# MotorDesk AutoTrader Guides

Any questions, please contact: contact@motordesk.com

How to choose which category your vehicle is advertised under (i.e. car, motorbike, van, motorhome)

In order to decide which category your vehicle is advertised under on AutoTrader, you must first locate your vehicle in the **Vehicles -> Browse Vehicles (**https://my.motordesk.com/vehicle/browse/**)** section of MotorDesk and then click to **edit** the vehicle.

Navigate to the **Vehicle** tab in the left-hand menu.
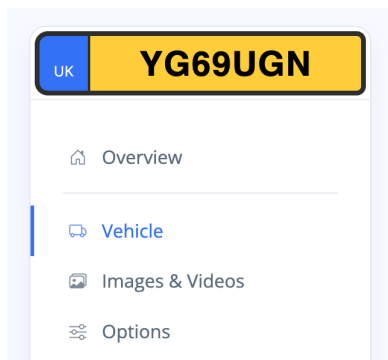
(individual-vehicle-vehicle)

Under the **Vehicle Type** menu you can choose which category you would like the vehicle to be advertised under in AutoTrader.
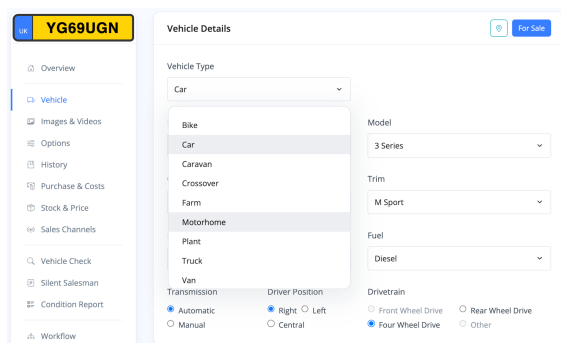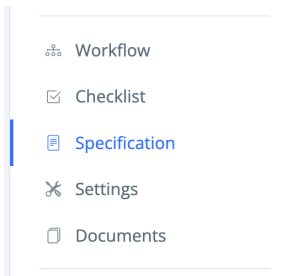

(vehicle-type-drop-down)
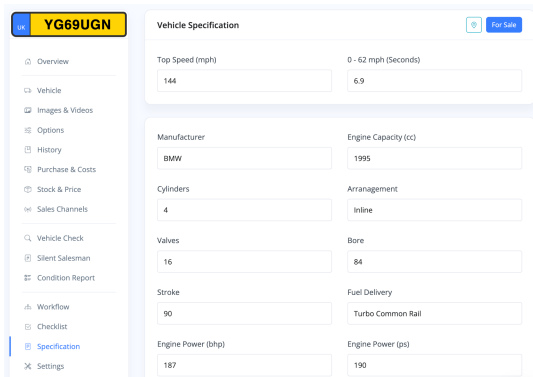
How to adjust vehicle specifications

To change any vehicle specifications, locate the vehicle in the **Vehicles -> Browse Vehicles (**https://my.motordesk.com/vehicle/browse/**)** section of MotorDesk and then click to **edit** the vehicle.

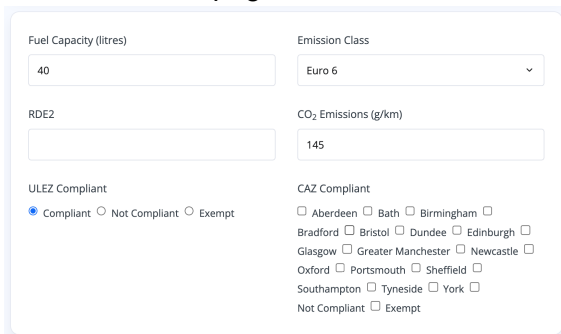Navigate to the **Specifications** tab in the left-hand menu.

(individual-vehicle-specification)

Under this tab you will see all the vehicle specifications that you're able to change - most will have been auto-populated for you but are easily edited as you require.

(vehicle-specification)

Scroll down the page to see the full extent of the options available to edit.
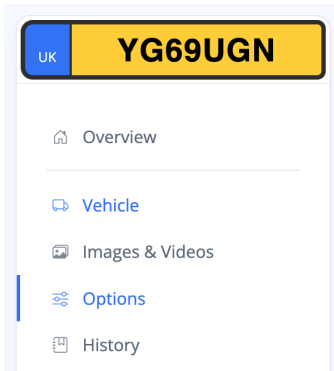

(extra-spec)

How to select vehicle optional extras

To view or select optional extras and standard features for a vehicle, find the vehicle in the **Vehicles -> Browse Vehicles (**https://my.motordesk.com/vehicle/browse/**)** section of MotorDesk and click to **edit** the vehicle.

Navigate to the **Options** tab in the left-hand menu.

(individual-vehicle-option)

Optional extras can be selected or deselected as desired.
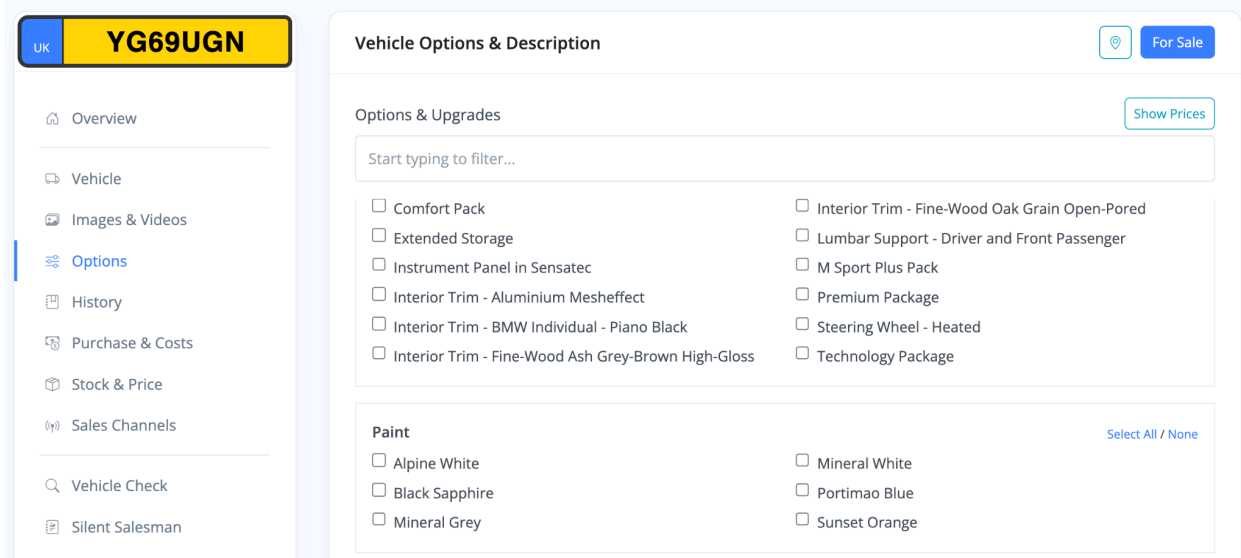
(option-and-description)

You also have the option to 'Show Prices'.

(show-price)
Enabling this will show a price value next to each optional extra.

Paint			
			Select All / None
☐ Alpine White		☐ Mineral White	£670.00
☐ Black Sapphire	£670.00	☐ Portimao Blue	£670.00
☐ Mineral Grey	£670.00	☐ Sunset Orange	£670.00

(price-on-display)

The standard features are automatically selected for you and you will be able to view and edit them by clicking the 'Standard Features' drop-down option.
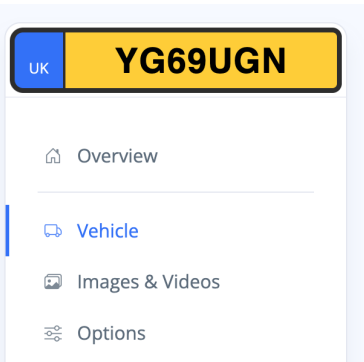

(standard-feature)

How to change a vehicle's derivative

To change a vehicle's derivative, follow these steps.

Step 1:
In the **Vehicles -> Browse Vehicles** (https://my.motordesk.com/vehicle/browse/) section of MotorDesk simply locate and click to **edit** the vehicle you'd like to change the derivative for, and then go to the **Vehicle** tab in the left-hand side menu.

(individual-vehicle-setting)
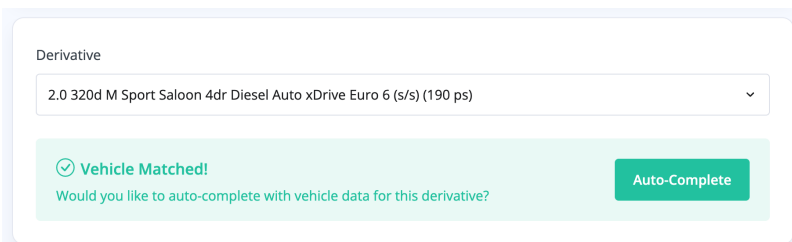
Step 2:
The derivative can be changed in the drop-down menu available. You can also select 'Other' to enter your own custom derivative.
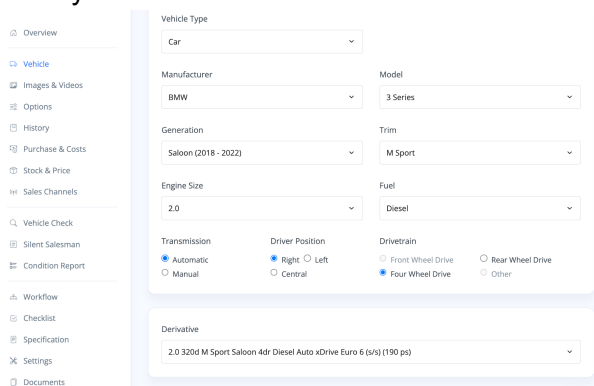
(derivative-location)

Step 3:
After selecting a derivative you can then use the Auto-Complete feature to populate the full vehicle data, based on the information associated with the newly-selected derivative.
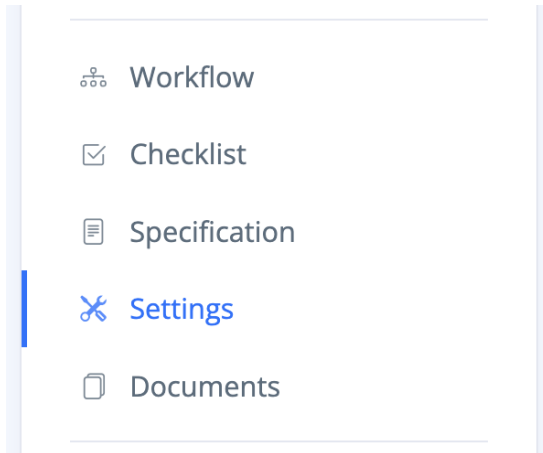

(derivative-autocomplete)

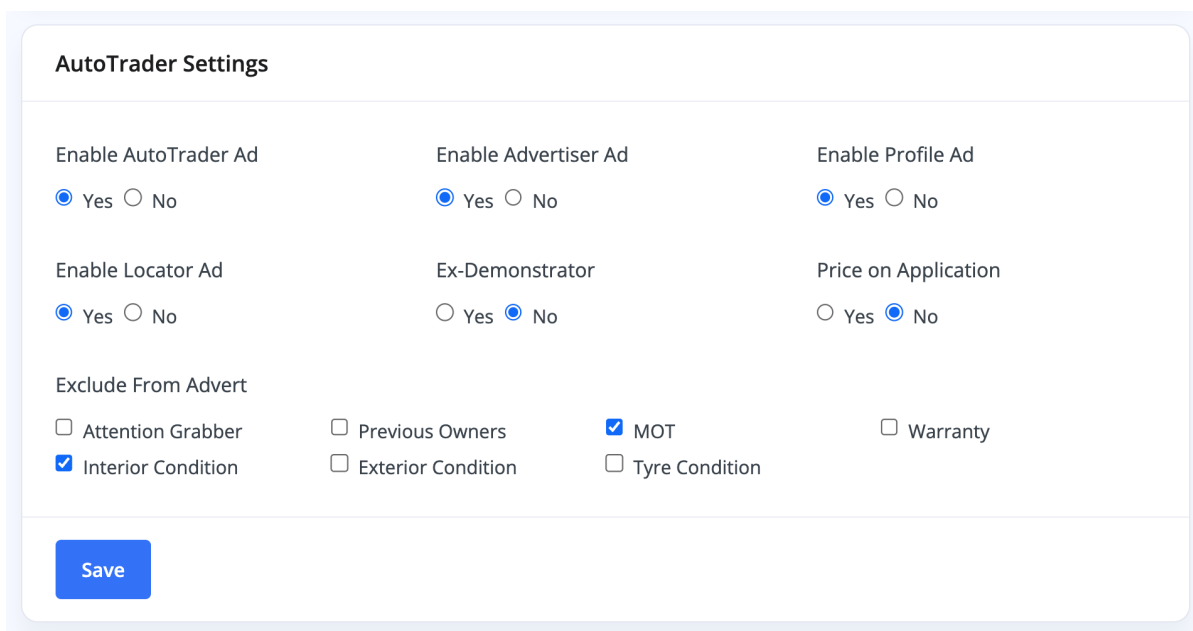# How to customise an AutoTrader advert, and choose where it's advertised

To customise the AutoTrader advert for a vehicle locate the vehicle in **Vehicles -> Browse Vehicles (**https://my.motordesk.com/vehicle/browse/**)** section of MotorDesk and then click to **edit** the vehicle.

Navigate to the **Settings** tab in the left-hand menu.

(individual-vehicle-setting)

You can then scroll down to the **AutoTrader Settings** section and begin to choose what you would like to appear, but also specifically what you would like NOT to appear in your AutoTrader advert for this particular vehicle.


(AutoTrader-setting)

How to connect AutoTrader

Connecting MotorDesk to AutoTrader enables you to benefit from a vast array of vehicle data, from vehicle history to valuation metrics.
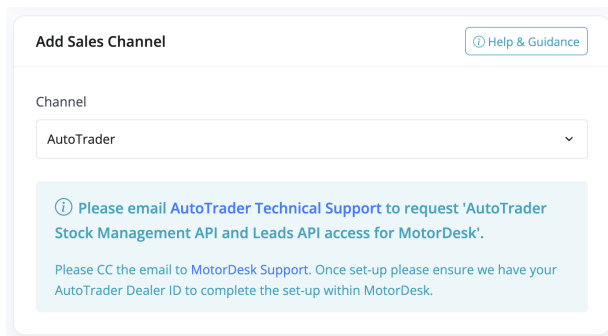
You can connect AutoTrader as a sales channel in the **Business -> Sales Channels** (https://my.motordesk.com/business/channel/) section of MotorDesk.

Under the Add Sales Channel section simply select AutoTrader from the drop-down menu.
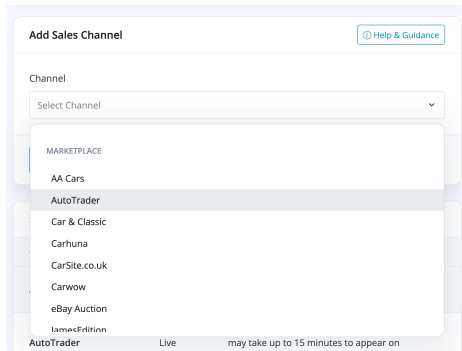
(AutoTrader-dropdown)

Then follow the setup instructions, emailing AutoTrader Technical Support accordingly.

(add-sales-channel)

MotorDesk is able to automatically import your vehicles from AutoTrader to help you get started, please let MotorDesk support know if you would like to do this, and please also confirm if you would like us to reset your account to remove any existing vehicles before we import from AutoTrader.

How to advertise on AutoTrader from MotorDesk

Having uploaded your vehicles to MotorDesk, it takes just a couple of steps to publish them to AutoTrader.
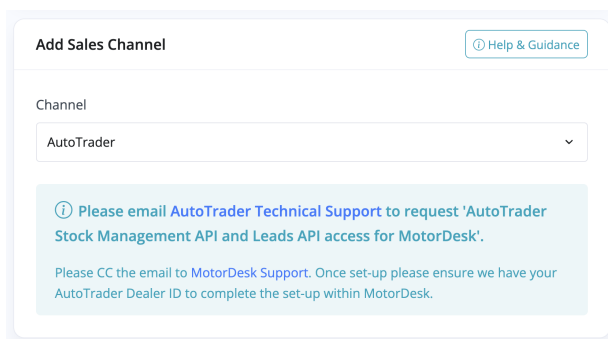
Step 1: Sales Channel

First, if you haven't already you must connect AutoTrader as a Sales Channel in the **Business -> Sales Channels** (https://my.motordesk.com/business/channel/) section of MotorDesk.

Select AutoTrader from the drop-down menu.
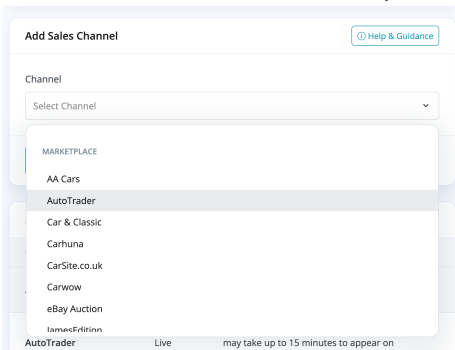
(AutoTrader-dropdown)

Then follow the setup instructions, emailing AutoTrader Technical Support accordingly.

(add-sales-channel)

Step 2: Assign Vehicles To Sales Channel

To advertise to AutoTrader you can either go to your **Vehicles -> Advertising** (https://my.motordesk.com/vehicle/channel/) section of MotorDesk and select between 'Yes', 'No' or 'Profile Only' for each vehicle under the AutoTrader column.

(yes-no-profile)

Or alternatively you can click into an individual vehicle's **Sales Channels** section and simply toggle AutoTrader on.

(car-publish)

How does MotorDesk incorporate AutoTrader data

MotorDesk makes it very clear and easy to view AutoTrader's extensive vehicle data, presenting it to you at the moment when you most likely need it. For example seeing vehicle valuations at the point of buying, part-exchanging or pricing a vehicle.

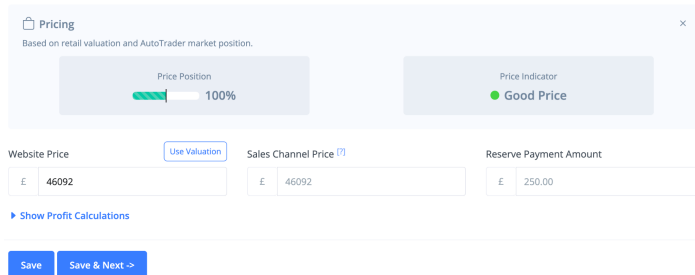Firstly in a vehicle's Stock & Value section, when adding a vehicle to your stock, you can view AutoTrader's **vehicle valuation** and **vehicle metrics**. You can also expand the table to see the **valuation trend** and **confidence of sale**.
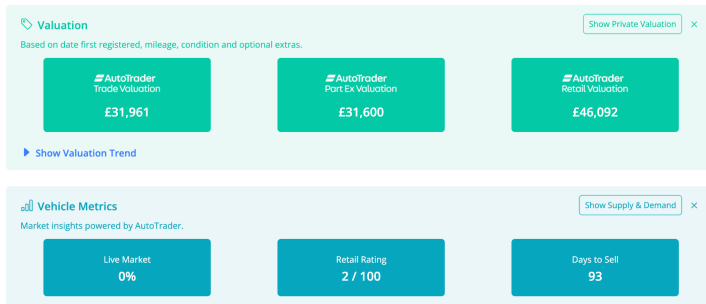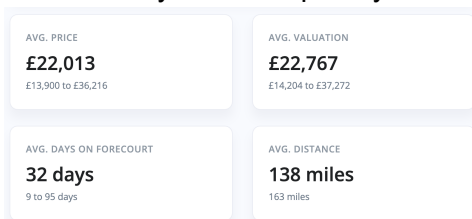

(stock-auto-trade)

When setting a price for the vehicle, you can see the **price position** and also AutoTrader's **price indicator.**
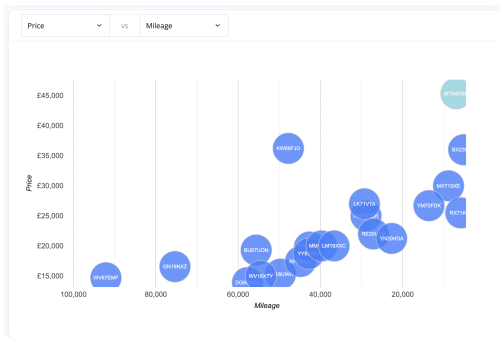

(stock-web-price)

Before pricing a vehicle for sale, you can also see **competitor analysis** which will help you to know exactly where to price your vehicle and also to gauge how long it may take to sell.

(competitor-stats)

REGISTRATION	PRICE	VALUATION	PRICE VS VALUATION	TRIM	DERIVATIVE	ENGINE	FUEL	TRANSMISSION
DG66WAJ	£13,900	£14,204	98%	Super	2.2 TD Super Saloon 4dr Diesel Auto Euro 6 (s/s) (180 ps)	2.2	Diesel	Automatic
WV67EMF	£14,695	£15,123	97%	Veloce	2.0T Veloce Saloon 4dr Petrol Auto Euro 6 (s/s) (280 ps)	2.0	Petrol	Automatic
WV18XTY	£14,980	£16,413	91%	Super	Alfa Romeo Saloon 2.0 TB Super 4dr Auto	2.0	Petrol	Automatic
NU18UWR	£15,295	£15,239	100%	Tecnica	2.2 TD Tecnica Auto Euro 6 (s/s) 4dr	2.2	Diesel	Automatic
GN19NXZ	£16,551	£17,537	94%	Veloce	2.0T Veloce Auto Euro 6 (s/s) 4dr	2.0	Petrol	Automatic
RF67RJV	£17,402	£18,597	94%	Speciale	Giulia Ekb 2.2 Turbo Diesel 180hp Speciale	2.2	Diesel	Automatic
YY69XXJ	£18,710	£18,014	104%	Super	2.2 TD Super Auto Euro 6 (s/s) 4dr	2.2	Diesel	Automatic
BU67UON	£19,304	£18,522	104%	Veloce	2.0T Veloce Saloon 4dr Petrol Auto Euro 6 (s/s) (280 ps)	2.0	Petrol	Automatic
EX19WHS	£19,808	£21,026	94%	Veloce	2.0 Turbo petrol 280hp VELOCE	2.0	Petrol	Automatic

(competitor-list)

(competitor-chart)

Before you agree to purchase a vehicle to add into your stock, you can run a **Vehicle Check** to make sure you are met with no nasty surprises.

(motor-history)

You can also view a **full MOT history** for the vehicle.

(mot-history)

Simple adding a vehicle into MotorDesk will give you instant access to full vehicle taxonomy and optional extras, which are provided by the most up-to-date data directly from AutoTrader.

(derivative-location)

(optional-extra)