

STRICTLY GERMAN AUTO

European Auto Repair | Van Nuys, CA

Google Business Profile Renovation

Audit + Upgrade Plan

A complete audit of your Google Business Profile and website visibility. What we found, what is missing, and the upgraded version ready to implement.

GMB Profile Upgrade

Online Presence Audit

What We Found

4.9 Google Rating	83 Google Reviews	5/5 SureCritic (169)	Weekly Post Frequency	Active Review Responses	Strong Work Portfolio
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You have a strong foundation: a 4.9 rating, 83 Google reviews, consistent weekly posts, and active responses to every review.

Profile Gaps

Area	Observation
Products section	Empty. The Products section appears at the very top of your profile on mobile, above everything else. This is the most visible real estate on GMB and almost no independent shops use it.
Cover photo	Currently shows vehicles in the shop bay. A team photo in front of the storefront creates a stronger first impression and builds personal trust with potential customers.
Business description	The current description does not mention brands serviced, warranty, amenities, or key differentiators. There is an opportunity to make it work harder for the business.
Booking link	The appointment link goes to a third-party scheduling page. Updating it to sgautoinc.com/appointments keeps customers on your website and lets them explore your services before booking.
Photos	No exterior, team, waiting area, or signage photos. Car photos are strong, but the human side of the business is not represented.

Online Presence Issues

Area	Observation
Brand search	Searching "Strictly German Auto" on Google does not surface sgautoinc.com . A different business (strictlygermanautocare.com) appears first. The domain name sgautoinc.com has no keyword match to the business name.
Phone numbers	Three different numbers appear across the site: (818) 659-9501 in the header, (818) 672-3742 in the footer, and (818) 336-1965 on the Specials page. One number should be used everywhere, matching GMB.
City name	GMB says "Sherman Oaks." The website and Instagram say "Van Nuys." Both are in ZIP 91401, but Van Nuys is the USPS official city for this ZIP. We recommend standardizing to Van Nuys across GMB, the website, and Instagram.

Storefront Opportunity: Google Street View shows no visible business signage from the street. For a shop that services BMW, Mercedes, Audi, and Porsche, branded signage in classic German flag colors (black, red, and gold) would make the shop instantly recognizable to European car owners driving by. That is passive advertising with zero ongoing cost.

Your Profile Today

Areas identified during our audit:

No products listed

The most visible section on mobile is empty.

Description can be stronger

Missing brands, warranty, and key differentiators.

No team or exterior photos

The human side of the business is not visible.

Inconsistent phone number

Three different numbers appear across the website.

Website header

(818) 659-9501

Strictly German Auto

Premium Automotive Service in Van Nuys, CA

(818) 659-9501

Contact Us

Specials page + footer

(818) 336-1965 and (818) 672-3742

About auto repair cost specials at Strictly German Auto

At Strictly German Auto we work hard to help your car repair costs stay low, and we are dedicated to your savings. To save more on car repair prices, check here every month for our auto service specials and coupons we offer. Whether you need a basic oil change or your check engine light is on, it's very likely that watching our "specials" page can benefit you.

To learn more about our variety of services, our specials and coupons, or just to find out more, give us a call at **(818) 336-1965**. We can't wait to show you just how easy, fast, and affordable keeping your vehicle in top shape can be!

- Home
- Auto Repair Services
- Gallery
- Reviews
- Facebook
- Instagram
- Shop
- Cart
- Checkout
- Contact
- (818) 672-3742
- Book Appointment

CURRENT



Strictly German Auto

4.9 ★★★★★ (83)

Car repair and maintenance service

Overview

Reviews

About



Directions



Save



Nearby



Send to phone



Share

14336 Oxnard St, Sherman Oaks, CA 91401, United States

Located in: [Radco](#)

Closed · Opens 8 AM

[mitchell1crm.com](#)

[sgautoinc.com](#)

+1 818-672-3742

From Strictly German Auto

At Strictly German Auto, professionalism, honesty, and integrity are our core values. Additionally, our friendly staff is always available to answer any questions you may have about your vehicle and the services we provide. We strive to build lasting relationships with our customers and exceed their expectations every time they visit our shop. "We go above and beyond for our customers."

Your Upgraded Profile

Changes made to your profile:

- + Products section added**

9 services now visible at the top of mobile.
- + Description updated**

Brands, warranty, OEM tools, and transportation assistance all included.
- + Booking link optimized**

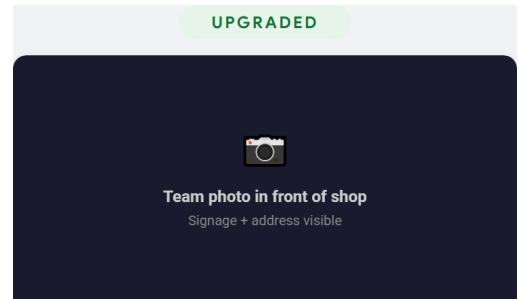
Points to your website, not a third-party page.
- + Team photos added**

A complete visual presence, front and back of house.
- + Location consistent**

Van Nuys now matches across GMB, website, and Instagram. Google uses this field as a local ranking signal.
- + Phone number unified**

One number used everywhere, matching GMB. Customers and search engines see the same contact info.
- + More service categories added**

Services appear as chips in Google search results under your business name. More categories means more queries your profile matches.



Strictly German Auto

4.9 ★★★★★ (83)

European auto repair shop

Auto electrical · Brake shop · Transmission shop

Overview Reviews About

- Directions
- Save
- Nearby
- Send to phone
- Share

14336 Oxnard St, Van Nuys, CA 91401, United States
 Located in: [Radco](#)

Closed · Opens 8 AM

sgautoinc.com/appointments

sgautoinc.com

+1 818-672-3742

From Strictly German Auto NEW

Strictly German Auto is a locally owned European auto repair shop in Van Nuys, specializing in BMW, Mercedes-Benz, Audi, Porsche, Volkswagen, and Mini. Our certified technicians deliver dealer-level service using OEM tools and factory training, without dealer pricing. From routine maintenance and brakes to engine diagnostics, transmission, AC, and performance upgrades, we handle it all. Every job is backed by a 12-month / 12,000-mile warranty. We take the time to listen and keep you informed. Drop-off and transportation assistance available. Complimentary WiFi and coffee while you wait. Call (818) 672-3742 or visit sgautoinc.com.

Products NEW

Performance Upgrades

ECU remapping, turbo upgrades, high-flow intake/exhaust, coilovers

Engine Diagnostics

OEM-level scan with brand-specific software

Brake Service

Pads, rotors, fluid, electronic calibration. OEM-grade parts

[+ 6 more products](#)

From the owner

We're thrilled to hear your Cayenne is

Improved Business Description

Current Description

At Strictly German Auto, professionalism, honesty, and integrity are our core values. Additionally, our friendly staff is always available to answer any questions you may have about your vehicle and the services we provide. We strive to build lasting relationships with our customers and exceed their expectations every time they visit our shop. "We go above and beyond for our customers."

What is missing:

- Does not mention the brands serviced (BMW, Mercedes, Audi, Porsche, VW, Mini).
- No warranty, no amenities, no location, no call to action.
- A new customer reading this would not know what makes this shop different.

Proposed Description

Strictly German Auto is a locally owned European auto repair shop in Van Nuys, specializing in BMW, Mercedes-Benz, Audi, Porsche, Volkswagen, and Mini. Our certified technicians deliver dealer-level service using OEM tools and factory training, without dealer pricing. From routine maintenance and brakes to engine diagnostics, transmission, AC, and performance upgrades, we handle it all. Every job is backed by a 12-month / 12,000-mile warranty. We take the time to listen and keep you informed. Drop-off and transportation assistance available. Complimentary WiFi and coffee while you wait. Call (818) 672-3742 or visit sgautoinc.com.

What is added:

- **Location + ownership:** Van Nuys, locally owned
- **Specific brands:** BMW, Mercedes-Benz, Audi, Porsche, VW, Mini
- **Key differentiator:** dealer-level service using OEM tools and factory training, without dealer pricing
- **Services listed:** maintenance, brakes, diagnostics, transmission, AC, performance upgrades
- **Trust signals:** certified technicians, 12-month / 12,000-mile warranty
- **Amenities:** WiFi, coffee, drop-off and transportation assistance
- **Call to action:** phone number and website

Products Section

The Products section sits at the **very top of your GMB profile on mobile**, above everything else. Almost no independent repair shops use it, which means any shop that does gets immediate attention before a competitor even appears. The 9 services below are sourced directly from the Services section on sgautoinc.com.

Product / Service	Description
Performance Upgrades	ECU remapping, turbo upgrades, high-flow intake/exhaust, big brake kits, coilovers. OEM-quality installation.
AC & Climate Control Repair	Diagnostics and repair using brand-specific tools (ISTA, XENTRY, ODIS, PIWIS). Refrigerant recovery, compressor repair, cabin filter.
Suspension & Steering Repair	Shocks, struts, control arms, tie rods, bushings, sway bars. Adaptive and electronic system diagnostics.
Engine Diagnostics	OEM-level scan with brand-specific software. Timing chain, turbo service, oil leak repair, cooling system overhaul.
Transmission Service & Repair	Automatic, manual, DSG, and PDK. Fluid replacement, seal and gasket repair, mechatronic inspection, adaptation reset.
Brake Service	Pads, rotors, fluid, electronic calibration. OEM-grade parts from ATE, Zimmermann, Textar, Brembo.
Auto Electrical Service	Charging system, sensors, infotainment, module communication, key fob. Factory diagnostic software.
Engine Auto Service	Engine repair, replacement, belt and hose, cooling system, fuel injection, ignition system service.
Maintenance & Auto Service	Factory scheduled maintenance, oil changes, tune-ups, filter replacements, safety and emissions inspections.

GMB Service Categories to Add

The following categories are available in your GMB Services tab but not currently checked:

- **Custom Upgrades** (you offer performance upgrades)
- **Brake Inspections** and **Brake Repairs**
- **Regular Maintenance** and **Recommended Maintenance Schedule**
- **Transmission Repairs**
- **Exotic Car Repair** (your photo gallery includes Ferrari, Lamborghini, Rolls-Royce, Bentley)

Photos and Post Recommendations

Photos We Need

No professional photographer needed. iPhone photos are perfectly fine. Good light and a clean background matter more than camera quality.

What	How
Exterior / storefront	3 to 5 shots. Front of shop with the address visible. Cross the street for a wide angle.
Waiting area	2 to 3 shots. Seating area, the WiFi sign, coffee setup.
Team and staff	3 to 5 shots. Technicians at work and a group photo in front of the shop.
Branded signage	1 to 2 close-up shots of your business sign, if available.

Your car photos are already strong; they show real work on real cars. What is missing is the human side: your team, your space, your shop front. That is what converts a viewer into a customer.

Post Recommendations

Your weekly review-card posts are solid. Keep that going. For variety, here are three additional post types worth rotating in:

Post Type	Guidance
Review highlight	Your current format. Keep it exactly as is.
Tip / educational	"5 Signs Your BMW Needs Brake Service," a short list post with a real shop photo. Aim for 3 to 5 bullet points. No fluff.
Job spotlight	Same content you already post on Facebook. Vehicle, what was done, booking link. Repurpose directly — no extra work needed.
Seasonal offer	AC check before summer, battery check before winter. Pair with a "Book Now" button.

Use a unique photo for every post. Never reuse the same image twice.

Your GMB Performance

In the last 30 days, **1,205 people viewed your Business Profile**, up 17% compared to the same period last year. That is more than 40 potential customers seeing your listing every single day. The goal of this upgrade is to make sure every one of them sees a profile that converts.

490	317	259	139
Google Maps Mobile	Google Search Mobile	Google Search Desktop	Google Maps Desktop
41%	26%	21%	12%

How people discovered you ⓘ

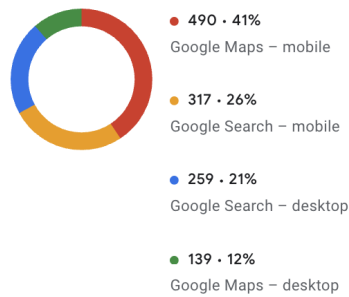
1,205

👁 People viewed your Business Profile

↗ +17.0% (vs Mar 2025)

Platform and device breakdown

Platform and devices that people used to find your profile



67% of views come from mobile (Maps + Search combined). On mobile, Products appear at the very top of the panel. Adding 9 products alone puts new content in front of those 800+ monthly mobile viewers before they even see your reviews.

What We Need From You

- 1 Pick one phone number**

Decide which number is the primary line. We will update GMB to match and recommend you align the website. Our recommendation: (818) 672-3742 (already on GMB).
- 2 Approve city name update**

We recommend updating GMB from Sherman Oaks to Van Nuys to match your website and Instagram. We will handle the change once you confirm. If there is a reason to keep Sherman Oaks, let us know.
- 3 Send us photos**

Exterior, team, waiting area. iPhone is fine. We will handle the rest.
- 4 Grant GMB access**

Add joseph@newlimits.com.au as a Manager on your Google Business Profile. This gives us access to implement all changes in this guide.
- 5 Review and approve**

Look over the description and products list in this guide. Tell us anything that needs adjusting before we go live.

Once we have access and your photos, we will implement everything in this guide within 3 business days.