

ISOTECH

INVENTORY SEARCH OPTIMIZATION

powered by  **DRIVEN**
Media Group

You can outrank
third party organic
search results!

YOUR WEBSITE

Autotrader 



TRUECar

CarGurus[®]



ISOTECH is redefining the SEO category by dynamically rendering the content and structure of dealership websites. ISOTECH directs Google toward the most relevant content, leading to a better user experience.

For more information, reach out to info@drivenmediagroup.com or call us at (410) 260-0304.

01

STRATEGY

The ISOTECH strategy is unique from its competitors because it focuses on Search Pages that are kept up-to-date as inventory changes. Rather than creating 1-2 pages a month, ISOTECH dynamically adjusts the content and structure of the website to direct Google toward the most relevant content.

02

STRUCTURE

ISOTECH restructures your website to answer the searcher's questions and helps them solve their task. Our number one goal is searcher satisfaction. By restructuring your site, we give searchers a reason to stay rather than clicking the back button.

03

RESULTS

Our goal is better search content on Google for a better customer experience and lead conversion on your site. The ISOTECH program can also give detailed feedback on the improvements it's making so you can see what your SEO team is doing for your website.