads. Combining the most sophisticated technology available with extensively trained Search Advertising Specialists, we can help you:

- Generate more qualified traffic.
- Improve conversion rates.
- Increase lead production.
- Experience a higher return on investment (ROI).

REYNOLDS MOTORS Jeep

Home New Pre-Owned Finance View Our Specials Service Parts Information Contact Us Body Shop

Grand Cherokee

- 16 MPG City - 21 MPG Hwy
- Advanced 4WD
- HID Headlamps & Fog Lamps
- Skid Plates
- Rack-and-Pinion Steering
- Roof Rack Side Rails
- iConnect Web
- Power Sunroof
- Boston Acoustics Premium Sound System

Get your **Special Internet Price** on a new or used Jeep Grand Cherokee.

Model:

Year:

Name:

Email:

GET YOUR INTERNET PRICE

Your information will be used to send you an Internet Price Quote directly from Cross Chrysler Jeep.

View Our Used Grand Cherokee Limiteds
View Our Used Grand Cherokee Limiteds
View Our Used Grand Cherokee Deerlands
View Our New Grand Cherokees

GET YOUR \$429.90 Internet Discount Coupon

Elegant Style. Five Star Safety. Jeep Grand Cherokee.

Customized Landing Pages help provide a better experience to customers and increase your Google score.

Search Engine Ad Management for WebMakerX®

The Best Results

Search engine marketing is more than offering the highest bid for the best position in search results. Even in paid search, each search engine has continually changing requirements and scoring methods for positioning. With Search Engine Ad Management, your account is personally managed by a knowledgeable Search Advertising Specialist, utilizing the most advanced tools to deliver:

- **Extensive Keyword Research** – Maximize the ranking potential of the most effective keywords and avoid the wrong ones.
- **Competitive Analysis** – Improve results with extensive analysis of other advertisers, including other dealerships and third-party lead sites.
- **Specialized Bid Management Tracking** – Realize the best position for the best price by having all of the factors related to bidding tracked, analyzed, and managed.
- **In-depth Click Fraud Detection** – Avoid costly losses by minimizing the chance of incurring fraudulent traffic to your site.

- **Robust GEO Targeting** – Refine your campaign to hone in on the most profitable and specific geographic areas.
- **Customized Landing Pages** – Convert traffic at a higher rate and increase your Google score for advantages in the bidding process.
- **Totally Transparent Reporting** – Know exactly where your dollars are being spent and the results of your investment.
- **Periodic Performance Reviews** – Receive regular results updates and improvement recommendations based on current online market conditions.

Effective search engine marketing can increase the amount of traffic to your Web site in a branded search by up to 53%². Go where the car buyers are. Let Search Engine Ad Management put your information in the right place, at the right time, and at the right price, for higher qualified leads that will help drive more sales.

Are you reaching the right consumers?

84% of new car buyers use Internet search engines during their car buying process¹ for general vehicle research or deciding which dealer to visit.

¹ J.D. Power Internet Roundtable – October 2008

² Nielsen ReelResearch Study

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For more information
on Search Engine Ad
Management, please contact
your Reynolds Account
Manager, call 800.767.7879
or log onto
reynoldswebolutions.com.



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