



Auto Shop Marketing Checklist



Optimize Your Website for Local SEO

Use location-based keywords like "auto repair in [city]" throughout your website. Ensure you list your services, hours, and contact details clearly for local customers. Local SEO helps people find your auto shop when searching for nearby mechanics.



Leverage Google My Business

Claim and update your Google My Business profile with details about your auto shop. Encourage customers to leave reviews about your services, such as repairs or oil changes. Add photos of your shop and completed work to enhance credibility and attract new clients.



Create Engaging Social Media Profiles

Set up active social media profiles on Facebook, Instagram, and Twitter to showcase your auto repair services. Post car care tips, special deals, and behind-the-scenes photos of your shop. Engaging content keeps your business visible to potential customers in your area.



Offer Special Promotions & Discounts for Auto Services

Promote limited-time offers, like discounted brake checks or free inspections, to attract new customers. Share these promotions on your website and social media channels. Offering deals can create urgency and drive more foot traffic to your auto shop.



Develop an Email Marketing Campaign for Auto Maintenance Tips

Build an email list of customers and send regular newsletters with car maintenance advice and service reminders. Offer exclusive promotions like discounted tire rotations to encourage repeat business. Email marketing helps stay connected with customers and keeps them returning for auto repairs.



Invest in Paid Search Advertising for Auto Services

Use Google Ads or Bing Ads to target customers searching for auto repairs near your shop. Focus on ads for services like oil changes, tire repairs, or vehicle diagnostics. Paid search ads quickly bring in customers actively looking for your auto repair services.



Ensure Your Auto Shop Website is Mobile-Friendly

Optimize your website to be mobile-friendly, as many people search for mechanics on their phones. A responsive site ensures customers can easily book appointments or contact you on the go. Fast loading times on mobile are key to keeping potential customers engaged.



Encourage Customer Reviews and Testimonials for Your Auto Shop

Ask satisfied customers to leave reviews about their experience with your auto services on Google or Yelp. Positive feedback about your repairs or customer service can improve your reputation and help attract new clients. Display these reviews on your website to build trust and credibility.