

FINESSE AUTO SERVICE & REPAIR

Auto Repair · Georgetown, Seattle WA · faseattle.com · Serving Seattle since 2014

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

4.8
GOOGLE RATING

291
GOOGLE REVIEWS

12 yrs
SERVING SEATTLE

3 / 36
YR / K MI WARRANTY

16
SERVICES OFFERED

33
VEHICLE BRANDS

You are starting from a strong position. A 4.8 rating across 291 reviews, reviews still arriving every week, a correct primary category, a booking button that keeps customers on your own domain, and a 3-year/36,000-mile nationwide TechNet warranty that most independent shops cannot match.

This is not a rescue job. Your profile is most of the way there, and nothing below is about the quality of your work. The single biggest opportunity is a whole section of your profile that is currently sitting empty.

An orange rule means this is the point of the page A grey heading means reference detail you can skip

Where the gaps are

Area	What we are seeing
Services	Your website sells sixteen services , each with its own page. We will make sure every one of them is on your profile, named the way Seattle customers actually search for it, and written for local search rather than copied across.
Products section	The Products section is the largest visual block on a mobile profile and the part Google's AI now reads when someone asks whether anyone nearby does a specific job. We will build this out using the copy already on your site.
Photos	Your 181 profile photos are genuinely strong, especially the workshop and exotic work. Your website carries a separate set, including a professional team photo, that has never been added to the profile. We bring those across.
Posting	You have posted before, but nothing current is showing and there is no regular schedule running. Google posts fade from display over time, so a profile that started and stopped reads the same as one that never began.
Review replies	You reply to some reviews and the replies you write are good, including a careful, professional response to a recent critical one. What is missing is consistency: most reviews do not get an answer, and the ones that do are not always quick. That is a workload problem rather than a judgement problem, and it is exactly the sort of thing ongoing management is for.

5
AREAS TO COMPLETE

6
ALREADY STRONG

Already strong: your 4.8 rating across 291 reviews, a correct primary category, a well-written description, booking that stays on your own domain, fully completed accessibility details, and 181 photos of genuinely good workshop and exotic work.

03 Why This Matters More This Year

Google is shifting from showing people your website to answering for you. When a customer asks a question, Google increasingly replies itself, drawing on what your Business Profile says. Your profile has stopped being a listing and started being the answer.

Two changes already in effect

- + **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.
- + **Local Services Ads are moving into Google Ads**, with business name, address and hours syncing directly from the Business Profile. Your profile is becoming the record that feeds your advertising, not just your listing.

This is not theoretical. Google is already describing you.

Open your own profile and, above the description you wrote, Google has written its own one-line summary of your business. Here is what it currently says, and what it could say.

AIWhat Google says today

Google's AI summary of Finesse Auto, right now

"Family-owned business offering premium maintenance and repair services for cars, **plus pre-owned vehicles**."

- Your website has not mentioned selling cars in years. We searched all 136 pages: no inventory, no listings, nothing.
- No mention of European specialism, your 3-year warranty, loaner cars or ASE-certified technicians
- Google is not wrong to think it. It is reading old signals you have left behind.

AIWhat it could say

Once the signals it reads describe the business you run now

A summary built from a profile that states **European and exotic specialist, since 2014**.

- Sixteen named services and a full Products section for Google to draw on
- Your 3-year/36,000-mile warranty, loaner cars and ASE-certified technicians, in writing
- Consistent with the 291 reviews already backing you up

That one line is the whole argument for this work

Nobody can edit that summary directly, and anyone who tells you otherwise is guessing. Google writes it from your wider web presence. Which means the only way to change what it says about you is to change what it reads, and right now a good deal of what it reads is several years out of date.

Your reputation is excellent and none of this is about the quality of your work. It is about how much of what you do today is actually written down where Google can find it. That is a data problem, not a reputation problem, and data problems are the fixable kind.

04 Your Profile Today

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

An entire section of your profile is empty

The Products section is the largest visual block a customer sees on a mobile profile, and yours is not in use. It is also 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 services are not working as hard as they could

You sell sixteen services and each one has a page on your site. On your profile they need to be named the way people actually search, described in your own words, and optimized for local search. That is the difference between being listed and being found.

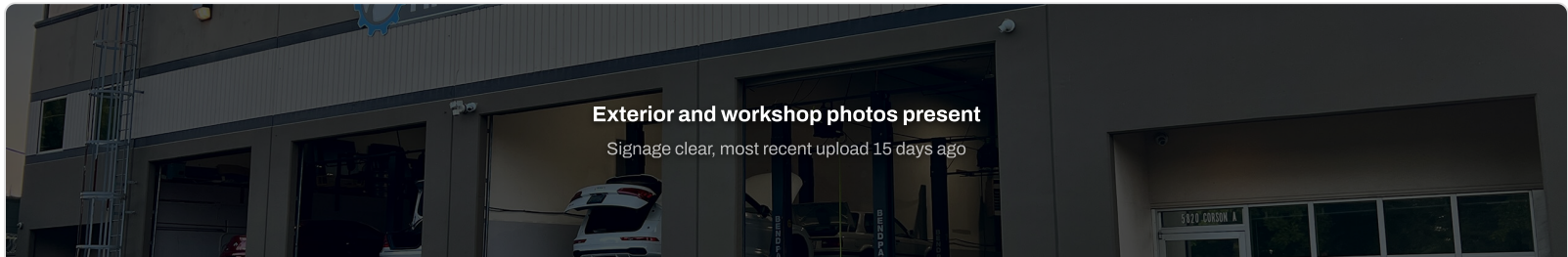
Your team is not visible on the profile

Your reviewers name your staff by name, but across all 181 photos on your profile there is no picture of them. You do have a professional team photo, it is just living on your website instead.

Nothing current under Updates

You have posted before, but there is nothing recent showing. Google posts fade from display over time, so a profile that started and stopped looks the same to a customer as one that never began.

CURRENT



Finesse Auto Service & Repair

4.8 ★★★★★ (291)

Auto repair shop

 Directions

 Save

 Call

 Share

[Book online](#)
[faseattle.com](#)

5820 Corson Ave S, Seattle, WA 98108

Closed · Opens 8 AM

[faseattle.com](#)

+1 206-801-6981

Products

Empty - the biggest opportunity on your profile

Updates from this business

Nothing current showing

Google's AI summary

"Family-owned business offering premium maintenance and repair services for cars, plus pre-owned vehicles."

05 Your Upgraded Profile

The same profile with the gaps filled. Every addition is drawn from something you already publish on faseattle.com, so nothing here claims anything you have not already said about yourself.

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.

All sixteen services present

Every service with a page on your website is reflected on the profile, described in your own words.

Description strengthened

Your existing description is good. We add four things it does not yet say: since 2014, Georgetown Seattle, the TechNet network behind your warranty, and the classic and exotic work you are known for.

Your website photos brought across

Your profile has 181 photos and your website has more that are not on it, including a professional shot of your whole team beside a Ferrari. Two good sets that have never been put together. We add the missing ones, starting with the team.

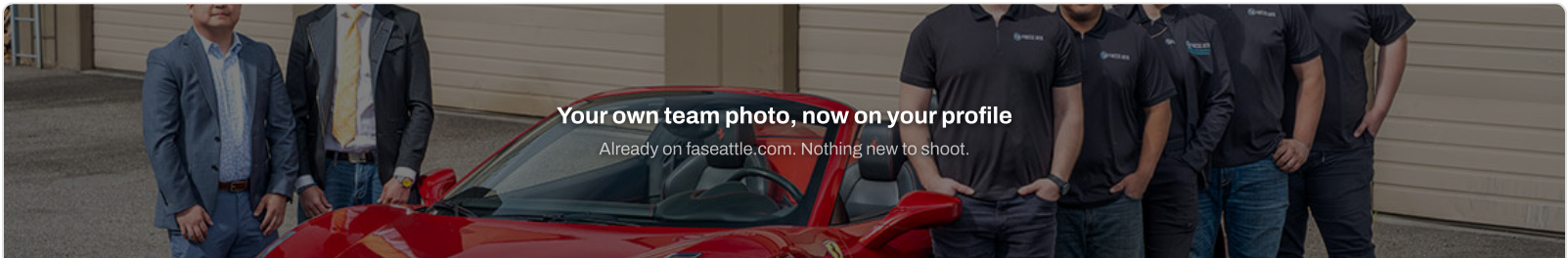
Every review answered

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

Posting running again

Completed jobs, seasonal reminders drawn from your own blog, and your specials, kept current under ongoing management.

UPGRADED



Finesse Auto Service & Repair

4.8★★★★★(291)

Auto repair shop

+ verified additional categories

Directions

Save

Call

Share

Book online

faseattle.com

5820 Corson Ave S, Seattle, WA 98108

Closed · Opens 8 AM

faseattle.com

+1 206-801-6981

Products



Engine Repair
Your photo, your words



Brake Repair
Your photo, your words



Diagnostics
Your photo, your words

Updates from this business



Winter-ready checks for European cars
Reused from your own blog, posted on a regular schedule

New Limits · GBP Upgrade Proposal

Page 5

FINESSE AUTO SERVICE & REPAIR

06 Your Business Description

06 Your Business Description

This is the most-read text on your profile, and it is now the passage Google's AI leans on most when describing you. Yours is already well written, so this is an edit rather than a rewrite.

Current description

"At Finesse Auto, we believe auto repair should be honest, transparent, and stress-free. As a family-owned independent repair facility, we specialize in European, Asian, and Domestic vehicles, delivering expert service, advanced diagnostics, and personalized care at a better value than the dealership. Our ASE-certified technicians use advanced diagnostic equipment and digital vehicle inspections with photos and videos, so you can clearly see what your vehicle needs and why. We stand behind our work with a 3-year/36,000-mile nationwide warranty on most repairs. For qualifying major repairs, complimentary loaner vehicles are available. Same-day appointments are often available! Call or book online today!"

Already right: family-owned, the three vehicle families, ASE-certified technicians, digital inspections, the 3-year warranty, loaners, same-day appointments and a clear next step. A better starting point than most shops have.

Proposed description

Finesse Auto has served Seattle drivers from our **Georgetown** shop **since 2014**. As a family-owned independent repair facility, we specialize in European, Asian, and Domestic vehicles, **including classic and exotic cars**, delivering expert service, advanced diagnostics, and personalized care at a better value than the dealership. Our **ASE-certified technicians** use digital vehicle inspections with photos and videos, so you can see exactly what your car needs and why. Every repair is backed by a **3-year/36,000-mile nationwide TechNet warranty**. Complimentary loaner vehicles are available on qualifying major repairs, and same-day appointments are often available. Call or book online today.

Four additions, all already true and already published by you:

- + **Since 2014.** Google's guidance says a description should include your history. Twelve years in one location is a trust signal you are not using.
- + **Georgetown, Seattle.** Your reviewers call you "the shop in Georgetown". Your description never says where you are.
- + **TechNet.** Names the network behind your warranty, so it reads as backed rather than claimed.
- + **Classic and exotic.** You have pages for both and a Ferrari owner calls you his main shop. The strongest thing about you, and it is not mentioned.

Two different things sit at the top of your profile

Everything above is your own description, the field you control. Separately, Google writes its own AI summary and displays it above yours. That is the line still ending "plus pre-owned vehicles", covered in section 03.

Worth keeping the two apart: the description below is yours to change today, and we will. The summary above it is **not a field anyone can edit**, and it only moves when the signals Google reads about you change. Strengthening this description is one of those signals.

07 Services and Vehicles

Your website is the source of truth here. Every service below has its own live page on faseattle.com, and every one of them will be reflected on your profile in your own words. Nothing invented, nothing claimed that you have not already published.

WHAT YOU ALREADY HAVE

16 services

Each with its own page on faseattle.com, already written in your own words.

WHAT WE WILL DO WITH IT

16 on your profile

Confirmed, named the way Seattle customers search, and optimized for local SEO.

The sixteen services we will make sure are in place and optimized

● AC & Heat Repair	● Auto Diagnostics
● Battery, Starter & Alternator	● Brake Repair
● Electrical Repair	● Engine Cooling
● Engine Repair	● Exhaust System
● Factory Scheduled Maintenance	● Fleet Services
● Oil Changes	● Steering Repair
● Suspension Repair	● Tire Services
● Transmission Repair	● Wheel Alignments

Each one taken from the matching page on faseattle.com and verified live on July 30, 2026.

The vehicles you work on, as your own site organizes them

EUROPEAN	Alfa Romeo · Audi · BMW · Jaguar · Land Rover · Maserati · Mercedes · MINI · Porsche · Volkswagen · Volvo
ASIAN	Acura · Honda · Hyundai · Kia · Lexus · Mazda · Mitsubishi · Nissan · Scion · Subaru · Toyota
DOMESTIC	Buick · Cadillac · Chevy · Chrysler · Dodge · Ford · General Motors · GMC · Hummer · Jeep · Lincoln

Plus dedicated classic and exotic vehicle pages. Your European brands sit at the top level of your own site structure while Asian and Domestic sit below them, which tells us how you see yourselves: a European specialist that also looks after everything else. Your profile description already says this, and we will keep it that way.

Where your 33 brands should live

Thirty-three brands cannot all go in one place without the profile reading like keyword stuffing. The eleven European marques go in as services, the full list goes in your answer library, one brand features per monthly post, and none of them go in your description or categories.

THE REASONING, FIELD BY FIELD Only if you want it.

WHERE	WHAT GOES THERE, AND WHY
Services ✓	Your eleven European marques, added as individual services. "BMW Repair", "Porsche Repair", "Mercedes Repair" and so on. These match how people actually search, and Google's rules allow custom services freely. We would not add all thirty-three here: "Scion Repair" and "Hummer Repair" carry almost no search demand, and padding the list dilutes the European specialist signal that is your actual advantage.
Your answer library ✓	All thirty-three, in full. This is where a complete list genuinely belongs. When someone asks Google "do they work on Volvos?", the answer comes from here, and there is no downside to completeness in a field built for answering questions.
Monthly posts ✓	One brand at a time, rotating. Your blog already has BMW, Mercedes, Jaguar, Audi and Peugeot material written. Over a year that is twelve brands each getting a proper post rather than a mention in a list.
Your website ✓	Already handled. All thirty-three have their own page. This is the canonical source and Google already reads it. Nothing to do.
Business description ✗	Deliberately not. Listing specific makes there tells every owner of an unlisted brand that you are not for them. Your description already covers everyone with "European, Asian, and Domestic vehicles, including classic and exotic cars", which is stronger than any list.
Categories ✗	Never. "BMW dealer" would say you are a dealership, which you are not. Categories describe what a business <i>is</i> , not what it works on.

The eleven we would add as services:

- Alfa Romeo
- Audi
- BMW
- Jaguar
- Land Rover
- Maserati
- Mercedes
- MINI
- Porsche
- Volkswagen
- Volvo

Plus Classic and Exotic, which you have dedicated pages for and which almost no competitor lists at all. We confirm each one is accepted when we enter it.

One thing we cannot show you yet, and will not pretend otherwise

Your Services list is not visible from outside the profile. That means we genuinely cannot tell you today which of the sixteen are already entered, or how each one is currently worded. It is one of the first things we check the moment access comes through.

What we can commit to now: all sixteen will be present, each named the way Seattle customers actually search for it, and each described in your own words. Where a service is already there we improve the wording rather than duplicate it, and we will show you the before and after.

How each service will be worded

Every service description is lifted from the matching page on your own site, so nothing claims anything you have not already published. Where a service is already in place we improve how it reads rather than replacing it. Where Google's own list uses different wording to yours, we match Google's so the service is actually found, then keep your wording in the description underneath. That is the local SEO work: the right name so you appear, your voice so you convert.

Turn the page for the Products section. Rather than describe what we would write, we have written it. All sixteen cards are on the next page, ready to publish, each one drawn from your own service pages.

08 Your Products Section, Written

The Products section is the largest visual block on a mobile profile, and it is 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 faseattle.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. We use your own photography first, from your website and from the 181 photos already on your profile. Where a service has no suitable photo of your own, we source a high-quality image that fits, and we will 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. The comparison below is a typical shop's wording against yours.

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

"Brake repair in Seattle, with a full inspection before any work is quoted. Grinding noises, a soft ..." [more](#)

The whole offer lands before the cut.

CARD	DESCRIPTION (THE BOLD LINE IS WHAT SHOWS BEFORE "MORE")
REPAIR & DIAGNOSTICS	
Engine Repair	Engine repair in Seattle for European, Asian and domestic vehicles, from rough idling to full rebuilds. Unusual noises, difficulty starting, a drop in fuel efficiency or a sudden loss of power all point to engine trouble worth catching early. Our ASE-certified technicians diagnose the cause and show you the evidence with digital inspection photos and video. Backed by our 3-year/36,000-mile nationwide warranty.
Transmission Repair	Transmission repair in Seattle for automatic, manual and dual-clutch systems. Hesitating between gears, shifting roughly or slipping under acceleration are the early warnings. We diagnose the fault before recommending any work, service what can be serviced, and rebuild only when it is genuinely necessary. ASE-certified technicians, backed by our 3-year/36,000-mile nationwide warranty.
Brake Repair	Brake repair in Seattle, with a full inspection before any work is quoted. Grinding noises, a soft or spongy pedal, vibration while braking or longer stopping distances all need looking at quickly. We inspect pads, rotors, calipers and fluid, then show you exactly what we found. ASE-certified technicians, backed by our 3-year/36,000-mile nationwide warranty.
Suspension Repair	Suspension repair in Seattle to restore ride comfort, stability and control. If your car feels rough over bumps, leans into corners or no longer handles the way it used to, worn shocks, struts, bushings or control arms are usually the cause. Suspension also keeps your tires in contact with the road, so it is a safety item.
Steering Repair	Steering repair in Seattle for vehicles that pull, wander or feel loose on the road. Steering problems build gradually, so they are easy to live with until they are not. Difficulty turning, unusual stiffness, vibration through the wheel or noticeable play all warrant a check. ASE-certified technicians, backed by our 3-year/36,000-mile nationwide warranty.
Electrical Repair	Auto electrical repair in Seattle for cars that will not start, flicker, or lose features. Electrical faults are where guesswork gets expensive. We trace the problem properly across the starter, ignition switch, wiring and control modules rather than replacing parts hoping one of them was it. ASE-certified, backed by our 3-year/36,000-mile nationwide warranty.
Battery, Starter & Alternator	Battery, starter and alternator repair in Seattle, so you are never left stranded. These three components work together to start your engine and keep every electrical system running. When one begins to fail the symptoms often look identical, which is why we test the whole starting and charging system before replacing anything.
Auto Diagnostics	Advanced vehicle diagnostics in Seattle to find the real cause behind a warning light. Modern cars manage everything through computers and sensors, so a dashboard light is often your only clue and rarely the whole story. We read the systems properly, then show you what we found with photos and video before any work is agreed.
Engine Cooling System	Cooling system repair in Seattle, before overheating turns into engine damage. A temperature gauge climbing faster than it should, or coolant pooling under the car, is worth acting on the same week. We pressure-test the system and repair radiators, hoses, water pumps and thermostats using high-quality parts.
Exhaust System	Exhaust system repair in Seattle for European, performance and everyday vehicles. A car that has become louder, strange smells, or fuel economy that keeps sliding usually traces back to the exhaust. It carries harmful gases away from the cabin and keeps your emissions legal, so it is not a job worth deferring.
MAINTENANCE, TIRES & FLEET	
Factory Scheduled Maintenance	Factory-scheduled maintenance in Seattle, following your manufacturer's exact service intervals. Every vehicle comes with a schedule set by the people who built it, and keeping to it protects your engine, your warranty and your resale value. We carry out the precise services due at each interval, for luxury European models and daily commuters alike.
Oil Changes	Oil change in Seattle, matched to your exact make, model and oil specification. Oil lubricates your engine, reduces friction and carries away heat, and it breaks down and picks up contaminants over time. We use the correct grade and filter for your vehicle, and check the rest of the car while it is with us.
Wheel Alignments	Wheel alignment in Seattle using state-of-the-art alignment equipment. Uneven tire wear, a steering wheel that sits off-center, or a car that drifts rather than tracks straight all mean the geometry has moved. Correct alignment protects your tires and your handling, and is worth doing after new tires or any steering or suspension work.
Tire Services	Tire fitting, balancing, rotation and repair in Seattle, from the leading brands. We carry Michelin, Continental, Goodyear, Pirelli, Bridgestone, Firestone, Hankook and Yokohama, and fit them with expert installation and precision balancing. Whether it is a full set, a slow leak or a rotation for even wear.

CARD	DESCRIPTION (THE BOLD LINE IS WHAT SHOWS BEFORE "MORE")
AC & Heat Repair	Car air conditioning and heating repair in Seattle, for comfort and for safety. Your climate control does more than keep the cabin pleasant. It defogs your windows and maintains air quality, so it matters in a Seattle winter as much as a summer. We service the complete system, from diagnosis and recharge through to component repair.
Fleet Services	Fleet repair and maintenance in Seattle, built around keeping your vehicles earning. We work with local businesses to keep commercial vehicles on the road and downtime to a minimum, with service plans tailored to how your fleet actually runs, from a handful of service vans to a larger company fleet.

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. Grouped into two sets so the section stays readable on a phone. 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.

09 Teaching Google's AI To Answer For You

This is the part of the service that did not exist a year ago. Google is rolling out a business agent that answers customer questions on your behalf, trained on your Business Profile and your website. Whoever feeds it the best information wins the conversation. That work is ours, not yours.

What is replacing the old Questions and Answers

Google removed the public Questions and Answers section in November 2025 and replaced it with an AI-generated "Ask" experience. Customers still ask the same questions; a machine now answers them, using whatever it can find. Alongside that, profile messaging is returning with a welcome message, conversation starters, an FAQ set that trains the agent, and a handoff to a human.

What we will set up and maintain

- 1

Build your answer library from your own website
Your 136 pages become clean question-and-answer pairs the agent can quote instead of improvising. **This part is already done.** Open it with the **AI Knowledge Base** button at the top of this page, or download it as a PDF from there. It contains: every service, all 33 makes, your warranty and policies, approved wording for common questions, and guardrails on what the AI must never say on your behalf.

Every answer carries a link. An answer on its own ends the conversation; an answer plus the right page moves the customer onto your website, where they can read further and book. Ask about Porsches and the agent answers, then sends your Porsche page. That is written into the library for every question, so the agent never sends someone to your homepage when a specific page exists.
- 2

Use the questions your customers are already asking in public
Not invented FAQs. Your 291 reviews say plainly what people care about: loaner cars, turnaround, whether you will take on an exotic, whether the inspection is honest. Add the ones your front desk fields and we will fold them in, but we get a long way without taking your time.
- 3

Configure the messaging setup
Welcome message, conversation starters, and the handoff rule so a person picks up when the question warrants one. Google switched messaging off in 2024 because businesses left messages unanswered. It only helps if it is set up properly and watched.
- 4

Keep it correct as you change
New services, changed hours, a new brand. An answer library goes stale quietly, and a confidently wrong answer costs more than no answer. Keeping it current is part of ongoing management.

The kind of answers we will train it on

Written the way you would answer at the counter, because that is what the customer will see.

"Do you work on Porsches?"	"Do I get a car while mine is in?"
----------------------------	------------------------------------

Yes. We service Porsche alongside ten other European marques, as well as Asian and domestic vehicles, from our shop in Georgetown.

Complimentary loaner vehicles are available on qualifying major repairs. Just ask when you book and we will let you know.

"How long is your warranty?"

Every repair is backed by a 3-year, 36,000-mile nationwide warranty through TechNet.

"Can you look at my car today?"

Same-day appointments are often available. You can book online or call the shop and we will tell you what we have.

Being straight with you about timing

This is rolling out, not switched on everywhere, and we have not yet seen these tools on a profile we manage. So we are not telling you they are waiting for you today. We build your answer library now, so the day it appears we switch it on rather than start from scratch. The work pays either way, because the same answers feed how Google already describes you.

10 What Ongoing Management Looks Like

The upgrade is the one-off. This is the part that keeps running afterwards: five posts to your profile every month, and a reply to every review that comes in. Both are built to run without needing anything from you.

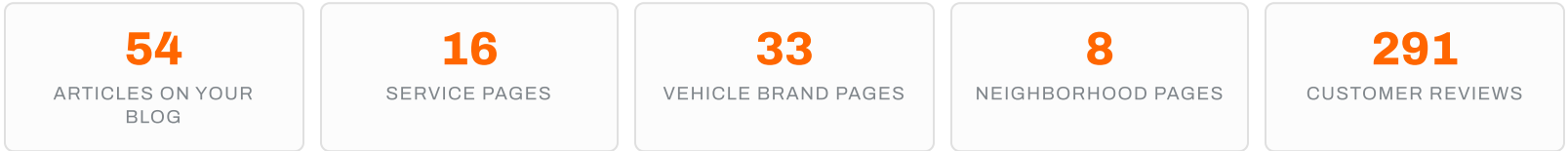
Why this runs every month instead of once

A profile that looks alive is a shop that looks open

Someone who has never heard of you opens your profile and the most recent thing on it is from last year. Even with 291 five-star reviews, something feels off and they cannot say why. Now picture the same profile with a post from this week about winter tires: clearly open, clearly busy, clearly paying attention. That impression forms in about two seconds, before they read a single review.

You have already written the content. You just have not posted it.

We went through your whole site, all 136 pages of it. This is the material we will be posting from, so we never have to come back and ask you for content.



Your blog runs from winter corrosion and BMW warning lights to timing belts and Jaguar cooling. Seasonal, Seattle-specific, already in your voice, and most shops have nothing like it. At five posts a month that is **years** of material, so we always pick what fits the season rather than posting whatever is left.

The monthly posting mix

Five posts a month, one of each type, each pulled from a different part of your site. You get a full spread every month rather than five versions of the same thing.

POST TYPE	EXAMPLE FOR YOU	WHERE IT COMES FROM
Service spotlight	"Brake repair in Seattle, inspected before anything is quoted"	Your sixteen service pages, rotated
Vehicle-specific tip	"Why your BMW's warning lights come on in winter"	Your 33 brand pages and brand blog posts
Seasonal and weather	"Post-winter safety inspections for European vehicles"	Your seasonal blog archive, timed to the Seattle calendar
Proof and reputation	A recent five-star review, quoted with the work it refers to	Your 291 reviews

POST TYPE	EXAMPLE FOR YOU	WHERE IT COMES FROM
Offer and booking	Whatever is live on your Specials page, plus the booking link	Your Specials page

Every post carries a photo, a call to action and a link back to the matching page on your site. Seasonal material is timed to the Seattle calendar, so winter tires run in November rather than June.

What a month of posts looks like

SEASONAL

Is your coolant ready for the dog days of summer?
Seattle heat finds every weak hose and thermostat. A pressure test now is cheaper than a tow later.
From your blog

VEHICLE TIP

Why BMW oil changes matter before fall
The right grade and filter for your model, done before the cold sets in.
From your BMW page

PROOF

Loaner cars and shuttle service
Loaner car options and a shuttle, subject to availability, so a big job does not leave you stranded.
From your website and Google description

And every review gets a reply

Posting is monthly. Reviews are not. From the day we start, every new review gets a reply in your voice within one day, positive and negative alike. Because how you handle a bad review in public is worth more than another five-star, the next page sets out exactly how we reply to each kind, and where we stop and hand it back to you.

11 How We Reply To Your Reviews

You have 291 reviews and they keep coming. From the day we start, every new one gets a reply in your voice within a day.

Every reply has a second reader

You are replying to the customer, and on a good review that is the whole point: someone took the time, and they deserve a proper thank you.

But the reply stays on your profile permanently, and the person it works hardest on is the customer three weeks from now who is scrolling your reviews and deciding whether to book. They *will* read the one-star. What they are really judging is how you handled it. That is why a calm, professional reply on a difficult review does more for winning that customer than another five-star with no reply at all.

You already write good replies. The one you posted to a critical review last month was calm, did not argue, was honest that you had not yet inspected the vehicle, and invited the customer back in. We are not introducing a new voice, we are keeping yours running consistently.

One honest difference. That reply cited your service records. We will never have those, so we cannot match it for depth and will not pretend to. What we give you instead is coverage and speed: every review answered, within a day, with nothing in it that can turn out to be factually wrong, because our replies do not assert facts at all. Every negative one ends by pointing to your shop, where your team has the records and can do what we cannot.

We start from now. We will answer anything from roughly the last week and everything after it, but we will not work back through your older reviews. A reply appearing under a review from eight months ago only draws attention to the fact that nobody answered it at the time.

The rule we hold ourselves to on anything negative

We were not in the bay. We do not know what was quoted, what was found, or what was said at the counter. Only you do. So on anything negative we never speak for you on the facts. On a positive review it is different, because there we are only ever repeating back what the customer themselves wrote.

ON A NEGATIVE REVIEW, WE WILL NEVER	ON A NEGATIVE REVIEW, WE WILL ALWAYS
✗ Name any of your staff, on any review, good or bad ✗ Confirm or deny the customer's version of events	✓ Acknowledge the experience they described ✓ Use their first name, and keep it short

- ✗ Cite your service records, or name the vehicle, the fault or the work done

✗ Argue, correct or defend in public

✗ Put a booking link or an offer in a negative reply

✓ Point them to a phone call with the shop

✓ Stick to standing facts about your business, like your warranty

✓ Use the same steady wording every time, so nothing is improvised

That last point is the important one, and it is how established businesses handle this. **The conversation does not happen in the review thread.** A public back and forth never ends well, and it is the first thing a future customer reads. Instead the reply does one job: it shows every future reader that you take the complaint seriously, and it moves the actual conversation to a phone call where your team can deal with the facts. Nothing gets argued, admitted or explained in public.

Four and five stars are good reviews and get treated as such: thanked, warmly, and left alone. The invitation to call starts at three stars, where there is genuinely something to put right. The names below are illustrative rather than drawn from your reviews, apart from the one-star example, which is real and is already public on your profile.

EVERY SCENARIO, AND THE EXACT REPLY Here so nothing is a surprise. Read the one-star row if you read nothing else.

REVIEW	HOW WE HANDLE IT	WHAT THE REPLY LOOKS LIKE
★★★★★ with detail	Echo back the specific thing they praised, in their words. Nothing added.	"Thank you, Sam. Glad we could get you sorted, and we appreciate you taking the time to write this. We will pass it on to the team."
★★★★★ no comment	Short is correct. A long reply to a bare five stars reads automated.	"Thanks for the five stars, Rodney. We appreciate it."
★★★★☆	Four stars is a good review, so we treat it like one. Asking what went wrong invites a complaint they never made, and it puts a note of doubt on a positive.	"Thanks for taking the time to leave a review, Ibrahim. Glad we could get you sorted, and we appreciate you choosing us."
★★★☆☆ mixed	Acknowledge both halves. Concede nothing on the facts of the negative half.	"Thank you for the honest feedback, Chris. Good to hear the diagnosis was clear. On the rest, we would rather understand what happened than guess at it here. Please give the shop a call so we can go through it with you."
★☆☆☆☆ genuinely unhappy	The important one. Written in the same register as your own reply last month. Acknowledges the experience, states plainly that we cannot determine a cause without seeing the vehicle, and invites them in. Nothing argued, nothing admitted, no facts claimed.	"Sarah, we are sorry to hear about the issues you experienced. We have not yet had the opportunity to inspect the vehicle, so we are not able to determine the cause from here, and we would welcome the chance to. Please contact the shop to make an appointment so we can better understand what occurred and determine how we may be able to assist."
★☆☆☆☆ you believe it is wrong	Still no public argument, and we will not cite records we do not have. If a correction genuinely needs making, you give us the line and we post it.	"Thank you for raising this. We would welcome the opportunity to review the details with you directly rather than go back and forth here. Please contact the shop to make an appointment so we can better understand what occurred."
Fake, or not a customer	Reported to Google first, because a removed review beats a replied-to one. A reply only if it is still warranted.	"We do not have a record of a visit under this name. If we have missed something, please call us so we can look into it."
Names one of your team	Thank them and confirm it reaches the team, without repeating the staff name ourselves. We will not always know who is still with you.	"Thanks, Justin. Really good to hear, and we will make sure the team knows."
Complaint about price	Never argue price in public. Standing facts only, then move it to a call.	"Thanks for the feedback. Every repair we do is backed by our 3-year/36,000-mile nationwide warranty, and we would rather walk you through what went into the quote than leave you feeling that way. Give the shop a call whenever suits."

You approve the approach once, not every reply. Sign off on the wording above and it simply runs from there. No reply sits waiting on an email from you, which is the whole point: a two-week-old unanswered one-star does more damage than the review itself. You always know exactly what is going out under your name, because it is on this page. The only time we stop and come to you is a review alleging injury, fraud or anything legal, because those are yours to decide on, not ours.

12 Photos and Reviews

We went through all 181 photos currently on your profile, one by one, and compared them against every image on your website. Your profile photography is genuinely strong. The only thing worth doing is bringing across the good photos you have on your website that are not on the profile yet.

What your customers already say about you

"I am very particular where I get my ferrari worked on, but finesse is literally the main shop I go to for work... they custom fabricated brackets."

Local Guide · 5 months ago

"They were fast and reasonably priced... My 911 runs even better after the tune up... they went out of their way to have the car detailed for free."

Local Guide · 2 weeks ago

"The customer service and lounge are enough for a 5 star review. Coffee, tea, water and snacks. Plenty of seating. Wifi and charging stations at each table."

2 weeks ago

"They were very accommodating, timely, and did great work on my Lexus RX350. Brandon was knowledgeable and also transparent and pragmatic."

5 stars · June 2026

What Google pulls out of your reviews

oil change 27

knowledgeable team 22

thorough inspection 19

loaner car 8

honest mechanics 2

Oil change leads by a wide margin, well ahead of the specialist work your reviews describe. Routine jobs always generate more reviews than big ones, so this is normal, but it does mean the words Google pulls out lean routine while the reviews underneath tell a more specialized story. Posting the deeper work shifts that over time.

Photos

What	Where it stands
Exterior and signage	Strong. Multiple angles of the storefront with your signage clear, plus Street View.
Workshop and bays	Excellent. Easily the best part of your profile. Ferraris, Porsches, Aston Martins, Lamborghini, Bentley, Alfa, R8, plus everyday work. Most recent upload 15 days ago.
Customer lounge	Already well covered. Lounge, seating, kitchen, coffee station and restroom are all there and they look good. Nothing needed here.
Team photos	The one gap. We checked all 181 and there is no photo of your team on the profile. You have a good one on your website.





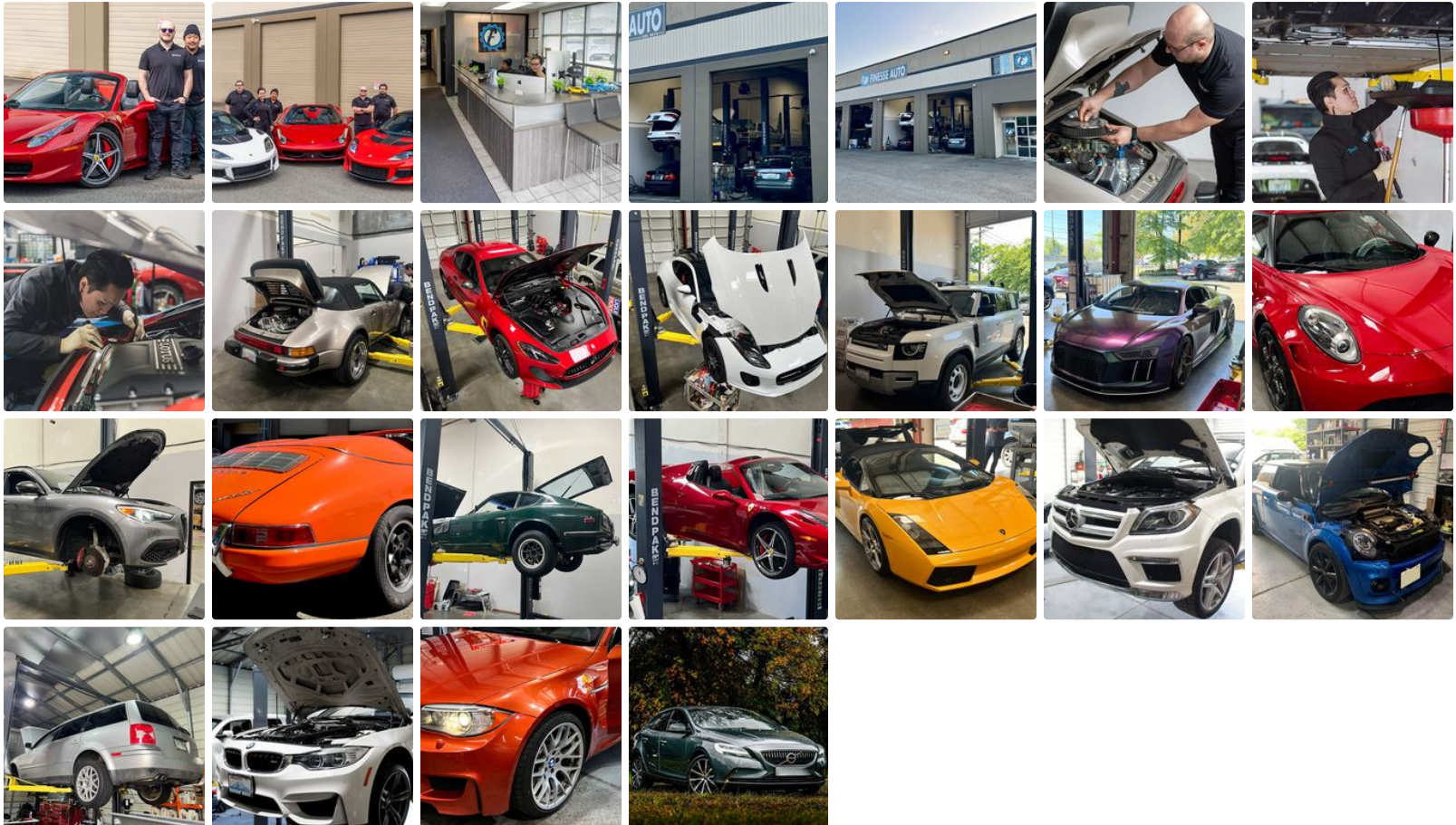
YOU ALREADY HAVE THIS PHOTO

ON YOUR WEBSITE, NOT ON YOUR PROFILE

- ✓ Your whole team, in branded shirts, beside a Ferrari 458
- ✓ Professionally shot, and it reinforces exactly the exotic and European work your bays are full of
- ✗ The one thing your 181 profile photos do not show is the people in them

What we would add, at a glance

Every one of these is your own photography, already on faseattle.com, and none of them are among the 181 photos on your profile. Two team shots, your reception, your storefront, your technicians at work, and the European and exotic cars you are known for.



25 photos ready to bring across, at no cost and with nothing new to shoot

Nothing to shoot. We went looking for what you would have to photograph and found the answer is nothing. Your profile photography is good and your website photography is good; they are simply two separate sets that have never been put together. There is no downside to a profile having more photos, so we bring them across.

Reviews

291 reviews at 4.8, still arriving weekly, is a genuine asset with nothing to fix. Under ongoing management every review gets a reply, including the difficult ones. Section 11 sets out exactly how.

13 The Used-Car Photos

One finding that deserves its own page, because it is the one thing on your profile pulling against everything else on it, and because we need an answer from you before we act on it.

Going through all 181, seven are from the used-car business rather than the workshop. This one is dated **November 2020** and still has the "Finesse auto sales · USED CARS" sign in the frame, with the old phone number and finesseautosales.com underneath it.



Currently live on your Google Business Profile, in the same gallery as your workshop photos

And the other six: single cars photographed the way inventory gets photographed, your old sales logo, and a screenshot of the Finesse Auto Sales listing.



Before we touch these, we need to know whether you still sell vehicles

We looked properly rather than assuming, and the two sources disagree.

Your website says the sales side is finished. Across all 136 pages of faseattle.com there is no mention of cars for sale, no inventory and no listings. The only times "used car" appears are in your pre-purchase inspection service. Your old sales domain, finesseautosales.com, now redirects here.

The directories say otherwise. "Finesse Auto Sales" is still listed as a used car dealer on **Cars.com**, **the Better Business Bureau**, **Birdeye** and **Yelp**, carrying roughly 247 reviews and the same phone number as the shop, with 5820 Corson Ave S among the addresses listed against it.

So we are not going to tell you what your own business is. **If you no longer sell vehicles, these seven photos should come down**, and clearing them is part of how Google eventually stops describing you as offering pre-owned vehicles. If you do still sell, tell us and we will handle it deliberately instead.

Those other listings are outside what we can reach

We are flagging them rather than fixing them. The Cars.com, BBB, Birdeye and Yelp entries for Finesse Auto Sales sit on platforms we have no access to, and they are not part of this engagement. But they are almost certainly feeding the "pre-owned vehicles" line, and they are the kind of thing that quietly works against a business for years because nobody thinks to look.

If the sales side has genuinely ended, it is worth someone claiming those listings and closing or updating them. We are happy to point you at which ones and what needs changing, but the work itself sits outside this engagement.

14 What We Need and How We Will Run It

What we need from you

- 1

Profile access

Andre will walk you through granting access. Two requests will arrive at the same time, one from Andre and one from gbp@newlimits.com.au, so you can approve both in one sitting.
- 2

Sign off on the wording we have written

Sections 07 and 08 hold every service description and all sixteen product cards, drawn from your own pages. We are not asking you to re-read them here. We just need a yes to publish them as written, or a mark-up of anything you would put differently.
- 3

Permission to use your existing photos

Your team photo and the rest of your website photography are not on your Google profile yet. We just need your nod to add them. Nothing new needs shooting.
- 4

Confirm the used-car side is finished, and let us remove those seven photos

Section 13 sets this out in full. Everything on your website says you are a repair shop now, and we have written this proposal that way, but we are not going to act on an assumption. Two things we need from you: **confirmation that you are no longer selling used vehicles**, and **your go-ahead to remove the seven photos** still showing that side of the business. Those photos are part of what keeps Google describing you as offering pre-owned vehicles, so clearing them is how that line eventually changes. Deleting photos is the one thing in this proposal we cannot undo, so we will not touch them without a yes from you.
- 5

Your comments, and anything you want done differently

This is a proposal, not a decision. If a service is described in a way you would not describe it, if the tone of the review replies is not how you would say it, if there is something on your profile you would rather we did not touch, or if you simply want something done another way, tell us now rather than after it is live. We would much rather rewrite a page than have you quietly unhappy with what went up under your name. Nothing here is fixed until you say it is.

How we will sequence the work

Three weeks to build, ordered so the safe work goes first and the one item carrying any risk goes last. Posting and review replies start in week one alongside it, so your profile begins looking active immediately rather than going quiet while the work happens. Category changes can trigger a fresh verification from Google, which is why they are scheduled deliberately at the end rather than done on day one.

STAGE	WHAT HAPPENS	RISK
Week 1	Your team photo and the rest of your website photography brought across, plus the first half of the Products section. Ongoing management starts here too : posting begins and every new review gets a reply from this point on.	None. Purely additive, nothing you already have is altered.
Week 2	Second half of the Products section, your Services list confirmed and optimized, and the description updated	None. Content only.
Week 3	Categories, reviewed and set in a single batch	The only item with any. Category edits can trigger a re-verification from Google, so it goes last and goes in one pass.

STAGE	WHAT HAPPENS	RISK
Month on month	Five posts a month, a reply to every new review within a day, and your answer library kept current as things change.	None. This is the part that keeps running after the upgrade is finished.

Nothing goes live without your approval. Everything in this document is a proposal. Once you have told us what you are happy with, we make the changes, show you before and after, and then keep the profile current month to month.

A note on honesty. We have written this from your public profile and your website, without back-end access to your Google profile. That is why in places we say "we will make sure" rather than "we will add" - some of what we have listed may already be in place where we simply cannot see it from outside. The first thing we do with access is work through every item on this list and check. Where something is already there we improve it rather than duplicate it, and where it is missing we add it. Either way it gets handled, and you will see the before and after.