

Prepared for: Participating Dealership

## Dealer Partnership Proposal

LABest Hybrid Visibility Program

**Organic Network + Sponsored Visibility (Managed by LABest)**

**Be visible on Google and LABest build lasting authority over time.**

This is a single, done-for-you package that combines Google visibility with LABest owned media exposure to generate calls, directions, and high-intent clicks from shoppers in your target area.

**Included** (at a glance):

- Dealer Seller Page (built to convert)
- Sponsored Dealer Feature (editorial trust builder)
- Always-on exposure inside LABest
- Ads fully managed by LABest
- Monthly performance reporting

**Activate your Hybrid Program this week.**

**Note:**

Google visibility is subject to auction competition; we optimize continuously to maximize exposure.

## Why dealers join this program

Big dealers dominate organic rankings because they've had years online and massive budgets. The **LABest Hybrid Program** removes the waiting by combining immediate visibility with long-term owned media authority.

### What this solves for your dealership:

- Immediate visibility for high-intent searches in your target area
- Higher trust through credible LA media placement and editorial content
- Repeat exposure as shoppers research and compare options

### Dealer Outcomes (what you should expect to see)

- More tap-to-call actions
- More direction requests
- More high-intent clicks to inventory/website
- Clear monthly reporting that shows activity and improvement

### Local market focus (your area + nearby cities)

LABest campaigns are built around your dealership's local market, not generic nationwide traffic. We focus on the cities and neighborhoods that matter most to your store, so your visibility reaches shoppers who can actually visit, call, and buy.

### What local focus means for you:

- Targeted visibility in your primary city plus surrounding cities
- Messaging aligned with local intent (buyers searching near them)
- Stronger lead quality: more calls, directions, and in-market clicks
- We can adjust focus based on performance and where leads are coming from

### Local Area Served (example format):

Primary Market: [Your Area]

Surrounding 5 Main Cities: [ City 1 ] • [ City 2 ] • [ City 3 ] • [ City 4 ] • [ City 5 ]

## Three-Layer Visibility System

(included in the single full package)

Most dealerships only reach shoppers who are already searching “dealer + brand.” LABest expands visibility beyond auto-only intent by placing your dealership inside a multi-category Los Angeles platform so you can be discovered earlier and re-encountered again during car research.

### Layer 1

#### Cross-Category Discovery (top/mid funnel)

Your dealership can be discovered by people browsing your area content across multiple interests not just auto searches such as:

- Restaurants
- Lifestyle
- Travel
- Entertainment
- Fashion
- Health & Fitness
- Events
- +++ **What this creates: earlier awareness + more impressions + more trust.**

### Layer 2

#### Research Visibility (shopping phase)

As shoppers compare options and research models, your dealership continues to appear inside the LABest ecosystem, increasing repeat exposure.

What this creates: stronger recall + higher click-through when they're ready.

### Layer 3

#### Conversion (lead actions)

When shoppers are ready to take action, they land on a dedicated Dealer Seller Page designed to convert attention into measurable actions.

What this creates: more calls, directions, and high-intent clicks.

## What's included

(deliverables)

Everything in this package is built for two goals: visibility and measurable actions.

### 1) Dealer Seller Page (conversion-focused)

- Professional dealer page hosted on LABest
- Primary actions: Call • Directions • Click to Inventory/Website
- Clear positioning: why buy here + service area + trust points
- Optional sections for video/offers/promos (as available)
- Offers/CTAs can be updated during the program

### 2) Sponsored Dealer Feature (editorial trust builder)

- A unique editorial-style sponsored feature written about the dealership
- Designed to feel credible while directing shoppers to your Dealer Seller Page
- Strong CTAs to drive lead actions

### 3) Network Distribution (always-on placements)

- Always-on visibility across the LABest ecosystem (Auto + broader platform)
- Consistent placements that keep your dealer in front of shoppers throughout the month

**Network Buildout Summary**

(Organic Footprint)

- 3 LABest Pillar Pages
- 4 Brand Pillar Pages
- 2 Supporting Posts
- 5 Unique Local Area Served Pages
- 20 Model Pages

### 4) Sponsored Visibility (managed by LABest)

- Ads campaigns for high-intent searches in your target area, ongoing optimization to improve efficiency and lead actions, paid traffic routed to your Dealer Seller Page.

## 30-Day Launch Plan

(what happens after you say yes)

### Week 1 — Build + Launch

- Publish Dealer Seller Page
- Finalize messaging + target area
- Launch campaigns

### Week 2 — Improve Efficiency

- Refine keyword intent + ad messaging
- Reduce wasted spend (negatives, tighter targeting)
- Improve conversion flow (calls/directions/clicks)

### Week 3 — Scale What Works

- Shift budget toward best-performing searches
- Expand winning keywords and ads
- Add additional angles (service, specials, financing, etc.)

### Week 4 — Report + Next-Month Plan

- |   |  |
|---|--|
| • Deliver performance report                      | • Spend  |
| • Identify top search terms and best lead sources | • Impressions                                  |
| • Set next month's optimization goals             | • Clicks                                       |
| • Dealer page views                               | • Avg. CPC                                     |
| • Calls (tap-to-call activity)                    | • Top search terms                             |
| • Directions (map/directions actions)             | • Conversions/leads (when tracking is enabled) |
| • Outbound clicks (inventory/website clicks)      |  |

# Program Terms & Protections (Read Before Activation)

## 1) No Ranking Guarantees

- LABest does not guarantee any specific placement, ranking, or position in organic search results.
- Ads placement is not guaranteed; visibility depends on auction, competition, quality signals, and platforms approval.

## 2) No Refunds

- All program fees are non-refundable.
  - All advertising spend is non-refundable.
  - Any performance commitment provides additional optimization work and is not a refund guarantee.
- \* If performance is not trending after the first 30 days, we will rebuild the strategy (ads + landing approach) and run a structured optimization sprint for the next 30 days at no additional management fee. This is not a refund guarantee. All fees and ad spend are non-refundable.

## 3) Third-Party Platform Control

- Ads is a third-party platform. Advertising platform may approve, limit, suspend, or restrict ads/campaigns at its discretion.
- If a campaign is paused or limited by policies, LABest will adjust strategy where possible, but LABest is not responsible for platform decisions.

## 4) What Counts as “Results”

- Results are measured by actions and performance indicators such as calls, directions, clicks, impressions, CTR, CPC, and conversion tracking (if enabled).
- Sales outcomes depend on factors outside LABest control (inventory, pricing, sales process, availability, response time, reputation, competition, seasonality).

## 5) Client Approvals & Accuracy

- Dealer is responsible for approving and confirming accuracy of public business information, offers, logos, links, and claims.
- LABest is not responsible for incorrect information provided by the dealer after approval.

## 6) Content Rights & Usage

- Dealer grants LABest the right to publish provided logos, images, brand materials, and publicly available information for the purpose of this program.
- Dealer confirms they have rights to all assets supplied and holds LABest harmless for third-party claims arising from dealer-provided materials.

## 7) Confidentiality & Non-Replication

- Proposal structure, strategy, templates, and program materials are proprietary to LABest.
- Dealer agrees not to share, copy, reverse engineer, or replicate LABest program materials for use outside this partnership.

## 8) Payment Terms

- Program is billed monthly in advance unless otherwise agreed in writing.
- Past-due invoices may result in pause of Ads and/or program deliverables until payment is received.

## 9) Cancellation & Notice

- Cancellation requires 30 days written notice.
- If cancellation occurs mid-cycle, services continue through the paid period; fees and ad spend remain non-refundable.

## 10) Limitation of Liability

- LABest’s liability is limited to the amount of fees paid for the most recent 30 days of service.
- LABest is not liable for indirect or consequential damages (lost sales, lost profits, platform downtime).

## 11) Compliance

- Dealer agrees to comply with applicable advertising laws, OEM rules, and Advertising policies.
- LABest may remove or revise content/ads that appear misleading, non-compliant, or policy-risky.

### ACCEPTANCE:

**PAYMENT OR SUBMISSION OF THE DEALER INTAKE FORM CONSTITUTES ACCEPTANCE OF THE PROGRAM TERMS & PROTECTIONS ABOVE.**

## Investment

### Package 1

Base Hybrid Package — \$3,500 / month

### Package 2

Base Hybrid Package — \$4,500 / month

### Package 3

Base Hybrid Package — \$5,500 / month



The higher the package, the more priority exposure your dealership gets more featured placements, more visibility, and more leads.

<b>Package</b>	Full Network Visibility Package
<b>Term</b>	Minimum: 6 months   Renewal: monthly
<b>What's included</b>	Ads + Seller page + Sponsored dealer article + Auto network-wide dealer banner + Sitewide Sponsored Articles distribution + internal routing from hubs/models & 5 Local Area Served.
<b>Approvals</b>	Dealer approves all public details (name, address, phone, hours, links, images) before publication.
<b>Reporting</b>	Monthly performance summary Ad.