

MASTERTECH AUTO CARE

Auto Repair · Virginia Beach, VA · vabeachautorepair.com · Serving Virginia Beach since 1995

# Google Business Profile Upgrade

## Audit + Upgrade Plan

A review of your Google Business Profile alongside your website. What is already working, what your profile does not yet say about you, and what we will put in place.

Profile Upgrade | Ongoing Management

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02 What We Found

|                      |                       |                             |                                  |                                |                       |
|----------------------|-----------------------|-----------------------------|----------------------------------|--------------------------------|-----------------------|
| 4.7<br>GOOGLE RATING | 298<br>GOOGLE REVIEWS | 30 yrs<br>IN VIRGINIA BEACH | 36 / 36<br>MO / K MI<br>WARRANTY | 22<br>SERVICES ON YOUR<br>SITE | Gold<br>NAPA AUTOCARE |
|----------------------|-----------------------|-----------------------------|----------------------------------|--------------------------------|-----------------------|

You are starting from a strong position. A 4.7 rating across 298 reviews, a correct primary category, online booking already live, accessibility and payment details fully completed, and a 36-month/36,000-mile nationwide warranty that is longer than most NAPA shops carry.

This is not a rescue job, and nothing below is about the quality of your work. The single biggest opportunity is a whole section of your profile that has never been switched on, and the second is that the things your customers praise you for are not written anywhere you control.

Google's own AI already publishes a "Know before you go" panel on your profile, built from your 298 reviews. It says you text quote links so customers can approve or decline work, that you advocate for customers with extended warranty companies, and that locals come to you for quick state inspections. **Not one of those three appears in your description, your services, or anywhere else on the profile you control.**

Where the gaps are

| Area                 | What we are seeing                                                                                                                                                                                                                                                                                              |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Products section     | The Products section has never been started. It is the largest visual block a customer sees on a mobile profile, and the part Google's AI reads when someone asks whether anyone nearby does a specific job. We will build it out using the copy already on your website. Page 8 has all sixteen cards written. |
| Business description | Your description explains what you believe in, and it reads well. What it does not do is say where you are, what you do, how long you have been doing it, or that you are a Gold-Certified NAPA AutoCare Center. We will keep the values and add the facts.                                                     |
| Google's own edits   | Google has made six changes to your profile that have never been reviewed, including moving your map pin. On a shop customers drive to, that one is worth checking first.                                                                                                                                       |

|                        |                     |
|------------------------|---------------------|
| 3<br>AREAS TO COMPLETE | 8<br>ALREADY STRONG |
|------------------------|---------------------|

Already strong: your 4.7 rating across 298 reviews, a correct primary category, well-written bookable services, live online booking, fully completed accessibility, complete payment options, a genuinely good website with 22 service pages, and a warranty most independents cannot match.

## 03 Why This Matters More This Year

Google is moving from showing people your website to answering for you. That changes what a Business Profile is for.

Whatever your profile knows is what Google will say about you. Your reviews already tell Google you are quick at state inspections. Your profile does not say you do them at all, beyond one line in a booking tab.

### How it used to work

Somebody searched, scanned the results, clicked through to your website, read a page, then called or filled in a form. Your website was where the decision happened, so a better website won the job.

### How it works now

Somebody asks Google a question and Google answers it, using your Business Profile and your website. The customer may never reach your site at all. The business Google understands best wins the job.

### Two changes already in effect

| What changed                                                            | What it means for you                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Google removed the Q&A section from Business Profiles, in November 2025 | Customer questions used to be answered by a person in a public thread. They are now answered by Google's AI reading your profile. If your profile is thin on a subject, the answer is thin or wrong, and nobody is there to correct it. |
| Local Services Ads are moving into Google Ads                           | Business names, addresses and hours will sync from your Business Profile into your advertising. Your profile stops being a listing and becomes the record that feeds your ads, so accuracy stops being cosmetic.                        |

**The practical version, for a shop like yours**

Virginia requires an annual safety inspection on every registered vehicle. That is a recurring, legally required, high-intent local search happening in your area every single month. Google's own AI already tells people you are quick at it, because your customers said so. The work is making sure your profile says it too, in the places Google reads.

None of this is speculative positioning. It is the reason the rest of this document concentrates on your description, your services, your Products section and your answer library rather than on cosmetics. Those four are what an AI actually reads.

# 04 Your Profile Today

What a customer sees right now. The notes on the left map to the profile shown on the right.

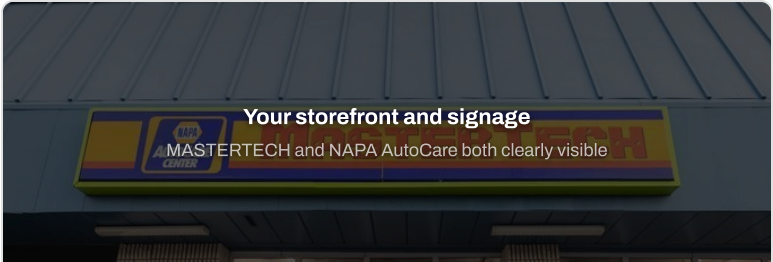
- An entire section of your profile has never been switched on**

Your Products section is empty. It is the largest visual block on a mobile profile and the part Google's AI reads when someone asks whether anyone nearby does a specific job. This is the single biggest thing we can add, and page 8 has all sixteen cards already written.
- Your description never says what you do**

It is a well-written statement of your values. In around 700 characters it does not mention Virginia Beach, a single service, the year you opened, NAPA, ASE, or your warranty. Everything missing from it is already true and already on your website.
- Google has changed six things without you**

There are six "updated by Google" notices on your profile that have never been reviewed, and one of them moved your map pin. On a shop customers drive to, a pin in the wrong place costs you more quietly than anything else here. It is the first thing we check.

CURRENT



Your storefront and signage  
MASTERTECH and NAPA AutoCare both clearly visible

### MasterTech Auto Care

4.7 ★★★★★ (298)  
Auto repair shop

[Directions](#)[Save](#)[Call](#)[Share](#)

[Book online](#)  
shopgenie.io

3642 Holland Rd #101, Virginia Beach, VA 23452

Closed · Opens 8 AM

vabeachautorepair.com

+1 757-490-1414

#### Products

Empty - the biggest opportunity on your profile

#### Your description says

"...our purpose is to provide reliable and honest auto repair services that prioritize the safety and satisfaction of our customers."

#### What Google's AI says you are known for

"Locals say to bring your vehicle here for quick state vehicle inspections."



05 Your Upgraded Profile

The same profile with the gaps filled. Every addition is drawn from something you already publish on vabeachautorepair.com or from what your own customers already say, so nothing here claims anything new about you.

- A full Products section, live**

Sixteen cards, each with a photo, a short description and a consistent call to action, filling the largest empty space on your profile. Already written, ready to publish. Page 8.
- A description that says what you do**

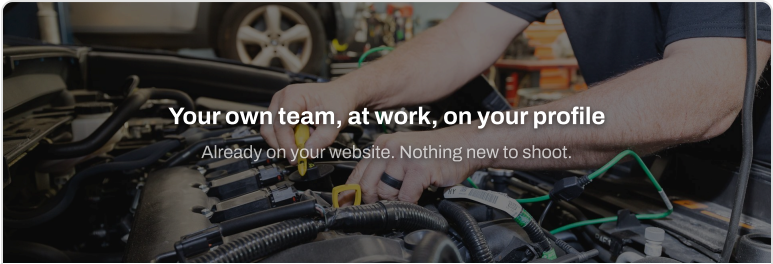
Virginia Beach, since 1995, Gold-Certified NAPA AutoCare, ASE-certified technicians, state inspections, your 36-month warranty, and the two things your reviewers single out: text approvals and warranty advocacy.
- Services confirmed and rounded out**

Two typos fixed, anything you refer out rather than perform taken off, and your European marques added as their own services so people searching for them find you.
- Your own photography, brought across**

Your website already carries a storefront shot, your owners, five of your team, and a technician at work. We make sure your profile is using what you have already paid to have taken.
- Every review answered**

Every new review gets a reply in your voice within a day, positive and negative alike, using wording you have signed off in advance.

UPGRADED



**Your own team, at work, on your profile**  
Already on your website. Nothing new to shoot.

### MasterTech Auto Care

4.7

★★★★★

(298)

Auto repair shop

+ Mechanic

Directions

Save

Call

Share

Book online

shopgenie.io

3642 Holland Rd #101, Virginia Beach, VA 23452

Closed · Opens 8 AM

vabeachautorepair.com

+1 757-490-1414

Products

YOUR PHOTO

State Inspection

Your words, from your site

YOUR PHOTO

Oil Change

Your words, from your site

YOUR PHOTO

Brake Service

Your words, from your site

Your description now says

"MasterTech Auto Care has served Virginia Beach drivers since 1995, from our shop at Holland and Rosemont Roads. We are a family-owned, Gold-Certified NAPA AutoCare Center..."

New Limits · GBP Upgrade Proposal

Page 5

## 06 Your Business Description

This is the highest-value single change in the whole engagement, because it is the first thing Google's AI reads when it describes you to somebody.

YOUR DESCRIPTION NOW

Roughly 700 characters

"At MasterTech Auto Care, our purpose is to provide reliable and honest auto repair services that prioritize the safety and satisfaction of our customers. As a family-owned business, we believe in building trust through integrity and respect, ensuring every interaction reflects our commitment to quality work done right the first time. Our dedicated team fosters a clean and welcoming environment, combined with fun personalities that make your experience enjoyable. We are not just here to care for your vehicle; we aim to build lasting relationships with our customers and our community. Through fair pricing, diligent service, and ongoing education, we strive to give back and empower those around us, creating a positive impact beyond our shop"

It is genuinely well written and everything in it is true. The issue is what it leaves out. Google's own guidance asks a description to cover what you offer, what sets you apart, and your history. This covers your values, which is a fourth thing, and none of the three.

### What it never mentions

- Virginia Beach

• Any service at all

• 1995

• NAPA Gold-Certified

• 36-month warranty

• ASE-certified

• State inspections

• Text approvals

PROPOSED DESCRIPTION

729 characters

MasterTech Auto Care has served Virginia Beach drivers since 1995, from our shop at Holland and Rosemont Roads. We are a family-owned, Gold-Certified NAPA AutoCare Center, and our ASE-certified technicians service foreign and domestic cars, trucks and SUVs, including hybrids and electric vehicles. We handle state safety and emissions inspections, brakes, engine and electrical repair, computer diagnostics, tires, alignments and scheduled maintenance. You approve or decline every recommendation by text before any work starts, so nothing is a surprise, and we will deal with your extended warranty company on your behalf. Qualifying repairs are backed by a 36-month, 36,000-mile nationwide warranty. Call or book online today.

The fourth and fifth sentences are the important ones. They take the two things Google's AI already reports your customers saying, text approvals and warranty advocacy, and state them as plain facts about how you work. Those are the two things that separate you from every other shop on Holland Road, and until now they existed only inside your reviews.

### On the year you opened

Your profile shows an opening date of September 2011, which is when the current ownership took over. Your website tells the fuller story: founded in 1995, moved to Holland and Rosemont in 2009. **Thirty years in one city is one of the strongest trust signals a local business can have**, and the profile currently implies fourteen. We use 1995.

### One thing we cannot change, and will not pretend to

Google writes its own summary line above your description. It is not an editable field. It is compiled automatically from public web content, third-party data and your reviews. Anyone who tells you they will rewrite it is describing something that does not exist. What genuinely moves it is changing the signals underneath it, which is what everything else in this document does.

## 07 Your Services List

Your services are in good shape. This page is two small corrections, four additions, and two things we would like you to confirm.

Your Bookable Services are the best-written part of your whole profile. "Heat not working", "Steering wheel pulling?" That is exactly how customers describe problems and exactly how an AI matches them. Whoever wrote those understood the job.

### Two things we would like to check with you

#### Towing, and transmission and exhaust work

Your profile lists towing, but your own website sends customers to two outside towing companies. If you refer that work out, the entry should come off, because a service listed on a profile reads as a promise. Transmission and exhaust are the same question in reverse: both are listed on your profile and neither has a page on your website. If you do that work we will build it out properly. Either answer is a one-line reply and we handle the rest.

### Where your European work belongs

Your website says your technicians specialise in European models and names Land Rover, Jaguar, BMW and Mercedes-Benz. That is a real asset and it is worth being findable for, so those four go in as individual services. They do not go in your description, because naming specific makes quietly tells the owner of every unlisted make that you are not for them. They do not go in as categories either, because Google's category rules do not allow it.

- BMW Repair
- Mercedes-Benz Repair
- Land Rover Repair
- Jaguar Repair

### Two one-click corrections

Both are in the Bookable Services subtitles, and both take a few seconds. We mention them only because "Emissions" is a word people search for.

| WHERE             | WHAT                                                    |
|-------------------|---------------------------------------------------------|
| State Inspections | "Emmissions" is misspelled. It should read "Emissions". |
| Heat or A/C       | The subtitle ends on a trailing comma.                  |

### On your categories

Your primary category, Auto repair shop, is correct and we are not changing it. The only addition we would recommend is **Mechanic**, because that is a thing your business *is* rather than a thing it *has*, and it catches customers searching that exact word. We would rather look at what your existing additional category is actually earning before recommending anything about it, which is a question your Insights can answer.

## 08 Your Products Section, Written

Your Products section has never been started. It is the largest visual block on a mobile profile and the part Google's AI reads when someone asks whether anyone nearby does a specific job. Very few independent shops use it. Rather than describe what we would write, here it is, written.

### The words are yours

Every card below is written from the matching service page on vabeachautorepair.com. Much of it is close to verbatim and the rest is lightly tightened for the format. Nothing claims anything you have not already published about yourself, so there is no need to read all sixteen line by line unless you want to.

### The photos are yours too

Each card gets an image, and we use your own photography first. Where a service has no suitable photo of your own, we source a high-quality image that fits, and we show you those before anything goes live.

### Why the first sentence carries the whole card

Google cuts a product description short in the card and puts the rest behind a "more" link. Most people never open it. So every card below is written so the opening sentence stands completely on its own: the service, the city, and who it is for. If that is all somebody reads, they still have the offer.

#### HOW MOST SHOPS WRITE IT

"Our number one goal is complete customer satisfaction, and our team takes pride in ..." [more](#)

Everything before the cut is filler. No service, no city, nothing to act on.

#### YOUR CARDS, FRONT-LOADED

"Virginia state safety and emissions inspections in Virginia Beach, done fast at an official inspection station. Our certified ..." [more](#)

The whole offer lands before the cut.

THE SIXTEEN CARDS    Written and ready. Skim it, or check one you care about. No need to read every line.

| CARD                                | DESCRIPTION (THE BOLD LINE IS WHAT SHOWS BEFORE "MORE")                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BATCH 1 - THE EIGHT THAT LEAD       |                                                                                                                                                                                                                                                                                                                                                                                    |
| State Inspection                    | <b>Virginia state safety and emissions inspections in Virginia Beach, done fast at an official inspection station.</b><br>Our certified inspectors check brakes, lights, tires and exhaust to current Virginia guidelines, and explain anything that needs attention before it becomes a bill. If something fails, we re-inspect promptly once the repair is done.                 |
| Oil Change                          | <b>Oil and filter change in Virginia Beach, using conventional, synthetic or high-mileage oil matched to your car.</b><br>Our ASE-certified technicians also check fluid levels and look for leaks while the car is up, so a routine service doubles as an early warning. Digital maintenance records keep your history in one place.                                              |
| Brake Service                       | <b>Brake repair and inspection in Virginia Beach for all makes and models, foreign and domestic.</b><br>We diagnose and replace pads, rotors, calipers and hydraulic components, check for fluid leaks, and test braking performance before the car leaves. Squeal, vibration or a soft pedal all get looked at properly. Backed by our 36-month, 36,000-mile nationwide warranty. |
| Check Engine Light Diagnosis        | <b>Check engine light diagnosis in Virginia Beach, with a clear answer instead of a guess.</b><br>We run a full scan, inspect, and road test, then tell you in plain language what triggered the light and what it will take to fix. A light can mean a loose gas cap or a failing emissions component, and the difference matters.                                                |
| Vehicle Diagnostics                 | <b>Computer diagnostics in Virginia Beach for European, domestic and Asian vehicles.</b><br>We use manufacturer-specific software and OEM scan tools to find the actual fault rather than replacing parts hopefully. You get a clear explanation of what we found and what we recommend, so you decide what happens next.                                                          |
| Engine Repair                       | <b>Engine repair in Virginia Beach, from tune-ups to timing chains, oil leaks and full overhauls.</b><br>We service gasoline, diesel and hybrid engines, using digital inspections so you see what we see. Every estimate is explained before work starts, and qualifying repairs carry a 36-month, 36,000-mile nationwide NAPA warranty.                                          |
| Tire Sales and Installation         | <b>New tires in Virginia Beach from Michelin, Goodyear and Continental, fitted, balanced and road-ready.</b><br>We help you choose for how you actually drive and what coastal weather does to a tire, then mount, balance and dispose of the old set. Every fitting meets NAPA Gold-Certified standards.                                                                          |
| Wheel Alignment                     | <b>Wheel alignment in Virginia Beach, with a printed before-and-after of your camber, caster and toe.</b><br>If the car pulls, the wheel sits off-centre, or the tires are wearing unevenly, alignment is usually why. We check the steering and suspension at the same time, because a worn component pulls the alignment straight back out.                                      |
| BATCH 2 - THE EIGHT THAT FOLLOW     |                                                                                                                                                                                                                                                                                                                                                                                    |
| Heat and A/C Service                | <b>Car air conditioning and heating repair in Virginia Beach, including recharges and full system diagnosis.</b><br>If your A/C is blowing warm or your heat is not working, we find out why rather than just topping it up. A coastal summer is hard on a system that is already leaking.                                                                                         |
| Cooling System Service              | <b>Radiator and cooling system service in Virginia Beach, so a hot summer does not turn into an engine bill.</b><br>We pressure test, flush old coolant, and inspect hoses, clamps and the thermostat, replacing what is failing with manufacturer-approved coolant. Overheating is one of the most expensive things to ignore.                                                    |
| Tire Repair, Rotation and Balancing | <b>Tire repair, rotation and computerised balancing in Virginia Beach, to get every mile out of a set.</b><br>We follow your manufacturer's rotation pattern and check tread depth, pressure and uneven wear, then correct the imbalance that causes vibration at highway speed.                                                                                                   |
| Battery, Starter and Alternator     | <b>Battery, starter and alternator testing in Virginia Beach, for a car that cranks slowly or will not start at all.</b><br>We test the whole starting and charging system rather than just selling you a battery, because a new battery on a failing alternator will strand you again in a fortnight.                                                                             |
| Electrical Service                  | <b>Auto electrical diagnosis and repair in Virginia Beach, for lights, windows, sensors and wiring faults.</b><br>Intermittent electrical problems are the ones that get given up on elsewhere. We trace shorts and failing components with proper diagnostic equipment and tell you what it will take.                                                                            |
| GDI and TGDl Carbon Cleaning        | <b>GDI and turbo GDI carbon cleaning in Virginia Beach, for direct-injection engines losing power or idling rough.</b><br>These engines build carbon on the intake valves by design. We remove it with manufacturer-approved equipment without stripping the engine down, then check plugs and codes and road test.                                                                |
| Electric and Hybrid Vehicle Service | <b>EV and hybrid service in Virginia Beach, including battery health checks and high-voltage diagnostics.</b><br>Our technicians are trained and equipped for electric and hybrid work, from cooling and charging system checks to brake service and software updates, using manufacturer-approved tools and safety procedures.                                                    |
| Pre-Purchase Inspection             | <b>Pre-purchase inspection in Virginia Beach, before you buy a used car from a dealer or a private seller.</b><br>We inspect engine, transmission, brakes, suspension and electronics, and give you a detailed report with photos. It is an independent opinion, because we are not the ones selling you the car.                                                                  |

No prices, no phone numbers and no "call now" lines, because Google's product rules prohibit promotional text in descriptions and your profile already carries Call and Book buttons above this section. We publish these in two batches rather than all at once, so the section builds up naturally and we can see how the first set performs before finishing the rest. Belts and hoses, clutch repair, vehicle accessories, fleet servicing and your 90,000 mile service are all real pages on your site and are held for a later batch.

# 09 Teaching Google's AI To Answer For You

Google removed the public Q&A section from Business Profiles in November 2025 and replaced it with an AI-generated answer. Customers ask the same questions they always did. The difference is that a machine answers now, from whatever it can find.

You start ahead of most shops here. Your website already carries a real FAQ section, and Google has already published three specific things your customers say about you. That is the beginning of an answer library, already written, just not anywhere Google reads it as fact.

## What we build and maintain

- 1 An answer library built from your own website**  
Your 22 service pages and your existing FAQ turned into clean question-and-answer pairs, so the AI can quote you accurately rather than improvise around you.
- 2 The real questions, not invented ones**  
Taken from your actual phone calls and your reviews rather than guessed at. We already run call tracking with AI call summaries on your account, which is exactly the raw material this needs.
- 3 A state inspection question set, specifically**  
It is your strongest recurring search, it is legally required every year, and Google already tells people you are quick at it. How long does it take, do I need an appointment, what happens if I fail, what does it cost.
- 4 Keeping it correct**  
A stale answer library produces confidently wrong answers, which cost more than no answer at all. This is ongoing work rather than a one-off.

## The kind of question, and the kind of answer

|                                                                                                                            |                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Do I need an appointment for a state inspection?</b><br>Answered from your own booking setup and hours, not guessed at. | <b>Will you work with my extended warranty company?</b><br>Your reviewers already say you do. This makes it a stated fact rather than something Google infers. |
| <b>Do you work on electric and hybrid vehicles?</b><br>You have a dedicated page for it. Most independents nearby do not.  | <b>How do I know what work you are doing before you do it?</b><br>You text a link to approve or decline each item. This is the answer that wins the job.       |

**Being straight with you about what is live today**

Google is rolling out messaging and business agent tools that this work feeds directly. We have not yet seen those tools switched on across the accounts we manage, so we are not going to tell you that you have them today. The answer library is worth building either way, because the same content already shapes how Google describes you in search right now. As the tools appear on your profile, we set them up.



# 10 Photos and Reviews

We went looking for what you would need to photograph, and found that you have already done it.

Your website carries a professional photoshoot: your storefront with the signage clear, your owners, five members of your team in branded uniform, and a technician at work on a real car. The ask here is not "please arrange a photoshoot". It is "may we use what you already have".



Your storefront, with MASTERTECH and the NAPA AutoCare badge both legible



Your owners, in branded uniform



A technician at work, in uniform, on a real car



One of five individual team headshots, all professionally shot

A shop that shows its people converts better than one that shows only its building, and yours are photographed and sitting unused. Two practical notes: your team photos are on your website but the section that should name them is showing placeholder text instead, which is worth fixing while we are at it. And the storefront image we can reach is a small file, so if you have the original from the photographer we would rather use that.



Three credentials your customers care about, none of which your description currently mentions.

## Your reviews are an asset, and Google has already read them

|               |                |                                |
|---------------|----------------|--------------------------------|
| 4.7<br>RATING | 298<br>REVIEWS | 1,452<br>CUSTOMER INTERACTIONS |
|---------------|----------------|--------------------------------|

Google builds a "Know before you go" panel on your profile from those 298 reviews. This is Google's own summary of what your customers say, in Google's words:

"People say the shop makes quoting easy by texting links to confirm or deny services"

Google, from your reviews

"Reviewers highlight that the team will actively advocate for you with extended car warranties"

Google, from your reviews

"Locals say to bring your vehicle here for quick state vehicle inspections"

Google, from your reviews

These are the phrases we build the description, the product cards and the answer library around. They are not our claims about you. They are Google's summary of what 298 of your customers already said, which makes them the most credible material available.

- state inspection
- text approval
- warranty advocacy
- quick
- honest
- family-owned
- NAPA Gold
- ASE-certified

## How we reply

Every review gets a reply in your voice within a day, good and bad alike. Every reply has two audiences: the reviewer, and the customer reading three weeks later deciding whether to book. That second reader will open your lowest-rated review, and what they are judging is how you behaved when something went wrong. On anything negative we never state what happened, because we were not in the bay. We acknowledge it, keep it short, and move it to a phone call. Anything at one or two stars is drafted and sent to you before it is posted.

# 11 What We Need and How We Will Run It

Six things from you, then a three-week build with the only risky item deliberately last.

## What we need from you

| WHAT                                     | WHY                                                                                                                                                                                                          |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Permission to use your website photos    | Your storefront, your owners, your team and your technician at work. All already on your site. Nothing new to shoot. If you have the original storefront file from the photographer, we would like that too. |
| Sign-off on the copy                     | The description on page 6 and the sixteen cards on page 8. Approve them as written or mark up anything you want changed.                                                                                     |
| Do you do transmission and exhaust work? | Both are listed on your profile but neither has a page on your website. A one-line answer either way and we handle it.                                                                                       |
| Do you tow, or refer out?                | Your website sends customers to two outside towing companies, but your profile lists towing as a service.                                                                                                    |
| Are your social accounts current?        | Google added three social links to your profile on its own. A link to an account nobody updates is worse than no link.                                                                                       |
| Anything you want done differently       | An open invitation. Much cheaper to change now than after it is all live.                                                                                                                                    |

### One thing worth checking before anything else

Google has moved your map pin, and the notice about it has never been acknowledged. On a shop customers drive to, a pin in the wrong place quietly costs you more than everything else in this document combined. It is the first thing we will check.

## How we will run it

| STAGE          | WHAT HAPPENS                                                                                                                                                                                                     | RISK                                                                                                  |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| Week 1         | Description, the blank profile details, your website photos brought across, and the first eight product cards. Ongoing management starts here: posting begins and every new review gets a reply from this point. | None. Purely additive.                                                                                |
| Week 2         | The second eight cards, services consolidated and renamed, the two typos fixed, anything you do not actually offer removed.                                                                                      | Low. Content only.                                                                                    |
| Week 3         | Map pin verified, service area reviewed against your Insights, categories reviewed and set in a single batch.                                                                                                    | The only stage with any. Category edits can re-trigger verification, so they go last and all at once. |
| Month on month | Five posts a month, a reply to every new review within a day, and the answer library kept current.                                                                                                               | None. This is the part that keeps running.                                                            |

## What runs every month afterwards

| POST TYPE            | WHERE IT COMES FROM                                      |
|----------------------|----------------------------------------------------------|
| Service spotlight    | Your 22 service pages, rotated so nothing repeats        |
| Seasonal             | The Virginia inspection calendar and coastal weather     |
| Proof and reputation | Your 298 reviews                                         |
| Your people          | Your team photography, one at a time                     |
| Offer and booking    | Online booking, financing, and your after-hours key drop |

The design goal is that we never have to ask you for content. Between 22 service pages, 298 reviews, your existing FAQ and your team photography, there is years of material already sitting there, which means we always post what fits the season rather than whatever is left.

Everything in this document is drawn from your own website, your own profile, or Google's own summary of your own reviews. Nothing here asks you to become a different business. It asks your profile to say what is already true.