

Enhance your dealership's social media presentation (and general search engine favorability):

Social Card Use and Open Graph Tag Specs for your Value Your Trade page

When a visitor, OR YOU, shares your Value Your Trade page, they can either get THIS:



OR THIS:



Which would you prefer they share?

In order to AUTOMATICALLY have them share the 2nd example, you need to have your website solutions provide do a couple of things for you, to your Value Your Trade page.

First, you need to obtain a Social Card.

This is a graphic image, that is 1200 pixels wide by 630 pixels tall, that you want to be shared as the graphic representative for your Value Your Trade page.

You can have one made yourself, or you can navigate to

<https://www.digitalpowersports.com/recipes/social-cards/>

...where we've provided an ever-growing collection of Value-Your-Trade Social Cards that you can use (You will need to pick up your own license for some of the image elements, but we make that very easy for you, and inexpensive)

You will need to be logged in as a member, but you probably already are. Membership is free and comes with a ton of great advice and tools to help you get the most from your Trade Cycle® service.

Once you've chosen and downloaded an image from the Social Cards collection, or have one of your own, you'll need to send that over to your Website Solutions Provider and they will need to store that image ("host it") on the domain of your website, in a publically accessible location. They'll know exactly what to do.

You will only need to do a tiny bit more.

You need to replace the ALL CAPS sections of the code lines below, then send these changes to your Website Solutions Provider Representative, who needs to install them in the <head> section of your Value Your Trade page.

That's it!

Once this is completed, ANY TIME anyone, including yourself, ever shares that page on Facebook, the result will be a large image, with the title and description that you have specifically chosen.

Once edited, you can send the instructions on the next page directly to your Website Solutions Provider Rep.

Don't forget to change the all caps sections!

The meta tag content between the ===== (separators) must be added to the "Value Your Trade" page in the <head> section. The ALL CAPS Content inside of **and including the [] brackets** must be replaced. Leave the **®** to have a registered trademark symbol appear after your dealership's name.

(Your WSP Rep will change the og:image content themselves - don't change that.)

=====USE BELOW=====

```
<meta property="og:title" content="Value Your Trade | [YOUR DEALERSHIP NAME]&reg;" />
<meta property="og:description" content="[WRITE WHAT YOU WANT THE DESCRIPTION IN THE POST TO SAY
HERE IN LESS THAN 300 CHARACTERS]" />
<meta property="og:url" content="[VALUE-YOUR-TRADE PAGE URL]" />
<meta property="og:site_name" content="[YOUR DEALERSHIP NAME]&reg;" />
<meta property="og:image" content="[THIS NEEDS TO BE THE URL OF THE IMAGE AFTER YOUR HOST UPLOADS]"
/>
```

=====USE ABOVE=====



og:image

og:site_name

og:description

EXAMPLE ONLY below...DO NOT USE:

-----SAMPLE ONLY DO NOT USE!-----

```
<meta property="og:title" content="50% BOOST overnight in first-party lead volume." />
<meta property="og:description" content="TRADE CYCLE is the Powersports industry's first and
only trade-in evaluator, website lead conversion tool - bringing 50% boosts to dealers website
leads." />
<meta property="og:url" content="https://www.digitalpowersports.com/" />
<meta property="og:site_name" content="Digital PowerSports" />
<meta property="og:image" content="http://www.digitalpowersports.com/dpsociacard.jpg" />
```

-----SAMPLE ONLY DO NOT USE!-----