

Together, we do more

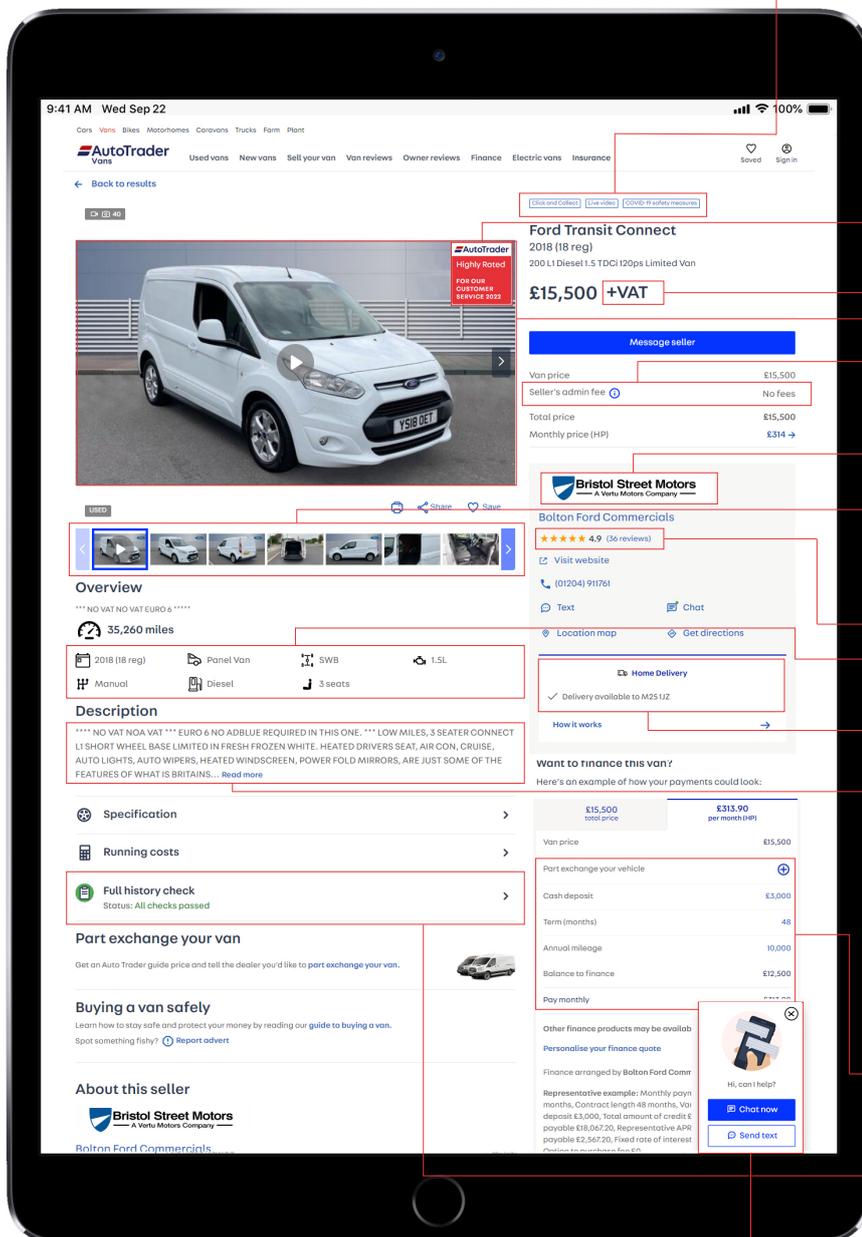
AutoTrader

What does the 'ultimate van advert' look like?

We've created this ultimate example of an advert that contains everything available for you to turn browsers into buyers.



Top tips to help you create high performing van adverts



1

Multiple services offered

2

Features award wins to build trust

3

Be clear about the VAT status

4

Stand out from the crowd with video

5

Admin fee transparency

6

Dealership branding

7

Give more detailed view with up to 100 images

8

Build confidence with lots of customer reviews

9

Include all key features and specifications of the van

10

Office Home Delivery and Click and Collect

11

Promote the key selling points in the description

12

Show your monthly finance offers

13

Include a full history check to build confidence

14

Enable buyers to contact you via Live Chat and Text