

How to take good pictures that sell used cars online



Absolutely Brilliant
Car Dealer Websites

<http://www.autoagent.co.za/>

How to take good pictures that sell used cars online.



A quick guide to taking better pictures for used car dealers.

Auto Agent provides a quick and easy way for you to maximise your sales opportunity by allowing the uploading of multiple images. The idea is to create a photo rich sales page where a potential buyer can see all the details of the car, find out if it's what they're after without moving on too quickly.

This is a great aid for out of town buyers who cannot physically come and view the car on your showroom floor, as it gives them a very clear picture of what they are buying. Auto Agent allows for unlimited pictures, although in reality, you could probably do with having just five that will do the job.

Top Five most important pictures.

¾ Front - Main



¾ Back



Inside Dash



Front Seats



Back Seats



These are by no means the only pictures you should take, but they should be the minimum that you aim to photograph.

Obviously if the car has a special feature, then try and take a picture of this in such a way that it's obvious. There's nothing wrong with taking a close-up of the odometer if the kilometres are low, or the sunroof if it means getting in the back seat and shooting forward with the sunroof wide open. Don't leave it to chance, assuming that people will read the features - people like to look at pictures, and will make their buying decision based on what they see, not what they read.

If it has it, take a picture and upload it!

Making the best of your location.

The simple fact is that unless you are privileged to have a studio into which you can drive your car, you are going to have a few compromises with the location that you have to take pictures in. Sometimes there is no space, or the backdrop is very busy - if you follow these points, it should result in better end result.

1. If you don't have space, park the car sideways in front of the other cars. You really don't need an open parking lot, just enough for your ¾ front and ¾ back is fine.
2. Don't shoot directly into the sun and avoid having the car half in the shade and half out. Either have the whole car in the shade, or the whole car in the full sunlight.
3. Check your background - no bright signs and lights, poles and pillars sticking out the car, people walking past and sunlight reflecting bright spots.

How to take good pictures that sell used cars online.



4. Make sure the car is clean - and stick your dealer plates on it!
5. Get the size right, show the whole car, but come in as close as you can. Don't crop the exterior shots - people want to see the full car, bumper to bumper.
6. Be honest with your pictures - don't try to hide obvious issues - but no need to focus in on the dings either.
7. Don't use the Flash when doing close-ups - use Macro, the setting that looks like a flower.

Things to look out for - bad images!

Half in Shade



Into the Sun



Headrest in way



Bright Spots



Car too small



Should I shoot high resolution with my digital camera?

For your website, you really don't need high resolution images, less than 1mega pixel is fine - shoot at a minimum of 800x600, the Auto Agent system will resize and create all the correct sizes needed. Also, unless you have a very modern cell phone, chances are that you will need a digital camera. These are so common today that you can pick one up for a few hundred Rand. Make sure it has a Macro function for those close ups, it really doesn't need to be a professional camera, a point and shoot is fine.

Be methodical - and repeat...

When you find a good place to photograph your cars, and you have the settings on your camera just right, make a note of these settings and stick to the process and location you have used before. Do a few cars at the same time as this will make the downloading of pictures from the camera and sorting the good from the bad quite a bit faster.

Don't re-use old pictures - make the effort and photograph each car as it comes in, the extra effort will pay off!

I hope you've found this quick guide helpful. I look forward to more top quality images on the Auto Agent network. **Print this guide out and shoot the Top Five!**

[The Auto Agent Team](#)