

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**.
 - Add **digital retailing and Instant Cash Offer** to your Autotrader solution.
 - Check out the relevant search best practices video [here](#).

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
Great Price FMR Indicator**
- 8 **Newly Listed Vehicle
Good Price FMR Indicator**
- 9 **Digital Retailing
SnapLot 360**
- 10 **Recently Reduced Price
Includes Video**
- 11 **Instant Cash Offer**

Sorted in ranking order, highest to lowest
Italicized factors can't be influenced by dealers
Factors with same number are equally weighted
Vehicles receive a score based on the total number of
relevant factors included on their listing

