

THE IMPORTANCE OF OPTIMIZING YOUR VDP

Our relevance algorithm puts you in control of your success. Apply these best practices and relevancy factors to maximize your listings' performance.

Top 3 Vehicle Merchandising Best Practices



Include multiple custom photos



Always add a price



Include a video or SnapLot 360 walkaround

Dealers who follow Autotrader's merchandising best practices on average see

3X
more leads*

FACTORS OF RELEVANCE IN RANKING ORDER:**

- 1 Package Level
- 2 Shopper History
- 3 Includes Price
- 4 Multiple Photos
- 5 Distance
- 6 Custom Comments
- 7 Lists Options & Features
Mileage per Year
- 8 Dealer Fees Included Badge
- 9 Newly Listed Vehicles
- 10 Great Price FMR Indicator***
Digital Retailing
SnapLot360
- 11 Recently Reduced Price
Includes Video
Good Price FMR Indicator***
Dealer-paid VHR
- 12 Kelley Blue Book Instant Cash Offer

RELEVANT SEARCH PLAYBOOK:

YOUR GUIDE TO SUCCESS

YOUR OPTIMIZATION CHECKLIST:

Our relevance algorithm puts you in control.
Here's a list to optimize your listings for relevant search.

- ☐ Include a **retail price and MSRP** on new vehicles.
- ☐ Include **10+ quality photos** to merchandise your vehicle. Quantity of photos aids in ranking, quality of photo aids in engagement.
- ☐ In addition, include a video or add SnapLot 360 to your Autotrader solution. Add your TV commercial or a "why buy from us" video. Shoppers engage with quick videos that show your facility or the interior and/or exterior of the vehicle. To make it easy, shoot it with your phone.
- ☐ **Comments** are a relevance factor and are a tool to **tell the story of the vehicle**, providing shoppers insight into your price. Aside from this, work with your inventory provider to ensure all vehicle options and features *are represented, these are used in keyword searches and filtering. Features that are advanced, unique, and higher value are very useful to shoppers (i.e. sunroof, heated seats, or Apple CarPlay).*

NOTE: Be sure the aforementioned content is available within 24 hours of listing the car, including replacing your "image coming soon" message.
- ☐ **Competitively price your vehicles** based on your market. See how your prices compare to the **Fair Market Range (FMR) zones**.
- ☐ Ensure your inventory feed **list price includes all dealer fees** (excl. gov't taxes and fees). **Enable the Dealer Fees Included Badge** in Dealer Site self-service. Accept terms and conditions.
- ☐ Add **digital retailing and Instant Cash Offer** to your Autotrader solution.