



**Advanced Digital Automotive**  
**GROUP**

*Putting You in Control of Your Online Presence*

**THE ULTIMATE GOOGLE MAPS CHECKLIST FOR**  
**AUTO REPAIR**  
**& SERVICE BUSINESSES**  
HOW TO GET RANKED ON THE MAP PACK



# THE ULTIMATE GOOGLE MAPS CHECKLIST FOR AUTO REPAIR & SERVICE BUSINESSES

## HOW TO GET RANKED ON THE MAP PACK

Here's a comprehensive Google Maps checklist tailored for auto repair shop owners looking to enhance their visibility and ranking on Google Maps. This checklist includes foundational steps and advanced tips to maximize their ranking potential:

### Google Business Profile Setup & Optimization



- **Claim & Verify Business**  
Ensure the Google Business Profile (GBP) is claimed, verified, and accurately represents the shop.
- **Correct Business Category**  
Set the primary category as "Auto Repair Shop" or the most relevant category. Add secondary categories, such as "Oil Change Service" or "Tire Shop," as applicable.
- **Accurate NAP Information**  
Ensure the Name, Address, and Phone Number (NAP) are accurate, consistent, and reflect your actual business location.
- **Service Area Update**  
Specify the correct service areas within a realistic radius to ensure accurate reach.
- **Business Hours**  
Update business hours, including special holiday hours, and make changes as needed.
- **Business Description**  
Write an SEO-optimized, engaging description that includes your primary keywords and highlights specialties.
- **Add Services**  
Include services like "Brake Repair," "Transmission Services," and "Engine Diagnostics" with descriptions. Each service should be clear and keyword-rich.
- **Appointment Link**  
If applicable, add a booking link for customers to schedule appointments directly.
- **Attributes**  
Add relevant attributes, such as "Veteran-owned" or "Certified Technicians," to provide additional context to potential customers.

### Image & Video Optimization



- **High-Quality Photos**  
Include exterior and interior photos, team photos, equipment shots, and before-and-after repair images. Ideally, add at least 5-10 high-quality images.
- **Geotag Photos**  
Use geotagged images when possible to strengthen local relevance (although this must be done off-platform as Google no longer supports it directly).
- **Video Content**  
Add short videos, like shop tours or technician introductions, to boost engagement and profile quality.
- **Logo & Cover Photo**  
Use a high-resolution logo and cover photo to make a strong first impression.

### Keyword Optimization



- **Primary & Secondary Keywords**  
Incorporate keywords like "Auto Repair," "Brake Service," "Transmission Repair," etc., in the description and service listings.
- **Location-Based Keywords**  
Add keywords such as "Auto Repair [City Name]" or "[City Name] Brake Service" in relevant areas of the profile.

Apply for a **FREE**, Internet Marketing Strategy today.  
Call [\(877\) 237-6969](tel:8772376969) or go [autorepairseo.com/schedule](https://autorepairseo.com/schedule).





# THE ULTIMATE GOOGLE MAPS CHECKLIST FOR AUTO REPAIR & SERVICE BUSINESSES

HOW TO GET RANKED ON THE MAP PACK

## Review Strategy

- **Consistent Review Generation**  
Implement an automated system or reminder for customers to leave Google reviews post-service.
- **Encourage Keywords in Reviews**  
While encouraging reviews, ask customers to mention specific services like "oil change" or "brake repair."
- **Respond to All Reviews**  
Respond promptly to both positive and negative reviews. Show gratitude for good reviews and address concerns in negative ones professionally.
- **Address Keywords in Responses**  
Subtly add keywords in review responses to reinforce relevance (e.g., "We're glad you had a great brake service experience!").



## Questions & Answers Section

- **Monitor and Manage Q&A**  
Regularly monitor the Q&A section, answer all customer questions quickly, and consider adding common questions proactively.
- **Use Keywords in Answers**  
Naturally include keywords in your responses to commonly asked questions, like "Yes, we offer comprehensive brake repair services in [City Name]."



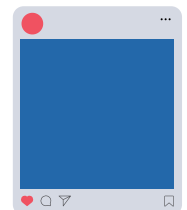
## Local Citations and Backlinks

- **NAP Consistency Across Citations**  
Ensure that your NAP info is consistent on all major directories and citation sites.
- **Build Local Citations**  
List the business on local and industry-specific directories (e.g., Yelp, YellowPages, local auto repair directories).
- **Get Backlinks from Local Sites**  
Partner with local businesses, sponsor events, or join local organizations to secure backlinks.



## Google Posts

- **Regular Posting**  
Create Google Posts at least once a week, covering updates, offers, or helpful tips (e.g., "Winter Car Maintenance Tips").
- **Use Promotional Posts**  
Highlight limited-time offers or seasonal specials like "20% off oil change in [Month/Season]."
- **Event-Specific Posts**  
For events or special promotions, use event posts to promote sales or holiday hours.
- **Use Keywords in Posts**  
Naturally include keywords like "auto repair in [City]" to improve post relevance.



Apply for a **FREE**, Internet Marketing Strategy today.  
Call [\(877\) 237-6969](tel:8772376969) or go [autorepairseo.com/schedule](https://autorepairseo.com/schedule).



Advanced Digital Automotive  
GROUP  
Putting You in Control of Your Online Presence

# THE ULTIMATE GOOGLE MAPS CHECKLIST FOR AUTO REPAIR & SERVICE BUSINESSES

HOW TO GET RANKED ON THE MAP PACK

## On-Page SEO for Website (Linked to Google Profile)

- **Location Pages on Website**  
Ensure that the website has a location page with keywords targeting your area, linked to your Google Business Profile.
- **Embed Google Map**  
Embed a Google Map of your location on your contact or location page.
- **NAP Consistency on Site**  
Match the Google Business Profile NAP exactly on your website's contact or footer section.



## Mobile Optimization

- **Mobile-Friendly Site**  
Ensure that your website is mobile-friendly, as many people use mobile devices to access Google Maps.
- **Fast Loading Time**  
Optimize your website for quick load times, especially on mobile.



## Engage Locally and Offline

- **List on Local Community Boards**  
Many cities have local business directories or boards that can boost visibility.
- **Sponsor Local Events**  
Sponsoring events or community activities enhances local relevance and reputation.
- **Partner with Nearby Businesses**  
Collaborate with local businesses to encourage cross-referrals.



## Track & Monitor Performance

- **Google Business Insights**  
Regularly review metrics such as views, search queries, calls, and direction requests.
- **Adjust Based on Analytics**  
Analyze what's working and optimize the profile based on traffic sources and popular keywords.
- **Track Rankings on Google Maps**  
Use tools to track your ranking position in local search results for specific keywords.



This checklist helps auto repair shop owners create a strong, engaging presence on Google Maps that appeals to local customers and improves rankings.

Apply for a **FREE**, Internet Marketing Strategy today.  
Call [\(877\) 237-6969](tel:8772376969) or go [autorepairseo.com/schedule](http://autorepairseo.com/schedule).



**Advanced Digital Automotive**  
GROUP  
Putting You in Control of Your Online Presence



# THE ONLINE DOMINANCE METHOD™

FOR MAXIMUM FLOW OF CALLS, LEADS & PROFITABILITY  
in your auto repair shop or auto services business



Apply for a **FREE, NO COST, NO OBLIGATION** thorough analysis of your shops current digital presence by calling **(877) 237-6969** or go to [autorepairseo.com/schedule](http://autorepairseo.com/schedule) to book your Internet Marketing Strategy Session.



Advanced Digital Automotive  
GROUP  
Putting You in Control of Your Online Presence