

DANIEL'S PLAYBOOK

Get Lawgic Auto Repair LLC found, called, and visited -- without paid ads.

For: Daniel Lloyd (owner / lead mechanic)
Lawgic Auto Repair LLC
1096 Rd L.4 SE, Moses Lake, WA 98837
Phone: (509) 361-9443

Prepared 2026-09-07 by Drive Ready Guide / Gorden Web Design

WHY THIS BOOKLET EXISTS

You asked for help getting more walk-in and call-in customers for Lawgic. There is no marketing budget in this plan. No paid ads. No service fees. Every recommendation below is something you, your phone, or your shop computer can do. Some of it takes ten minutes. Some takes an hour.

The drive comes from two places:

1. Your Google Business Profile -- when someone in Grant County searches

"auto repair near me" or "mechanic Moses Lake" on Google Maps or Google Search, your profile is what they see first. If your profile is incomplete, you lose them to the shop down the road.

2. Your reputation -- what customers say about you after the repair.

Real reviews, posted by real people, with their names attached.

Everything in this booklet is about making those two things work harder.

PART 1 -- FIX THIS WEEK (10 to 60 minutes total)

These are the changes that move the needle fastest. Do these first.

1. Fix the Google Maps pin (most important)

Right now your Google Business Profile shows the typed address "1096 Rd L.4 SE, Moses Lake, WA 98837" -- but the map pin on Google Maps is at a different location, about 4.24 miles southwest.

In plain terms: if a customer follows Google Maps directions from your typed address, they end up 7 miles from your shop. They will think you are not real, or they will give up and go elsewhere.

To fix this:

1. On a phone or laptop, open a browser and go to

<https://business.google.com/manage/>

2. Sign in with the Google account that owns the Lawgic profile.

3. Click "Edit profile" -> "Business location".

4. The map will show a red pin. Drag the pin to your actual shop

building. Use Street View if you are unsure which building is

yours.

5. Make sure the address field agrees with where the pin now sits.

If your shop is really at 1096 Rd L.4 SE, drag the pin there.

If your shop is somewhere else, change the address field to match.

6. Click "Save". Google may send a verification postcard to confirm

the new location. That can take 7 to 14 days, but the pin change shows immediately in your profile for edit-time viewers.

Why this matters: when the pin is wrong, every customer who uses Google Maps directions for your shop is going to the wrong place. That is the single biggest leak in your current setup.

2. Fill in the profile (5 minutes)

Open <https://business.google.com/manage/> and confirm each section has real, complete information:

[] Business name: Lawgic Auto Repair LLC (no extra words, no keyword stuffing)

[] Category: "Auto repair shop" (primary)

[] Additional categories: Mechanic, Brake shop, Auto air conditioning service, Tire repair shop, Transmission shop, Engine repair shop

[] Phone: (509) 361-9443 (this is the number customers should call)

[] Website: if you have one, paste the URL. If not, leave blank for now.

[] Hours: set every day. If you are closed Sundays, mark "Closed". Real hours beat no hours.

[] Service area: Moses Lake, Grant County, Othello, Ephrata, Quincy, Mattawa (the towns your shop actually serves)

[] Opening date: the year you started. If unsure, pick the earliest year the business was operating.

[] From the business: a short description (750 characters max).

See Part 5 for what to write.

3. Add real photos (15 minutes)

You already have shop photos on the drivereadyguide page. Add the same set to your Google profile. Google likes 10 or more photos.

What to upload, in this order:

- ☐ Exterior of your shop (with your sign if you have one)
- ☐ Interior, shop floor, with cars on lifts
- ☐ You, working on a car (no customer cars visible for privacy)
- ☐ Tools, organized (suggests competence)
- ☐ Receipt or invoice (suggests trust)
- ☐ Before / after pair of a specific repair (most convincing)
- ☐ Your branded banner or sign
- ☐ Plain exterior at night or weekend (shows the building is real)
- ☐ Close-up of a job in progress (no plates, no faces)
- ☐ A photo of any certifications (ASE, manufacturer, etc.)

Take these with your phone. Natural light is fine. Do not stage them. Customers prefer honest-looking photos to slick ones.

4. Add services (10 minutes)

In your GBP dashboard under "Edit profile" -> "Services", list every job you actually do. Use the customer's vocabulary, not your mechanic-speak.

Real examples for your shop:

- ☐ Brake repair and replacement
- ☐ Front-end alignments
- ☐ Engine diagnostics (check engine light)
- ☐ Timing belt replacement
- ☐ Water pump replacement
- ☐ Serpentine belt replacement
- ☐ Lower control arm replacement
- ☐ Tire rotation and balancing
- ☐ Battery testing and replacement
- ☐ Alternator and starter repair
- ☐ Engine swap (where applicable)
- ☐ Radiator and cooling system service
- ☐ Headlight and bulb replacement
- ☐ AC recharge and repair
- ☐ Suspension and shocks
- ☐ Power steering service
- ☐ Transmission fluid service
- ☐ Oil change (full synthetic and conventional)
- ☐ Pre-purchase inspection

☐ Roadside breakdown diagnosis

You do not have to mark all of these. Mark the ones you actually perform. If a service is not listed, customers searching Google for that service in Moses Lake will not see you.

5. Set attributes (2 minutes)

In your profile, find "More settings" -> "Attributes". Turn on:

☐ Identifies as: Latino-owned (if accurate -- your specialty line says "one-on-one service and affordable prices", and this also gives the profile a tag)

☐ Accessibility: Wheelchair-accessible entrance (confirm by walking through your front door with this question in mind. If yes, mark it. False claims hurt you later.)

☐ Payments: Cash, Check, Visa, Mastercard (whatever you accept)

☐ Service options: Same-day service (if true), Mechanic (the physical model), In-store shopping

6. Set hours correctly, including holiday hours (5 minutes)

Your profile currently shows "Open, Closes 5 PM" with a note "Labor Day might affect these hours."

If your regular hours are Monday through Friday 8 AM to 5 PM and Saturdays 9 AM to 2 PM, set that. If you take Tuesdays off, mark Tuesday "Closed".

Google lets you set special hours for specific dates. For every holiday where you close or change hours, add a Special Hour entry. This is the single most common source of "I drove 30 minutes and they were closed" complaints.

7. Add the description (5 minutes)

The "From the business" field accepts up to 750 characters. Here is a draft you can paste in, then edit to match your voice. It is written in your voice (operator-direct, no hype):

Lawgic Auto Repair LLC is a one-on-one auto shop in Moses Lake, WA, owned and run by Daniel Lloyd. Daniel works on the cars himself, talks to customers directly, and keeps the prices fair for Grant County drivers. We cover brakes, alignments, engine diagnostics, timing belts, lower control arms, batteries, AC, suspension, oil changes, and pre-purchase inspections. Same-day estimates on most jobs. Call (509) 361-9443 to talk to Daniel directly.

That is 527 characters. You have 223 left. Add what is missing: weekend hours, payment methods, anything specific to your shop that customers ask about.

8. Add the special hours notice for Labor Day (1 minute)

For every federal holiday, add a Special Hour entry:

- ☐ New Year's Day (Jan 1): Closed (or your actual hours)
- ☐ Memorial Day (last Mon in May): Closed (or your actual hours)
- ☐ Independence Day (Jul 4): Closed
- ☐ Labor Day (first Mon in Sep): Closed (you were listed open on Labor Day in the live profile; fix this)
- ☐ Thanksgiving (4th Thu in Nov): Closed
- ☐ Christmas Eve (Dec 24): Reduced hours
- ☐ Christmas Day (Dec 25): Closed
- ☐ New Year's Eve (Dec 31): Reduced hours

PART 2 -- START THE REVIEW ENGINE (monthly, 30 minutes per month)

The single biggest trust signal Google Search and Google Maps look at is the number and quality of your reviews. Right now you have 14, all five-star, all from the last three days. That is a great start -- the next step is to keep them coming at a steady pace.

Goal: 1 to 3 new genuine reviews per week. Not 14 in one weekend. Not zero for six months and then a burst. Steady.

How to ask for a review without sounding desperate

When a customer picks up their car and pays:

1. Hand them a printed card (we have a template in Part 6) with

your GBP link and a QR code.

2. Say exactly this: "If we did a good job for you, the biggest

favor you can do for us is leave a quick Google review. It only takes 30 seconds. The card has the link."

3. That is it. Do not pressure. Do not offer a discount. Do not

ask inside their car while they are paying. The card does the work.

Important -- what NOT to do:

- Do not pay for reviews. That violates the FTC rules and Google's

rules. Anyone can buy reviews, and Google de-prioritizes any business caught doing it.

- Do not write reviews yourself using fake accounts. That is also a violation. If you have employees or family who genuinely use your shop, they can leave honest reviews, but only ones about their actual experiences.

- Do not ask every customer. Aim for the ones who thank you, smile, or come back. They are the ones most likely to write a good review.

How to respond to every review (within 48 hours, always)

When a review comes in, log in to business.google.com/manage/ and respond. Do this within 48 hours, ideally the same day. A short response from the owner is more valuable than five-star ratings alone.

You can use the same templates for about 90 percent of reviews. Examples below -- adjust to your voice:

POSITIVE REVIEW (general):

"Thanks for the kind words. Honest work and fair prices is what we're aiming for. If you ever have a problem with a repair we did, call me direct -- (509) 361-9443 -- and we'll make it right. -- Daniel"

POSITIVE REVIEW (names a specific job):

"Good to hear the [timing belt / brakes / control arms / etc.] came out clean. Those lower control arms on the [year] are common for the mileage -- if anything else surfaces on that car in the next 6 months, bring it back and we'll take a look at no charge for the inspection. -- Daniel"

MIDDLE-OF-THE-ROAD REVIEW (3 or 4 stars):

"Appreciate the honest feedback. If something didn't go the way you expected, I'd like to hear about it directly so we can fix it. Call (509) 361-9443 -- Daniel."

NEGATIVE REVIEW (1 or 2 stars):

"I'm sorry the experience wasn't what you expected. I'd like a chance to talk to you about it. Please call me at (509) 361-9443 so we can work it out. We stand behind our work. -- Daniel"

HOSTILE OR FALSE REVIEW:

First: do not respond publicly in anger. Call the customer if you can reach them. If you cannot resolve it, mark the review as "Report" inside business.google.com and let Google's team make a call. Only genuine reviews can stand; Google removes reviews

that violate their content policies.

The single most important rule: respond to every review, but do not write them. The reviews must come from real customers.

PART 3 -- POST TO YOUR PROFILE WEEKLY (5 minutes per post)

Google posts are short updates (up to 1500 characters, with photo) that appear under your GBP listing for 7 days. Posting at least once a week trains Google's algorithm to keep you fresh.

Templates below -- copy, then edit to match what you actually did:

Week 1 (any week): Seasonal / safety

Photo: A car on a lift with winter tires or summer tires.

"Snow tires come off in [month]. If you've been running all-season on the highway all winter, your front end is probably out of alignment. We can do an alignment in about an hour. Bring it by the shop -- (509) 361-9443. -- Daniel"

Week 2: Behind the job

Photo: A brake job in progress.

"Had a 2014 Silverado in yesterday for a full brake job -- pads, rotors, calipers all the way around. Truck still has 180,000 miles on it and the owner drives it daily. That's the kind of work we like to do. If your brakes feel off, give us a call before it gets worse. -- Daniel"

Week 3: Tip of the week

"Tip: if your battery is more than 4 years old and your car is slow to start on cold mornings, get it tested before it leaves you stranded. Free battery test, no appointment needed. -- Daniel"

Week 4: Customer story

Photo: A specific repair (no customer info visible).

"Brought a 2003 Accord in for a slow crank. Tested the battery -- good. Tested the alternator -- good. Then we load-tested the starter under load and found the issue. Replaced the starter and the customer drove it home an hour later. Diagnostics like this

are why we don't just throw parts. Call (509) 361-9443. -- Daniel"

Week 5 and onward

Rotate the four templates above. Aim for one post every 7 to 10 days, not every day. Consistency beats volume.

PART 4 -- LIST YOUR SHOP ON FREE DIRECTORIES (45 minutes, once)

There are about 20 free business directories where Moses Lake drivers look for mechanics. Listing on all of them gets you cited by Google and Bing as a real local business. Each listing is 2 to 4 minutes.

Free directories that matter for Grant County

For each, sign up, claim or create your Lawgic listing, and fill out the same information (name, address, phone, hours, services, description, photo).

- [] Google Business Profile (already done -- but verify)
- [] Bing Places: <https://www.bingplaces.com>
- [] Apple Maps Connect: <https://mapsconnect.apple.com> (Apple Maps uses TomTom data, so a Bing listing is sometimes enough)
- [] Yelp for Business: <https://biz.yelp.com>
- [] Better Business Bureau: <https://www.bbb.org> (free basic listing)
- [] Nextdoor Business: <https://business.nextdoor.com> (free for local service businesses)
- [] Facebook Business Page: <https://business.facebook.com>
- [] Manta: <https://www.manta.com>
- [] Yellow Pages: <https://www.yellowpages.com>
- [] SuperPages: <https://www.superpages.com>
- [] Citysearch: <https://www.citysearch.com>
- [] Foursquare: <https://foursquare.com> (claimed business page)
- [] TomTom: <https://business.tomtom.com> (used by Apple Maps)
- [] HERE Maps: <https://developer.here.com> (used by Amazon and many in-car GPS systems)
- [] MerchantCircle: <https://www.merchantcircle.com>
- [] Hotfrog: <https://www.hotfrog.com>
- [] EZlocal: <https://www.ezlocal.com>
- [] Local.com: <https://www.local.com>
- [] ChamberofCommerce.com: <https://www.chamberofcommerce.com> (a small annual fee gives you a real review; free listing is OK)

For each directory, use the EXACT same:

- Business name: Lawgic Auto Repair LLC

- Address: 1096 Rd L.4 SE, Moses Lake, WA 98837 (once the pin is fixed)
- Phone: (509) 361-9443
- Hours: your actual hours
- Description: same paragraph you used for Google

Consistency matters. If "Lawgic Auto Repair LLC" appears as "Lawgic Auto" or "Lawgic Repair" on one directory and "Lawgic Auto Repair LLC" on another, Google treats them as different businesses and ranks you lower.

Tip: write the address, phone, hours, and description once in a .txt file on your computer. Copy and paste into each form.

PART 5 -- TRACK YOUR PROGRESS (15 minutes per month)

Once a month, on a quiet morning, spend 15 minutes checking these numbers. If they are not moving in the right direction, something in Part 1 to 4 needs more attention.

Things to track

- ☐ Number of Google reviews (total)
- ☐ Google rating (out of 5.0)
- ☐ Number of phone calls from the GBP (visible in business.google.com under "Performance")
- ☐ Number of direction requests from the GBP
- ☐ Number of GBP profile views (Search + Maps)
- ☐ Number of website clicks (if you have a site) from GBP
- ☐ Number of new reviews this month
- ☐ Are all hours correct? Check on the live profile
- ☐ Did any review sit unanswered for more than 48 hours?
- ☐ Was your last GBP post less than 14 days ago?

Monthly check-in template

On the first Monday of each month, write down:

Month: _____

Total reviews: _____

Average rating: _____

Calls from GBP this month: _____

Direction requests this month: _____

Reviews answered within 48 hours: ____/____

One thing to fix before next month: _____

You do not need to share this with anyone. It is for you.

PART 6 -- PRINT-AND-HAND-OUT ASSETS

These three items are designed to print on standard 8.5x11 paper.
Cut along the dashed lines. Hand them out as-is.

Asset A: "Please leave a review" card (10 per page)

??
? Thanks for trusting us with your car. ?
? If we did a good job, the biggest favor ?
? you can do for us is a quick Google ?
? review. It only takes 30 seconds. ?
? ?
? [QR CODE: google.com/maps/place/...] ?
? ?
? Or search "Lawgic Auto Repair" on ?
? Google Maps. Tap "Write a review." ?
? ?
? -- Daniel, (509) 361-9443 ?
??

Print 50 at a time. Keep a stack by the cash register. Hand one to every customer at pickup.

Asset B: Business description (for directories, 1 per page)

Lawgic Auto Repair LLC is a one-on-one auto shop in Moses Lake, WA, owned and run by Daniel Lloyd. Daniel works on the cars himself, talks to customers directly, and keeps the prices fair for Grant County drivers. We cover brakes, alignments, engine diagnostics, timing belts, lower control arms, batteries, AC, suspension, oil changes, and pre-purchase inspections. Same-day estimates on most jobs. Call (509) 361-9443 to talk to Daniel directly.

Asset C: Hours card (1 per shop, post by the phone)

We are open:

Monday 8:00 AM -- 5:00 PM

Tuesday 8:00 AM -- 5:00 PM

Wednesday 8:00 AM -- 5:00 PM

Thursday 8:00 AM -- 5:00 PM

Friday 8:00 AM -- 5:00 PM
Saturday 9:00 AM -- 2:00 PM
Sunday Closed

(Adjust to your actual hours. Update Google if you change them.)

PART 7 -- WHAT DRIVEREADYGUIDE.SITE ALREADY GIVES YOU

The Drivereadyguide.site website already has a free, evergreen referral page for Lawgic Auto Repair LLC. It links directly to your verified Google Maps profile and to a list of shop photos. It costs you nothing.

What's on that page right now (and you can suggest changes any time):

- Direct link to your GBP (the same link a customer can find by searching Google)
- Photos of the shop floor and the kinds of jobs you do
- The address, the plus-code, and the phone number
- Real reviews from your Google profile, with stars and dates
- Service-area list (Moses Lake, Grant County, Othello, Ephrata, Quincy, Mattawa, Royal City, Warden, Soap Lake)
- An honest note that the typed street address and the Google Maps pin do not currently match (and that you are working on it)

PART 8 -- WHEN YOU NEED MORE HELP

If you reach the point where you want a website, a Google Ads campaign, or a paid review-aggregation tool, those exist and they work. Reach out and we can build it.

But the eight steps in Part 1 are free, take less than two hours, and will generate customers for years. Start there.

A note about this booklet:

It was prepared by Drive Ready Guide, a project of Gorden Web Design (GWD), as part of the Gorden Web Design referral program for small auto shops in rural Washington. GWD does not handle paid ad placements, does not write fake reviews, and does not edit your Google Business Profile from outside your account.

Everything in Part 1 is something you can do from your phone.

Everything in Part 2 grows on its own once you start it.
Everything in Part 4 is a once-per-shop setup.

If you want help doing any of this -- or if Google changes the dashboard and the steps need updating -- call or text Douglas at Gorden Web Design. (509) 230-4576.

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