

# BASIC WEBSITE PACKAGE

Our most essential features to get  
your business online.

THE SMALL BUSINESS STARTER KIT!

## WHAT'S INCLUDED?

### ► WEBSITE SOLUTION

- Responsive website template (choose from 5 designs)
- Tire and service catalogs (no videos or illustrations)
- Up to 3 custom content pages
- Rate our Service form
- Contact Us form
- Tire and service quoting (single location only)
- Coupons and automated promotions (no custom coupons)
- Website blog

### ► INTERNET MARKETING

- Search engine optimization
- Social media page integration with your website

### ► CONSULTING & SUPPORT

- Dedicated Account Manager
- Unlimited customer support
- Website hosting
- Quarterly calls with your Account Manager
- Monthly and quarterly reporting
- Training on website best practices

\*Add-on products cannot be applied to the Basic package. Supports single location businesses only.

# ELITE WEBSITE PACKAGE

Everything you need to help your unique tire or service business thrive online.

## OUR MOST POPULAR PACKAGE!

### WHAT'S INCLUDED?



#### WEBSITE SOLUTION

- Responsive custom website design
- Tire catalog or Drivecast service videos (*choose 1 - tire catalog has over 200 videos*)
- Service catalog with in-depth illustrations
- Up to 5 custom content pages
- Contact Us form
- Lead Manager
- Tire and service quoting and appointment scheduling
- Testimonials (*customer reviews*)
- Coupons and automated promotions
- Online job application
- Up to 10 FREE domain based emails
- Website blog



#### INTERNET MARKETING

- Search engine optimization
- Drive Local (*submission to top web directories*)
- Social media page setup and integration with your website



#### CONSULTING & SUPPORT

- Dedicated Account Manager
- Unlimited customer support
- Website hosting
- Quarterly calls with your Account Manager
- Monthly and quarterly reporting
- Training on website best practices

# NET DRIVEN® DIAGNOSTIC CENTER

## ENGAGE MORE CUSTOMERS ON YOUR WEBSITE

- FACT: Auto repair and maintenance searches have grown over **8%** faster than searches for new cars and trucks.<sup>1</sup>
- Many people are choosing to maintain their vehicles rather than purchase a new one. As a result, more people are in need of service and repairs than ever before. If you get these consumers to spend time engaging with auto service content on your website with a clear call to action, you will have educated customers that are better able to communicate their vehicle needs to your shop. More resources, more customer engagement.
- With the Net Driven® Diagnostic Center, a customer who browses your site in need of service or repairs can answer a series of easy-to-follow questions that will help them diagnose their vehicle troubles right on your website, which will result in more ways to engage your customers about the automotive services you provide.

NOT SURE WHAT SERVICE YOU NEED?  
VISIT OUR DIAGNOSTIC CENTER ►

START BY DESCRIBING THE SYMPTOMS:

- I can feel it
- I can hear it
- I can see it
- I can smell it
- It won't start

## WHY SHOULD I HAVE THIS NET DRIVEN® PRODUCT ON MY WEBSITE?



The Diagnostic Center uses language that all users can understand. Cut down on frustration and build their trust.



Seamless transition from diagnosis to scheduling call to action makes scheduling with your business a no-brainer!



Vehicle information is collected and sent right to you. Eliminate time spent collecting information over the phone.



Branded for your website so users will associate this friendly and easy-to-use process with your business.



Net Driven's Diagnostic Center even supports multi-location service providers: once users diagnose their problem, they can choose to schedule at any of your locations that is most convenient for them.

### DOMINANT CALL TO ACTION

NOT SURE WHAT SERVICE YOU NEED?  
VISIT OUR DIAGNOSTIC CENTER ►

SERVICE CATEGORY #1  
Choose these services if you require replacement of your:  
Specials: \$50 Off Services in this Category  
Service #1 Service #2 Service #3 Service #4  
View Services Request Quote Schedule Service

SERVICE CATEGORY #2  
Choose these services if you require replacement of your:  
Specials: \$50 Off Services in this Category  
Service #1 Service #2 Service #3 Service #4  
View Services Request Quote Schedule Service

SERVICE CATEGORY #3  
Choose these services if you require replacement of your:  
Specials: \$50 Off Services in this Category  
Service #1 Service #2 Service #3 Service #4  
View Services Request Quote Schedule Service

SERVICE CATEGORY #4  
Choose these services if you require replacement of your:  
Specials: \$50 Off Services in this Category  
Service #1 Service #2 Service #3 Service #4  
View Services Request Quote Schedule Service

### CHOOSE YOUR VEHICLE

DIAGNOSTIC CENTER  
Don't know what's wrong with your car? Let our intuitive service assistant guide you through the process to help you get the right service for your vehicle. Once the problem has been identified, it'll give you possible solutions.  
To get started, please select your vehicle below.

SELECT YOUR VEHICLE YEAR, MAKE MODEL AND OPTION:

—Select Year—   Continue ►

### CHOOSE OR DESCRIBE ISSUE

DIAGNOSTIC CENTER  
YOUR VEHICLE: 2011 SUBARU LEGACY 2.5 LIMITED  
◀ Start Over

If you're not sure what the problem is, start by describing the symptoms. Otherwise, choose the direct cause of the issue.

START BY DESCRIBING THE SYMPTOMS:

- I can feel it
- I can hear it
- I can see it
- I can smell it
- It won't start

OR CHOOSE THE DIRECT CAUSE OF THE ISSUE:

Brakes  Hearing & Air Conditioning  
 Check Engine & Warning Lights  Lights  
 Electrical Accessories  Steering & Handling  
 Engine Performance  Tires & Wheels  
 Exterior Body  Transmission  
 Interior Body  Upholstery & Interior

< Go Back Next Step >

### PROVIDE DETAILS FOR ISSUE

DIAGNOSTIC CENTER  
YOUR VEHICLE: 2011 SUBARU LEGACY 2.5 LIMITED  
◀ Start Over

We're getting there! Please choose the option below that best describes how the issue feels:

WHAT NOISE DO YOU HEAR?

Squeak: Continuous, high pitched sound  
 Rattle: Continuous, low pitched sound like an engine  
 Knock: Heavy, loud, repetitive sound like a knock on the door  
 Tap: Light repetitive sound, louder than a click  
 Rattle: Marbles in a can like something loose  
 Clunk: High pitched rapidly repeating sound, like birds chirping  
 Click: A random thumping sound

< Go Back Next Step >



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Source: <sup>1</sup>hedgescompany.com



# Net Driven Service Center

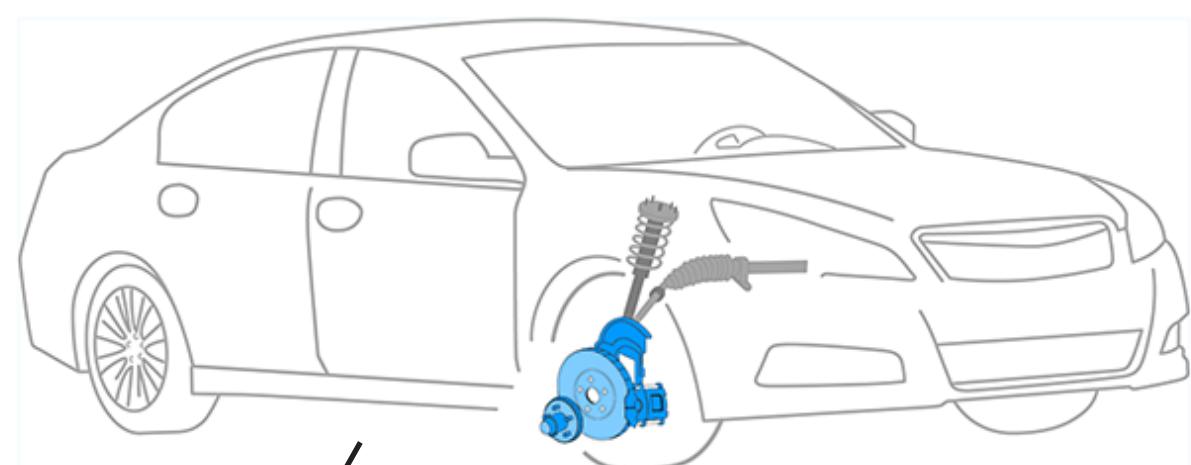
**Online Scheduling**  
USER-FRIENDLY SERVICE FORM

**AUTO SERVICES**

**MORE INFO ON BRAKE JOB, FRONT (DISC)**

**Schedule Service** **Request Quote**

**New Service Icons**  
CUSTOM COLORS



The split second it takes you to press down on the brake should equal the speed and precision of your brake to force your vehicle to a stop. Simply, you apply the brake, your car stops—immediately. And that's the way it should be. Your brakes should allow stop for any obstacles on the road and then continue on your journey. But sometimes your vehicle's brakes are not as responsive—sluggish, squeaky, and shaky. When your brakes are having difficulty stopping your vehicle, it poses a risk to your safety in the vehicle as you travel. We can offer your brakes the care they

deserve to keep your vehicle on the road in peak condition at our Alexandria, Louisiana location. In the case that your vehicle's brakes are not functioning correctly, we can accommodate your vehicle's need for brake repair or brake replacement. We can offer you the quality service that you require. We also offer additional services to keep your vehicle in top working conditions in Alexandria, LA, Pineville, LA, and Oakdale, LA.

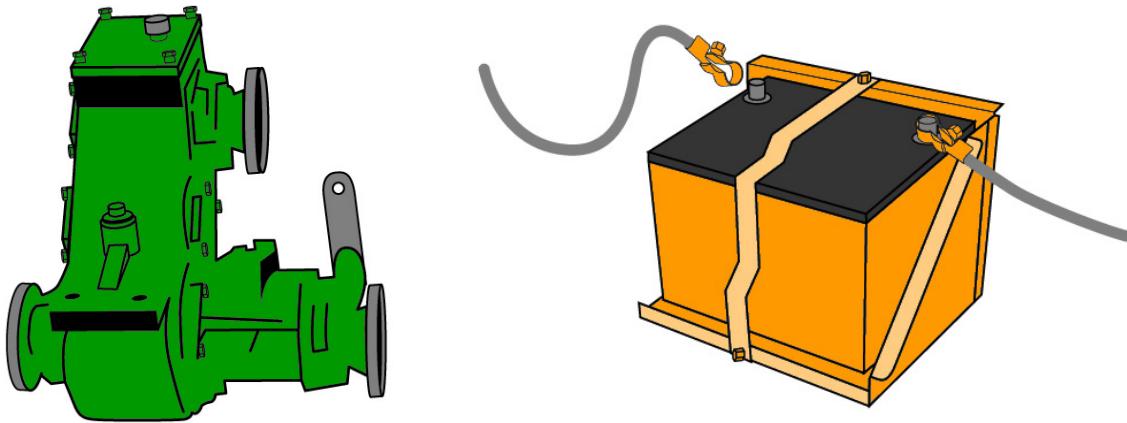
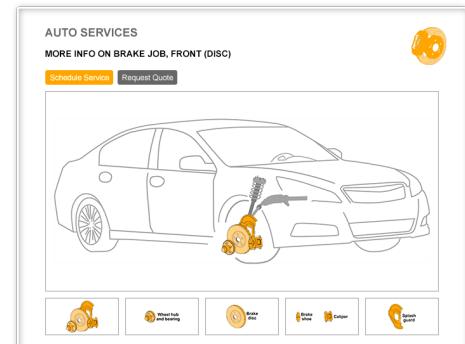
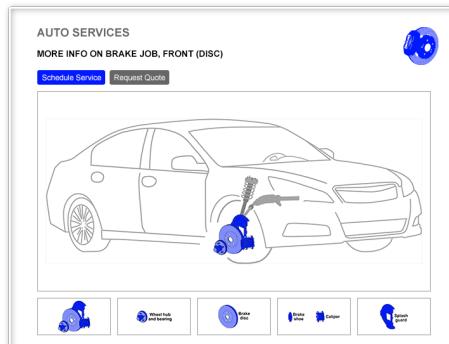
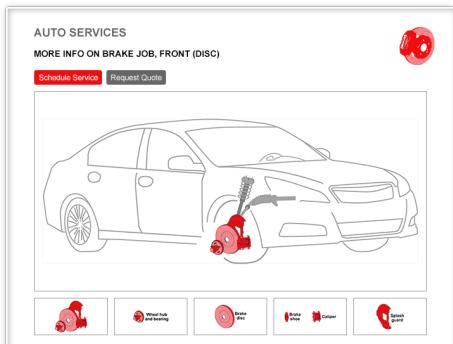
When you are experiencing issues with stopping safely and efficiently, we can help restore your front disc brakes to their optimal performance. If your front disc brakes are functioning correctly, the friction material on the brake shoe will squeeze against the rotor or drum when the brake is applied to slow your vehicle down. As the brake shoe wears thin, the rotor or drum can become worn due to contact and heat. A brake resurfacing service can be performed, which involves scraping or cutting the rotor or drum so it is smooth and true. This can be done within manufacturer specifications, but if the thickness of the rotor or drum becomes too thin or the surface is too scored or warped, they will need to be replaced. An inspection of your brakes will determine which option will service your front disc brake system best. Whether you need brake repair or brake replacement on your front disc brakes, we can offer you superior care and efficient services. So, if the precision of your front disc brakes is in question, our location at Alexandria, LA will be a dependable and reliable stop on your travels. We will return balance to your worn brake system with our

**Expanded Service Content**  
FOR BETTER SEO RESULTS

# Net Driven Service Center

## CUSTOM COLORS

The Net Driven Service Center will be designed to match the color palette of each website. The service illustrations, service icons and call-to-action buttons will change color. See below for examples.



**NET DRIVEN®**

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