FREE RESOURCE

Checklist: a Google Maps profile ready to bring *in customers*

25 points to check in 10 minutes what customers look at before contacting your shop.

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When someone searches “auto repair near me,” they decide in seconds who to contact. This list helps you review your Google Business Profile as if you were that customer. Go through it with your phone in hand.

1. Basic info

- [ ] The profile name is your shop’s real name, no keyword stuffing.
- [ ] The primary category is right (for example, “Auto repair shop”).
- [ ] Secondary categories only cover what you actually do.
- [ ] The phone number is answered during business hours.
- [ ] The address and map pin sit exactly at your door.
- [ ] The link to your website or WhatsApp works.

2. Reviews

- [ ] You have recent reviews (from the last three months).
- [ ] You replied to your last three reviews, good and bad.
- [ ] Your replies are personalized, not the same template.
- [ ] Your direct review link is saved so you can text it.
- [ ] You ask every real customer for a review, not just happy ones.

3. Photos

- [ ] Storefront in daylight, sign visible.
- [ ] Inside of the shop, clean and organized.
- [ ] Your team at work (real people).
- [ ] Finished cars and before-and-after jobs.
- [ ] 10 to 15 photos taken with your phone, no stock images.
- [ ] You added at least one new photo this month.

4. Hours and services

- [ ] Hours match reality, Saturday included.
- [ ] Special hours are set for upcoming holidays.
- [ ] Services are listed one by one, with descriptions.
- [ ] The description says what you do, for whom and where.

5. Activity

- [ ] You posted on the profile in the last two weeks (offer, finished job or tip).
- [ ] You check and answer questions from the public.
- [ ] You ask every new customer how they found you and write it down.
- [ ] You repeat this checklist once a month.

TIP If you missed more than five points, start with reviews and photos: they're the first things customers look at.

Want to do it together? If you'd rather have me handle your ads, Google profile or WhatsApp, reach out: **jhonnymorenoautomkt.com**