



Making the most
of your retailer store

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Your new store page will be your dedicated brand destination on Auto Trader, helping to influence how buyers perceive your brand and business.

So how do you make sure your business stands out above the competition? The key is having a strong brand presence and identity.

In the following sections, you'll learn how to build a successful brand on Auto Trader through your store page by creating unique content and imagery, helping build confidence and trust from your buyers.



Use video and imagery to tell the story of your brand

When a buyer looks at your store page, they should understand at a glance what you're all about – video and imagery can help you achieve this in the quickest and most visual way. For example, if you are a family run business that is focused on customer care, you may want to focus on sharing images of your staff with customers.

If you are a larger business focused on stock choice, you may want to focus on showcasing your forecourt, showing the volume of vehicles available either through static imagery or a video walkaround.

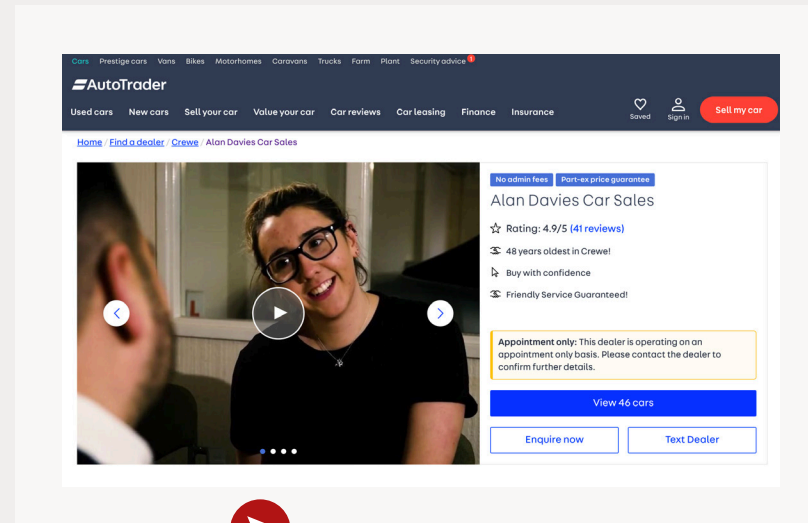



Using video

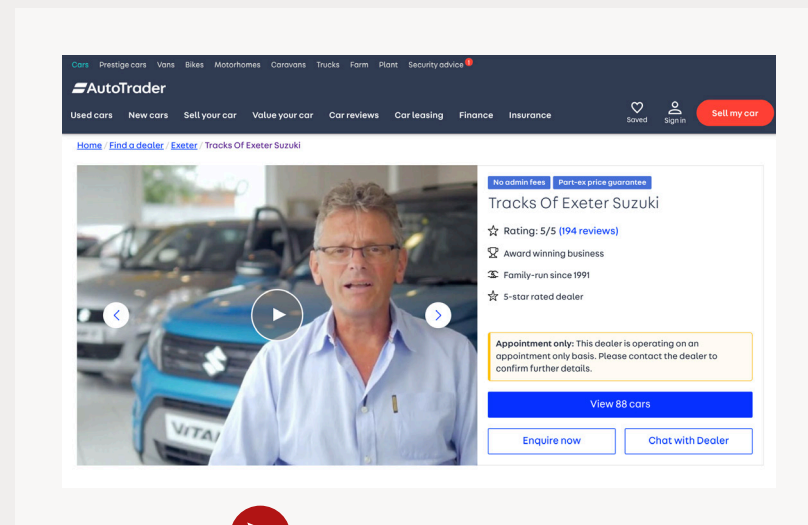
Video content can be added as a YouTube link, this will always appear in the first position on the main image carousel.


Checklist for creating your video

- ✓ **LOCATION**
Ensure the location you choose for the video is free of any distractions and clutter.
- ✓ **DURATION**
Keep content concise and to the point – aim for your video to be no longer than 1 minute.
- ✓ **SELL YOUR BUSINESS**
Talk about what makes you unique and why buyers should be confident in buying from you. Take the opportunity for buyers to also get a feel for what it's like to transact with your business, you may want to talk about the showroom experience or the one-on-one service they may receive.



 Click here to view live example



 Click here to view live example

Using imagery

Checklist for creating your imagery

- ✓ **SIZE**
We recommend uploading images in a 4 x 3 ratio (1024 x 768 pixels) to ensure these fill the carousel image area.
- ✓ **SHOWCASE YOUR BUSINESS**
Create a selection of well shot and clear images that represent your business and showcase your premises and stock you sell. Consider shots of your showroom, sales pitch, other aftersales facilities as well as some of your staff if possible.
- ✓ **FOCUS ON WHAT YOU'RE ALL ABOUT**
Think about what your business represents and try to portray this in your images. If your premises are vast with huge volumes of stock choice, feature plenty of images to help visualise 'size' and 'choice'. If you only stock a few vehicles but focus on customer service and attention to detail, think about imagery to represent this such as staff discussing requirements with customers.

All imagery will need to be uploaded directly through your store page. Up to 6 images can be added (5 if you've added a video) and easily moved around using drag and drop once uploaded.

- ✓ **4 x 3 ratio**



768 pixels

1024 pixels

Examples of imagery

ENTRANCE/EXTERIOR

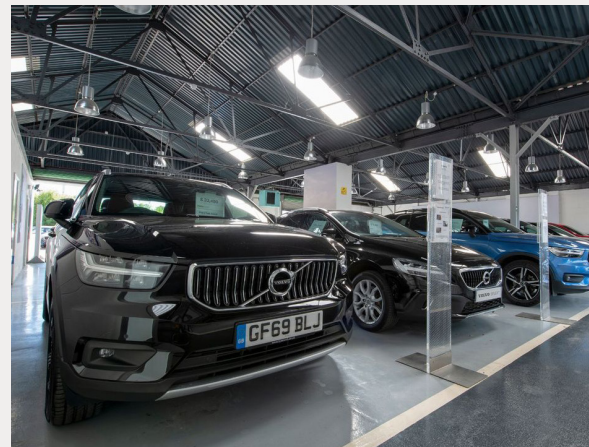


PITCH



Examples of imagery

INTERIOR SHOWROOM



Examples of imagery

STAFF & LIFESTYLE



ONSITE SERVICES & SIGNAGE



Grabbing buyer's attention with key business callouts

Buyers visiting your page are likely to form a view of your business within seconds of landing on the page.

Imagery and video will help to visually capture their attention whilst your key business callouts can help you make a series of punchy statements about what your business is all about to grab their attention.

Checklist for your business highlights

- ✓ Be succinct to catch the eye of readers.
- ✓ Be clear and easy to understand, ensure you check your spelling and grammar.
- ✓ Clearly communicate something about your business which will easily resonate with buyers.
- ✓ Be focused on what makes your business different and stand out from the competition.

Key business highlights will appear underneath your business name right at the top of your store page.

★ Rating: 4.9/5 (22 reviews)

🤝 Yorkshire's Volvo Experts

🤝 Privately owned and run

🏆 Award Winning Volvo Dealer

To help think about what 3 key things you should call out about your business, consider the following things:

1. Defining your brand

- Are you a trendsetter who is using the latest tech to enrich the customer experience (virtual appointments, etc...)?
- Are you an eco-friendly business?
- Do you pride yourself on having the friendliest customer service?
- Are you part of any approved associations that help provide consumers with additional reassurance?

If you're having trouble identifying what sort of business you want to be, try asking yourself the following questions;

- What are my core business values?
- What is unique about my business? What do I offer that no one else does?

2. What is your unique selling point (USP)?

A USP is an overarching statement that conveys the unique benefit that your business offers that others don't.

- Do you specialise in certain types of stock?
- Do you offer something unique in the buying experience?

Example of key callouts



Award winning dealer / 5-star rated dealer



Buying and selling vehicles for over 30 years



Electric vehicle specialist



Price match promise on all vehicles



Family owned business



7-day a week virtual appointments



Approved RAC/AA dealer

Helping consumers understand your story and what to expect

The about us area of your store page allows you to tell your story in a concise but compelling manner, showing your personality to buyers.

Try to create a simple story which considers the following:

- Are you privately owned, part of a group or a family run business?
- How many years have you been in business?
- Where are you based and what is your influence in the community you operate?
- What type of stock do you sell (do you specialise in any types of vehicles, do you hand pick all cars, etc.)?
- Vehicle standards. Do your vehicles all conform to a certain standard, any guarantees?
- Your staff. Are these family, have they worked for your business for a long time?
- What people can expect if they visit you. Do you have meet and greeters, can they bring pets, do you have a waiting area which is family friendly with refreshments?



Examples of About us



Make yourself comfortable in our family zone

'Our small family run business has been buying and selling vehicles in Leeds for over 30 years. We pride ourselves on making your experience as stress free as possible. If you're struggling for time or simply don't want to travel, we operate a 7 day a week virtual video appointment service where we can showcase any vehicles and talk about purchase options. If you prefer to come and visit, take a stroll through our undercover showroom or make yourself comfortable in our family zone whilst you grab a brew and kids can plug into our games consoles whilst you chat to a member of our friendly sales team. We also love our animals, so dogs are welcome.

For peace of mind motoring, all our stock has undergone a multi-point inspection, comes with a full MOT and has been serviced inline with the recommended manufacturer guidelines. Any vehicles purchased also come with a 12-month warranty and AA breakdown cover as standard.'



Yorkshire's Centre of Excellence

We are an award winning, privately owned and run business celebrating 13 years with Volvo with dealerships in Bradford and Huddersfield. We consider ourselves to be Yorkshire's Centre of Excellence for New and Used Volvos and our knowledgeable and experienced team provide customers with a stress free, enjoyable car buying and ownership experience, which is reflected in our customer reviews.

Our extensive used car stock allows us to provide the lowest priced Approved Used Volvos in West Yorkshire and we can offer you a full range of competitive finance solutions. As part of Volvo Standards Volvo Selekt Approved Used Cars (less than 7 years old/100,000 miles) go through rigorous checks and software upgrade, including:- Checked and Prepared to Volvo Standards, Software Upgrade, Volvo Selekt Warranty, MOT Test Cover, Volvo Assistance, 30 day/1500 mile Exchange Guarantee. Whilst our indoor showrooms are closed you can contact us via Live Chat, Email or Phone'.



Let buyers know why they should buy from you

Help create simple callouts for consumers about why they should buy from you. This can expand on details you highlighted in your business highlights or focus on more detailed information around what makes your business different. You can add up to 12 reasons to buy from you.

Checklist of reasons to buy from you

- ✓ Are you an approved dealer?
- ✓ Are all your vehicles prepared to a certain standard (valeted, etc.)?
- ✓ Do you offer a standard warranty on all used vehicles?
- ✓ Are there any other perks you offer as part of purchasing – breakdown cover, service plans, etc.?
- ✓ Size and range of stock you have
- ✓ Do you have any aftersales facilities onsite? Bosch service centre, etc.
- ✓ Have you received a high level of 5-star reviews on Auto Trader?
- ✓ Do you offer click and collect, home delivery?

Example why buy from you statements



PRICE MATCH PROMISE

We price check our stock on a daily basis to guarantee you a great deal on your next car



5-STAR RATED DEALER

We're highly rated on Auto Trader, Google and Facebook



30 YEARS IN BUSINESS

We've been helping thousands of happy customers with all aspects of their motoring since 1991

 AutoTrader