



## Make Your Vehicle Ad STAND OUT

Our job at ChattanoogaHasCars.com is to help you sell your vehicle by exposing your ad to hundreds of area vehicle shoppers daily. While many factors may affect the success of a particular ad, we've developed these tips to help you make your ad STAND OUT and gain the attention of our shoppers.

### Search Results Ad Display

**THUMBNAIL PHOTO...** a Thumbnail image of the vehicle is automatically generated using the FIRST of 10 available photos uploaded. You obviously want to make the best first impression and we've found that a ¼ view from the Front of the vehicle works best.

**AD TITLE (BOLD)...** Grab the reader's attention with your Ad Title message!

**MILEAGE...** A great way to make your Low Mileage vehicle Stand Out. If Mileage is left blank when the ad is created, then "Not Specified" is displayed.



**Mercedes Classic Convertible**  
1986 Mercedes 560SL Convertible. Well maintained and garage kept. Runs Grea ...more  
Signal Mountain, TN

[More from this seller](#)

Mileage: 117000  
**\$8,500.00**

**DESCRIPTION...** The Search Results Ad Display shows approximately the first 60 characters of the vehicle description that appears in the full vehicle ad as well as the City and State where the vehicle is located. Keep this in mind when writing your vehicle description and use Key Words in the first couple of sentences to make your ad Stand Out. Examples include; LOW MILEAGE, LIKE NEW, Etc.

**PRICE...** The Price of your vehicle is perhaps the most important factor of your success...and also to the buyer. There are several "schools of thought" when it comes to pricing...whether to include a price or not. We tend to lean toward including a competitive price in your vehicle ad since it's more likely to come up as a match in a visitor's search results. If no price is included, "CALL FOR PRICE" will be displayed here. We strongly recommend NOT using a "Low Ball" number such as \$1 to affect search results unless you're prepared to honor the price.

**INVENTORY LINK...** takes visitors to a list of your entire inventory. An optional logo graphic (88x31 pixels) will make your ads stand out more in search results.

Hundreds of Local Shoppers Visit ChattanoogaHasCars.com Daily!  
Make Your Ad STAND OUT and Get Noticed!



## Vehicle Ad Display


(Display Size Reduced For Demonstration)

**AD TITLE...** Usually contains a quick description of the vehicle by Year, Make and Model.

**VEHICLE DETAILS...** This is a snapshot description of the vehicle derived from information entered in your ad including Year, Make, Model and Price as well as Mileage and Condition.


**PHOTOS...** Up to 10 Photos are accepted for Featured Vehicles. Vehicles entered manually will display additional photos as thumbnail images below the main image. Each photo clicked displays, in turn, in the main image position for a larger view. Imported vehicle ads display a "Click Here For More Photos" link below the main image. This is due to variations in the physical size of images prepared by various data providers. Large image files would significantly increase the time it takes the vehicle display page to load in the visitor's browser – a potential turn-off for your customer.

**1994 Dodge Ram 2500 Laramie SLT 4x4**




1994 Dodge Ram 2500 Laramie SLT 4x4 \$6,500.00  
 Chattanooga, TN 37405  
 Blue Exterior N/A Interior  
 2 Door Truck  
 8 Cylinder Automatic  
 4 Wheel Drive  
 Gas  
 190,000 Miles  
 Used  
 Good Condition

[Contact Seller](#)  
[Email this ad to a friend](#)  
[Payment Calculator](#)



**Description**

A work truck you'll be proud to pick up a date in! This truck has a killer sound system that's wired and ready for your satellite receiver. Transmission was replaced with new at 110k miles. This is a great running club cab truck for off road and equipped for 5th wheel.



**Additional Details**

- Air Conditioning
- CD Player
- Power Steering

**Seller Profile**

This is the description you put in your Profile under My Account and may include your Logo, Photo, Address and other contact information including a direct link to your website.

[More listings from this seller](#)

**LINKS...** are provided to Contact Seller and Friend Referral forms. Additional fields are provided in your profile that may be used to link buyers directly to a Credit Application form on your own website.

**VIDEO...** Featured Ads may include video embedded from your YouTube, Google, or Yahoo video account. This is an excellent way to breath life into your ad and even take the customer on a "virtual test drive" if you like. Account setup with each provider is currently FREE and there is no cost for streaming.

**ADDITIONAL DETAILS**  
These are the Standard Options selected as installed on the vehicle.

**DESCRIPTION...** a 1,500 character description of the vehicle. Remember that the first 60 or so characters will appear in the Search Results display so be sure to choose words that grab attention!

**SELLER PROFILE...** This will include your Logo (88x31 pixels) and Photo as well as the Contact Information from your Profile under the My Account Page as well as a link to more inventory. You may also include a description of your business here or disclaimer.