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# Digital Best Practice Guide

**5 tips to boost the  
quality and visibility  
of your listings on  
Gumtree Cars.**

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## Tip 1: Appear in more searches

### Add a detailed title to your online listings

Optimise your listings for Gumtree Cars search by including these 7 important details in your title.

If there is enough room, choose 1 or 2 other headline features like popular packages, features or accessories that users are likely to search for to improve the visibility of your listing.

✔ Aim for a title of 70-80 characters

- Year
- Make
- Model
- Variant
- Transmission
- Colour
- Body Type
- Manufacturer
- Fitted Packages
- Popular Features
- High Value
- Accessories



## Tip 2: Attract interest with detail

### Write a description that sells and differentiates

Make sure that you provide a comprehensive description of the vehicle you're selling, that includes the details that prospective car buyers are most interested in.

✔ Aim for a description of 250-300 words

- Focus on the vehicle itself (not the dealership)
- Be clear about the vehicle's history
- Describe the benefits (not just the features)
- Build trust with transparency (reference any imperfections, major repairs or damage)
- Use standard Title Case (many users avoid listings that are ALL CAPS/CAPS LOCK)
- Add customer friendly terms and combine common acronyms with their full description like "All-Wheel Drive (AWD)" or "Hybrid Electric (HEV)"



## Tip 3: Improve quality & visibility

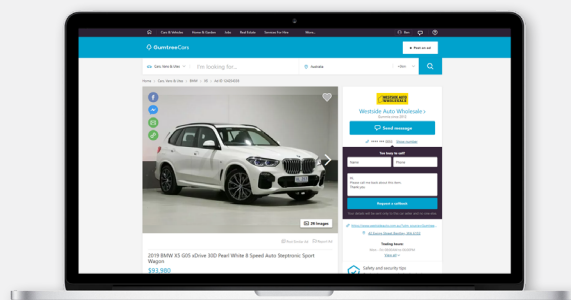
### Define all relevant attributes for a higher quality ad

Including all of the available vehicle attributes are paramount to your listings' success.

Be sure to add as many attributes as possible to improve the visibility of your listings in the search results.

✔ Aim to include these top 15 attributes

- Registration
- Price
- Kilometres
- Year
- Make
- Model
- Variant
- Series
- Transmission
- Colour
- Body Type
- Fuel Type
- Cylinder
- Configuration
- Drive Train
- VIN





## Tip 4: Invest in your virtual showroom

### Take and upload high quality images

Add value to your inventory by investing time in taking high quality photos that showcase all aspects of the vehicle. This approach will help you increase views and maintain gross profit. It is important to always be mindful of the condition of the car, the weather, time of day and your surroundings when taking photos.

- Use a consistent location that is free of clutter, including other cars, people and obstructions
- Follow a set photography process or series of angles to best showcase the cars condition and features
- Schedule your photos for early in the morning or late in the afternoon to avoid intense sunlight and shadows
- Always take your images in landscape orientation (not portrait)
- Centre the vehicle in all images and avoid cropping sections of the exterior (as buyers may think you're trying to hide damage)
- Use natural lighting where possible and avoid adjusting the colours or adding filters
- Take and upload the optimal image size and aspect ratio (1024px by 768px or 4:3)
- Prepare the vehicle before taking photos, ensuring that any reconditioning work is complete and the vehicle is suitably cleaned/detailed inside and out
- Always use images of the actual vehicle and try to avoid stock photos (including "just arrived" or "coming soon" holding images)

✓ **Aim for 20-30 images (or use our quick image checklist as a guide)**

#### QUICK IMAGE CHECKLIST

##### Priority Exterior Images (recommended)

- Front ¾ Driver Side (Hero Shot)
- Front ¾ Passenger Side
- Rear ¾ Passenger Side
- Rear ¾ Driver Side
- Full Front (Straight On)
- Full Rear (Straight On)
- Front Passenger Wheel (Close-Up)

##### Priority Interior Images (recommended)

- Dashboard General View (from Driver Seat)
- Dashboard Detail (including Odometer)
- Centre Console Wide View (from Rear Seat)
- Centre Console Detail View
- Front Seats
- Rear Seats
- Boot/Cargo Space

##### Other Exterior Images (optional)

- Full Side View - Driver
- Full Side View - Passenger
- Open Sunroof (Close-Up - Looking In)
- Exhaust Tips (Close-Up)
- Front Lights (Close-Up)
- Rear Brake Lights (Close-Up)
- Any exterior damage or imperfections

##### Other Interior Images (optional)

- Multimedia Screen (Close-Up)
- Sat Nav/Apple CarPlay/Android Auto (Close-Up)
- Reversing Camera (Close-Up)
- Open Sunroof (Close-Up - Looking Out)
- Engine Bay
- Full Size Spare Wheel (if applicable)
- Any interior damage or imperfections



## Tip 5: Provide a virtual inspection

### Introduce video into the car buying process

To connect with prospective buyers in an engaging way, even if they are unable or unwilling to visit the dealership due to the current COVID-19 restrictions, set-up a virtual inspection with them via Facetime, Zoom or a Whatsapp Video Call (or similar provider).

Alternatively, pre-record a more generic short video featuring the vehicle that can be used over and over again with multiple prospects.

✓ **Record in daylight hours but try to avoid direct sunlight and filters**

