

See the system before you buy.

A four-page look at the guided messaging, Google profile, review-reply, and structured-data workflow inside the six-file download.

EDITABLE DOCX

4 POST PLANS

10 REPLY TYPES

JSON-LD

SOURCE NOTES

1-BUSINESS LICENSE



Move from generic copy to a clear choice.

The workbook separates verified facts, positioning, proof, and calls to action so a homepage can say something specific without inventing claims.

BEFORE - COMMON GENERIC COPY

"Quality auto repair at an affordable price."

It sounds familiar, but it gives a nearby driver no concrete reason to choose the shop.

GUIDED DRAFT - FICTIONAL EXAMPLE

Straight answers before the wrench turns.

Independent diagnostics, maintenance, and repair for Louisville drivers who want the plan explained first.

PROOF PROMPTS

YEARS IN BUSINESS

SERVICE SPECIALTY

REVIEW THEME

CTA: CALL

1Record verified facts

2Draft the hero

3Add proof prompts

4Place clear calls to action

Useful prompts for two public-facing channels.

The full workbook includes four post structures and ten reply types. This preview shows the decision framework, not the complete paid set.

GOOGLE PROFILE POST - DIAGNOSTIC EDUCATION

A warning light is a clue, not a diagnosis.

A dashboard light can point to anything from a loose connection to a system that needs prompt attention. A useful post explains what a driver can safely notice, how the shop approaches diagnosis, and the next step - without guessing at the repair.

POST STRUCTURE

Customer cue

Helpful context

Verified service

Low-pressure next step

FOUR OF TEN REPLY SITUATIONS



Five-star praise

Warm thanks + one specific detail



Repeat customer

Personal, but privacy-safe



Delay complaint

Accountable and non-defensive



Pricing concern

Respectful; move details offline

RULE: NEVER REVEAL CUSTOMER OR REPAIR DETAILS

Fill verified facts. Validate before publishing.

The JSON-LD template is scaffolding, not a guarantee of search features. Every placeholder must match the visible business information.

AUTOREPAIR JSON-LD EXCERPT

```
{
  "@context": "https://schema.org",
  "@type": "AutoRepair",
  "name": "[[SHOP NAME]]",
  "url": "[[CANONICAL URL]]",
  "telephone": "[[PUBLIC PHONE]]",
  "address": { "@type": "PostalAddress", ... }
}
```

QUALITY GATES INCLUDED

- ✓ Required facts verified
- ✓ JSON syntax valid
- ✓ Visible page matches markup
- ✓ Installation location confirmed
- ✓ All placeholders removed

Six original files. One-business license. Planned \$19 launch price.

Editable workbook + JSON-LD template + start guide + source notes + license + cover

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