

# PHOTO BEST PRACTICES

## Shoot vehicles in a consistent format

Convey professionalism and improve your brand image by being consistent with your inventory photos. Shoot in the same location and at the same angles to give your website a cohesive look. This also makes it easier for customers to compare vehicles on your website, enhancing the online buying process.



## Ensure value-added features are captured using dynamic photo prompts

Some of the biggest selling points, like trailer hitches, navigation systems, safety features, or specialty wheels are often overlooked. Don't forget to take photos of these features to engage your leads and provide more information during their online buying process. Give your online shoppers more reason to stay on your VDPs for longer. Adding these details helps to educate them, making their buying decision easier.

## Get vehicles online fast to reduce missed opportunities

The sooner you can get your vehicles online, the faster you can sell them. Waiting to add your inventory to your website can mean missing sales for your dealership. Don't waste any time with photographing and uploading the vehicle information and images to your website.



## Leverage manual camera controls to improve photo quality

Your camera has a lot of options that will help optimize your photos and ensure you are getting the best quality pictures. The focus, exposure, white balance and flash are all options that will help you get the optimal shots.