

MARKETING CRASH COURSE

How a local business gets found on Google, Bing and Yandex, wins customers with Google Ads and Meta Ads, and proves which money worked. Every idea is applied to one example: a 12-person car repair shop in İstanbul.

MODULES 17 (00–16)	READING TIME ≈ 5 h	LEVEL Beginner	MARKET FOCUS Türkiye + global	DEEP DIVES 5 companion guides
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SEO & LOCAL SEARCH ↗	GOOGLE ADS DEEP DIVE ↗	META ADS DEEP DIVE ↗	TRACKING & ANALYTICS ↗
SOCIAL, WHATSAPP & RETENTION ↗			

COURSE MAP	0 / 17 done +
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MODULE 00 / 16

START HERE

READ 10 min	BUILDS ON Nothing. Start here.
YOU WILL BE ABLE TO Use this course well, read its diagrams and notes, and explain in one picture how a local shop gets its customers.	

This course teaches marketing for a local service business, starting from zero. You do not need any earlier knowledge. Every new word is explained the first time it appears, and every idea is shown on one example: a 12-person car repair shop in İstanbul.

Marketing here means all the work that makes the right people find you, trust you, contact you and come back. You will learn the free parts (search engines, maps, reviews, social media, WhatsApp), the paid parts (Google Ads, and Meta Ads for Instagram and Facebook; Meta is the company that owns both apps), and how to measure which money brought paying customers.

How to use this course

- **Go in order.** Modules 00 to 16 build on each other. A module only uses words from earlier modules. When a later idea must appear early, it is explained in one line on the spot.

- **Plan about 5 hours in total.** Each module takes 10–25 minutes. One module a day is a good pace.
- **Open a deep dive when you want detail.** Five companion guides go deeper into SEO (getting found in search results) and local search, Google Ads, Meta Ads, tracking, and social media with WhatsApp. Each module that has one ends with a link card. The same links are at the top of the page.
- **Tick "Mark module as done"** at the end of each module. The course map on the left (or the "Course map" button on a phone) shows your progress. Checklists inside modules work the same way. The ticks are saved only in this browser, on this device.
- **Try the self-check questions.** Tap an answer to see the explanation. Nothing is recorded.
- **Read the small source links.** A statistic or platform rule has a source in square brackets after it, with the publisher and date. Numbers for the example shop are labelled "example numbers". They are not market data.

PART	MODULES	WHAT YOU LEARN
Foundations	00–05	What marketing is, who your customers are, the numbers that matter, your website and profiles, and measurement
Getting found for free	06–08	Search engines, maps and reviews, social media, WhatsApp and keeping customers
Paid advertising	09–12	How ad auctions work, Google Ads, Meta Ads and other channels
Improve and stay legal	13–14	Reading results, fixing weak spots, and the Turkish rules for messages, reviews and ads
Put it together	15–16	A 90-day plan with one full campaign, a glossary and next steps
The 17 modules in five parts. The later parts use what the earlier parts teach.		

THE SIX KINDS OF NOTES

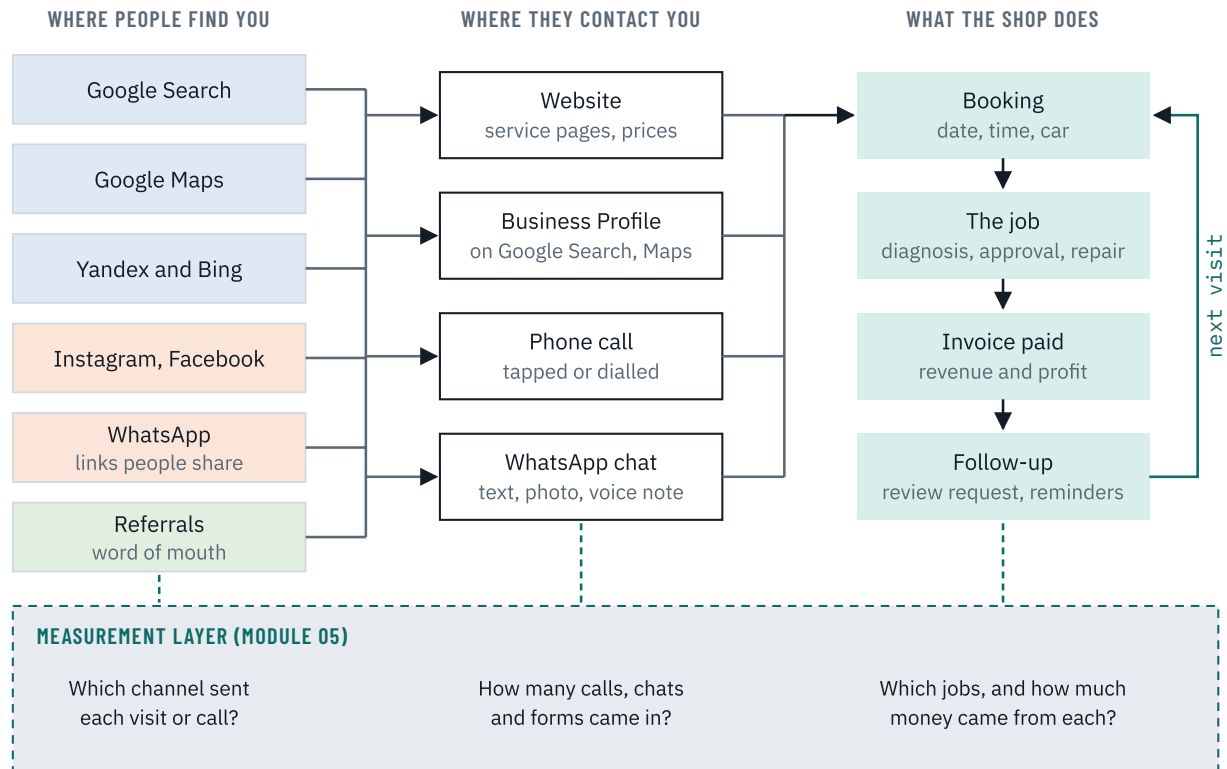
KEY TERM	A word explained the first time it appears.
TIP	A practical shortcut that saves time or money.
WATCH OUT	A common mistake, a risk, or a fact that could not be verified.
TÜRKİYE	Facts, rules and real examples from the Turkish market.
GLOBAL EXAMPLE	Real examples and studies from other countries.
ÖRNEK OTO SERVİS	The idea applied to the fictional example shop.

The big picture: how a local shop gets customers

Almost every new customer of a repair shop follows the same path. Something happens to the car. The owner looks for help on a phone, or asks a friend. They find a few shops, compare them, and contact one. If the shop handles the contact well, the car comes in, the job is done and the invoice is paid. A good shop then brings the customer back for the next service.

KEY TERM

Channel: a place where people discover you, such as Google Search, Google Maps, Instagram or a friend's advice. **Touchpoint:** a place where people meet and contact you, such as your website, your phone line or your WhatsApp chat. **Google Business Profile:** the free listing that shows your shop on Google Maps and in Google Search, with your address, hours, phone, photos and reviews.



Channels bring people to touchpoints; the shop turns a contact into a paid job and a

returning customer. The measurement layer underneath connects the left side (where people came from) to the right side (money). Without it you cannot tell which channel is worth paying for.

Read the picture from left to right. The **channels** on the left are where people discover you. Some are free (your map listing, your website in search results, your social posts, a friend's advice) and some can be paid (ads on Google or Instagram). The **touchpoints** in the middle are where people contact you. On the right, **the shop** turns that contact into a booking, a job and an invoice, and then follows up so the customer returns.

The bottom band matters most for your budget. If you only know that "the phone rang 40 times", you cannot decide where to spend. If you know that 12 of those calls came from Google Maps and 9 became paid jobs, you can. Modules 01 to 04 cover the top of the picture; module 05 builds the measurement layer before any money is spent on ads.

TÜRKİYE

Türkiye is a phone-first market. In September 2026, 81.86% of web traffic in Türkiye came from mobile phones [StatCounter, Sep 2026]. WhatsApp was the most used app among internet users aged 16–74, at 90%, in the 2026 household survey of TÜİK (Türkiye's official statistics office), as reported by DHA [DHA, Aug 2026]. Google is the main search engine, but Yandex, a second search engine that also runs a maps app, is widely used in Türkiye. Bing, Microsoft's search engine, is small here. Module 06 explains why this matters.

Meet Örnek Oto Servis

Örnek Oto Servis is a **fictional** business made for this course. "Örnek" means "example" in Turkish. It is an independent car repair shop, which means it is not part of a car maker's official dealer network. Every module applies its ideas to this shop, so you can see the same business grow step by step.

LOCATION Ümraniye, İstanbul	TEAM 12 people	TYPE Independent repair shop	
WHO WORKS THERE The owner, a service advisor, 1 front-desk and admin person, 7 technicians (mechanical and electrical), 2 body and paint specialists			
SERVICES Periodic maintenance, brakes, timing belt, diagnostics, air conditioning, tyres (seasonal change and storage), body and paint, pre-inspection check before the TÜVTÜRK <i>muayene</i> (official vehicle inspection)			
ALREADY HAS A WordPress website, a Google Business Profile, an Instagram account and a Facebook page, WhatsApp Business			
AVERAGE JOB 8,000 TL (example)	GROSS MARGIN 40% (example)	AD TEST BUDGET 30,000 TL / month (example)	

ÖRNEK OTO SERVİS

The shop has all the basic accounts, but nobody manages them as one system. The owner wants more paying customers in the quiet months, wants to try ads without wasting money, and wants to know which channel brings which jobs. Many local businesses start from this point, and the course works through it step by step.

The three money figures above are **example numbers** used in every module so the calculations agree. "Gross margin" is the share of an invoice left after paying for parts and the technician's time; module 03 explains it.

What you will be able to do at the end

- Explain how car owners choose a repair shop, and where your shop appears on that path.

- Describe your best customers and write an offer they understand at a glance.
- Calculate the most you can pay to win a new customer, and judge a campaign by its cost per paying job.
- Fix the basics of your website, Google Business Profile, other map listings and WhatsApp Business.
- Count leads (people who contacted you) and paid jobs by source, even without paid tools.
- Set up, run and judge a small Google Ads and Meta Ads test.
- Stay within Türkiye's main rules for messages, reviews and ads (general guidance, not legal advice).
- Follow a 90-day plan with a short weekly review.

TIP

Keep a notebook or a simple spreadsheet open while you read. After each module, write down one action for your own business. By the end you will have a list of seventeen concrete actions, in a sensible order.

SELF-CHECK

What happens when you tick "Mark module as done"?

Your progress is sent to the course author.

✓ **A tick is saved in this browser on this device, and the course map shows it.**

The next module unlocks.

The tick is stored only in your browser. Nothing is sent anywhere, and all modules are always open. On another phone or computer you start with no ticks.

SELF-CHECK

In the big-picture diagram, what is the job of the measurement layer?

To make the website load faster.

✓ **To show which channel and which contact led to each paid job.**

To post on Instagram automatically.

Measurement connects the source of a customer to the money they paid. That is the only way to know which channel deserves your time and budget.

▼ SOURCES FOR THIS MODULE

1. [StatCounter — Desktop vs mobile vs tablet market share, Turkey \(September 2026\)](#)
2. [DHA — TÜİK 2026 household IT usage survey, news report \(5 August 2026\)](#)
3. Örnek Oto Servis and its numbers are fictional examples, not market data.

☐ MARK MODULE 00 AS DONE

MODULE 01 / 16

MARKETING IN PLAIN WORDS

READ 15 min	BUILDS ON Module 00
YOU WILL BE ABLE TO Explain the customer journey, the marketing mix and the main media types, and place every channel of the shop on them.	

Marketing is everything a business does to **find the right customers, win them, keep them and get them to recommend you**, at a profit. It is much more than advertising. It also covers what you sell, the price, how customers reach you and the experience they have.

Take one driver. She hears a noise from the brakes. Marketing decides whether your shop appears when she searches *fren balata değişimi yakınımda* (brake pad change near me), whether your reviews convince her, whether she can call or message you with one tap, whether you give a clear price, whether the car is ready on time, and whether you remind her about the next service six months later. Each of these steps can win or lose the customer.

The marketing mix: 4Ps and 7Ps

The **4Ps** are a classic checklist from marketing textbooks: Product, Price, Place and Promotion. Service businesses usually add three more: People, Process and Physical evidence. Together they are the **7Ps**. Use them as a checklist, one row at a time.

P	MEANING	CAR REPAIR SHOP EXAMPLE
Product (service)	What you offer	Periodic maintenance, brakes, diagnostics, A/C, tyres, LPG system service, pre-inspection check
Price	What the customer pays, and how it is shown	Fixed-price packages, written estimates, approval before any extra work
Place	Where and how customers reach you	Location, opening hours, online booking, pick-up and delivery, your Google Maps listing
Promotion	How you communicate	Google profile, reviews, Instagram videos, SMS reminders, signage, visits to company fleets

P	MEANING	CAR REPAIR SHOP EXAMPLE
People	Staff who deliver the service	Trained technicians and a friendly <i>servis danışmanı</i> (service advisor) who explains clearly
Process	How the service flows	Booking → check-in → diagnosis → photo or video and estimate → approval → repair → quality check → delivery → follow-up
Physical evidence	Things the customer can see that signal quality	Clean reception, certificates on the wall, an itemised invoice, old parts returned, seat and steering covers

The customer journey

KEY TERM

Customer journey: the steps a person goes through, from the moment a need appears to paying you and, ideally, coming back.

Most repair work is **need-triggered**. People rarely think about their car until something happens. So the first job of marketing is to be found and chosen *at the moment of need*. The second job is to bring the customer back, because a repair shop lives on repeat visits. A typical journey has seven steps:

01 Trigger

A warning light, a noise, an accident, the inspection date, the season, a long trip, or a kilometre interval.

02 Search

Mostly on a phone, mostly on Google, sometimes by asking a friend.

03 Filter

The driver drops shops with weak or old reviews, shops that are far away, and shops that are closed now.

04 Price and trust check

Is there a price or a price range? Do the photos, certificates and replies to reviews look honest?

05 First contact

A call, a WhatsApp message, a booking form, or a walk-in.

06 Experience

Speed, clear communication, no surprises on the invoice.

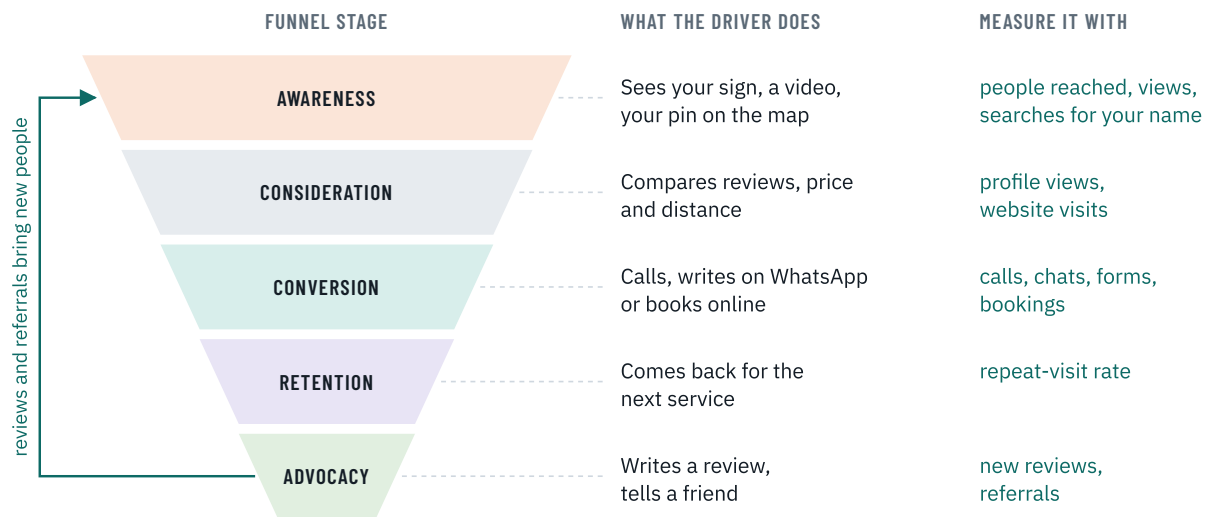
07 Loyalty or switching

The driver comes back next time, or tries someone else.

The funnel

KEY TERM

Funnel: a simple picture of the journey. Many people see you, fewer consider you, fewer contact you, and some come back and recommend you. **Conversion:** the action you want a person to take, such as calling the shop, sending a WhatsApp message or booking. **Lead:** a person who has contacted you but has not paid yet.



Each stage has its own job and its own measure. For a repair shop, the bottom two stages (the next service, reviews and referrals) often bring more profit than ads for brand-new customers, and they feed the top of the funnel again.

The modern funnel has five stages: **Awareness** (people know you exist), **Consideration** (they compare you with others), **Conversion** (they contact you and book), **Retention** (they come back) and **Advocacy** (they recommend you). Real people do not move in a straight line. They jump back and forth between searching, reading reviews and asking friends. The funnel is still useful because it reminds you that each stage needs different work and a different measure.

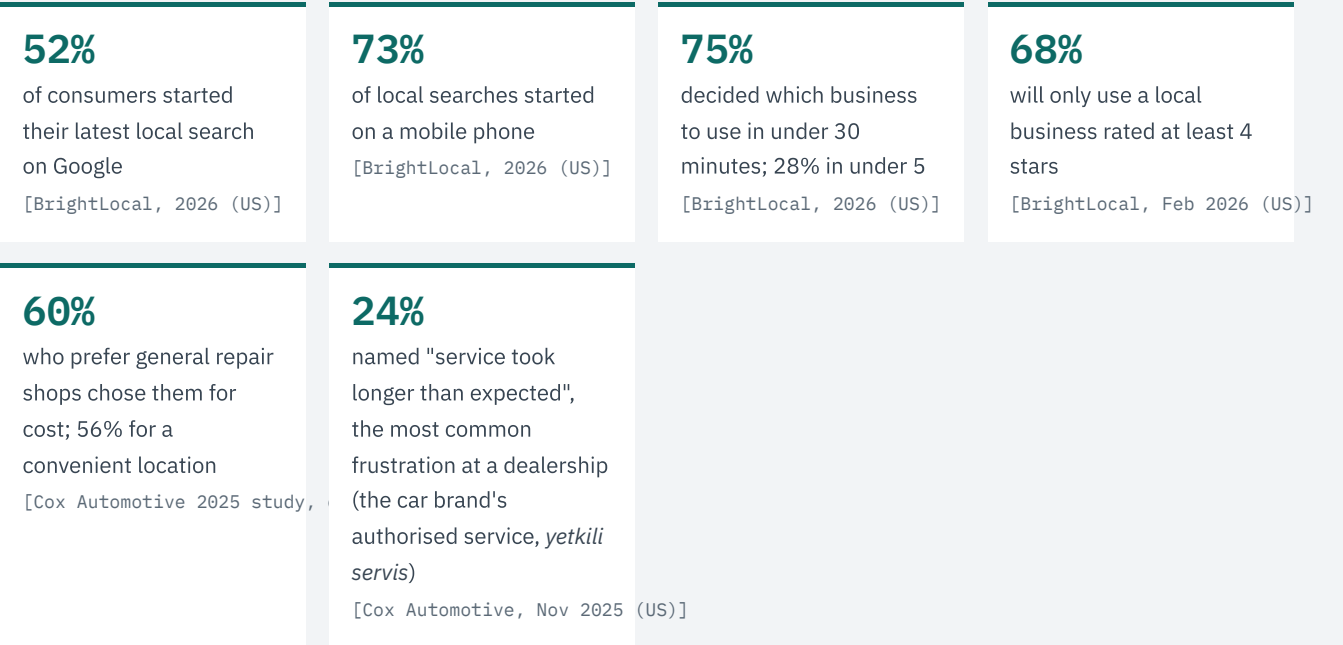
GLOBAL EXAMPLE

Measure each stage with its own number. Analyst Avinash Kaushik's "See-Think-Do-Care" model makes this point: do not judge an awareness video by direct bookings, because its job is to make people remember you [Kaushik, Jul 2013].

The "messy middle". Google's 2020 research describes how people loop between widening their options and narrowing them. Six simple biases move the final choice: key facts (for example "fixed price"), the power of now ("same day"), social proof (reviews), scarcity (limited slots), authority (certificates, experts) and the power of free ("free check"). In Google's simulation, a fictional car insurer that had all six advantages won 87% of preference against real brands [Think with Google, Jul 2020]. A small, unknown shop can win the moment of choice if its offer shows these signals honestly.

How car owners choose a shop: what the surveys say

No public Türkiye-specific survey on how car owners choose a repair shop was found (checked Oct 2026). The best available data is from the United States. Treat it as a direction, not as exact Turkish numbers.



The same Cox study lists the other main frustrations with dealership service: finding out how much they charge (13%), being pushed to buy additional services (13%), and a final price higher than the estimate (12%). The lesson for an independent shop is simple. Speed, clear prices and no surprises are marketing, because they decide reviews, repeat visits and referrals.

Owned, earned, paid and shared media

Every place where people meet your message fits one of four types. The type tells you who controls it and how long it lasts.

TYPE	MEANING	REPAIR SHOP EXAMPLES
Owned	Channels you control	Website, customer phone and WhatsApp list, SMS and e-mail list, shop signage, invoices
Earned	Attention others give you for free	Google reviews, word of mouth, local news, a customer's Instagram story
Paid	You pay for the exposure	Google Ads, Instagram and Facebook ads, Yandex ads, sponsored posts, flyers
Shared	Your content on platforms you do not own	Instagram, TikTok and YouTube posts; your Google Business Profile is also a platform you do not own

TÜRKİYE

Türkiye blocked Instagram from 2 to 10 August 2024, nine days in total
[The National, Aug 2024]. Businesses that took bookings only through Instagram messages lost that channel overnight. Shared media can disappear; your **owned** customer list cannot. Module 08 returns to this lesson.

Organic and paid

KEY TERM

SEO (search engine optimisation): work that helps your website appear in the free results of search engines such as Google. Module 06 covers it.

ORGANIC (UNPAID)

- SEO, your ranking on the map, unpaid social posts, reviews.
- Slow to build, but keeps working when you stop paying.
- Your Google Business Profile is free: Google says listing a business on Google is free [Google, 2026].

PAID

- Visibility you buy per click or per view (Google Ads, Meta Ads).
- Fast and easy to switch on, off, up or down.
- Stops the day the payment stops.

Brand and performance marketing

BRAND MARKETING

Builds memory and trust over time: your name, your look, a reputation for honesty.

Example: a consistent shop name and colours, short videos that explain warning lights, sponsoring a local football team. Measured with awareness, searches for your name and direct calls.

PERFORMANCE MARKETING

Aims at an action you can count now: a call, a booking, a form.

Example: a Google Search ad for *fren tamiri Ümraniye* (brake repair Ümraniye) that sends people to a call button. Measured with clicks, cost per lead and cost per job.

A local shop needs both. Performance marketing captures demand that already exists. Brand marketing makes you the shop people choose, or search for by name, when the need appears.

Two more words you will hear: **inbound** marketing means customers come to you because they found you (search, maps, reviews, useful content). **Outbound** means you reach out first (visits, calls, flyers, ads to people who did not search). Private car repairs are mostly inbound. Work for company fleets is usually outbound and built on relationships.

TÜRKİYE

The Turkish ad market is mostly digital. In 2024, media and advertising investment was 253.6 billion TL, and digital media took 158.03 billion TL of it (74.2%); search ads were 19% of digital spend [Deloitte for RD and IAB TR, Apr 2025]. A 2025 full-year report was not available (checked Oct 2026).

ÖRNEK OTO SERVİSİ

The owner sorts every existing activity into the four media types. **Owned:** the WordPress website, the sign, a customer list in the accounting software. **Earned:** Google reviews and word of mouth. **Shared:** the Instagram account, the Facebook page and the Google Business Profile. **Paid:** nothing yet. The gaps are clear: no regular review requests (advocacy), no reminders to past customers (retention), and no way to tell which channel brings jobs.

SELF-CHECK

A happy customer posts an Instagram story that tags your shop. Which media type is this?

Owned

✓ Earned

Paid

Earned media is attention other people give you for free: reviews, word of mouth and customer posts. You did not pay for it and you do not control it.

SELF-CHECK

Which of these is performance marketing?

Sponsoring the local football team's shirts.

✓ A Google Search ad for "fren tamiri Ümraniye" that leads to a call button.

Painting the shop sign in the same colours as the website.

Performance marketing aims at an action you can count now, here a call from a person who is searching for brake repair. The other two build memory and trust over time, which is brand marketing.

▼ SOURCES FOR THIS MODULE

1. [BrightLocal — Local SEO statistics, summarising Consumer Search Behavior 2026 \(US\)](#)
2. [BrightLocal — Local Consumer Review Survey 2026 \(US, February 2026\)](#)
3. [Cox Automotive — 2025 Service Industry Study \(US, published November 2025\)](#)
4. [Avinash Kaushik — See, Think, Do, Care \(22 July 2013\)](#)
5. [Think with Google — Decoding decisions: the messy middle \(July 2020\)](#)
6. [The National — Turkey restores access to Instagram after nine days \(10 August 2024\)](#)
7. [Google — Business Profile \(listing is free\)](#)
8. [Deloitte for Reklamcılar Derneği, IAB TR et al. — Türkiye'de Tahmini Medya ve Reklam Yatırımları 2024 \(April 2025\)](#)

☐ MARK MODULE 01 AS DONE

MODULE 02 / 16

KNOW YOUR CUSTOMER AND YOUR OFFER

READ
18 min

BUILDS ON
Modules 00–01

YOU WILL BE ABLE TO

Choose target segments, sketch 2–3 personas, write a value proposition and an honest offer, show trust signals, and plan the year around Türkiye's seasons.

A family with a 12-year-old car, a courier firm with 25 vans and a young used-car buyer want different things and find shops in different places. This module helps you decide whom to serve first and what to tell them.

KEY TERM

Segment: a group of customers with similar needs. **Targeting:** choosing which segments to serve first. **Positioning:** the place you want to hold in the customer's mind compared with the alternatives, such as the authorised dealer, the *sanayi* (industrial-estate) mechanic or a chain.

The Turkish car parc suits independent shops

The **car parc** (all the vehicles registered in a country) shapes your market through its size and age. Most Turkish cars are old and out of the manufacturer's warranty, which is the core market for independent shops.

18.04M

registered cars at the end of August 2026 (TÜİK, as

14.2 yrs

average car age at the end of 2025 (TÜİK, as

29.2%

of registered cars run on LPG; hybrid 5%, electric

32.1%

of new cars registered in Jan–Aug 2026 were

reported)
[Yeni Ankara, Sep 2026]

reported)
[Sigorta Gazetesi, Jan 2026]

2.6% (end of Aug 2026,
TÜİK via news reports)

hybrid, 18.1% electric
(TÜİK via news reports)

These figures come from news outlets that quote TÜİK; not verified against the TÜİK bulletins themselves (Oct 2026).

Segments for a repair shop

SEGMENT	WHAT THEY WANT	NOTES
Private owners of out-of-warranty cars	Fair, clear prices; trust; no surprises	The largest group; Google Maps, reviews, WhatsApp, friends.
Owners of newer cars (0–3 years)	Peace of mind about the warranty	Often stay with the dealer; never overpromise on the warranty (below).
LPG car owners	LPG system checks and adjustments	A specialist niche: 29.2% of registered cars.
Hybrid and electric owners	Trained, certified technicians	Growing fast in new sales; training is a future advantage.
Company and rental fleets (<i>filo</i>)	Uptime, fast turnaround, monthly invoices, reports, a contract price list	Visits, LinkedIn, e-mail; kept by relationships.
<i>Kasko</i> (comprehensive insurance) repairs	Smooth claims with insurers and their experts (<i>ekspert</i>)	Via insurers' contracted shops; requirements not verified (Oct 2026).
Used-car buyers	A check before buying	Offer a "mechanical check" clearly labelled as not an official <i>oto ekspertiz</i> report (a formal used-car inspection by a licensed firm).
Commercial drivers (taxi, minibus, <i>kamyonet</i> , a light commercial van)	Fast service, early or late hours	High mileage and yearly inspection.

Then **target**: pick the segments where you make the most profit, have free capacity and have real strengths. A good first target statement is short, for example: "Private cars 5–15 years old within 10 km, plus 3–5 local company fleets." Do not buy demand you cannot serve; count your empty lift-hours per week (hours in which a car lift stands unused) before you chase more work.

Personas: give each segment a face

KEY TERM

Persona: a short, made-up portrait of one typical customer in a segment. You use it to choose words, channels and offers. A persona is a planning tool, not a real person.

AYŞE, 41 – THE FAMILY CAR

Fictional persona · private owner,
out of warranty

MURAT, 38 – THE FLEET MANAGER

Fictional persona · company fleet

EMRE, 29 – THE USED-CAR BUYER

Fictional persona · pre-purchase
check

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Drives a 12-year-old hatchback in Ümraniye; uses it for school runs. • Fears: a big surprise on the invoice, waiting all day. • Finds shops on Google Maps, reads reviews, writes on WhatsApp. • Wants: a price before any work, photos of the problem, the car back the same day. | <ul style="list-style-type: none"> • Runs 25 light vans for a courier firm nearby. • Fears: vans off the road, messy paperwork. • Reached by a visit, a one-page offer, LinkedIn or e-mail. • Wants: priority lifts, monthly e-invoice, a report per vehicle, a contract price list. | <ul style="list-style-type: none"> • Is about to buy his first car from a private seller. • Fears: hidden damage, a bad engine. • Searches on Google and asks friends. • Wants: a slot today or tomorrow, a clear written result, an honest opinion. |
|---|--|--|

Value proposition and USP

KEY TERM

Value proposition: the main reason a customer should choose you, in their words: the benefit, for whom, and the proof. **USP** (unique selling proposition): the part of it that competitors cannot easily claim.

WEAK (EVERYONE SAYS IT)

- *Kaliteli hizmet* (quality service)
- *Uygun fiyat* (affordable prices)
- "Best service in İstanbul"

STRONG (SPECIFIC AND PROVABLE)

- Same-day brake service, or the diagnosis is free.
- Photo and video approval for every extra job.
- A written warranty on our labour (only if you really give one).
- A hybrid-certified technician (only if true).

The strong examples work because they remove the fears from module 01: waiting too long, not knowing the price, being pushed into extra work. Use this template to write your positioning: *"For [target], [shop] is the [category] that [key benefit], because [proof]."*

A quick test: put a competitor's name in your sentence. If it is still true, it is not a USP yet. "Kaliteli hizmet, uygun fiyat" passes for every shop in İstanbul, so it says nothing about yours.

ÖRNEK OTO SERVİSİ

Positioning: "For families in Ümraniye with out-of-warranty cars, Örnek Oto Servis is the repair shop that tells you the price before any work and shows you a photo of every problem, because we send the estimate and the photos by WhatsApp and start nothing without your approval."

The Turkish line used on the website, Google profile and Instagram bio: *"İşe başlamadan önce fiyatı söylüyor, her sorunu fotoğrafla gösteriyoruz. Onayınız olmadan hiçbir işe başlamıyoruz."* (We tell you the price before we start and show every problem with a photo. We start nothing without your approval.)

Build an offer

KEY TERM

Offer: a specific package with a clear price, what is included, the conditions and the next step. An offer turns your value proposition into something a driver can say yes to today.

A good offer has a clear name, what is included item by item, a price including VAT (*KDV dahil*) or an honest range, the time it takes, dates and conditions in the main text, and one next step such as "WhatsApp'tan randevu alın" (book on WhatsApp).

Kış öncesi kontrol paketi: akü testi, antifriz ölçümü, silecek ve lastik kontrolü.
Fiyat: 1.250 TL (KDV dahil). Geçerlilik: 15 Ekim – 30 Kasım 2026.
Randevu: WhatsApp [link]

COPY

Example offer text with an example price. Use your own costs and dates.

TÜRKİYE

Real Turkish examples show useful offer mechanics. **Otopratik** (Brisa's quick-service chain) lets customers book online or buy the service online, and promotes a "garantili fiyat" (guaranteed price) while stating that extra work found during inspection is charged separately [Otopratik, Oct 2026]. **Petrol Ofisi**, a fuel retailer, ran a tiered campaign from 21 May to 5 July 2026: spend 2,000 TL or more for 110 TL in points, 2,500 TL for 200 TL, 5,000 TL for 400 TL [Petrol Ofisi, 2026]. Spend tiers raise the amount each customer spends; credit for the next visit brings customers back.

Türkiye's price-label rules also apply to services: a shop must show a visible, VAT-inclusive price list at the workplace [Fiyat Etiketleri Yönetmeliği, amended Jan 2026]. Keep your offers consistent with that list. If an ad shows a discount, the "before" price has a fixed meaning since 1 August 2026: for a service it is the price you charged just before the discount; for goods such as tyres or batteries it is the lowest price of the previous 10 days [Resmî Gazete, Jul 2026]. Module 14 covers the rules for discounts and campaign ads.

Trust signals

A trust signal is anything a customer can see that makes your promise believable. In the 7Ps this is "physical evidence".

CERTIFICATES AND MEMBERSHIPS

- **TSE Hizmet Yeterlilik Belgesi** (HYB, service competence certificate). TS 12047 is usually linked to authorised-service requirements; TS 13168 covers independent shops, with A and B classes [third-party summary]. Whether an HYB is legally required for every independent shop was not verified. If you have one, show it on the wall, the website and the Google profile.
- **Chain membership.** Bosch Car Service says it has more than 350 locations in Türkiye [Bosch Car Service, Oct 2026]. A chain gives brand trust and training, but limits independence.

SIGNALS ANY SHOP CAN SHOW TODAY

- An itemised invoice (*faturalı işlem*).
- Old parts returned to the customer.
- Photos or videos of the problem before work.
- A written labour warranty, if you give one.
- A clear, dated price list.
- Your Google rating and number of reviews.
- Staff photos and names; years in business.

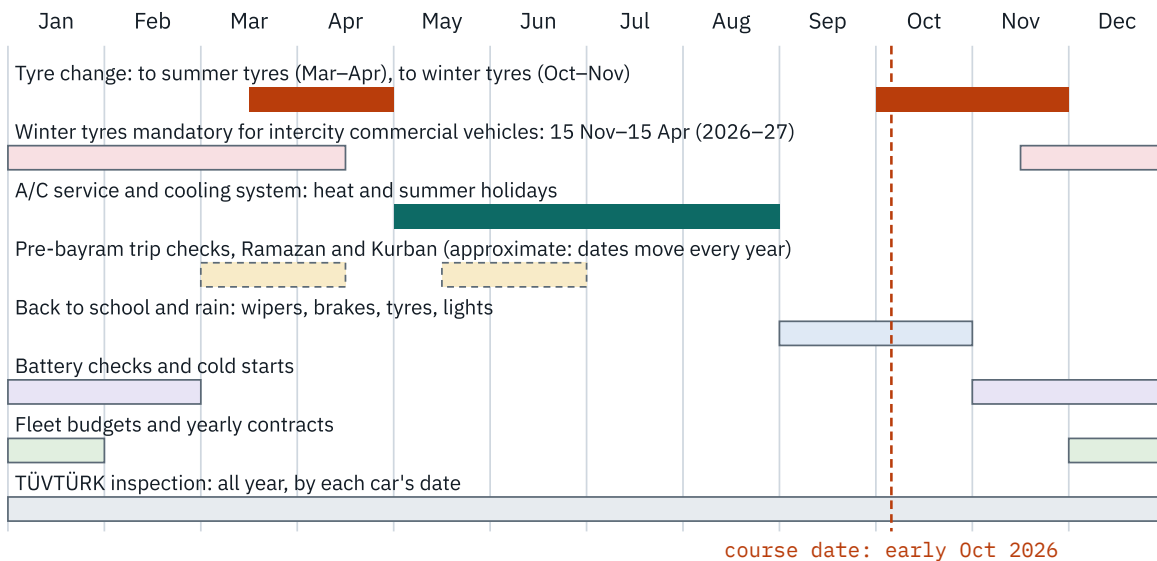
WATCH OUT

Do not promise warranty protection. The competition-law text for the motor-vehicle sector (Tebliğ 2017/3 of the Rekabet Kurumu, Türkiye's competition authority) protects independent shops' access to parts, equipment and technical information. Its text contains no clause saying that servicing at an independent shop cannot void the warranty (checked Oct 2026) [Tebliğ 2017/3]. The official guidelines say that if a fault is caused by parts used in paid maintenance, whether the warranty ends is decided under general law [Rekabet Kurumu Kılavuz, 2017]. The widely quoted line that work at TSE 12047-certified shops "does not void the warranty" is an industry interpretation [otomobil.com.tr, Aug 2020], not the wording of the law.

Safe: "*Bakımınızı üretici standartlarına uygun parça, yağ ve periyotla, faturalı ve kayıtlı yapıyoruz.*" (We do your maintenance with parts, oil and intervals that meet the manufacturer's standards, with invoices and records.) **Never:** "*Garantiniz asla bozulmaz.*" (Your warranty will never be voided.) Advise owners of new cars to check their warranty booklet.

The Türkiye seasonality calendar

Repair demand moves with the weather, the law and the holidays. If you know the peaks, you can prepare offers, content and staff 4–8 weeks ahead instead of reacting when the phone is already ringing.



The repair year in Türkiye. Dashed bars are approximate because bayram dates move every year. The commercial winter-tyre period shown is the 2026–27 season as reported by the press in September 2026; governors can set different local dates.

- **Winter tyres.** Since 27 February 2026, Article 65/A of the Highways Traffic Law (rewritten by Law 7574, adopted on 12 February and published in the Resmî Gazete on 27 February 2026) says the Ministry of Transport makes winter tyres mandatory for a set period each year, by type of vehicle and by province, and may pass this power to provincial governors; the fine for the vehicle's operator is 6,000 TL [Law 2918, as amended 2026]. For the 2026–27 season the press reports the rule for commercial vehicles that carry passengers or goods on intercity roads (trucks, buses, minibuses and *kamyonet*) from 15 November 2026 to 15 April 2027, with no nationwide rule for private cars [Millî Gazete, Sep 2026]. The previous season ran on the same dates [KGM, 2025]. Check the official announcement of KGM (the highways authority), the police (EGM) or your governor's office each November. Do not tell private-car owners that winter tyres are mandatory.
- **TÜVTÜRK inspection.** Private cars are inspected first at 3 years, then every 2 years; *kamyonet* and taxis yearly. Not verified against TÜVTÜRK's official table (Oct 2026) [TÜVTÜRK]. A pre-inspection check with a reminder about 30 days before the date is a steady, all-year offer.
- **Bayram.** Before Ramazan and Kurban Bayramı many families drive long distances. Check the official calendar for next year's dates; 2027 dates were not verified.

ÖRNEK OTO SERVİSİ

It is early October: the shop opens tyre-change slots, promotes tyre storage (*lastik oteli*) and battery checks, reminds fleet customers whose vans drive between cities to change to winter tyres before 15 November, and plans A/C service in May, trip checks before each bayram and fleet renewals in December.

SELF-CHECK

Which warranty message is safe to use?

"Garantiniz asla bozulmaz." (Your warranty will never be voided.)

✓ **"Bakımınızı üretici standartlarına uygun parça, yağ ve periyotla, faturalı ve kayıtlı yapıyoruz."**

"Yetkili servis garantisiyle çalışıyoruz." (We work with authorised-service warranty.)

The safe line describes what you actually do: parts, oil and intervals to the manufacturer's standards, with invoices and records. The law gives no clear promise about the warranty, and claiming authorised status when you are independent is misleading.

SELF-CHECK

Which is the strongest USP?

"Kaliteli hizmet, uygun fiyat."

✓ **"Photo and video approval for every extra job."**

"The best service in İstanbul."

It is specific, the customer can check it, and it answers a known fear (being pushed into extra work). The other two are claims everyone makes and nobody can prove.

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7. [tsebelgeleri.net – TS 13168 summary \(third party\)](#)
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12. [Karayolları Trafik Kanunu 2918, Art. 65/A as rewritten by Law 7574 \(adopted 12 Feb 2026, in force 27 Feb 2026\), mevzuat.gov.tr](#)
13. [Milli Gazete – winter tyre rule for 2026–27 \(28 September 2026, news report\)](#)
14. [KGM – winter tyre announcement, 2025–26 season](#)
15. [TÜVTÜRK – inspection periods page](#)

☐ MARK MODULE 02 AS DONE

THE NUMBERS THAT MATTER

READ
20 min

BUILDS ON
Modules 00-02

YOU WILL BE ABLE TO

Read any marketing report, calculate your break-even cost per customer and a customer's lifetime value, and judge a campaign by its cost per paying job.

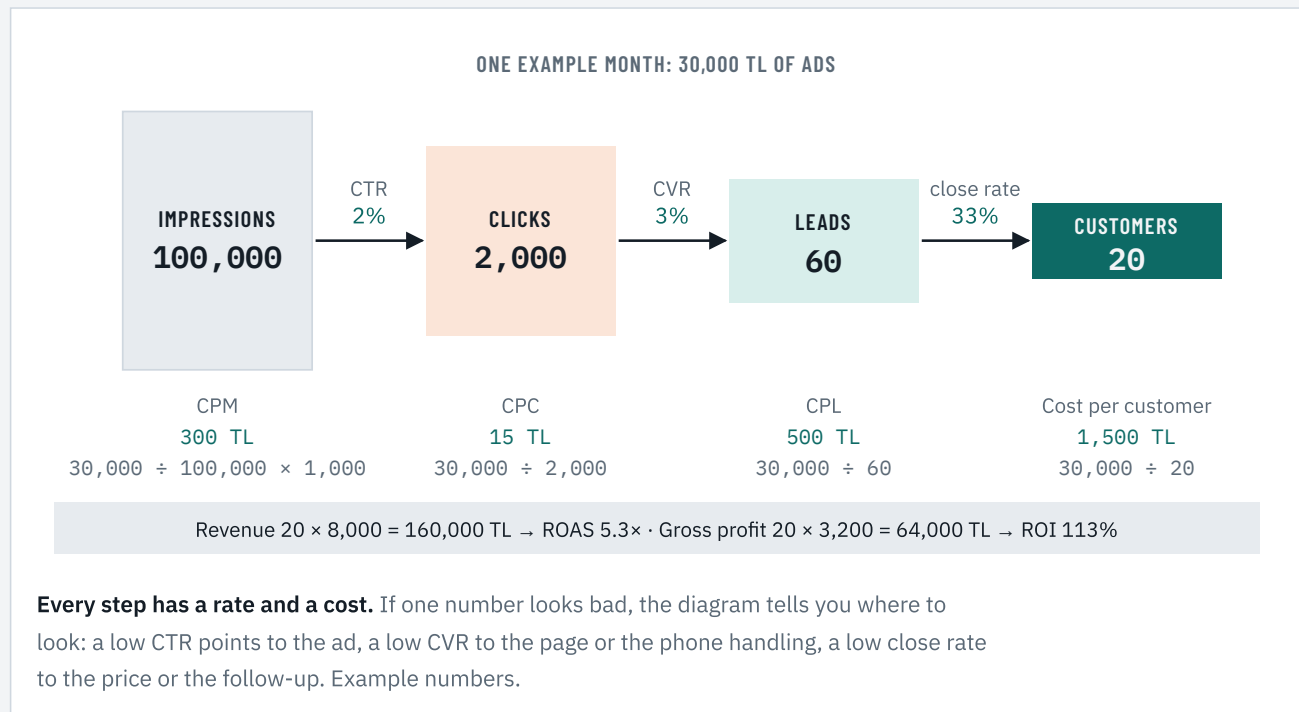
Likes, followers and clicks do not pay salaries. Paying jobs do. To decide where to spend, you need two answers: **how much is a new customer worth to you**, and **how much did you pay to win one**. This module gives you the vocabulary every ad platform uses, with one formula per word, and a calculator that answers both questions for your own shop.

ÖRNEK ÖTO SERVİS

All numbers in this module are **example numbers** for one month in which the shop spends 30,000 TL on ads. The average job is 8,000 TL and the gross margin is 40%. They are not market data; use your own invoices.

The funnel in numbers

Module 01 showed the funnel as stages. Here is the same funnel as a chain of counts. Each step loses most of the people from the step before. Every rate between two steps, and every cost per step, has a name. The short names in the picture are explained one by one below it.



Visibility and clicks

IMPRESSIONS times shown

count

The ads were shown 100,000 times.

REACH unique people

count of different people

40,000 different people saw them.

FREQUENCY average views per person

$\text{impressions} \div \text{reach}$

$100,000 \div 40,000 = 2.5$

CPM cost per 1,000 impressions

$\text{spend} \div \text{impressions} \times 1,000$

$30,000 \div 100,000 \times 1,000 = 300 \text{ TL}$

CLICKS

count

2,000 clicks to the website or WhatsApp.

CTR click-through rate

$\text{clicks} \div \text{impressions} \times 100$

$2,000 \div 100,000 = 2\%$

CPC cost per click

$\text{spend} \div \text{clicks}$

$30,000 \div 2,000 = 15 \text{ TL}$

Leads and customers

KEY TERM

Conversion rate (CVR): the share of clicks that became a conversion, here a lead (a call, a WhatsApp chat or a form). **Close rate:** the share of leads that became paying jobs. **CPA** (cost per acquisition): what you paid for one result. In this course CPA means the cost of one new *paying* customer; some ad platforms use "CPA" for any conversion, so always check what is being counted.

CONVERSIONS leads

count

60 calls, chats and forms.

CVR conversion rate

$\text{conversions} \div \text{clicks} \times 100$

$60 \div 2,000 = 3\%$

CPL cost per lead

$\text{spend} \div \text{leads}$

$30,000 \div 60 = 500 \text{ TL}$ (target $\leq 600 \text{ TL}$)

CLOSE RATE

$\text{paying jobs} \div \text{leads} \times 100$

$20 \div 60 = 33\%$

CPA cost per paying customer

$\text{ad spend} \div \text{new paying customers}$

$30,000 \div 20 = 1,500 \text{ TL}$ (target $\leq 1,500 \text{ TL}$)

CAC customer acquisition cost

$\text{all acquisition costs} \div \text{new customers}$

$(30,000 \text{ ads} + 6,000 \text{ staff time and tools}) \div 20 = 1,800 \text{ TL}$

CPA counts only the ad money; CAC adds everything else you spent to win the customers, such as staff time and software. CAC is the honest number for the owner. CPA is the number the ad platform can see.

Money

GROSS MARGIN

$(\text{revenue} - \text{parts and direct labour}) \div \text{revenue}$

40%: an 8,000 TL job leaves 3,200 TL gross profit.

BREAK-EVEN CPA first job only

$\text{average job value} \times \text{gross margin}$

$8,000 \times 40\% = 3,200 \text{ TL}$

ROAS return on ad spend

$\text{revenue} \div \text{ad spend}$

$160,000 \div 30,000 = 5.3\times$

ROI return on investment

$(\text{gross profit} - \text{marketing cost}) \div \text{marketing cost} \times 100$

$(64,000 - 30,000) \div 30,000 = 113\%$

LTV lifetime value

$\text{job value} \times \text{margin} \times \text{visits per year} \times \text{years}$

$8,000 \times 40\% \times 2 \times 3 = 19,200 \text{ TL}$
gross profit (48,000 TL revenue)

WATCH OUT

ROAS uses revenue; ROI uses profit. A ROAS of 5.3× sounds excellent, but the shop keeps only the gross profit, not the whole invoice. Always check whether the gross profit covers the marketing cost. The most common beginner trap is to calculate break-even from the invoice (8,000 TL) instead of the gross profit (3,200 TL). That trap makes you think you can pay 8,000 TL for a customer who leaves you 3,200 TL.

Break-even and lifetime value

The **break-even CPA** is the most you can pay to win a customer before the first job loses money. For Örnek Oto Servis it is 3,200 TL. Below it, the first job already pays for the ads. Above it, you lose money on the first visit.

Customers come back, so a new customer is worth more than one job. If a typical customer returns about twice a year for three years, the **lifetime gross profit** is 19,200 TL. That can justify paying more than 3,200 TL for some customers, such as a fleet, **but only if you actually measure repeat visits**. A safe target for a first-job campaign is about half of break-even, which leaves room for rent, salaries and other overheads. That is why the course uses a target of 1,500 TL per new paying customer.

BREAK-EVEN AND ROAS CALCULATOR

Average job value (TL)

8000

Gross margin (%)

40

Visits per year

2

Years as a customer

3

BREAK-EVEN CPA (FIRST JOB)

3,200 TL

LIFETIME REVENUE

48,000 TL

LIFETIME GROSS PROFIT

19,200 TL**2 · WHAT DID ONE CAMPAIGN COST?**

Ad spend (TL)

30000

New paying customers

20

COST PER NEW CUSTOMER

1,500 TL

ROAS (FIRST JOBS)

5.3×

ROI (FIRST JOBS)

113%

Cost per new customer (1,500 TL) is at or below half of the break-even CPA of 3,200 TL. The first job pays for the ads and leaves room for overheads.

The calculator runs in your browser and saves nothing. Defaults are the course's example numbers.

How much should you spend?

There is no universal budget rule for a local shop. You will hear "spend 7–8% of revenue". That figure does not fit a 12-person workshop:

- Gartner's 2026 survey of chief marketing officers found an average marketing budget of 7.8% of company revenue, but it covered 401 marketing leaders, mostly at companies with more than \$1 billion in revenue [Gartner, May 2026, via news summary].
- The US Small Business Administration's current marketing guide gives no percentage at all. It asks you to compare marketing cost with the revenue it brings [SBA, 2026]. The often-quoted "SBA recommends 7–8%" could not be found on the SBA site.

Set the budget from a goal instead. This is called the **objective-and-task** method:

01 Choose a goal

Example: 20 extra paying customers a month. Check that you have free lift-hours to serve them.

02 Set a target cost per customer

About half of break-even: 1,500 TL for Örnek Oto Servis.

03 Multiply

$20 \times 1,500 \text{ TL} = 30,000 \text{ TL}$ a month. This is a ceiling for the test, not a must-spend.

04 Test, then scale slowly

Run the test for about 8 weeks. Raise the budget by 20–30% at a time only when your records show the cost per job is below target. If it is not, fix the landing page (the page the ad sends people to), the keywords (the searches you pay to appear for) and the way calls are answered before spending more.

Do the free work first: your Google Business Profile, a review routine and reminders to past customers (modules 04, 07 and 08) cost mostly time. A sensible starting split for paid money (a judgement, not a sourced rule): most of it, around 50–70%, on search ads that catch people already looking for a repair; 20–30% on local video ads and on showing ads again to recent website visitors; about 10% on tests of new channels. Örnek Oto Servis starts with 60% on Google Search and 40% on Meta (Instagram and Facebook) ads that open a WhatsApp chat.

GLOBAL EXAMPLE

US benchmarks for search ads in the "Automotive Repair, Service & Parts" category, published 1 June 2026: average CPC \$4.35, CTR 5.56%, conversion rate 15.51%, cost per lead \$29.96. The all-industry averages were CPC \$5.42, CTR 6.64%, conversion rate 8.18% [LocalIQ, Jun 2026]. Repair searches convert well because the need is urgent. These are US numbers: no public Turkish benchmark was found, and Turkish costs per click are different. Compare yourself with your own past months, not with these figures.

TIP

Before any campaign, collect five numbers from your own records: average invoice for the last 12 months, gross margin, the share of customers who came back within 12 months, jobs per month by source (ask every customer for four weeks), and empty lift-hours per week. One or two days of work gives you the inputs for the calculator above.

SELF-CHECK

An average job is 8,000 TL and the gross margin is 40%. What is the break-even cost per new customer for the first job?

8,000 TL

✓ 3,200 TL

19,200 TL

Break-even CPA = job value $\times$ gross margin = 8,000 $\times$ 40% = 3,200 TL. 8,000 TL is the revenue (the common trap) and 19,200 TL is the lifetime gross profit, which you only earn if the customer comes back.

SELF-CHECK

A campaign shows a ROAS of 6 $\times$. Does that prove it made money?

Yes, any ROAS above 1× is profitable.

✓ **No. ROAS uses revenue; check the gross profit against the ad cost (ROI).**

Yes, if the CTR is also high.

At a 40% margin, a ROAS of 6× means every 1 TL of ads brought 6 TL of revenue but only 2.4 TL of gross profit. That is profitable, but at a 15% margin the same ROAS would leave just 0.9 TL, a loss. Always convert to profit.

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3. [US Small Business Administration — Marketing and sales guide](#)
4. [LocalIQ — Search advertising benchmarks 2026 \(US, 1 June 2026\)](#)

☐ MARK MODULE 03 AS DONE

MODULE 04 / 16

YOUR DIGITAL STOREFRONT

READ
18 min

BUILDS ON
Modules 00–03

YOU WILL BE ABLE TO

Check that your website, Google Business Profile, social profiles and WhatsApp Business turn visitors into calls and messages, with the same name, address and phone everywhere.

Your website, your Google Business Profile, your social profiles and your WhatsApp Business account are your **digital storefront**. Every channel from module 00 sends people to one of them. If the storefront is weak, every lira you later spend on ads buys visits that do not call. Fix the storefront first; it is the cheapest way to raise the conversion rate from module 03.

81.86%

of web traffic in Türkiye came from mobile phones in September 2026
[StatCounter, Sep 2026]

75%

of consumers decided which local business to use within 30 minutes
[BrightLocal, 2026 (US)]

55%

find it important to compare nearby competitors' prices on a dealer's website or app
[Cox Automotive, 2025 (US)]

What your website must do

A repair-shop website is there to bring calls, messages and bookings. It has six jobs:

1 · BE FOUND

One page per main service (brakes, maintenance, timing belt, A/C, tyres...), so each page can match what people search. Module 06 explains how.

2 · BE CLEAR

What you do, where you are, when you are open, and what it roughly costs, all within the first screen.

3 · BE TRUSTED

The trust signals from module 02: real photos, the team, certificates, an itemised-invoice promise, your rating.

4 · BE EASY TO CONTACT

Call, WhatsApp and booking buttons at the top of every page, and a short form.

5 · BE FAST ON A PHONE

Most visitors are on a phone, often on mobile data. Test your main pages with PageSpeed Insights (pagespeed.web.dev), Google's free speed test, in mobile mode.

6 · BE MEASURABLE

Every call, WhatsApp tap and form must be countable. Module 05 shows how.

KEY TERM

Above the fold: the part of a page you see without scrolling. **Tap-to-call link:** a phone number written as a link (`tel:`), so one tap on a phone starts the call. **CTA** (call to action): the one thing you ask the visitor to do next, such as "Call" or "Write on WhatsApp".

Two small pieces of code do most of the work. A WhatsApp link opens a chat with your number, and it can carry a ready-made first message (WhatsApp calls this "click to chat") [WhatsApp Help, Oct 2026]. Write the number in international format: 90 (Türkiye's country code), then the number without its first 0, with no +, spaces, brackets or dashes.

```
<a href="tel:+90216XXXXXXX">0216 XXX XX XX</a>
<a href="https://wa.me/90216XXXXXXX?
text=Merhaba%2C%20randevu%20almak%20istiyorum">WhatsApp'tan yazın</a>
```

COPY

The number is a placeholder. The pre-filled text says "Merhaba, randevu almak istiyorum" (Hello, I would like to book an appointment).

Anatomy of a good service page

One service page should answer every question a worried driver has, in the order they ask it. The layout below follows a pattern seen on strong Turkish independent shop and chain pages (examples after the picture).



A service page answers the driver's questions in order: can you fix it, how do I reach you, can I trust you, what will it cost. The rating, review count, phone and address are placeholders for the fictional shop. Turkish labels: *Ara* = Call, *Randevu* = Book, *Belirtiler* = Symptoms, *Ne yapıyoruz* = What we do, *Fiyat* = Price, *muadil* = equivalent part.

TÜRKİYE

Real Turkish pages show the pattern. Mobil Oto Servis in Kadıköy puts place and price in the title and heading of its maintenance page ("Kadıköy'de Araç Bakımı 5.850 TL'den Başlayan Fiyatlarla", car maintenance in Kadıköy from 5,850 TL), with the phone number, a WhatsApp link, the street address and hours near the top

[mobilotoservis.com.tr, Oct 2026]. Otopratik publishes a public service price list [Otopratik]. Bosch Car Service's online booking shows an approximate price and states that the final cost is set after inspection [Bosch Car Service, Oct 2026].

Prices and transparency. Not knowing the price and a final bill above the estimate are common complaints about car service (module 01). Show a price or a range for your common jobs, by vehicle class, with the date of the last update and whether VAT is included (*KDV dahil* or *KDV hariç*). Turkish prices change fast, and an old price hurts trust more than no price. Keep website prices, your WhatsApp catalogue and the price list on your wall identical.

WATCH OUT

A form or a WhatsApp chat collects personal data (name, phone, plate). Under Türkiye's personal data law (KVKK) you normally show a short privacy notice (*aydınlatma metni*) where you collect it. Module 14 covers this; ask a lawyer to check your text. Also show the phone number as real text, not inside an image, so phones can tap it and search engines can read it.

Google Business Profile: the basics

Your **Google Business Profile** (in Turkish *Google İşletme Profili*) is the free listing that appears when people search for your shop or for a service near them on Google Search and Google Maps. For many drivers it is the first thing they see before they call. It shows your name, category, address and map pin, hours, phone, website, photos, services and reviews.

- **Own it with a company account.** Use a shared company Google account as owner, not one employee's personal account or an agency's.
- **Make sure it is verified**, meaning Google has confirmed that you run the business. Unverified profiles do not show photos and give you no performance data.
- **Check the basics today:** the name matches your sign, the hours are right, the phone and website are the same as on your site, the pin sits on your workshop entrance.

Module 07 covers the profile in depth: categories, services, photos, posts and reviews.

Social profiles and WhatsApp Business

INSTAGRAM AND FACEBOOK PROFILES

- Same name and logo as your sign and Google profile.
- Category, address, hours and phone filled in.
- The profile link goes to your WhatsApp link or booking page.
- Your district in the bio, a location tag on posts.

WHATSAPP BUSINESS APP

- Free; runs on one phone number
[WhatsApp Business, Oct 2026].
- Business profile: name, category, address, hours, short description.
- A catalogue of standard services with VAT-inclusive prices.
- Greeting and away messages; up to 50 saved quick replies [WhatsApp Help, Oct 2026].
- A QR code and a short link to share.

Use a dedicated shop phone and number for WhatsApp Business, never a mechanic's personal number. When that person leaves, the customer chats stay with the business. Module 08 turns WhatsApp into a full job workflow.

NAP consistency

KEY TERM

NAP: Name, Address, Phone. Your NAP should be written exactly the same way on your website, Google Business Profile, other maps, directories and social profiles.

Search engines compare these mentions to decide that all of them describe one real business. In an annual survey of local search experts, "HTML NAP matching GBP NAP" (the NAP on your website matching your Google profile) ranked among the top 20 local ranking factors [Whitespark, Nov 2025]. Customers notice too: two different phone numbers look like two different shops.

Write one "NAP master" text, decide the format once (*Cad.* or *Caddesi*, landline or mobile as the main number), and copy-paste it everywhere:

Örnek Oto Servis
[adres]
Ümraniye / İstanbul
0216 XXX XX XX
Pzt-Cmt 08:00-19:00, Pazar kapalı
<https://ornekotoservis.com.tr>

COPY

Address and phone are placeholders; the hours are the example shop's. After a move or a number change, update the Google profile first, then other maps, the website, social profiles and directories.

Storefront checklist

Tick each item when it is true for your business. Your ticks are saved in this browser.

- ☐ Each main service has its own page with the service and district in the heading.
- ☐ Call, WhatsApp and booking buttons are visible on a phone without scrolling.
- ☐ The phone number is text with a tap-to-call link, not an image.
- ☐ The WhatsApp button opens a chat with a pre-filled first message.
- ☐ Main pages tested in PageSpeed Insights on mobile; the biggest fixes are listed.
- ☐ Prices or price ranges are shown with an update date and a KDV note.
- ☐ Trust block: real photos, team, certificates you really hold, invoice and old-parts promise.
- ☐ The contact form is short and shows a privacy notice.
- ☐ Google Business Profile is owned by a company account and verified.
- ☐ Name, hours, phone, website and map pin on the Google profile are correct.
- ☐ Any WhatsApp number on the Google profile is yours and really receives WhatsApp (Google added wrong ones by mistake in June 2026; module 07).
- ☐ Instagram and Facebook show the same name, logo, address, hours and phone.
- ☐ Social profile links go to WhatsApp or the booking page.
- ☐ WhatsApp Business runs on a dedicated shop number with profile, hours and catalogue.

- ☐ Greeting message, away message and quick replies are set up.
- ☐ A NAP master text exists, and the website footer matches it exactly.
- ☐ Website, WhatsApp catalogue and wall price list show the same prices.

ÖRNEK OTO SERVİSİ

The shop's WordPress site has one "Hizmetlerimiz" (our services) page that lists twelve services in a single paragraph, and the phone number is part of the header image. The first fixes: a real tap-to-call number and a WhatsApp button in the header, then separate pages for the four services with the most revenue (periodic maintenance, brakes, timing belt, tyres), each built on the anatomy above. The Google profile showed an old mobile number; the front desk now keeps the NAP master text in a shared note.

SELF-CHECK

On a phone, where should the Call and WhatsApp buttons be?

At the bottom of the page, after the reviews.

✓ **On the first screen, visible without scrolling.**

Only on the contact page.

Most visitors are on phones and many decide within minutes. A button they have to look for is a lost call.

SELF-CHECK

Your Google profile shows 0216 XXX XX XX, but your website footer shows a mobile number. Does it matter?

No, customers can call either one.

✓ **Yes. Name, address and phone should be identical everywhere.**

Only if the mobile number is switched off.

Different numbers confuse customers and weaken the signal search engines use to confirm your business. Pick one main number and use it everywhere. (Module 05 shows a planned exception: separate tracking numbers, used on purpose and recorded.)

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4. [WhatsApp Help Center — How to use click to chat](#)
5. [Mobil Oto Servis \(Kadıköy\) — periodic maintenance page](#)
6. [Otopratik — service price list page](#)
7. [Bosch Car Service Türkiye — appointment page](#)
8. [WhatsApp Business — WhatsApp vs WhatsApp Business](#)
9. [WhatsApp Help Center — Quick replies](#)
10. [Whitespark — 2026 Local Search Ranking Factors \(published 6 November 2025\)](#)
11. [Optimixed — Google Business Profiles adds WhatsApp numbers in bulk \(June 2026, secondary\)](#)

☐ MARK MODULE 04 AS DONE

MODULE 05 / 16

MEASURE BEFORE YOU SPEND

READ 20 min	BUILDS ON Modules 00–04
YOU WILL BE ABLE TO Write a one-page measurement plan, decide what counts as a conversion, tag links with UTM parameters, name the free tools, and count calls and WhatsApp chats by source in Türkiye.	

A 30,000 TL ad test teaches you little if nobody can say which channel brought which jobs. Measurement is cheap to set up before you spend and hard to rebuild afterwards. This module builds the bottom layer of the module 00 diagram. The path from an ad to money has two halves, and only you can see the second one:

STEP	WHO CAN SEE IT
Ad shown → click or visit	Ad platforms (Google Ads, Meta) and your website analytics (a tool that counts visits and what visitors do, such as Google Analytics)
Lead action: call, WhatsApp tap, form, direction request	Website analytics, your Google profile's statistics, a call log
Booked appointment → car in the shop → invoice paid → next visit	Only you: your customer log or accounting system

The simplest bridge between the halves is free: ask every new customer where they heard about you, and write it down.

Write a measurement plan

KEY TERM

Measurement plan: a one-page document that links business goals to the numbers you track and the tools that track them. **KPI** (key performance indicator): one of the few numbers that show whether a goal is met.

01 Write the business goal

One sentence with a number and a date.

02 Pick 3–5 KPIs

New paying customers, cost per customer, cost per lead per channel, lead-to-job rate.

03 List every contact route and how you count it

Calls, WhatsApp, forms, walk-ins, Google profile taps.

04 Fix naming rules, owners and a date

Spelling of link labels (see UTM below), who fills in the log, who reads it every Monday.

BUSINESS GOAL	KPI	TARGET	DATA SOURCE	CHECK
More new customers from ads	New paying customers from paid ads	20 / month	Customer log	Weekly
Profitable ads	Cost per new paying customer	≤ 1,500 TL (break-even 3,200)	Ad spend ÷ jobs in the log	Monthly
Enough leads at a fair price	Cost per lead (call, WhatsApp, form)	≤ 600 TL	Ad platforms + log	Weekly
Good lead handling	Lead-to-job rate; missed calls	about 1 in 3; under 10% missed	Log + phone system	Weekly
Visibility in local search	Google profile calls and direction requests; search clicks	Growing vs last quarter	Google profile, Google Search Console (see the tools below)	Monthly

Örnek Oto Servis measurement plan. Targets are example numbers, most of them from module 03.

What counts as a conversion for a repair shop

Module 01 defined a conversion as the action you want. For a repair shop the real goal is a **paid job**. Calls, chats and forms are steps towards it.

MAIN GOAL

- Paid job (*iş emri*, invoice).
- Booked appointment that showed up.

LEADS: COUNT THESE

- Tap on the phone number on the website.
- Tap on the WhatsApp button.
- Form sent (the thank-you page loaded).
- Online booking completed.

SMALL SIGNALS: WATCH ONLY

- Views of service or price pages.
- Scrolling, video plays.
- Starting a form without sending it.

- Call button and direction requests on your Google profile.

Ad platforms show your ads to the people most likely to take the action you tell them to aim for. Choose the action closest to money that you can count reliably and often enough: at first calls, WhatsApp taps and forms; later, logged jobs (the deep dive explains how).

WATCH OUT

A tap is not a call. When someone taps your number, the website only knows that they tapped; Google Ads states that mobile click-to-call conversions record the click, "not the phone calls themselves" [Google Ads Help, Oct 2026]. A WhatsApp tap does not prove a message was sent. Real call counts come from your phone system's log, including missed calls (*cevapsız çağrılar*).

KEY TERM

Key event: the name that Google Analytics (Google's free website analytics tool, listed below) has used since March 2024 for an action you mark as important; "conversion" now belongs to Google Ads [Google Analytics Help, Oct 2026].

UTM links: label every link you control

KEY TERM

UTM parameters: small labels added to the end of a link. They tell your website analytics where a visit came from, for example "Instagram bio" or "flyer". The visitor does not notice them.

"?" starts the labels · "&" joins the next one

`https://ornekotoservis.com.tr/kis-bakimi?utm_source=instagram`

PAGE
where the visitor lands

UTM_SOURCE
who sent the visit

`&utm_medium=social&utm_campaign=kis_bakimi_2026_11&utm_content=reel_aku_a`

UTM_MEDIUM
type of channel

UTM_CAMPAIGN
which campaign: service_yyyy_mm

UTM_CONTENT
which post or ad (optional)

One link, split into its parts. In reality it is a single unbroken line. Google Analytics reads the labels after the "?" and files the visit under Instagram, social, the November winter-care campaign and one specific video.

PARAMETER	ANSWERS	REQUIRED?	ÖRNEK OTO SERVIS VALUES
utm_source	Who sent the visit?	Yes	instagram , facebook , google (profile link only), whatsapp , sms , flyer
utm_medium	What kind of channel?	Yes	paid_social , social , email , sms , print , organic (profile link only)
utm_campaign	Which campaign?	Yes	kis_bakimi_2026_11 , fren_kontrol_2026_10 , gbp_listing , bio_link
utm_content	Which ad, post or version?	Optional	reel_aku_a , flyer_a5_a
utm_term	Which audience or keyword?	Optional	umraniye_5km

Rules that keep reports clean:

- Always set source, medium and campaign. Values are case-sensitive, so `Instagram` and `instagram` become two rows [Google Analytics Help, Oct 2026].
- Use lowercase, underscores and no spaces. **Do not use Turkish characters:** write `kis_bakimi` , not `kış_bakımı` , because `ç`, `ğ`, `ı`, `ö`, `ş` and `ü` turn into codes like `%C4%B1` and split your reports.
- **Google Ads: do not add UTMs by hand.** Auto-tagging is on by default for new accounts and adds its own click ID (a code that identifies each ad click) [Google Ads Help, Oct 2026]; Google Analytics prefers it.
- **Meta ads: do add UTMs**, or paid clicks often appear as unpaid social traffic.
- Build links with Google's free [Campaign URL Builder](#) and keep every tagged link in one "UTM log" sheet.

Google profile website button:

`https://ornekotoservis.com.tr/?utm_source=google&utm_medium=organic&utm_campaign=gbp_listing`

COPY

Instagram bio link:

`https://ornekotoservis.com.tr/?utm_source=instagram&utm_medium=social&utm_campaign=bio_link`

Flyer QR code (via a short address such as `ornekotoservis.com.tr/kis` that forwards to this link):

`https://ornekotoservis.com.tr/kis-bakimi?`

`utm_source=flyer&utm_medium=print&utm_campaign=kis_bakimi_2026_11&utm_content=flyer_a5_a`

Google Analytics sorts visits into channel groups (such as Organic Social or Email) with fixed rules. The flyer link's medium `print` matches none of them, so flyer visits appear as "Unassigned". That is fine: filter by the campaign name.

The free tools in one line each

TOOL	WHAT IT DOES	FIRST THING TO DO
Google Analytics 4 (GA4)	Website visits, their sources and actions.	Set event data retention (how long detailed visit data is kept) from the default 2 months to 14 months on day one; it does not apply backwards [Google, Oct 2026].
Google Tag Manager (GTM)	One container for tracking codes ("tags"): phone taps, WhatsApp taps, forms.	Test every change in its Preview mode before publishing [Google, Oct 2026].
Google Search Console	The Google searches that showed your site, with clicks.	Verify the site and submit the sitemap, a file that lists your pages (module 06).
Meta Pixel	A tag that tells Meta which ad visitors took an action, such as "Contact" or "Lead" [Meta, Oct 2026].	Install it only behind a cookie-consent banner (see below).
Google Business Profile statistics	Profile views, call-button taps, direction requests, website clicks and the search terms people used (updated monthly) [Google, Oct 2026].	Copy the monthly numbers into your sheet.
Microsoft Clarity	Heatmaps (where people tap and how far they scroll) and session recordings (a replay of one visit) for your website. Microsoft says it is free, with no traffic limits; recordings are kept for 30 days and text typed into forms is masked [Microsoft, Oct 2026].	Install it behind the cookie banner, then watch 10 recordings of phone visitors to your main service page: do they find the call and WhatsApp buttons?
Data Studio	A free dashboard tool; Google renamed it back from "Looker Studio" in April 2026 [Google Cloud, Apr 2026].	Later: one page with spend, leads, jobs and cost per job.

WATCH OUT

Cookies are small files a website stores in the visitor's browser; tracking tools use them to recognise visitors. In Türkiye, the data protection authority's cookie guide (July 2025 edition) says cookies for behavioural advertising (ads based on what a person did online) need explicit consent, given by an active action; cookies that need consent should be off by default, and "Kabul et" (accept), "Reddet" (reject) and "Tercihler" (preferences) should be equally visible [KVKK, Jul 2025]. Third-party tools such as GA4 and the Meta Pixel generally need that consent. Microsoft also tells Clarity users to inform visitors about the cookie Clarity sets [Microsoft, Oct 2026]. Module 14 and the tracking deep dive cover the setup. This is not legal advice.

Calls and WhatsApp chats in Türkiye

TÜRKİYE

Google Ads cannot count calls from ads in Türkiye. To track calls from ads, calls to the number on your website and imported calls, Google Ads needs "Google forwarding numbers" (phone numbers that Google shows in place of yours and that pass calls on to you, so Google can count them). Google lists 30 countries where they are available, and Türkiye was not on the list when checked on 5 October 2026 [Google Ads Help, Oct 2026]. You must count calls yourself.

Practical options, from cheapest to most technical:

- **"Bizi nereden duydunuz?"** (How did you hear about us?) asked at every first contact, with fixed answers in the log: Google arama, Google Haritalar, Instagram, Facebook, WhatsApp, tavsiye (referral), tabela/geçerken (saw the sign), broşür (flyer), eski müşteri (returning customer), diğer (other).
- **A pre-filled WhatsApp text per channel**, such as `Merhaba (IG)` or `Merhaba (WEB)`.
- **Channel promo codes** on offers, such as `INSTA-KIS` or `HARITA-KIS`.
- **A separate phone number per channel.** Turkish cloud phone-system providers such as Netgsm, Bulutfon and Verimor sell extra 0850 or geographic numbers with call logs (prices not verified; none advertised automatic number switching on their home pages, Oct 2026). For example: one for ads, one for the Google profile, one for print.

COLUMN	EXAMPLE ENTRY
Talep no (request number), date and time	0412 · 14 Oct, 10:20
Contact type	Telefon / WhatsApp / Form / Yüz yüze (walk-in)
Number called (if you use several)	Line B (Google profile)
Bizi nereden duydunuz?	Google Haritalar
Campaign or WhatsApp tag	(IG), kis_bakimi_2026_11
Service asked for	Fren / periyodik bakım / lastik...
Status	Yeni → Teklif verildi → Randevu → Geldi → İş tamamlandı / Kaybedildi
Invoice (excl. VAT) and gross profit	8,000 TL · 3,200 TL (example)
A minimal customer log (Google Sheet). One row per new enquiry.	

A pivot table on this sheet (a summary table that Google Sheets builds for you) gives leads, jobs, revenue and gross profit per source per month.

GLOBAL EXAMPLE

BraBos Cleaning, a cleaning company near Boston with more than 20 employees, used one phone number for six channels and could not tell them apart. After setting up separate tracking numbers per channel and a log, it reported tracing 80% of new bookings to the exact call [CallRail, Sep 2026]. It is a vendor case study, so treat the numbers as indicative.

ÖRNEK ÖTÖ SERVİS

Before any ads, the shop runs four weeks of measurement only. The front desk asks "Bizi nereden duydunuz?" on every new call and chat; the website WhatsApp button sends "Merhaba (WEB)", the Instagram bio "Merhaba (IG)", and the Google profile link carries the `gbp_listing` UTM. The result is a baseline of leads and jobs per free channel.

DEEP DIVE

TRACKING & ANALYTICS

GA4 and Tag Manager step by step, phone and WhatsApp tap tracking, the Meta Pixel, sending jobs back to ad platforms, dashboards and cookie consent in Türkiye. 

SELF-CHECK

Should you add UTM labels by hand to your Google Ads links?

Yes, always, to be safe.

✓ **No. Google Ads auto-tagging already labels the clicks, and Analytics prefers it.**

Only for ads shown on Google Maps.

Auto-tagging is on by default for new accounts, and Google Analytics uses it even when manual UTMs are present. Manual UTMs are for links you place yourself: Meta ads, social bios, SMS, flyers and your Google profile.

SELF-CHECK

Analytics shows 40 taps on your phone number this week. How many calls did you get?

Exactly 40.

✓ **Unknown from Analytics alone. Check the phone system's log.**

About 80, because each tap is two calls.

A tap shows intent. Some taps never connect, and some people dial your number by hand. Only the phone log, including missed calls, shows real calls.

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5. [Google — Campaign URL Builder](#)
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7. [Tag Manager Help — Preview and debug](#)
8. [Meta for Developers — Pixel standard events](#)
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☐ MARK MODULE 05 AS DONE

MODULE 06 / 16

SEO: GETTING FOUND IN SEARCH

READ 25 min	BUILDS ON Modules 00–05
YOU WILL BE ABLE TO Explain how search engines find and rank pages, choose keywords for each service, write titles and descriptions, check the technical basics on Google, Yandex and Bing, and set realistic expectations.	

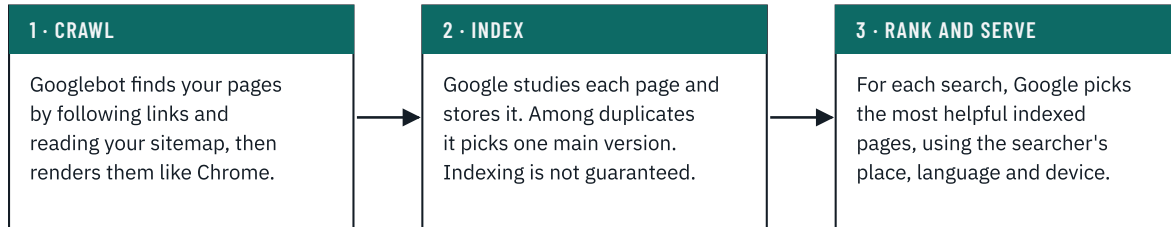
SEO (search engine optimisation, first met in module 01) means making your website easy for search engines to find, understand and trust, so that it appears in the free results when people search for what you sell. Google says it "doesn't accept payment to rank pages higher" [Google, Dec 2025]. You earn the place with useful pages. This module covers the essentials; the SEO deep dive has the step-by-step detail.

How search works

KEY TERM

Crawler: a program that visits web pages and reads them; Google's is called Googlebot.

Index: the search engine's huge database of stored pages. **Sitemap:** a file on your site that lists your pages. **robots.txt:** a file that tells crawlers which parts of the site not to visit. **noindex tag:** a line of code on a page that tells search engines not to store it.



WHAT CAN GO WRONG

robots.txt blocks it, or no links point to it

a noindex tag, duplicates, thin or copied text

unhelpful page, slow on a phone, no local relevance

WHERE TO CHECK (SEARCH CONSOLE)

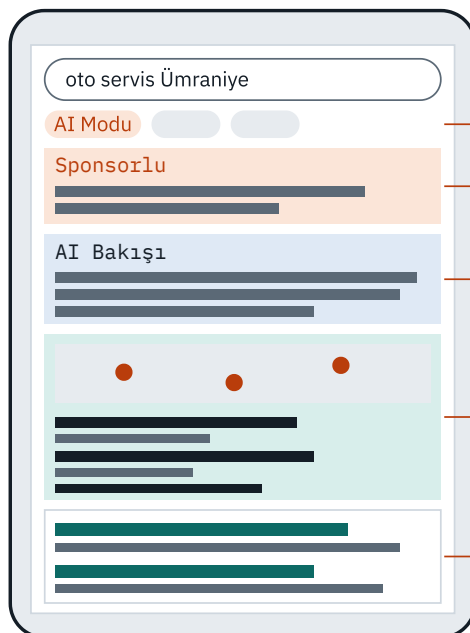
Sitemaps · URL inspection

Page indexing report

Performance report

A page must be crawled and indexed before it can rank. Many SEO problems of a small site sit in the first two boxes, and Google's free Search Console shows them. Bing and Yandex work the same basic way.

What a results page shows today



AI MODE (AI MODU)

A separate chat-style tab with follow-up questions

ADS

Marked "Sponsorlu". Paid per click (Google Ads, module 10)

AI OVERVIEW (AI BAKIŞI)

An AI summary with source links, mostly on questions

MAP PACK

About 3 businesses from Google Business Profiles (local SEO, module 07)

ORGANIC RESULTS

Website pages: what this module works on

One search, four kinds of results. Which parts appear depends on the query and changes often. Look at the real results page on a phone in your own district.

AI summaries take clicks from simple questions. In a US study of Google searches from March 2025, people clicked a normal result on 8% of visits when an AI summary appeared and on 15% when none did [Pew Research, Jul 2025]. Local searches behave differently: another US study found AI Overviews on only 15% of local-intent searches but on 92% of informational ones [Whitespark, May 2025]. So "oto servis yakınımda" mostly shows the map pack, while "balata ne zaman değişir" (when should brake pads be changed) is likely to show an AI answer.

Google, Yandex and Bing in Türkiye

73.42% Google's share of search-referred traffic in Türkiye, September 2026 [StatCounter, Sep 2026]	25.19% Yandex, all devices; about 28% on mobile [StatCounter, Sep 2026]	0.71% Bing, all devices [StatCounter, Sep 2026]
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These shares swing: in August 2026 StatCounter showed Google at 82.32% and Yandex at 15.98%. StatCounter counts page views sent by search engines, not searches, so read it as a direction.

- **Yandex matters in Türkiye**, especially on phones. Registering in the free Yandex Webmaster tool takes about 15 minutes.
- **Bing is small**, but its index feeds the answers of Microsoft Copilot, Microsoft's AI assistant [Bing, Feb 2026].
- **IndexNow**, a free way to tell search engines instantly that a page changed, is supported by Bing and Yandex, not by Google [indexnow.org, Oct 2026].

Keyword research basics

KEY TERM

Keyword: the words people type, such as *araba bakımı* (car maintenance). **Search intent:** what the person really wants. **Long-tail keyword:** a longer, more specific search with fewer searches but clearer intent, such as *Fiat Egea trigger seti değişimi fiyatı Ümraniye* (Fiat Egea timing belt kit replacement price, Ümraniye). A "head" term like *oto servis* is broad and very competitive. For a local shop, long-tail pages are the realistic win.

INTENT	TURKISH EXAMPLE (MEANING)	BEST PAGE
Informational	trigger kayışı kaç km'de değişir (at how many km is the timing belt changed)	Guide article or the FAQ of the service page
Comparing	en iyi oto servis Ataşehir (best car service in Ataşehir)	Service page with reviews and proof; Google profile
Local / ready to buy	oto servis yakınımda (car service near me), fren balata değişimi fiyatı (brake pad change price)	Service page with price and call button; map pack

INTENT	TURKISH EXAMPLE (MEANING)	BEST PAGE
Your name	Örnek Oto Servis telefon (phone)	Homepage, contact page, Google profile

Modifiers turn a service into a local buying search: *yakınımda* (near me), a district, *fiyatı* (price), *cumartesi açık* (open Saturday). Check volumes before building pages.

01 Start from your invoices

Top 20 services by revenue, most common car brands, customers' districts.

02 Collect customer language

Ask the front desk what people say: *arabam titriyor* (my car shakes), *motor lambası yandı* (engine light came on).

03 Read Google's suggestions

Type each service on a phone; note the suggestions that appear as you type (autocomplete), the "People also ask" questions and the related searches.

04 Check volumes

Google Keyword Planner (Tools > Planning > Keyword Planner > Discover new keywords , Türkiye, Turkish) needs a Google Ads account but no ad spend; without spend it shows search-volume ranges (e.g. 100–1K). Yandex Wordstat launched for Türkiye in January 2026 and is free [Marketing Türkiye, Jan 2026]. Google Trends shows seasons.

05 Group into clusters, one page each

"balata değişimi" and "fren balata değişimi" are one intent, so one page. Timing belt and clutch are different jobs, so two pages.

TIP

Many people type without Turkish characters ("fren balata degisimi", "umraniye"). Write your pages in correct Turkish, and check both spellings in Keyword Planner and Wordstat.

On-page basics

- **One page per main service**, with a short readable address such as `/hizmetler/fren-balata-disk-degisimi/`.
- **Title tag** (the page title that usually becomes the blue link in search results): service + place + brand, key words first. Google sets no character limit, cuts long titles and rewrites stuffed ones [Google, Dec 2025]. About 50–60 characters is a rule of thumb.
- **Meta description** (the short summary that can appear under the link): one or two sentences of real facts; Google may replace it [Google, Apr 2026].
- **H1, images, links**: an H1 (the main heading on the page) that matches the title; your own photos with descriptive file names and alt text (a short text that describes the image); links to related services with descriptive words, not "tıklayın" (click here).

ornekotoservis.com.tr > hizmetler > fren-balata-disk-degisimi

Fren Balata ve Disk Değişimi Ümraniye | Örnek Oto Servis

Balata ve disk değişimi; orijinal veya muadil parça seçeneği. Araç sınıfına göre güncel fiyat aralıkları sayfada. Aynı gün randevu.

ornekotoservis.com.tr > hizmetler > lastik-degisimi-lastik-oteli

Kış Lastiği Değişimi ve Lastik Oteli | Örnek Oto Ümraniye

Kış lastiği takma, balans ve sezonluk lastik oteli. Kasım yoğunluğundan önce yerinizi ayırtın; jant ölçüsüne göre fiyatlar sayfada.

Example title and description for two service pages of the fictional shop. Only promise what is true (same-day slots, part options).

Technical basics

ITEM	WHAT GOOD LOOKS LIKE
Mobile	Google indexes the mobile version of every site since 5 July 2024 [Google, Jun 2024].
Speed (Core Web Vitals)	Three measures from real Chrome users: main content shows in 2.5 s or less (LCP), the page reacts to a tap in 200 ms or less (INP), the layout barely jumps (CLS 0.1 or less) [web.dev, Oct 2024]. Test with PageSpeed Insights.
HTTPS and one address	<code>http://</code> and non-www versions send visitors on automatically with a permanent redirect (code 301) to one secure <code>https://</code> version.
XML sitemap	A list of your real pages at <code>/sitemap.xml</code> , submitted in Search Console. Google ignores the "priority" and "changefreq" fields [Google, Jul 2026].
robots.txt	Does not block important pages. To hide a page from Google use a <code>noindex</code> tag instead [Google, Dec 2025].
Structured data	Code that states your business facts in a fixed format that machines read. Use a small JSON-LD block (the usual format) of type <code>AutoRepair</code> with the same NAP as your Google profile [Google, Sep 2026]. Do not mark up your own reviews to get stars: Google calls them "self-serving" and shows no stars [Google, Sep 2026]. FAQ rich results (questions that could be opened under a result) stopped appearing on 7 May 2026 [SEJ, May 2026]; keep FAQs as normal text.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "AutoRepair",
  "name": "Örnek Oto Servis",
  "url": "https://ornekotoservis.com.tr/",
  "telephone": "+90-216-XXX-XXXX",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[adres]",
    "addressLocality": "Ümraniye",
    "addressRegion": "İstanbul",
    "addressCountry": "TR"
  }
}
```

COPY

Minimal example with placeholders. Google requires name and address; test it with the Rich Results Test.

Content and links

Google says its systems reward content made for people first [Google, Oct 2026]: show who wrote it (a named master mechanic) and how you know (your own photos and tests). AI help is allowed; mass-produced pages made mainly to rank break Google's spam policies.

- **Doorway pages are spam.** Thirty district pages with the same text and only the district name swapped fall under Google's "doorway abuse" policy [Google, Aug 2026]. One workshop needs one location page.
- **Backlinks** (links from other websites to yours) help, but buying them is "link spam". Earn local links: parts and tyre brands' service locators, your chamber's member list, local news, sponsorships. Avoid "backlink paketi" offers.

TÜRKİYE

For price searches such as "fren balata değişimi fiyatı 2026", Armut price pages ranked at the top in an October 2026 check, with an average range (1.000–10.000 TL), factors that change the price, dated customer requests and reviews [Armut, Oct 2026]. The check used a US-based search tool, so results on a phone in İstanbul may differ. The lesson: publish an honest, dated price page for each major service and be the most useful local answer.

AI search

Google launched **AI Modu** (AI Mode) and **AI Bakışı** (AI Overviews) in Türkiye, in Turkish, on 18 February 2026 [Webrazzi, Feb 2026]. Google's July 2026 guide says that optimising for its generative AI search "is ... still SEO": no special structured data is needed, and llms.txt files (a proposed file format meant for AI tools) are not used by Google Search [Google, Jul 2026]. Pages that are indexed, clear and trusted in normal search are the ones AI answers cite.

- Search Console has a **Generative AI performance report** (impressions only, no clicks), available worldwide since 31 August 2026 [SEJ, Aug 2026].
- To appear in ChatGPT search answers, OpenAI says to allow its crawler `OAI-SearchBot` in robots.txt [OpenAI, Oct 2026].

Set up the free dashboards

01 Google Search Console

At search.google.com/search-console, `Add property` (Domain), verify through your domain provider (the company where you registered your web address), then submit `/sitemap.xml` in the `Sitemaps` report. Use a company account; add your web designer as a user.

02 Bing Webmaster Tools

At bing.com/webmasters, choose [Import your sites from Google Search Console](#); imported sites are verified automatically [\[Bing\]](#).

03

Yandex Webmaster

Sign in with a Yandex ID, click [Site ekle](#) (Add site), verify on the [Erişim hakları](#) (Access rights) page with a meta tag, HTML file or DNS record [\[Yandex, Oct 2026\]](#), then add the sitemap.

How long does SEO take?

Google says some changes take effect in a few hours and others take several months [\[Google, Dec 2025\]](#). Judge progress after about 3 months and expect real lead growth over 6–12 months (a planning assumption, not a promise). In a global Ahrefs study, only 1.74% of newly published pages reached the top 10 within a year [\[Ahrefs, May 2025\]](#); it covers mostly competitive topics, and pages for district + service + car brand usually move faster.

WATCH OUT

Google's own red flags when hiring an SEO: a "guaranteed #1 ranking", a "special relationship with Google", secrecy about what they will do, link schemes, and cold calls or e-mails offering SEO [\[Google, Jun 2026\]](#). Be careful with "GEO/AEO" (generative or answer engine optimisation, meaning optimisation for AI answers) sold as a separate secret service. Keep ownership of your domain, website and accounts; add agencies only as users.

ÖRNEK OTO SERVİSİ

Weeks 1–2: Search Console, Bing and Yandex Webmaster set up; PageSpeed Insights on the main pages. Weeks 2–6: eight service pages from the invoice list, each with a dated price range and a KDV note, plus a [/fiyatlar/](#) price page. From month 2: two short guides a month answering real questions, such as "Balata ne zaman değişir?".

DEEP DIVE

SEO & LOCAL SEARCH

Keyword clusters for a repair shop, service page templates, technical checks, structured data, link building in Türkiye, monthly SEO routine. 

SELF-CHECK

You want to keep an old test page out of Google. What should you use?

Block it in robots.txt.

✓ A noindex tag on the page (or a password).

Remove it from the sitemap only.

Google says robots.txt is not a mechanism for keeping a page out of Google. A noindex tag tells Google not to store the page.

SELF-CHECK

Which search is most likely to show an AI answer rather than a map?

"oto servis yakınımda"

✓ "balata ne zaman değişir"

"Örnek Oto Servis telefon"

Question-type, informational searches trigger AI summaries most often. "Near me" searches mostly show the map pack, and a name search shows the business itself.

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☐ MARK MODULE 06 AS DONE

MODULE 07 / 16

LOCAL SEO, MAPS AND REVIEWS

READ

BUILDS ON

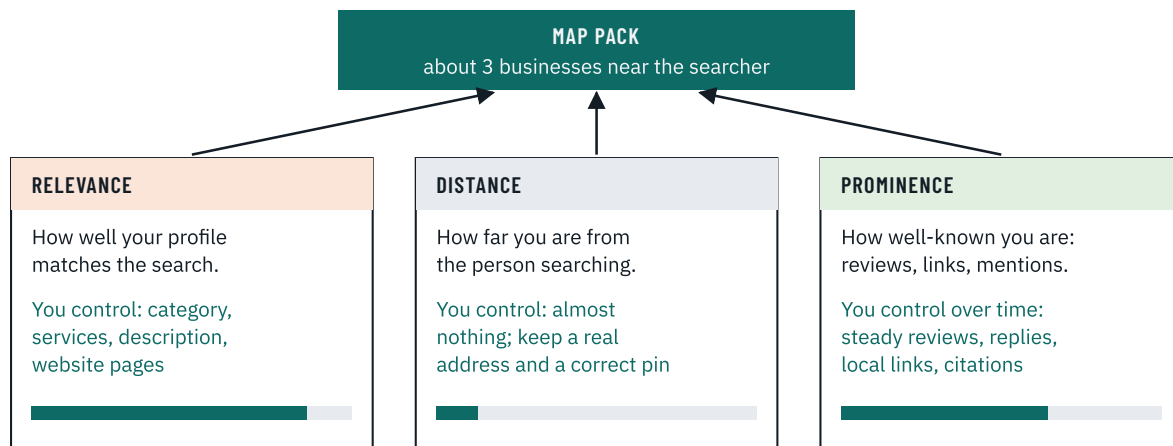
Optimise a Google Business Profile, run a fair review routine with Turkish templates, list the shop on Yandex, Apple and Bing maps, and keep NAP consistent.

Module 06 showed the **map pack** on the results page: a map with about three businesses, above the website results, for searches with local intent such as *oto tamirci* (car mechanic) or *Ataşehir oto servis*. The same listings appear in the Google Maps app. For a repair shop this is often the most valuable free place in search results. **Local SEO** (*yerel SEO*) is the work that gets you there.

KEY TERM

Local finder: the longer list that opens when someone taps "more places" under the map pack. **Citation:** any online mention of your name, address and phone (NAP, module 04), such as a map app, a directory or a brand's service locator.

How Google ranks local results



Google: "There's no way to request or pay for a better local ranking on Google."

Google names three local ranking factors: relevance, distance and prominence

[Google, Oct 2026]. Because distance counts, results change with where the searcher stands; one check from your own desk tells you little. The bar in each box shows how much of that factor you control.

Industry experts add detail. Whitespark's 2026 survey of 47 local search experts ranked these factors highest for the map pack [Whitespark, Nov 2025]. It is expert opinion, not Google data.

#	FACTOR (EXPERT SURVEY)	WHAT IT MEANS FOR THE SHOP
1	Primary Google profile category	Choose it carefully (below).

#	FACTOR (EXPERT SURVEY)	WHAT IT MEANS FOR THE SHOP
2	Distance from the searcher	Not in your hands.
3	Keywords in the business name	Only your real, signage name. Stuffing risks suspension.
4	Physical address in the searched city	Show the address; you are a storefront.
5	Open at the time of search	Keep hours true, including bayram hours.
6	High Google ratings	A fair, steady review routine.
9, 11, 14	Number, recency and steady flow of reviews	Ask every customer, every week, not in bursts.

WATCH OUT

Keywords in the business name correlate with better rankings, but Google's guidelines say unnecessary information in the name "could result in the suspension of your Business Profile" [Google, Oct 2026]. OK: Örnek Oto Servis . Not OK: Örnek Oto Servis | Ümraniye Oto Tamir Kaporta Boya 7/24 . Do not fake 24-hour opening either.

Google Business Profile essentials

Menu names below are the English names from Google's help pages, checked in October 2026; Turkish labels were not verified and Google changes them often.

01

Take control

A company Google account is the owner; 1–2 trusted people are owners, others managers. Turn on e-mail notifications: owners have only 4 days to reject a "suggested edit" (a change to your profile proposed by any Google user) before Google may publish it [SER, Sep 2026]. Check the profile twice a week.

02

Verify

Google chooses the method. Video verification is common: one continuous, unedited clip of at least 30 seconds, recorded live on a phone, showing the street, the permanent sign with your name, and something only staff can open; review "can take up to 5 business days" [Google, Oct 2026]. For a workshop: street sign → shop front and sign → lifts and tools → unlock the parts room. No customer faces, plates or invoices.

03

Name and categories

Name exactly as on the sign. Primary category for a general repair shop: **Oto Tamirhanesi** (Auto repair shop). Add only true extras, such as Araç Bakım ve Onarımı, Oto Elektrik Hizmeti, Oto Klima Servisi or Oto Kaporta Dükkanı. These Turkish names come from a 2026 category list [PlePer, Oct 2026]; confirm them by typing in your own profile.

04

Address and pin

Show the address (customers come to you). Put the pin on the workshop entrance. Add service areas only if you really do mobile repair or towing.

05

Hours and special hours

[Edit profile](#) > [Hours](#) > [Special hours](#) for each bayram and national holiday, up to 6 days in a row; for longer closures use "Temporarily closed" [Google, Oct 2026].

06

Contact links

The same main phone as the website; the website link with the `gbp_listing` UTM from module 05; a booking link. A WhatsApp chat link ([Edit profile](#) > [Contact](#) > [Chat](#)) is "available in select regions"; not verified for Türkiye (Oct 2026) [Google, Oct 2026]. Check this field even if you never filled it in: in June 2026 a bug made Google add WhatsApp numbers to many profiles on its own, sometimes wrong ones such as a landline that cannot receive WhatsApp; Google product experts called it a bug, and owners can now delete a wrong number [Optimixed, Jun 2026].

07

Services, description, photos

List 15–25 services with short descriptions; names must not contain prices or phone numbers. Description: at most 750 characters, no links or promotions. Photos: JPG or PNG, 10 KB–5 MB, 720×720 px recommended; videos up to 30 seconds [Google, Oct 2026]. Add 2–4 real photos a month, plates blurred.

08

Posts

Updates, offers and events still exist. A 9-week test found posts had no measurable effect on rankings [Sterling Sky, Jul 2021], so use them to convert visitors (a seasonal check, holiday hours). Do not put phone numbers in the post text; use the post's button.

FEATURE	STATUS
Google profile chat and call history	Ended 31 July 2024 [GoSite]
Free websites built with the profile (business.site)	Ended in 2024 [Search Engine Land]
Public questions and answers (Q&A)	Discontinued from late 2025, replaced by an AI "Ask" button [PPC Land, Dec 2025]; put the answers in your services, description and website FAQ instead
Posts (updates, offers, events)	Available; archived after 6 months unless dated
Link to Google Analytics	Available since about June 2026 [SER, Jun 2026]
Photo verification	Seen in testing, September 2026
Do not follow old tutorials. Feature status as of October 2026.	

ÖRNEK OTO SERVİSİ

Primary category Oto Tamirhanesi; extras Araç Bakım ve Onarımı, Oto Elektrik Hizmeti, Oto Klima Servisi, Oto Kaporta Dükkanı. Description (about 490 characters):

"Örnek Oto Servis, Ümraniye'de binek ve hafif ticari araçlara bakım ve onarım hizmeti veren bağımsız bir oto servistir. 12 kişilik ekibimizle periyodik bakım, fren sistemi, trigger değişimi, oto elektrik ve bilgisayarlı arıza tespiti, klima bakımı, lastik değişimi ve saklama ile kaporta boya hizmetleri sunuyoruz. İşlemlere başlamadan önce yapılacak işi ve tahmini maliyeti açıkça bildiriyor, değişen parçaları müşterimize teslim ediyoruz. Randevu için WhatsApp hattımızdan bize yazabilirsiniz."

Reviews: the biggest trust lever

97%

read reviews for local businesses

[BrightLocal, Feb 2026 (US)]

74%

look for reviews from the last three months

[BrightLocal, Feb 2026 (US)]

89%

expect owners to respond; 50% are put off by generic replies

[BrightLocal, Feb 2026 (US)]

No equivalent Türkiye survey was found (Oct 2026). The direction is clear anyway: you need many, recent, answered reviews, arriving steadily.

01

Get your review link

Read reviews > Get more reviews , then copy the link; the QR code can only be made in a computer browser [Google, Oct 2026].

02

Ask every customer, the same way

Send the link on WhatsApp soon after delivery: the same day, or within 2–3 days once the customer has driven the car. One polite reminder a few days later is enough.

03

Reply to every review within 1–2 working days

With a human name, a specific detail, and no customer data (no plate, no invoice amount).

04

Report only real policy violations

Spam, fake, off-topic or offensive reviews can be reported; a review you simply dislike cannot.

WATCH OUT

Google's policy bans: incentives of any kind for reviews (discounts, free washes, gifts); asking only happy customers ("review gating"); discouraging negative reviews; reviews by staff, owners or family [Google, Oct 2026]. Since April 2026 it also bans staff review quotas and asking customers to name a staff member [PPC Land, Apr 2026]. Google says it blocked or removed 292 million policy-violating reviews in 2025 [SER, Apr 2026]. One practitioner tracked review posting being switched off for about 30 days after reviews posted from inside the business, counter QR codes and bursts of 10+ reviews in a day [Sterling Sky, Sep 2026]. Ask after the visit, by message, at a steady pace.

Merhaba [Ad] Bey/Hanım, aracınızın bakımı/onarımı için Örnek Oto Servis'i tercih ettiğiniz için teşekkür ederiz. Deneyiminizi Google'da kısaca paylaşırsanız çok seviniriz; yorumlarınız diğer araç sahiplerinin doğru servisi seçmesine yardımcı oluyor. Yorum bağlantısı: [link]
Aracınızla ilgili herhangi bir sorunuz olursa bu numaradan bize her zaman yazabilirsiniz. İyi yolculuklar dileriz.

COPY

Review request for every customer. It thanks them, asks for their experience and gives the link. It does not say "if you were happy", which would be gating.

Merhaba [Ad] Bey/Hanım, yaşadığınız durum için üzgünüz ve geri bildiriminiz için teşekkür ederiz. Konuyu ayrıntılı incelemek ve çözmek istiyoruz. Servis sorumlumuz [İsim] ile [telefon] numarasından doğrudan iletişime geçebilir misiniz? Sizi dinlemek ve sorunu gidermek için elimizden geleni yapacağız. – Örnek Oto Servis

COPY

Reply to a negative review: calm, thankful, takes the discussion offline. For a positive review, thank the person by name and mention the service, for example "Fren değişimi işleminizden memnun kalmanıza sevindik."

TÜRKİYE

Türkiye has binding rules on online consumer reviews since 1 August 2026. An amendment to the advertising regulation (Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği, Resmî Gazete 1 July 2026, no. 33297) bans buying fake or positive reviews. It says reviews from channels where the purchase cannot be verified may not be published, and reviews whose purchase was not verified cannot be used in advertisements [Resmî Gazete, Jul 2026]. Google reviews are not purchase-verified, so get legal advice before copying them onto your website or into ads, banners or promotional posts; a plain link to your Google profile is the safer choice.

The same amendment shortens the time a seller gets on review and complaint platforms (such as Şikayetvar) to answer a customer's post from at least 72 hours to 48 hours; if the business does not answer in time, the post is published without its answer [Resmî Gazete, Jul 2026]; [Alo Maliye, Jul 2026]. Turn on the platform's notifications and check them every working day. Module 14 covers these rules; this is not legal advice.

Other maps and NAP

PLATFORM	WHY	NOTES
Yandex Business (Yandex Haritalar)	Yandex is Türkiye's second search engine and a navigation app. Yandex reported 5.6 million monthly users for Maps and Navigator in September 2025 (company figure) [Teknoblog, Dec 2025].	Basic listing is free [Yandex]; add it at business.yandex.com.tr. Answer Yandex reviews too.
Apple Business (Apple Maps)	iPhone users see your place card in Apple Maps and Siri.	Replaced Apple Business Connect on 14 April 2026; free [Apple, Mar 2026]. "Brand and Location Management" is listed for Turkey [Apple, Oct 2026].
Bing Places	Small in Türkiye, but feeds Microsoft products.	Offers import from your Google profile [Website Builder Expert]; support for Turkish addresses: not verified (Oct 2026).
Brand locators, Armut, sahibinden	Citations and, for marketplaces, leads.	If you belong to a network such as Bosch Car Service, the locator NAP must match your Google profile. Marketplace fees: not verified (Oct 2026).
Şikayetvar	Türkiye's main public complaint site.	Claim your brand page and answer complaints [Şikayetvar]; since 1 August 2026 a business has 48 hours to answer before a complaint is published (see the Türkiye box above).

Use the NAP master text from module 04 on every platform. Google's Local Services Ads, a pay-per-lead format, are not available in Türkiye [Google, Oct 2026]; paid local visibility comes from Google Ads, covered in module 10.

TIP

Standing at the shop, search "oto servis" and "Ümraniye oto servis" in Google Maps and Yandex Haritalar. For the top five, note category, rating, review count, newest review date, owner replies and photo quality. Compare with your own profile.

DEEP DIVE

SEO & LOCAL SEARCH

Full Google Business Profile setup, all Turkish categories, review templates, suspension and reinstatement, Yandex, Apple and Bing listings, local rank tracking.



SELF-CHECK

The service advisor wants to send the review link only to customers who said they were happy. Is that allowed?

Yes, it protects the rating.

✓ **No. Selectively asking happy customers ("review gating") is against Google's policy.**

Yes, if no discount is offered.

Ask every customer the same way. Unhappy customers deserve a fast, personal reply; that reply is read by future customers too.

SELF-CHECK

Which local ranking factor can you influence least?

Relevance

✓ Distance

Prominence

Distance depends on where the searcher stands. You can only make sure your real address and map pin are correct. Relevance and prominence respond to your work.

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☐ MARK MODULE 07 AS DONE

MODULE 08 / 16

SOCIAL, WHATSAPP AND LOYALTY

READ
20 min

BUILDS ON
Modules 00–07

YOU WILL BE ABLE TO

Plan organic social content, reply to the community, run the WhatsApp Business job journey, set up service reminders and referrals, and protect your own customer list.

For a repair shop, social media shows proof of work and keeps your name in people's minds (brand marketing, module 01). WhatsApp is where the service itself happens: questions, photos, approvals, "your car is ready". Reminders and referrals then bring customers back, which is often the cheapest growth a shop has.

90%

of internet users aged 16–74 used WhatsApp (TÜİK 2026, as reported)
[DHA, Aug 2026]

77.6%

used YouTube [DHA, Aug 2026]

71.1%

used Instagram [DHA, Aug 2026]

In TÜİK's 2025 survey, Facebook was used by 49.6% and TikTok by 24.3% of internet users (news reports of TÜİK). Instagram and YouTube are the main "show your work" channels; Facebook still reaches many older local drivers; TikTok is optional.

What organic social can do for a local shop

KEY TERM

Organic social: posts, short vertical videos (called Reels on Instagram and Shorts on YouTube), stories and replies you publish for free. **Connected reach:** people who already follow you. **Unconnected reach:** people who do not follow you yet, reached through the platform's recommendations. Growth needs unconnected reach; trust and repeat visits need connected reach.

Platforms recommend what viewers enjoy, not what big accounts post. Instagram says its Reels ranking predicts whether you will watch a reel all the way through, like it or reshare it, and that it shows less of reels with watermarks, muted audio, borders or mostly text [Instagram, May 2023]. Instagram's head later named watch time, likes and sends (shares by message) as the top signals, as reported by secondary sources [Buffer, 2025]. TikTok says follower count is not a direct factor [TikTok, Jun 2020]. In practice: short, useful videos that people watch to the end and send to a friend.

Five content pillars, ten ideas

A **content pillar** is a recurring theme. Four or five pillars make planning easy and teach both customers and the platform what you are known for.

PILLAR	TWO IDEAS FOR A REPAIR SHOP
Tips (<i>usta tavsiyesi</i>)	One warning light per video: "Bu ışık yanıyorsa..." · How to check tyre tread and pressure in 30 seconds
Proof of work	Worn vs new brake pads, plate blurred · A diagnostic story: "Müşteri 'tıkırtı var' dedi, bulduk" (problem → test → cause → fix)

PILLAR	TWO IDEAS FOR A REPAIR SHOP
People and trust	Meet the master mechanic (with written consent) · New diagnostic device arrives
Customers and community	"Sizden gelen sorular" (your questions): answer questions from direct messages (DMs) on camera · A customer story, with written consent
Seasonal and offers	Pre-winter check with VAT-inclusive price and dates · "Muayeneden kalmamak için 5 kontrol" before inspection month

Short-video basics

- **Hook in the first 1–3 seconds.** Open with the problem or the result, never the logo: "Bu sesi duyuyorsanız..." (If you hear this sound...).
- **Film vertically on a phone** during normal work. One person collecting 10–15 clips a week is enough.
- **Add Turkish subtitles into the video itself**, because many people watch without sound, and check technical words by hand.
- **Length:** Reels and YouTube Shorts can now run up to 3 minutes [YouTube, Oct 2024]. Practitioners start with 15–45 seconds for discovery and use 60–180 seconds for real diagnostic stories; there is no official best length.
- **No watermarks** from other apps; post the same clip to Reels, Shorts and TikTok without them.
- **One call to action** per post: "WhatsApp'tan yazın". Add a location tag and the district name in the caption. Instagram caps hashtags at 5 per post (since December 2025, as reported) [Digital Trends, Dec 2025].
- **Rhythm:** in Buffer's study of 2.1 million Instagram posts, 3–5 posts a week more than doubled follower growth compared with 1–2 [Buffer, Aug 2025]. Consistency beats bursts.

Gösterge panelinde bu sarı ışık yandıysa panik yok ama ihmal de yok. 30 saniyede ne anlama geldiğini anlattık. Aracınızda bu ışık yanıyorsa WhatsApp'tan fotoğrafını gönderin, ustamız yorumlasın. Konum: Ümraniye

COPY

Example caption for a tip video. Blur plates and faces unless the person agrees in writing, and get written consent before featuring staff.

Community replies

About three-quarters of consumers expect a brand to reply on social media within 24 hours, and 51% expect a public acknowledgement first, then a move to private

[Sprout Social, 2025 Index]. Reply to every comment and message on the same working day.

Never argue in public, never delete honest negative comments (hiding spam and insults is fine), and never reveal customer data.

Fiyat sorusu: Merhaba, fiyat araç modeline göre değişiyor. Plaka ve modeli WhatsApp'tan iletirseniz KDV dahil net fiyatı hemen yazalım: [wa.me link]

COPY

Şikâyet, herkese açık: Merhaba [isim], yaşadığınız durum için üzgünüz. Konuyu hemen incelemek istiyoruz. Servis müdürümüz [isim] sizi bugün arayacak.

WhatsApp Business: the job journey

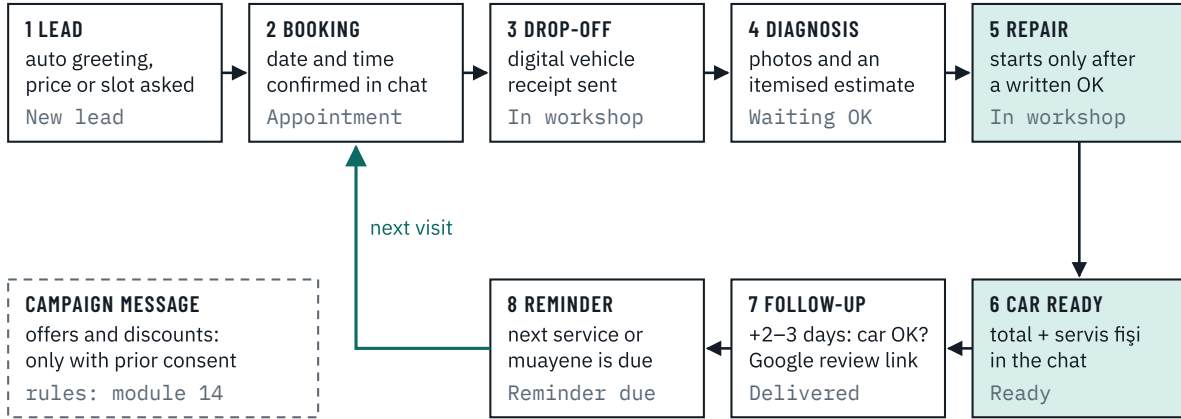
WHATSAPP BUSINESS APP

- Free; one number; manual messages with simple automation.
- Profile, catalogue, greeting and away messages, up to 50 quick replies, chat labels, QR code and short link.
- Enough for a 10–15 person shop.

WHATSAPP BUSINESS PLATFORM (API)

- A connection for software (an API), used through a provider; several staff at once, chat bots, links to a customer database (CRM).
- Paid per message since 1 July 2025; from 1 October 2026 Meta also charges for service messages (replies inside a chat the customer started) [Meta, 2026].
- Worth it only at high volume.

From the Instagram bio, Google profile, website button or the QR code at reception



One chat carries the whole job. Steps 1–8 are service messages about the customer's own car. The last line in each box is a WhatsApp Business chat label, so the front desk can filter chats by stage. *Servis fişi* = service slip. Campaign messages are a different kind of message with stricter rules.

Set up the app once: install it on a dedicated shop phone; fill in the profile (name, category, address, hours, a short description such as "Her marka binek araç için bakım ve onarım. Yetkili servis değildir.", meaning "Maintenance and repair for all makes of passenger car. Not an authorised service."); add a catalogue of standard services with VAT-inclusive prices that match your wall list; write a greeting and an away message; save quick replies such as /randevu, /adres, /fiyat, /hazir and /yorum; create labels for each stage; print the QR code for reception and the key tag; connect WhatsApp Web at the front desk.

[Ad] Bey/Hanım, aracınızda yaptığımız kontrol sonucu: ön balatalar %10 seviyesinde, diskler sınırda (fotoğraflar ekte). Önerimiz: ön balata + disk değişimi. Toplam: [X] TL (parça [Y])

COPY

TL + işçilik [Z] TL, KDV dahil). Tahmini süre: 3 saat. Onay verirseniz başlıyoruz. Sadece balata değişimi isterseniz: [W] TL.

Step 4, diagnosis and estimate. Keep the customer's written approval in the chat; it protects both sides.

Service reminders and referrals

Every car needs periodic maintenance, an inspection and seasonal tyre changes. A simple spreadsheet (name, phone, plate, car, last visit date and km, next service due, inspection month, tyres in storage, source, consent) lets the front desk send reminders every week.

REMINDER	WHEN	TYPE
Satisfaction check + review link	2–3 days after delivery	Service
Next periodic maintenance	2–4 weeks before the date or km due	Service, if it contains no promotion
Muayene (inspection)	4–6 weeks before the inspection month	Service
Winter tyres for tyre-storage customers	Early to mid October	Service
Pre-bayram trip check	2–3 weeks before each bayram	Marketing: consent only
Win-back (inviting a lost customer back)	12 months without a visit	Marketing: consent only

TÜRKİYE

Law 6563 Art. 6 says that when a customer gave contact details so you can contact them, messages about the use and **maintenance** of goods or services you supplied need no separate consent; promotional messages need prior consent, and opt-outs must be honoured within 3 working days [Law 6563]. Once a reminder adds "%20 indirim" (20% off), it becomes marketing. Marketing consent must also be registered in İYS, Türkiye's national consent register for commercial messages. Whether a plain periodic reminder fits the exemption is an interpretation, not an official ruling (Oct 2026). Module 14 explains these rules; this is not legal advice.

Merhaba [Ad], kayıtlarımıza göre [Plaka] plakalı aracınızın son periyodik bakımı [tarih]/[km] idi. Üretici bakım planına göre bir sonraki bakım zamanı yaklaşıyor olabilir. Randevu isterseniz bu mesaja yanıt verebilirsiniz. Bu tür hatırlatmaları almak istemiyorsanız "DUR" yazmanız yeterli.

COPY

A plain maintenance reminder with no discount and an easy way to stop.

- **Referral programme** (*arkadaşını getir*): both sides get a benefit after the friend's first paid service, for example a discount on labour at the next maintenance. Write the conditions and dates in the main message, track it with a "referred by" column or a code, and ask customers to share your WhatsApp link; never ask for their friends' numbers. Reward referrals, never reviews. Local partners can refer too: tyre shops, car washes, insurance agents, driving schools and *site yönetimi* (residential complex management offices).

- **Loyalty:** a digital service history the customer can request any time, priority slots before holidays, and tyre storage, which creates two visits a year.

WATCH OUT

"Acquiring a customer costs 5 to 25 times more than keeping one" is a popular line from a 2014 Harvard Business Review article [HBR, Oct 2014], but it has no clear underlying data and is not about car repair. Say "keeping customers is usually much cheaper" and measure your own repeat-visit rate.

The 2024 Instagram block: own your customer list

TÜRKİYE

Instagram was blocked in Türkiye from 2 to 10 August 2024 [The National, Aug 2024]. The e-commerce association ETİD's vice-president estimated losses of 17.1 billion TL, as reported by Türkiye Today; the figure was not independently checked [Türkiye Today, Aug 2024]. Shops that booked only through Instagram messages went silent. Keep several contact routes (Google profile with phone, WhatsApp, a website form) and, above all, your own customer list with phone numbers and consent records. Followers belong to the platform; the list belongs to you.

GLOBAL EXAMPLE

US mechanic Scotty Kilmer built a YouTube channel with 6.65 million subscribers and 3.11 billion views (as of February 2026) by answering viewers' car questions and demonstrating on real cars [Wikipedia, 2026]. The question-and-answer format works for any shop; his much-criticised clickbait titles are a style to avoid, especially under Türkiye's truthful-advertising rules.

ÖRNEK OTO SERVİS

Week 1: WhatsApp Business profile, catalogue, quick replies, labels and QR code at reception. Week 2: the customer spreadsheet starts; at every drop-off the front desk records the next service km or date and the inspection month, and offers the optional marketing consent. Week 3: the service advisor films 15 clips and the shop posts four Reels a week on Monday (tip), Wednesday (proof of work), Friday (people) and Saturday (seasonal). Week 4: the first batch of plain maintenance reminders goes out, and the owner counts chats, bookings and new reviews.

DEEP DIVE

SOCIAL, WHATSAPP & RETENTION

A four-week content calendar, 26 content ideas, all WhatsApp templates, consent texts, the reminder machine, referral and fleet programmes.



SELF-CHECK

Your maintenance reminder ends with "Bu ay %20 indirim" (20% off this month).

What changed?

Nothing; it is still a service reminder.

✓ It is now a marketing message and needs the customer's prior consent.

It must now be sent by e-mail instead of WhatsApp.

The exemption covers messages about the use and maintenance of what the customer already bought. Adding a promotion makes it commercial marketing, which needs prior consent registered in İYS.

SELF-CHECK

Which signal helps an Instagram Reel reach people who do not follow you yet?

A long list of 30 hashtags.

✓ People watching it to the end and sending it to friends.

Posting the same clip twice.

Watch time and sends are among the strongest signals. Extra hashtags beyond five are ignored, and re-posted content is shown less.

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☐ MARK MODULE 08 AS DONE

PAID ADS FUNDAMENTALS

READ
18 min

BUILDS ON
01 funnel · 03
metrics · 05
measurement

YOU WILL BE ABLE TO

Explain how an ad auction decides, choose between search ads and social ads for a job, and plan a test budget that can actually teach you something.

Modules 06–08 covered free (organic) visibility. Organic work is cheap, but it takes months. Paid ads can bring calls next week. They can also waste a month of budget on the wrong clicks if the basics are wrong. This module explains the mechanics that Google, Meta and the other ad platforms share, so the next two modules make sense.

What you actually buy

Every ad platform sells some mix of three things. You met the formulas in module 03; here is how they map to what you pay for.

- **Attention:** your ad is shown (an impression). Its price is the CPM, the cost per 1,000 impressions.
- **Visits:** someone taps the ad (a click). Its price is the CPC, the cost per click.
- **Results:** a lead, a WhatsApp conversation or a booking. Its price is the CPL or cost per result.

On Google Search you pay mostly per click [Google Help, Oct 2026]. On Meta you set a budget and a performance goal, such as "maximize number of conversations". With the default "Highest volume" bid strategy, Meta tries to spend the budget and get as many of those results as it can, then reports the cost per result [Jon Loomer, 2026].

CPM cost per 1,000 impressions

$$\text{spend} \div \text{impressions} \times 1,000$$

Example: $11,200 \text{ TL} \div 102,000 \times 1,000 \approx 110 \text{ TL}$

CPC cost per click

$$\text{spend} \div \text{clicks}$$

Example: $16,800 \text{ TL} \div 560 \text{ clicks} = 30 \text{ TL}$

CPL cost per lead

$$\text{spend} \div \text{leads}$$

Example: $16,800 \text{ TL} \div 48 \text{ leads} = 350 \text{ TL}$

All TL figures in this module are example numbers for the fictional Örnek Oto Servis, not market data.

The auction in plain words

Each time someone searches on Google or opens Instagram, the platform runs a quick auction among all the ads that could be shown to that person. The highest bid does not win automatically.

- **Google** ranks ads by *Ad Rank*. Google lists six inputs: your bid, the quality of your ad and landing page, minimum quality thresholds, how close competitors are, the search context (place, device, time, words) and the expected effect of your assets [Google Help, Oct 2026]. A simple mental picture is **Ad Rank $\approx$ bid $\times$ quality**.
- **What you pay on Google:** "you only pay what's minimally required to clear the Ad Rank thresholds and beat the Ad Rank of the competitor immediately below you" [Google Help, Oct 2026]. That is often less than your maximum bid.
- **Meta** works the same way in spirit: "The winner of the auction is the ad with the highest total value, based on bid, estimated action rates, and ad quality" [Jon Loomer, 2026].

SEARCH: "FREN BALATA DEĞİŞİMİ ÜMRANIYE"

ADVERTISER	MAX BID	QUALITY	AD RANK $\approx$ BID $\times$ QUALITY	RESULT
SHOP A	30 TL	8 / 10	240	TOP POSITION pays $\approx$ 25 TL
SHOP B	40 TL	5 / 10	200	POSITION 2 pays $\approx$ 20 TL
SHOP C	25 TL	4 / 10	100	POSITION 3 pays the reserve price

A must pass 200

$200 \div \text{quality } 8 = 25 \text{ TL} \rightarrow$ Shop A pays about 25 TL, less than its 30 TL bid.
Shop B bids the most but has the weakest ad and page, so it ranks below Shop A.
Made-up numbers. Google's real Ad Rank also uses thresholds, context and assets.

Quality lowers your price. A relevant ad that sends people to a matching page can beat a bigger bid and still pay less per click.

KEY TERM

Quality (in an ad auction) means how likely people are to click your ad, how well the ad matches what they searched, and how useful the page is after the click. Google shows this as a 1–10 *Quality Score* per keyword (module 10).

Intent vs interest: search catches demand, social creates it

This is a key idea in paid advertising for a local business. The two big ad types reach people in very different moments.

SEARCH ADS (GOOGLE, YANDEX, BING)

Trigger: the person types a need, such as "*fren balata değişimi fiyatı*" (brake pad replacement price).

- High intent: the need already exists.
- You only reach people who search, so volume is limited.

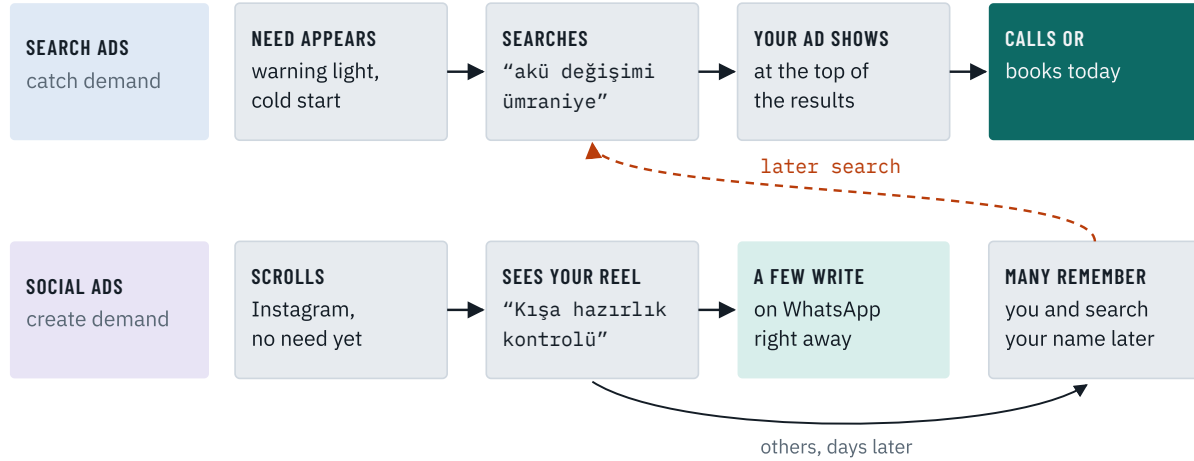
SOCIAL ADS (INSTAGRAM, FACEBOOK)

Trigger: the person is scrolling. They did not ask for a repair shop.

- You create or wake up demand: "Akünüz 4 yaşından büyük mü?" (Is your battery older than 4 years?).
- Large, cheap reach around the shop.

- Best for: urgent repairs, booked services, "near me" searches.
- Judge on: calls, forms, WhatsApp clicks, booked jobs.

- Best for: seasonal offers, trust building, WhatsApp conversations.
- Judge on: conversations, bookings, and later branded searches.



Two moments, two jobs. Search ads meet a need that already exists. Social ads plant the shop's name earlier, and some of those people come back through search, which makes social ads harder to measure.

GLOBAL EXAMPLE

US data shows the difference in intent. For "Automotive — Repair, Service & Parts", search ads averaged a 15.51% conversion rate, against 8.18% for all industries [LocaliQ, Jun 2026]. On Facebook, auto-repair traffic campaigns averaged a 1.51% click-through rate [WordStream, Sep 2026]. These are US figures for two different metrics (conversion rate and click-through rate). Use them as background, not as targets.

TÜRKİYE

Search demand in Türkiye is split between engines: Google had 73.42% and Yandex 25.19% of search page views in September 2026 [StatCounter, Sep 2026]. The split swings from month to month: in August 2026 it was Google 82.32% and Yandex 15.98%. On the social side, Instagram's ad reach was 62.3 million people and Facebook's 34.7 million [DataReportal, Nov 2025]. So both lanes are big enough for a local shop.

ÖRNEK OTO SERVİSİ

The shop's starting test budget is 30,000 TL per month (example numbers). It puts 60% (18,000 TL) into Google Search to catch people who already need a repair, and 40% (12,000 TL) into Meta Click-to-WhatsApp ads (ads whose button opens a WhatsApp chat with the shop) to create winter-check demand around Ümraniye. Search gets the larger share because its leads are closer to a booking.

Targeting: who can see your ad

Targeting means the rules that decide who is eligible to see the ad. The two platforms give you different controls.

CONTROL	GOOGLE SEARCH	META (FACEBOOK, INSTAGRAM)
What the person does	Searches words that match your keywords	Uses the app; Meta predicts who will respond
Where	Radius or districts. Choose "Presence: people in or regularly in your targeted locations" for a local shop [Google Help, Oct 2026]	Pin + radius. Meta reaches "people living in or recently in" the area; you cannot limit it to residents [Jon Loomer, 2025]
Who	Mostly defined by the search words	Location, minimum age and language are hard controls. Interests, lookalikes, gender and maximum age are mostly suggestions Meta can go beyond [Jon Loomer, Mar 2026]
When	Ad schedule (days and hours)	Ad scheduling only with a lifetime budget [Jon Loomer, 2026]
Exclude	Negative keywords	Custom-audience exclusions only. Meta removed detailed-targeting exclusions (excluding people by interest) in two steps: from 29 July 2024 for new campaigns in Ads Manager, and from 31 January 2025 for existing campaigns and the API [Meta for Developers, Jan 2025] [PPC Land, Jan 2025]

TIP

On Meta, your words do part of the targeting. Name the district in the text and on the video ("Ümraniye'deki araç sahipleri"). People outside the area scroll past, and people nearby feel the ad is for them.

Budgets and pacing

A daily budget is an average, not a hard daily limit. Each platform lets spend move from day to day.

- **Google:** a campaign can spend up to 2× its average daily budget on a given day. Over a month you are charged at most 30.4× the daily budget [Google Help, Oct 2026]. So 600 TL/day means at most 18,240 TL in a month.
- **Meta:** with a daily budget, Meta may spend up to 75% more on a good day but keeps weekly spend at or below 7× the daily budget. This comes from a secondary source quoting Meta [Stackmatix, 2026].
- **Pacing** means checking that real spend follows the plan. In the first two weeks, look 2–3 times a week. A common practitioner rule is to change a budget by no more than about 20–30% at a time.
- **Fees on top:** in Türkiye both platforms add fees and taxes to the budget you type in. Module 14 shows the full table.

Creative and landing page must match

The ad makes a promise. The next screen must keep it: same service, same offer, same price, same district. When it does not, people leave and the platform rates your quality lower.

WEAK MATCH

Ad: "Fren Balata Değişimi – Ümraniye". The click opens the home page with a slider about body paint. The visitor has to hunt for brakes and a phone number.

STRONG MATCH

Same ad opens `/fren-balata`: the headline repeats "Fren balata değişimi", shows a price range, the district, photos of real brake jobs, and call and WhatsApp buttons at the top.

Google's Quality Score has a separate part for this called "landing page experience"

[Google Help, Oct 2026]. For a Click-to-WhatsApp ad there is no web page. The greeting message in WhatsApp plays the role of the landing page, so it must match the ad too.

Landing-page basics: a one-page checklist

A **landing page** is the page people reach after they click an ad. Google describes a good one as "well organized" with "text that relates to a person's search terms", and says the page should be clear, useful and related to your keyword [Google Help, Oct 2026]. Keeping the same promise from the ad to the page is called **message match**. For a repair shop, one service page per ad group is enough. Check each page against this list before you send paid clicks to it.

- ☐ The headline repeats the ad's service and district, for example "Ümraniye'de fren balata değişimi"
- ☐ The same price or price range, what is included, and the same offer end date as in the ad
- ☐ Call and WhatsApp buttons visible on a phone without scrolling; opening hours next to them
- ☐ One main action per page; a short form (name, phone, car, service) with a link to the privacy notice (module 14)
- ☐ Trust signals: real photos of your workshop and staff, a short warranty statement, address and map
- ☐ Loads fast on a phone. Google's guidance for a good experience is that the main content (Largest Contentful Paint) appears within 2.5 seconds [web.dev]; test the page in PageSpeed Insights
- ☐ No home-page slider, pop-up or menu that pushes the service and the buttons out of view

TIP

After launch, open `Campaigns > Insights & reports > Landing pages` in Google Ads. It lists every page your ads send people to, and the "Mobile-friendly click rate" column shows pages that do not work well on phones [Google Help, Oct 2026]. Menu names as of 2026.

ÖRNEK OTO SERVİS

The winter-check ads send people to /kis-bakimi . Its first screen on a phone shows "Kışa hazırlık bakım kontrolü – Ümraniye", the example fixed price with KDV, the list of checks (battery, antifreeze, brakes, wipers, tyres, lights), the end date 30 Kasım, and the call and WhatsApp buttons. Photos further down show the shop's own technicians, not stock images.

DEEP DIVE

GOOGLE ADS DEEP DIVE: LANDING PAGES

Message match, a full page checklist, speed, call and WhatsApp buttons, and trust signals, with Örnek Oto Servis page examples. 

The learning phase

Automated bidding uses your results to decide whom to show the ad to and how much to bid. After a launch or a big change, the system needs time and data to calibrate. This period is called the **learning phase**.

- **Google:** after you change a Smart Bidding strategy (Google's automated bidding for conversions), it "can take a few conversion cycles (1-2 typically)" to calibrate. Manual CPC, where you set the bids yourself, has no learning period [Google Help, Oct 2026].
- **Meta:** an ad set leaves learning after about 50 optimization events in 7 days. In July 2024 Meta's documentation still gave this rule of thumb [Jon Loomer, Jul 2024]. Small local budgets often stay "Learning limited" (Meta's status for an ad set that does not get enough events). That is acceptable; it is a guideline, not a requirement.

ÖRNEK OTO SERVİS

Meta budget: 400 TL/day, so 2,800 TL per week. To reach 50 conversations in a week, each conversation would have to cost 56 TL or less ($2,800 \div 50$). If a conversation costs 100 TL, the shop gets about 28 per week and Ads Manager shows "Learning limited". The shop leaves it alone as long as the cost per paying customer is below its 1,500 TL target. It does not raise the budget only to leave learning.

WATCH OUT

Big edits (new bidding strategy, large budget jumps, new targeting) can send a campaign back into learning. Make one big change, then wait about a week before the next one.

Test one thing at a time

If you change the ad, the landing page and the budget in the same week, you cannot tell which change helped. Test in this order: the offer and the ad first, then the landing page, then targeting. Meta specialists give the same advice: when results are poor, start with the ads

[Jon Loomer, Feb 2026].

01

Write the idea in one sentence.

"A Reel of the usta showing a weak battery will bring cheaper WhatsApp conversations than the photo ad."

02

Change one thing only.

Same offer, same budget, same audience. Only the creative changes.

03

Fix the budget and the end date before you start.

Use the math below. Write both in your change log.

04

Wait for enough data.

Do not stop a test after two days because it "looks bad".

05

Decide and record.

Keep the winner, stop the loser, and note what you learned and the date.

How much to spend to learn something

A common practitioner rule for both Google and Meta: do not judge an ad, a keyword or an offer until it has spent about **2–3× your target cost per result**. If it still has zero results by then, change it.

JUDGE ON LEADS

$$2-3 \times \text{target CPL}$$

Target CPL 600 TL → spend 1,200–1,800 TL per test before calling it a loser

JUDGE ON CUSTOMERS

$$2-3 \times \text{target cost per customer}$$

Target 1,500 TL → spend 3,000–4,500 TL per test

CLICKS NEEDED

$$\text{leads wanted} \div \text{conversion rate}$$

20 leads ÷ 10% = 200 clicks; at 30 TL per click = 6,000 TL

The lesson for a 30,000 TL month: each channel can test two or three ideas properly, not ten. Pick the ideas that matter most.

TEST BUDGET CALCULATOR

Leads you want from the test

20

Conversion rate, click → lead (%)

10

Cost per click (TL)

30

Close rate, lead → paying customer (%)

30

CLICKS NEEDED

200

TEST SPEND

6,000 TL

COST PER LEAD

300 TL

EXPECTED CUSTOMERS

6

COST PER CUSTOMER

1,000 TL

Below the 1,500 TL target per customer (example target).

TÜRKİYE

There is no reliable public data on Turkish CPCs for car repair. A Turkish agency notes that "most sector CPC tables online are US data" and recommends Keyword Planner plus a 2–4 week test [Dijital Kafa, Jul 2026]. Every CPC in this course is an example. Replace it with your own numbers after the first weeks.

SELF-CHECK

Shop A bids 30 TL with a very relevant ad and a matching service page. Shop B bids 40 TL and sends clicks to its home page. What usually happens on Google?

Shop B always wins because it bids more.

✓ **Shop A can rank higher and still pay less than its 30 TL bid.**

Both pay exactly their maximum bid.

Ad Rank combines the bid with ad and landing page quality, and you pay just enough to beat the ad below you. A better ad and page can win with a lower bid.

SELF-CHECK

Your Meta ad set has run for 10 days at 400 TL/day. It shows "Learning limited", and the cost per paying customer is 1,100 TL against a 1,500 TL target. What do you do?

Double the budget so it can exit learning.

Change the audience and the creative today.

✓ **Leave it running; the business result is good, and learning status is only a guideline.**

"Learning limited" is common for small local budgets. Judge by cost per paying customer. Raising the budget only to exit learning wastes money and can restart learning.

▼ SOURCES FOR THIS MODULE

1. [Google Ads Help — Ad Rank \(checked Oct 2026\)](#)
2. [Google Ads Help — Actual cost-per-click \(checked Oct 2026\)](#)
3. [Google Ads Help — Quality Score \(checked Oct 2026\)](#)
4. [Google Ads Help — Average daily budget \(checked Oct 2026\)](#)
5. [Google Ads Help — Location options \(checked Oct 2026\)](#)
6. [Google Ads Help — Learning period \(checked Oct 2026\)](#)
7. [Jon Loomer — Glossary: auction, bid strategy, lifetime budget](#)
8. [Jon Loomer — A Guide to Meta Ads Targeting in 2026 \(Mar 2026\)](#)
9. [Jon Loomer — Big Change to Meta Ads Location Targeting \(2023, upd. 2025\)](#)
10. [Jon Loomer — Is the Learning Phase 10 or 50 Events? \(Jul 2024\)](#)
11. [Jon Loomer — A Beginner's Checklist for Meta Advertising \(Feb 2026\)](#)
12. [PPC Land — Meta removes detailed targeting exclusions \(Jan 2025\)](#)
13. [Meta for Developers — Removal of detailed targeting exclusions \(21 Jan 2025\)](#)
14. [Google Ads Help — Landing page experience: definition \(checked Oct 2026\)](#)
15. [Google Ads Help — Evaluate the performance of your landing pages \(checked Oct 2026\)](#)
16. [web.dev — Web Vitals \(LCP within 2.5 seconds\)](#)
17. [Stackmatix — Meta Ads minimum daily budget 2026 \(secondary\)](#)
18. [LocaliQ — Search Advertising Benchmarks 2026 \(Jun 2026, US data\)](#)
19. [WordStream — Facebook Ads Benchmarks 2026 \(upd. Sep 2026, US data\)](#)
20. [StatCounter — Search engine market share, Türkiye \(Sep 2026\)](#)
21. [DataReportal — Digital 2026: Turkey \(Nov 2025\)](#)
22. [Dijital Kafa — Google Ads maliyeti Türkiye \(Jul 2026\)](#)

☐ MARK MODULE 09 AS DONE

MODULE 10 / 16

GOOGLE ADS ESSENTIALS

READ 20 min	BUILDS ON 05 conversions • 06 keywords • 09 auctions	
YOU WILL BE ABLE TO Set up a first Search campaign for a local shop with tight keywords, Turkish negative keywords, a strong ad, sensible settings and conversion tracking that works in Türkiye.		

Google Search is where urgent repair demand shows up: a warning light, a strange noise, a tyre change before the first frost. Google had 73.42% of search page views in Türkiye in September 2026, a share that swings from month to month [StatCounter, Sep 2026]. Several default settings in Google Ads suit Google more than a local shop and can waste money. This module shows the settings that matter. The deep dive covers every screen in detail.

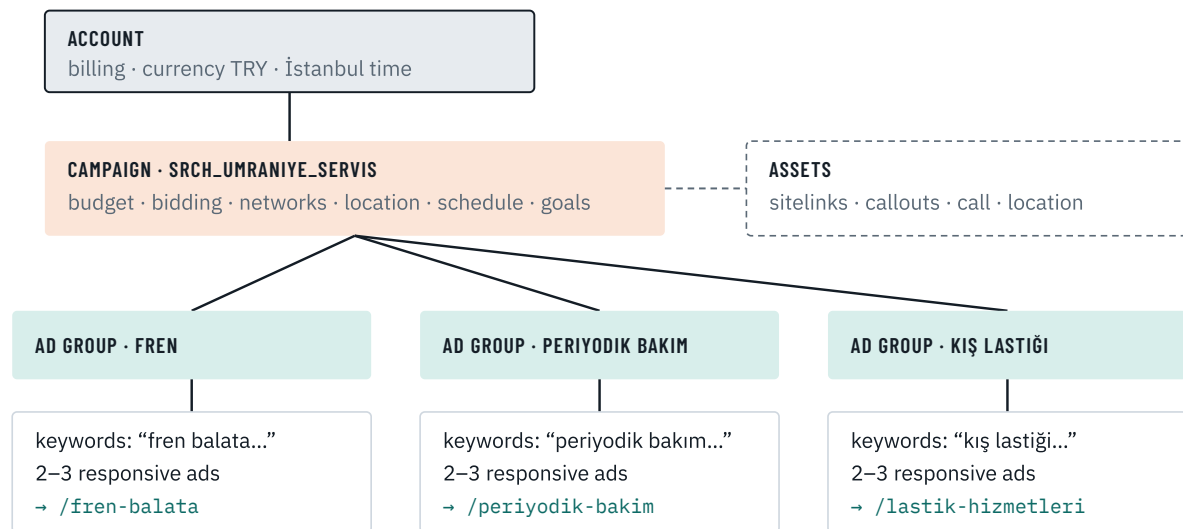
How Google Ads works: Ad Rank and Quality Score

Module 09 explained the auction: Ad Rank combines your bid with the quality of your ad and landing page, and you pay just enough to beat the ad below you. Google gives each keyword a **Quality Score** from 1 to 10 that compares your ads with other advertisers over the last 90 days. Google says plainly that "Quality Score is not an input in the ad auction". It is a diagnostic tool that tells you what to fix [Google Help, Oct 2026].

QUALITY SCORE PART	WHAT IT MEASURES	IF IT SAYS "BELOW AVERAGE"
Expected CTR	How likely people are to click your ad for this keyword	Put the service and district in the headline; add a clear offer
Ad relevance	How well the ad matches the search intent	Split the ad group so each one covers one service
Landing page experience	How useful and fast the page is after the click	Send the keyword to its own service page, not the home page

Account structure

A Google Ads account has three levels. Settings at a higher level apply to everything below it.



One ad group = one service = one landing page. This rule keeps ad relevance and landing page experience high, which lowers what you pay per click.

KEY TERM

Campaign holds the money and the big settings (budget, bidding, where and when). **Ad group** holds one theme: its keywords, its ads and the page they send people to.

WATCH OUT

During sign-up Google pushes new users toward a guided "Smart" campaign. Smart mode only allows Smart campaigns, which use keyword themes instead of keywords and give little control over search terms [Google Help, Oct 2026]. Look for the link to switch to **Expert Mode**. The exact wording of that link changes over time and was not verified (Oct 2026).

Campaign types, and which a repair shop should use

Google has changed several campaign types in 2025–2026, so older tutorials are often wrong. This is the status as of October 2026.

TYPE	WHAT IT IS	FOR A REPAIR SHOP
Search	Text ads on Google Search for keywords you choose, with call, location, sitelink and other assets	START HERE High intent, full control of keywords and search terms
AI Max for Search	A setting inside a Search campaign: broader "search term matching", text customization and final URL expansion. Google says advertisers who turn it on "typically see 14% more conversions or conversion value at a similar CPA/ROAS" [Google Help, Oct 2026]	LATER Test as an experiment once you have steady conversions and good negatives. Google's averages are not guarantees
Dynamic Search Ads	Ads built from your website content	Being upgraded into AI Max. Campaigns that use automatically created assets or campaign-level broad match were scheduled to be upgraded from September 2026; the automatic upgrade of other DSA campaigns was postponed to February 2027 [Google, Jun 2026]
Performance Max	One campaign across Search, Maps, YouTube, Display, Gmail and Discover. Now supports up to 10,000 negative keywords per campaign and channel reporting [Google, 2025]	SECOND STEP Useful for Maps reach after Search tracking is reliable
Demand Gen	Visual ads on YouTube, Discover, Gmail and the Display Network. Standard Display campaigns are moving into it, with voluntary migration from June 2026 [Google Help, Oct 2026]	Optional later, for seasonal awareness
Video (YouTube)	Video ads	Only if you have good short videos
Smart campaigns	Simplified, automated, keyword themes, Smart mode only	AVOID Too little control
Local Services Ads	Pay-per-lead "Google Guaranteed" ads	NOT IN TÜRKİYE The country list does not include Türkiye [Google Help, Oct 2026]
Call-only ads	Ads whose only action is a call	ENDING No new ones since February 2026; existing ones stop in February 2027. Use responsive search ads with a call asset [Google Help, Oct 2025]

Keywords and match types

A keyword tells Google which searches your ad may appear for. The **match type** sets how loosely Google may interpret it [Google Help, Oct 2026]:

- **Broad match** (no symbols): `fren tamiri` . Can match related searches, even without your words. Google recommends it together with Smart Bidding. Too loose for a first campaign.
- **Phrase match** (quotes): `"fren balata değişimi"` . Matches searches that include the meaning of the keyword.
- **Exact match** (brackets): `[fren balata değişimi]` . Matches searches with the same meaning or intent. Still not literally exact: close variants can match.

Find ideas and rough bid ranges in `Tools > Planning > Keyword Planner` . Set the location to your districts and the language to Turkish. Note the "top of page bid (high range)". These are estimates [Google Help, Oct 2026].

AD GROUP	EXAMPLE KEYWORDS (PHRASE AND EXACT)	LANDING PAGE
Fren	"fren balata değişimi", [balata değişimi], "balata değişim fiyatı", "fren diski değişimi", "frenden ses geliyor"	/fren-balata
Periyodik bakım	"periyodik bakım", [araç periyodik bakım], "periyodik bakım fiyatları", "yağ değişimi"	/periyodik-bakim
Arıza tespit	"arıza tespit", "motor arıza lambası", "check engine ışığı yanıyor", "bilgisayarlı arıza tespit"	/ariza-tespit
Lastik	"kış lastiği değişimi", "lastik oteli", "rot balans", "kış lastiği takma"	/lastik-hizmetleri
Example structure. Search volumes and CPCs are not given: no reliable figures for Türkiye could be verified (Oct 2026). Get them from Keyword Planner.		

TIP

Searches with *fiyat*, *fiyatı* or *ücreti* (price) are usually good leads for a repair shop. People who ask the price are close to booking. Do not add "fiyat" as a negative keyword.

Negative keywords, the Turkish way

A **negative keyword** stops your ad from showing for searches you do not want, such as job seekers or do-it-yourself videos. Google's rule matters a lot in Turkish: negative keywords do **not** match close variants, plurals or misspellings [Google Help, Oct 2026]. Because Turkish adds suffixes, `ilan` does not block `ilanı` or `ilanları` . Add each form yourself.

THEME	STARTER NEGATIVES (ADD EACH FORM)
Jobs	iş ilanı, iş ilanları, ilanı, ilanları, eleman, eleman araniyor, usta araniyor, kalfa, çırak, maaş, maaşları
Education	kurs, kursu, kursları, eğitim, eğitimi, sertifika, ders, ödev, sınav
Do it yourself / information	nasil yapılır, nasıl değiştirilir, kendin yap, evde, video, videosu, youtube, pdf, şeması, nedir, forum
Buying cars or parts	ikinci el, 2. el, sıfır, satılık, sahibinden, kiralık, toptan, trendyol, hepsiburada, n11

THEME	STARTER NEGATIVES (ADD EACH FORM)
Buying tools	cihazı, cihazları, aleti, makinesi, test cihazı, obd2
A starter list; add new forms every week from the search terms report. Do not add "motor" alone: it also means "engine", and "motor arıza tespiti" is a good search.	

01 Build a shared list before launch.

Open [Tools > Shared library > Negative keyword lists](#), create "NEG_Genel_TR", paste the list and attach it to the campaign. Menu names as of 2026.

02 Read the real searches every few days.

Open [Campaigns > Insights and reports > Search terms](#). It shows what people actually typed. You can add negatives straight from this report [\[Google Help, Oct 2026\]](#).

03 Add new forms as you find them.

When you see "balata değişimi nasıl yapılır videosu", add "videosu" too, not only "video".

Responsive search ads and assets

A **responsive search ad (RSA)** is the standard text ad. You write up to 15 headlines (30 characters each) and up to 4 descriptions (90 characters each), plus two display-URL paths of 15 characters. Google mixes them for each search [\[Google Help, Oct 2026\]](#). Google recommends at least two RSAs per ad group with "Good" or "Excellent" *Ad Strength*. Pinning a line to a fixed position lowers flexibility, so pin only what must always show.

Sponsorlu · ornekotoservis.com.tr/fren/balata

Fren Balata Değişimi | Ümraniye Oto Servis | Yazılı Fiyat Teklifi

Balata ve disk kontrolü, değişim ve fren hidroliği. Aynı gün teslim için randevu alın. İşe başlamadan önce yazılı fiyat teklifi veriyoruz. Onayınız olmadan işlem yapmayız.

[Periyodik Bakım](#) [Kış Lastiği](#) [Online Randevu](#) [Yol Tarifi ve Konum](#)

A possible combination of one RSA for the "Fren" ad group (example). Character counts were checked: "Fren Balata Değişimi" 20, "Ümraniye Oto Servis" 19, "Yazılı Fiyat Teklifi" 20; descriptions 86 and 84. Turkish letters count as one character. Use only claims that are true for your shop, such as same-day delivery.

Assets (formerly called "extensions") add extra lines and buttons to the ad

[\[Google Help, Oct 2026\]](#):

- **Sitelinks:** extra links, text up to 25 characters, at least 2 needed [\[Google Help, Oct 2026\]](#).
- **Callouts:** short facts up to 25 characters, such as "Yazılı Fiyat Teklifi" or "Cumartesi Açık" [\[Google Help, Oct 2026\]](#).
- **Call asset:** your phone number as a button, in +90 format. The number must be verifiable on your website or through Search Console [\[Google Help, Oct 2026\]](#). Schedule it to opening hours.

- **Location asset:** shows your address and map pin from your linked Google Business Profile.
- **Structured snippet, image and price assets:** use a price asset only if the landing page shows the same prices.

WATCH OUT

No exclamation marks in headlines, no ALL CAPS, no phone number inside the ad text (use the call asset), and no unprovable superlatives such as "İstanbul'un en iyi servisi". Since 1 August 2026, Turkish advertising rules also limit using unverified customer reviews in ads, so be careful with "Google'da 4,9 puan" claims. Module 14 explains both rules.

Location, schedule and networks

- **Location:** a radius around the shop (8–15 km in a big city) or a list of districts. The minimum radius is 1 km. Under [Location options](#) choose "Presence: People in or regularly in your targeted locations". Google's default, "Presence or interest", also reaches people elsewhere who are only interested in your area [\[Google Help, Oct 2026\]](#). Choosing Presence is practitioner advice for local shops, not a Google rule.
- **Ad schedule:** show ads when someone can answer the phone and WhatsApp. Örnek Oto Servis is open *Pzt–Cmt 08:00–19:00, Pazar kapalı* (Monday–Saturday 08:00–19:00, closed Sunday), so its ads run in those hours.
- **Networks:** untick "Include Google search partners". Google itself warns that partner clicks "may not always reflect highly targeted traffic" [\[Google Help, Oct 2026\]](#). Also untick the Display Network.
- **Auto-applied recommendations:** switch them off. Auto-apply can add broad match keywords and change bidding [\[Google Help, Oct 2026\]](#). The optimization score is not a performance measure; even dismissing a recommendation raises it [\[Google Help, Oct 2026\]](#).

Bidding for beginners

The bidding strategy tells Google what to optimize for. Start simple, then let automation take over when it has real conversion data.

STRATEGY	WHAT GOOGLE OPTIMIZES	WHEN TO USE IT
Maximize clicks (with a max CPC limit)	Most clicks within budget	Weeks 1–4 of a new campaign without conversion data [Google Help, Oct 2026]
Manual CPC	You set bids per keyword	If you want full control; no learning period. Enhanced CPC was removed from Search in March 2025 [Google Help, Oct 2026]
Maximize conversions	Most conversions within budget	After about 15–30 conversions in 30 days with clean tracking (practitioner guidance; Google gives no fixed number)
Target CPA	Conversions at a target cost	Later, with steady volume

STRATEGY	WHAT GOOGLE OPTIMIZES	WHEN TO USE IT
Target ROAS	Conversion value	Only if you import real job values; rare for a beginner

Conversion tracking essentials, and the Türkiye call limit

Module 05 set up the measurement plan. In Google Ads, each tracked action is a **conversion action**. Mark only real leads as **primary**: primary actions appear in the "Conversions" column and are used for bidding. **Secondary** actions are for observation only [Google Help, Oct 2026].

CONVERSION ACTION	HOW IT IS TRACKED	PRIMARY?
Form submitted (appointment or quote)	Thank-you page or the form's success event, via Google Tag Manager	Primary
Click on the phone number	GTM click trigger: Click URL starts with <code>tel:</code>	Primary (it is a click, not a confirmed call)
WhatsApp click	GTM click trigger on <code>wa.me</code> or <code>api.whatsapp.com</code>	Primary or secondary: decide after checking chat quality
Directions (from the location asset)	Created automatically with active location assets	Secondary at first
Page views, scrolls, time on site	—	Never primary

TÜRKİYE

Google forwarding numbers are not available in Türkiye. Google lists 30 countries, and Türkiye is not one of them [Google Help, Oct 2026]. So Google Ads cannot report "calls from ads" with call length, or calls to the number on your website. Track phone-number clicks and WhatsApp clicks on the site instead, put a separate tracking number in the call asset if you can, and keep asking every new customer *"Bizi nereden duydunuz?"* (How did you hear about us?).

- **Auto-tagging** adds a click ID (`gclid`) to every ad click. It is on by default for new accounts [Google Help, Oct 2026]. Do not add manual UTM tags to Google Ads; GA4 uses the auto-tagged values anyway [Google Help, Oct 2026].
- **Enhanced conversions** send hashed (scrambled) email or phone data from your form to Google to improve matching [Google Help, Oct 2026]. Mention this in your privacy notice (module 14).
- **Later (month 2+)**: upload "job booked" or "job completed" results with their value. Google recommends starting with enhanced conversions for leads rather than the older click-ID import [Google Help, Oct 2026].

Billing in Türkiye

The click price is not the full cost. Set the account to currency **Turkish Lira (TRY)**, time zone **(GMT+03:00) Istanbul** and account type **Organization**. Currency and time zone cannot be

changed later in practice.

4.5%

"Turkey Regulatory Operating Cost"
on ads served in Türkiye from 1 Jan
2026 (was 7%)
[Google Help, Oct 2026]

20%

KDV (VAT) on Google Türkiye
invoices, charged on top of the fee
[Google Help TR, Oct 2026]

× 1.254

Invoice $\approx$ ad spend $\times$ 1.045 $\times$ 1.20
(rule of thumb)

- For Google Ads, the invoicing company is usually **Google Reklamcılık ve Pazarlama Ltd. Şti.** (Google Türkiye) [Google Help, Oct 2026]. Check [Billing > Documents](#) to see which entity invoices you.
- KDV on a Google Türkiye invoice is normally deductible for a VAT-registered company. This is general accounting knowledge, not verified (Oct 2026): ask your *mali müşavir* (accountant).
- Türkiye's Digital Service Tax is 5% in 2026 and 2.5% from 1 January 2027 (Presidential Decision 10767) [EY, Jan 2026]. Google pays it, and the 4.5% surcharge is how Google passes such costs on. Whether the surcharge drops in 2027 has not been announced.
- New advertisers with a Turkish billing address can get a promotional credit: spend a set amount within 60 days; taxes and fees do not count [Google TR terms, Oct 2026]. The current TL amounts could not be verified; check the offer in your own account.

ÖRNEK OTO SERVİSİ

Google share of the test budget: 18,000 TL per month. Daily budget to enter: $18,000 \div 30.4 \approx 592$ TL, so about 600 TL/day. Invoice: $18,000 \times 1.045 = 18,810$ TL, plus 20% KDV = 22,572 TL. If the KDV is deducted, the real cost is about 18,810 TL. All example numbers.

Launch checklist

Tick these off for your own account. Your ticks are saved in this browser.

- ☐ Account in Expert Mode, currency TRY, Istanbul time zone, type Organization; invoicing entity checked
- ☐ Google Business Profile, GA4 and Search Console linked; auto-tagging on
- ☐ Conversion actions created and tested: form (primary), phone click (primary), WhatsApp click, directions (secondary)
- ☐ One service page per ad group, with call and WhatsApp buttons at the top on mobile
- ☐ Keyword Planner checked for your districts; budget redone with real CPC ranges
- ☐ One Search campaign, 4–8 ad groups, phrase and exact match only, AI Max off
- ☐ Two RSAs per ad group with true claims only; Ad Strength "Good" or better
- ☐ Assets: sitelinks, callouts, call asset (scheduled), location asset
- ☐ Shared negative list attached, with Turkish suffix forms

- ☐ Location: radius or districts with "Presence"; ad schedule matches staffed hours
- ☐ Search partners and Display Network unticked
- ☐ Bidding: Maximize clicks with a max CPC limit, or Manual CPC
- ☐ Auto-applied recommendations switched off
- ☐ Front desk asks "Bizi nereden duydunuz?" and logs every lead

DEEP DIVE

GOOGLE ADS DEEP DIVE

Every setup screen, the full Turkish keyword and negative lists, more ad copy, weekly optimization, Performance Max and AI Max experiments.



SELF-CHECK

You added the negative keyword **ilan** . Will it block the search "oto tamirci iş ilanları"?

Yes, Google matches all Turkish suffixes automatically.

✓ **No. Negative keywords do not match close variants, so add "ilanları" (and other forms) too.**

Only if the campaign uses broad match keywords.

Positive keywords match close variants; negative keywords do not. In Turkish you must list each suffix form you want to block.

SELF-CHECK

Why can't a shop in Türkiye see "Calls from ads" with call length in Google Ads?

Because call assets are banned in Türkiye.

✓ **Because Google forwarding numbers, which this reporting needs, are not available in Türkiye.**

Because KVKK forbids counting calls.

Call reporting relies on Google forwarding numbers, offered in 30 countries that do not include Türkiye. Track phone and WhatsApp clicks, use your own tracking numbers, and ask customers how they found you.

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☐ MARK MODULE 10 AS DONE

MODULE 11 / 16

META ADS ESSENTIALS

READ 18 min	BUILDS ON 08 WhatsApp Business · 09 auctions · 10 conversions	
YOU WILL BE ABLE TO Build a Click-to-WhatsApp campaign for a seasonal offer, choose the right objective, set a local audience, and read the results without trusting Meta's numbers blindly.		

Meta ads reach people before they search. In Türkiye that reach is large: Instagram's ad audience was 62.3 million and Facebook's 34.7 million [DataReportal, Nov 2025], and WhatsApp is used by 90% of internet users aged 16–74 [TÜİK via DHA, Aug 2026]. An ad that opens a WhatsApp chat fits how Turkish customers already talk to a repair shop.

Where Meta ads appear

PLACE	WHAT IT MEANS FOR A REPAIR SHOP
Instagram (Feed, Stories, Reels, Explore)	Vertical video is the main format
Facebook (Feed, Reels, Stories, Marketplace and more)	Large reach among older drivers
WhatsApp	Mainly a destination : Click-to-WhatsApp ads run on Facebook and Instagram and open a chat with you. Ads in WhatsApp's Status tab were announced in June 2025 [CNBC, Jun 2025]; availability in Türkiye was not verified
Messenger, Threads, Audience Network	Extra placements; Audience Network (ads in other apps) is often cheap, sometimes low quality

Business Suite, Ads Manager or Boost?

Meta has several tools with similar names. The **business portfolio** (called "Business Manager" until 2024) is the container that owns your Page, Instagram account, ad account, WhatsApp number and Pixel [Blue River Digital, Sep 2025].

META BUSINESS SUITE

Daily dashboard: posts, one inbox for Facebook, Instagram and linked WhatsApp, insights, simple ads.

ADS MANAGER

The full ads tool: objectives, ad sets, budgets, lead forms, A/B tests, columns, breakdowns and attribution settings. Use it for real campaigns.

BOOST

Turns an existing post into an ad in one screen. Fine when a post already does well and you want more local people to see it for a few days. Too few options for a planned campaign.

Campaign › ad set › ad

Like Google, Meta has three levels. Each level answers a different question [Jon Loomer, Feb 2026].

CAMPAIGN = WHY

Objective: Engagement · budget (Advantage+ campaign budget or at ad set level)

AD SET = WHO, WHERE, HOW MUCH, WHICH RESULT

Messaging apps → WhatsApp · goal: maximize conversations · pin + 8 km · age 18+
Advantage+ audience and placements · 400 TL/day

AD 1 = WHAT PEOPLE SEE

Reel 9:16, 20 seconds, subtitles
primary text + headline
[Send WhatsApp message]
pre-filled text + greeting

AD 2 = WHAT PEOPLE SEE

Image 4:5, offer and deadline
primary text + headline
[Send WhatsApp message]
same greeting

Örnek Oto Servis's first Meta campaign. One campaign, one ad set and two different ads (a video and an image) is enough for a small budget. More ad sets would split the data.

The six objectives, and which to choose

Since January 2024 every new campaign uses one of six objectives; the old "Store traffic" objective is gone [Webtonic, 2024]. Meta's Turkish interface calls Leads *Potansiyel Müşteriler*; other Turkish labels were not verified.

OBJECTIVE	OPTIMIZES FOR	REPAIR SHOP USE
Awareness	Reach, ad recall, video views	"Everyone within 8 km should know us." Not for leads
Traffic	Link clicks, landing page views	Sends people to a page; often low-quality clicks
Engagement	Engagement, video views, messaging conversations	PICK Click-to-WhatsApp for a seasonal offer: the simplest start
Leads	Instant forms, messaging, calls, website forms	PICK Lead forms for appointments
App promotion	App installs	Not relevant
Sales	Purchases and conversions	Only with online booking or payment and solid tracking

Meta ads specialist Jon Loomer writes: "The objective itself does nothing... but it does assure you'll have access to the settings you need" [Jon Loomer, Feb 2026]. The real choice happens in the ad set: the **conversion location** (WhatsApp, instant form, website, calls) and the **performance goal**. For Sales, App and Leads campaigns, **Advantage+** (Meta's automation for audience, placements and budget) is on by default since 2025 [Jon Loomer, Feb 2025].

Radius audiences and Advantage+ audience

In 2026 most targeting options are "suggestions" that Meta may go beyond. Location, minimum age, language and custom-audience exclusions are still hard controls

[Jon Loomer, Mar 2026].

01

Location: drop a pin on the shop.

Remove "Türkiye", search the address or use `Drop pin`, and set a radius of 5–10 km. Meta allows a radius from 1 km to 80 km around a pin [Meta for Developers, Oct 2026]. If you pick a district instead, untick "reach more people likely to respond"

[Jon Loomer, Mar 2025].

02 Age: set a minimum of 18.

Leave the maximum age and gender open.

03 Advantage+ audience: on. No interests needed.

Interests are only suggestions now. You also cannot exclude people by interest any more: Meta stopped offering detailed-targeting exclusions for new campaigns from 29 July 2024, and existing campaigns stopped using them on 31 January 2025. Meta said that in its tests, campaigns without these exclusions had a 22.6% lower median cost per conversion [Meta for Developers, Jan 2025] [Jon Loomer].

04 Name the district in the ad.

Meta reaches people "living in or recently in" the area, so some viewers live elsewhere. "Ümraniye'deki araç sahipleri" filters them out better than any setting.

Creative that works

On Meta the creative (video, image and text) does most of the work. Plan two different ads, one video and one image, with up to five primary texts and five headlines

[Jon Loomer, Feb 2026].

- **Formats:** 9:16 for Reels and Stories, 4:5 for feeds. About 125 characters of primary text show before "See more"; keep headlines near 40 characters. In Reels, keep text out of the top 14% and bottom 35% of the screen [Biddyco, Oct 2026].
- **The first 1–3 seconds:** start with the problem or the result ("Bu balata 2 mm kalmış"), not the logo. Meta reports that "46% of online purchase conversions with Reels now happen within the first 2 seconds" [Meta, Mar 2026].
- **Ideas that fit a workshop:** before/after of a real part, "Usta anlatıyor" (the mechanic explains) in 15–30 seconds, a short tip, an offer card with a deadline. Burn Turkish subtitles into the video.
- **AI enhancements:** Meta can rewrite text, crop images and, since July 2026, offer copies of your image with rewritten headline text [Jon Loomer, Jul 2026]. Read every Turkish line it writes; turn off anything that adds claims you cannot prove.

Primary text:

Soğuk sabahlarda aracınız zor mu çalışıyor? Kış gelmeden akü, antifriz, fren, silecek ve lastik kontrolünü yaptırın. Ümraniye'deki servisimizde randevulu, sırasız. WhatsApp'tan yazın, size uygun saati ayarlayalım.

Headlines:

Kış Bakımı 30 Kasım'a Kadar
WhatsApp'tan Hızlı Randevu
Akü + Antifriz + Fren Kontrolü

COPY

Button: Send WhatsApp message

Pre-filled message: Merhaba, kış bakım kontrolü için randevu almak istiyorum.

Example Turkish ad copy. Use only claims that are true for your shop.

Click-to-WhatsApp and lead forms

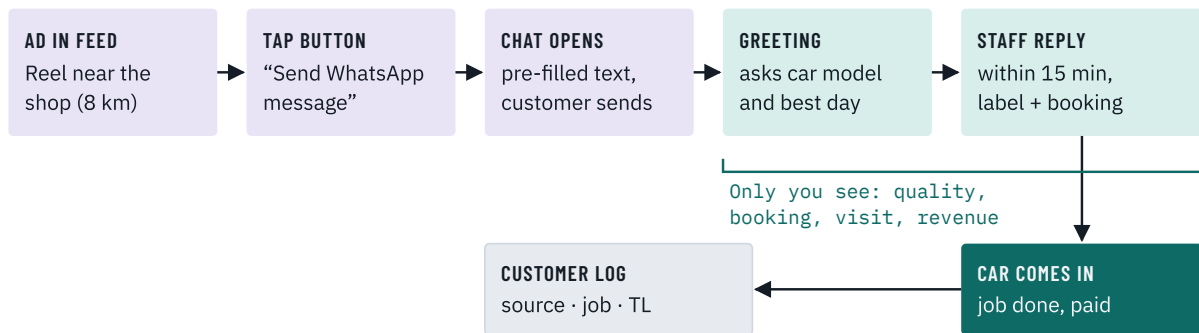
A **Click-to-WhatsApp (CTWA)** ad opens a WhatsApp chat with a pre-filled message. Setup:

Engagement objective > conversion location Messaging apps > WhatsApp > performance goal

Maximize number of conversations [Respond.io guide]. The free WhatsApp Business app

linked to your Page is enough for a small shop.

Meta counts: link click → messaging conversation started



Meta's "results" stop at the conversation. Labels in WhatsApp and the log show which chats became paying customers.

The money is made after the click. Answer fast, ask for the car model and preferred day, label each chat (for example "Yeni talep", "Randevu verildi", "Geldi/Ödedi") and copy the counts into your customer log every week.

CLICK-TO-WHATSAPP

Best for questions and price talk. Easy to measure by hand with labels. Needs someone who answers in minutes during opening hours.

LEAD FORM (INSTANT FORM)

Leads > Instant forms.

Opens a form inside Instagram or Facebook. Choose "Higher intent" (adds a review step), ask 2–3 questions, and link your KVKK privacy notice, which Meta requires [Jon Loomer, Mar 2025]. Call every lead within 30 minutes.

CALL ADS

Leads objective with "Calls" as conversion location; mobile only. Whether this option appears in Turkish ad accounts was not verified. Check if "Calls" is offered in yours.

Budget and learning phase

- **Daily budget** for always-on campaigns; **lifetime budget** if you want ads only during opening hours (ad scheduling needs a lifetime budget).

- **Bid strategy:** keep "Highest volume" as a beginner. "Cost per result goal" is a target average, not a cap; set too low, the ads stop delivering [Jon Loomer, 2026].
- **Learning phase:** about 50 results per ad set in 7 days (module 09). In 2025, adding new ads often no longer restarted learning [Jon Loomer, Dec 2025]. Use the formula below to see whether your budget can reach 50.
- **Day 7 check:** is it spending? Any results? Region breakdown inside your area? Do nothing else unless an ad has spent 2–3× your target cost per result with no results; then replace the ad or sharpen the offer first.
- **Day 14 decision:** cost per paying customer from your log. Keep and scale the winner by about 20–30% every 3–4 days (practitioner rule). In a small radius, frequency (average views per person) rises fast. If it passes about 3 in a week and CTR falls, add two new ads (a rule of thumb, not a Meta rule).

DAILY BUDGET TO EXIT LEARNING about 50 results in 7 days

$$50 \times \text{target cost per result} \div 7$$

Example: $50 \times 100 \text{ TL per conversation} \div 7 \approx 714 \text{ TL/day}$

HIGHEST COST PER RESULT YOUR BUDGET ALLOWS

same rule, turned around

$$\text{daily budget} \times 7 \div 50$$

Example: $400 \text{ TL} \times 7 \div 50 = 56 \text{ TL per conversation}$

Example numbers. The "50 results in 7 days" rule comes from Meta's documentation (module 09) [Jon Loomer, Jul 2024]. Meta gives no percentage for how big a budget change restarts learning, so treat "20% rules" you read online as guesses.

ÖRNEK OTTO SERVİS

At 400 TL/day the shop would need conversations at 56 TL or less to exit learning. Its conversations cost about 100 TL, so it would need about 714 TL/day, close to double its Meta budget. It keeps 400 TL/day, accepts "Learning limited", and judges the campaign on cost per paying customer from its log (example numbers).

Measurement essentials

- **Meta Pixel + Conversions API (CAPI):** the Pixel reports website actions from the browser; CAPI sends the same events from your server. Use both, with deduplication. Meta claims Pixel + CAPI users saw "an average 17.8% lower cost per result", and in April 2026 it announced a free one-click CAPI setup [Meta, Apr 2026].
- **Standard events** for a repair shop: **Contact** (phone or WhatsApp click), **Lead** (form sent), **Schedule** (appointment booked) [Meta developers, Oct 2026].
- **Columns to add** in Ads Manager: Results, Cost per result, Amount spent, Reach, Frequency, CPM, Link clicks, CTR (link), Messaging conversations started, Cost per messaging conversation started.
- **UTM tags** on any Meta ad that sends people to your website, otherwise GA4 often shows paid Meta visits as "Organic Social" (module 05). CTWA ads do not open your website, so track them with WhatsApp labels.

WATCH OUT

Meta changed how it counts conversions twice in 2026. On 12 January 2026 the 7-day-view and 28-day-view attribution windows were removed. Sources disagree on whether this affected Ads Manager or only the reporting API [PPC Land, Oct 2025] [Dataslayer, 2026]. From March 2026, "click-through" counts only link clicks; likes, saves and shares moved to a new 1-day "engage-through" window [Meta, Mar 2026]. Do not compare reports from before mid-March 2026 with later ones.

Costs in Türkiye

Choose **TRY** when you create the ad account; the currency cannot be changed later. Enter the company tax number (VKN) in billing so invoices go to the company [Dijitarya, Jul 2026].

ITEM	WHAT IT IS	PER 1,000 TL OF AD SPEND
Location fee	5% for impressions shown in Türkiye, a separate invoice line, from 1 July 2026. The 5% rate is reported by Jon Loomer [Jon Loomer, Mar 2026] and a Turkish agency, which also gives the start date [Bossy Digital, Jun 2026]. Meta's own help page could not be read	+50 TL
Stopaj (withholding tax)	15% on internet advertising paid abroad (Presidential Decree 476). A real extra cost [İstanbul Mali Müşavirlik, 2026]	≈ +158 TL
KDV (VAT), reverse charge	Meta's invoices carry no Turkish VAT; you declare 20% on the KDV-2 return and usually deduct it again	≈ 210 TL, net ≈ 0
Real cash cost	About +21% on top of what you type into Ads Manager	≈ 1,208 TL
Rounded worked example. The stopaj base and the KDV treatment are for your accountant (mali müşavir) to confirm.		

TÜRKİYE

The only verified Turkish automotive Meta case study is Mercedes-Benz Türkiye (with agency OMD): Advantage+ leads campaigns brought 34% more leads at a 24% lower cost per lead than their usual manual setup, measured with an A/B test. The page shows no date [Meta success story]. No case study for an independent Turkish repair shop was found, and Turkish CPM figures found online are unsourced. Your own first two weeks are your real benchmark.

GLOBAL EXAMPLE

Kia Italia ran Click-to-WhatsApp ads that opened a WhatsApp AI agent connected to its CRM. In two months the vendor reports 144 qualified leads, 8 direct car sales and a 40× return on ad spend [ANI / Infobip, Sep 2026]. It is a vendor press release about car sales, not repairs. It still shows that the result depends on what happens inside the chat.

ÖRNEK ÖTO SERVİS

Meta share of the test budget: 12,000 TL per month (400 TL/day). Invoice with the 5% location fee: 12,600 TL. Stopaj: about 1,890 TL. Real cash cost about 14,490 TL, with the KDV declared and deducted. All example numbers.

Launch checklist

- ☐ Business portfolio in the company's name; two admins, both with two-factor authentication
- ☐ Page, Instagram, WhatsApp Business number, ad account and Pixel all in the portfolio and linked
- ☐ Ad account in TRY with Istanbul time; VKN and legal address in billing
- ☐ Pixel (and CAPI if possible) installed; Contact and Lead events tested in Test Events
- ☐ KVKK privacy notice and cookie notice live on the website (needed for lead forms)
- ☐ WhatsApp Business: profile, hours, greeting, away message, quick replies, labels
- ☐ One campaign, one ad set, pin + 5–10 km radius, age 18+, Advantage+ audience
- ☐ Two ads: one 9:16 Reel with subtitles and one 4:5 image; district named in the copy
- ☐ Advantage+ creative enhancements reviewed; wrong Turkish or unprovable claims turned off
- ☐ A named person answers WhatsApp within 15 minutes in opening hours
- ☐ Saved column preset with conversation and frequency columns
- ☐ Budget includes the 5% location fee and stopaj; accountant informed
- ☐ Day 7 and day 14 review dates in the calendar

DEEP DIVE

META ADS DEEP DIVE

Full setup steps, lead form templates in Turkish, the Ad Library for competitor research, value rules, testing, policies and account safety. 

SELF-CHECK

Ads Manager shows 80 "messaging conversations started" this month. What does that number tell you?

80 new paying customers.

✓ 80 chats that Meta credits to the ads. How many booked and paid is only in your labels and log.

80 phone calls.

Meta's results stop at the conversation. Count bookings, visits and revenue yourself, then calculate cost per paying customer.

SELF-CHECK

You plan 12,000 TL of Meta spend for November. Roughly what will it really cost the company in cash?

12,000 TL.

✓ About 14,500 TL: 5% location fee plus 15% stopaj, with KDV declared and usually deducted.

About 24,000 TL.

$12,000 \times 1.05 = 12,600$ TL invoice; stopaj $\approx 1,890$ TL; total $\approx 14,490$ TL. Confirm the details with your accountant.

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☐ MARK MODULE 11 AS DONE

MODULE 12 / 16

OTHER CHANNELS: YANDEX, BING, MARKETPLACES AND OFFLINE

READ

BUILDS ON

12 min

05 UTM links ·
07 listings ·
09 paid basics

YOU WILL BE ABLE TO

Decide when Yandex Direct or Microsoft Advertising is worth testing, use marketplaces and partners, and track flyers with QR codes.

Google and Meta will take most of a small shop's ad budget. But some customers search on Yandex, compare quotes on a marketplace, or walk past a flyer at the tyre shop next door. Cheap local channels can beat ads on cost per lead. A US cleaning company that gave every channel its own phone number found that door hangers had a better cost per lead than Google's Local Services Ads [CallRail case study, Sep 2026]. It is a vendor case study. The practical lesson is to measure every channel the same way before you judge it.

Yandex Direct: the real number two in Türkiye

25.19%

Yandex share of search page views,
all devices [StatCounter, Sep 2026]

28.08%

Yandex share on mobile
[StatCounter, Sep 2026]

0.71%

Bing share, all devices
[StatCounter, Sep 2026]

StatCounter measures page views referred by search engines, not searches, and the split moves a lot from month to month (in August 2026 Yandex had 15.98%). Treat Yandex as a meaningful second engine with roughly 15–25% of search. Yandex Türkiye offers search ads (*Aramada Reklam*), the Yandex Advertising Network, retargeting and location-based ads in Yandex Navigator and Maps. Conversions are tracked with **Yandex Metrica** [Yandex TR, Oct 2026]. TRY billing, minimum payments and the current campaign types for Türkiye could not be verified, and Yandex's Turkish price page still shows the old 18% KDV rate, so it is probably out of date.

- **Free first:** claim your Yandex Business listing (module 07). For keyword ideas, Yandex Wordstat launched for Türkiye in January 2026, free with a Yandex ID, with a mobile/desktop split [Marketing Türkiye, Jan 2026].
- **When to test Yandex Direct:** after Google Search is profitable and tracked. Start with search ads for your 2–3 best services, Metrica goals for phone and form clicks, and a small daily budget. Compare cost per lead with Google after 4–6 weeks.

Microsoft Advertising (Bing)

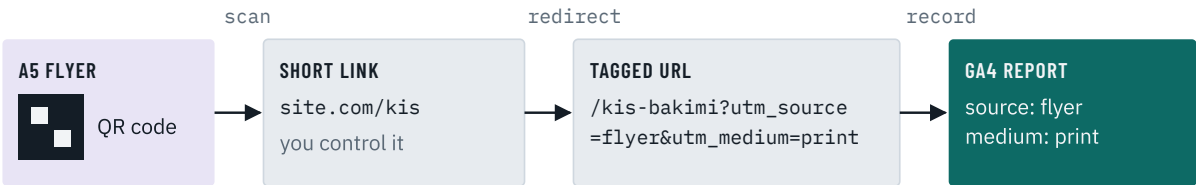
Microsoft's documentation lists Turkish as a supported customer and ad language with country code TR, which strongly suggests Turkish businesses can advertise [Microsoft Learn, Jun 2026]. No Microsoft page saying "Türkiye: available" was found. With under 1% of search, it is a low priority. If you try it, use Microsoft's tool that copies campaigns from Google Ads (a known feature; its current help page was not checked) and choose the "people in" location option, Microsoft's version of Google's "Presence" [Microsoft Learn].

Directories and marketplaces

PLATFORM	WHAT IT IS	USE IT FOR
Armut	Quote-based service marketplace with "oto servis" and "oto tamir" categories; customers request and compare up to 4 quotes [Armut, Oct 2026]	Leads and a citation (a listing with your name, address and phone). Fees were not verified: check before joining
sahibinden.com Hizmetler	Has an "Oto Tamiri ve Servisi Hizmetleri" category [sahibinden.com]	A listing; costs not verified
Servislet	Booking platform between car owners and service points [Servislet]	Online bookings; usage data not verified
Şikayetvar	Türkiye's main public complaint site; brands can reply [Şikayetvar]	Reputation: claim your brand page and answer complaints
Chain locators (e.g., Bosch Car Service)	Store finders of networks; Bosch Car Service lists more than 350 points in Türkiye [Bosch Car Service, Oct 2026]	Only if you are a member; keep details identical to Google
No data was found on how many Turkish car owners use each platform. Keep your name, address and phone (NAP) exactly the same everywhere.		

Offline: QR-code flyers that you can measure

Print still works for a neighbourhood business: flyers at the tyre shop, a card with the invoice, a sticker on the key tag. Without tracking, though, you never know if it paid off. Put a QR code on it that opens a short link you control, which then forwards to a URL with UTM tags.



Change where the short link points at any time. The printed code never has to change. "print" matches no default GA4 channel, so these visits show as Unassigned: filter by source or campaign.

QR + short link + UTM tags. GA4 shows the visits; a channel-specific promo code (for example "BROSUR-KIS") and the "Bizi nereden duydunuz?" question catch people who call instead of scanning [Google Help, Oct 2026].

`https://ornekotoservis.com.tr/kis-bakimi?utm_source=flyer&utm_medium=print&utm_campaign=kis_bakimi_2026_11&utm_content=flyer_a5_a`

COPY

Lowercase, underscores, no Turkish characters in UTM values: `kis_bakimi`, not `kış_bakımı`. Turkish letters become codes such as `%C4%B1` and split your reports.

Partnerships and local sponsorships

PARTNER	WHAT YOU OFFER	WATCH OUT
Tyre shops, car washes, parking operators	A referral card with a QR code; both sides send customers for services the other does not offer	Track with a code per partner
Insurance agents (<i>sigorta acenteleri</i>)	Help with <i>kasko</i> (comprehensive insurance) damage repairs	Insurers' contracted-service (<i>anlaşmalı servis</i>) criteria were not verified. Advertise insurer work only if the agreement is real
Company fleets (<i>filo</i>), 5–50 vehicles	Contract price list, priority lifts, pick-up and delivery, monthly invoice, a report per vehicle	Commercial messages to businesses need no prior consent, but İYS rules still apply (module 14)
Used-car dealers (<i>galericiler</i>) and ekspertiz firms	Pre-purchase checks, repairs before sale	Official <i>oto ekspertiz</i> has its own rules. Partner with a licensed firm, or label your check clearly as a "mechanical check", not an ekspertiz report
Local sports clubs, schools, municipality events	Sponsorship, a free safety-check day, training parts for a vocational school	Measure through branded searches and the "how did you hear" log. A paid link from a sponsor page should carry <code>rel="sponsored"</code> [Google, Dec 2025]
Partner ideas to test; results depend on your area. Insurer and ekspertiz requirements were not verified (Oct 2026).		

Email and SMS

Your own customer list is the cheapest channel you have. A maintenance reminder with no promotion can usually go to existing customers without separate consent, but any campaign or discount needs prior consent registered in İYS, the national consent system. Module 14 explains the rules; use `utm_medium=email` or `utm_medium=sms` on links so GA4 sorts the visits correctly.

Channel comparison

CHANNEL	COST	SPEED	EFFORT	BEST FOR
Google Search ads	Medium–high per click	Days	Medium	Urgent, high-intent repairs
Meta Click-to-WhatsApp	Low per click	Days	Medium (fast replies needed)	Seasonal offers, local reach
Yandex Direct	Not verified for Türkiye	Days	Medium	Extra search reach, mobile users
Microsoft Advertising	Not verified for Türkiye	Days	Low (import)	A small test only
Google, Yandex, Apple listings	Free	Weeks	Low–medium	"Near me" and map searches
Armut and marketplaces	Fees not verified	Days–weeks	Medium (quotes)	Price-comparing customers
QR flyers and print	Low	Weeks	Low	The streets around the shop
Partnerships and fleets	Mostly time	Months	High	Steady repeat work

CHANNEL	COST	SPEED	EFFORT	BEST FOR
Reminders (WhatsApp, SMS, email)	Very low	Immediate	Low once set up	Bringing customers back

A rough guide based on course judgment, not measured data. Your own cost per customer decides.

ÖRNEK OTO SERVİSİ

In the first 90 days the shop keeps paid money in Google and Meta. It adds three free or cheap channels: a Yandex Business listing, a QR flyer for the two tyre shops nearby, and a fleet offer for courier companies in Ümraniye. A small Yandex Direct test waits until Google is profitable.

SELF-CHECK

Your flyer QR code links to a URL with `utm_medium=print`. Where will the visits appear in GA4's default channel report?

Organic Search.

Paid Social.

✓ **Unassigned, because "print" matches no default channel rule; filter by source or campaign.**

Values like "print" or "qr" fit no default channel, so GA4 labels them Unassigned. That is fine: filter by `utm_source=flyer`, or create a custom channel group.

▼ SOURCES FOR THIS MODULE

1. [StatCounter — Search engine share, Türkiye: all, mobile, desktop \(Sep 2026\)](#)
2. [Yandex Türkiye — advertising products; price list \(appears outdated\)](#)
3. [Marketing Türkiye — Wordstat launched in Türkiye \(Jan 2026\)](#)
4. [Microsoft Learn — ad and customer languages \(Jun 2026\); location targeting](#)
5. [Armut — oto servis; sahibinden.com; Servislet; Şikayetvar; Bosch Car Service Türkiye](#)
6. [Google Analytics Help — Default channel group](#)
7. [Google Search Central — Link best practices \(Dec 2025\)](#)
8. [CallRail — BraBos Cleaning case study \(Sep 2026, vendor\)](#)

☐ MARK MODULE 12 AS DONE

MODULE 13 / 16

TRACK RESULTS AND IMPROVE

READ

BUILDS ON

15 min

03 metrics · 05
measurement ·
10–11 ad
platforms

YOU WILL BE ABLE TO

Read reports in the right order, run a 30-minute weekly review, explain why platforms disagree, and find the weak step when results are poor.

Ad platforms report "results". Only you know which results became paying customers. Without a routine, money drifts to the channel that reports the best numbers, which is not always the one that brings jobs. For example, one channel can bring the cheapest leads but the most expensive jobs, because fewer of its leads book. Without a customer log, you would move money to the wrong channel.

Reading reports: which numbers to look at first

Start from the money and work backwards. Look at the "why" numbers only after you know whether there is a problem.

ORDER	NUMBER	WHERE	WHAT IT TELLS YOU
1	New paying customers and revenue, per source	Your customer log	Did marketing make money?
2	Cost per paying customer (per channel and blended)	Spend ÷ customers from the log	Is it below target and below break-even?
3	Leads and cost per lead per channel	Google Ads, Ads Manager, the log	Is the top of the pipeline full?
4	Spend against plan	Each platform	Is pacing on track?
5	CTR, CPC, CPM, frequency, search terms, Quality Score	Each platform	Why a step is weak (diagnosis)

KEY TERM

Clicks vs sessions. Ad platforms count clicks; GA4 counts sessions (visits). Sessions are normally lower: people leave before the page loads, reject cookies, use ad blockers, or the tag is missing on the page.

The weekly 30-minute routine

Same day, same order, every week. Monday morning works well because the weekend's leads are in.

01

Update the customer log (5 min).

Every lead has a source, a status (*Yeni → Teklif → Randevu → Geldi → İş tamamlandı / Kaybedildi*) and, for jobs, the invoice amount.

02

Fill the weekly table (5 min).

Per channel: spend, clicks, leads (calls, WhatsApp, forms), jobs, revenue, cost per lead, cost per job.

03 Google Ads (5 min).

`Insights and reports > Search terms`: add negatives. Check spend pacing and that conversions are still recording.

04 Meta (5 min).

Cost per conversation, frequency, region and placement breakdowns. Ask the WhatsApp owner about reply times.

05 Tracking health (5 min).

Any key event at zero or a sudden jump means something broke. Once a month, make a test call and send a test WhatsApp message yourself.

06 Decide one change (5 min).

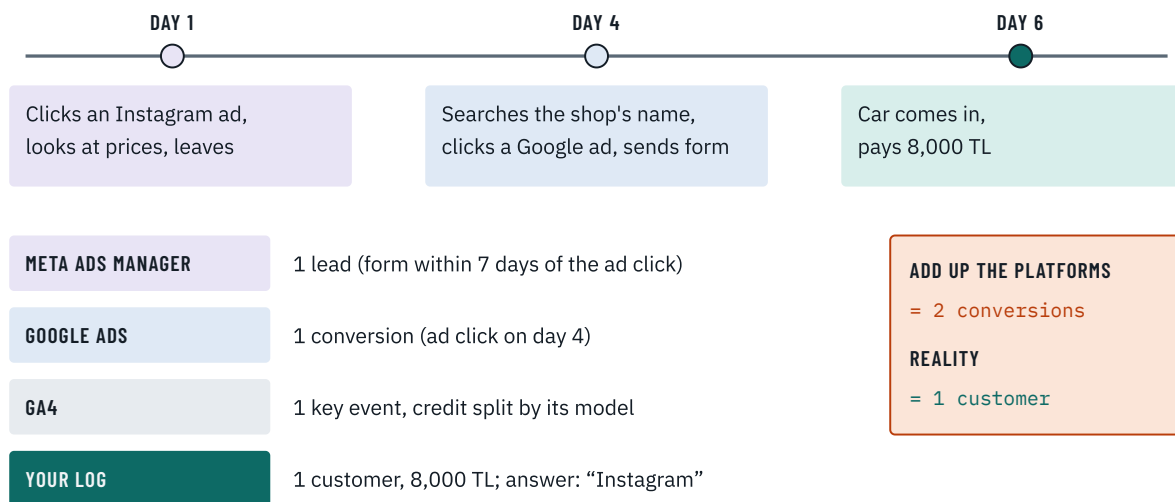
Answer: Did new customers go up or down against the 4-week average? Which channel had the lowest cost per job? How many calls were missed? Then write **one** change in the change log.

TIP

With only a few leads per week, weekly numbers jump around. Review weekly, but make budget decisions monthly. Monthly extras: Search Console queries, Google Business Profile calls and direction requests, reviews, and the offline upload of booked jobs.

Why Google Ads, Meta and GA4 disagree

Every tool counts by its own rules. Each ad platform gives itself credit for any conversion that follows its ad within its **attribution window** (the number of days after a click or view in which a conversion still counts). GA4 shares credit across channels with its own model; since November 2023 it offers only data-driven, paid-and-organic last click, and Google-paid-channels last click [\[Google Help, Oct 2026\]](#).

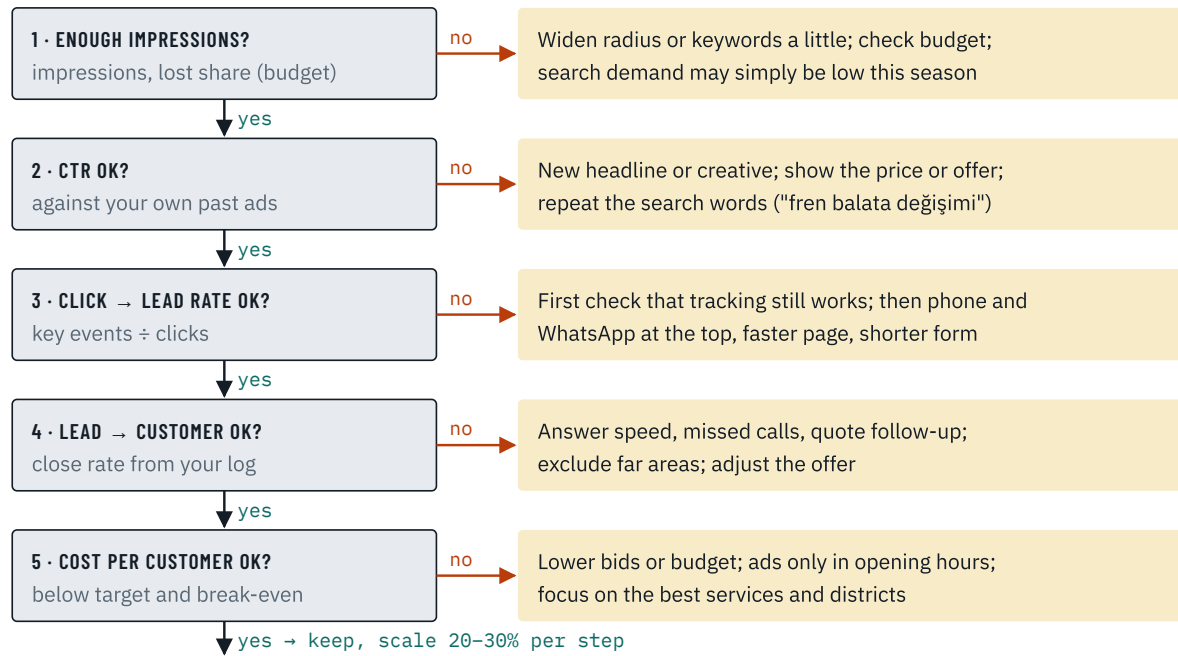


Never add platform numbers together. Both ad platforms honestly claim the same customer under their own rules. Your log is the source of truth; platforms are for trends and diagnosis.

- **Different counting:** a GA4 session, a Google Ads click and a Meta link click are different things.
- **Different windows:** Meta's default for website conversions is reported as 7-day click, 1-day engage-through and 1-day view [Dataslayer, Apr 2026]. Meta's own March 2026 announcement did not state the default, so treat it as third-party information.
- **Missing data:** visitors who reject cookies, ad blockers, and Apple's privacy features (App Tracking Transparency since iOS 14.5, Safari tracking prevention) hide some conversions [WebKit, Oct 2026].
- **Modelled data:** Google and Meta estimate some conversions they cannot see.
- **Definition changes:** after Meta removed view windows in January 2026, third-party sources reported overnight drops of 15–30% in reported conversions, without any change in real sales [Dataslayer, 2026]. These percentages are not independently verified. Note such changes in your report.

Diagnosis: find the weak step

When cost per customer is too high, walk down the funnel and stop at the first step that is weak. Compare with your own earlier weeks, not with a universal "good CTR": no such number fits every market. Change one thing, then wait 2–4 weeks with small volumes.



Stop at the first "no". Fixing step 2 is pointless when step 4 is broken. A special case: if platforms report many conversions but the log shows few jobs, check for double counting and wrong primary conversions before anything else.

ÖRNEK ÖTO SERVİS

In week 3 the Meta campaign has cheap conversations (about 170 TL each) but only 1 in 8 becomes a paying customer, against 1 in 3 for Google (example numbers). Steps 1–3 are fine; step 4 is weak. The fix is in the shop, not in Ads Manager: replies within 15 minutes, a greeting that asks for car model and year, and a quick reply with the check price.

A simple dashboard

Google's free reporting tool went back to its original name, **Data Studio**, in April 2026 (it had been called Looker Studio). It is still no-cost [Google Cloud docs, Apr 2026]. It has built-in connectors for GA4, Google Ads, Search Console and Google Sheets, but none for Google Business Profile or Meta Ads; community connectors "may cost money to use"

[Google Cloud docs, Sep 2026]. Many tutorials still say "Looker Studio".

01 Create a blank report.

Go to datastudio.google.com and choose `Blank report`.

02 Add data.

GA4, Google Ads, Search Console, and a Google Sheet with your customer log plus a small tab where you type the weekly Meta and GBP numbers by hand. This avoids paid connectors.

03

Page 1 "Summary".

Scorecards for spend, leads, jobs, revenue and cost per job; a weekly time series; a table by channel.

04

Add a date control and share view-only.

Default to "Last 7 days" or "Last month".

Blended cost per customer

Because platforms disagree, also judge marketing as a whole. Blended numbers do not depend on any platform's attribution.

BLENDED COST PER CUSTOMER

all marketing spend ÷ all
new paying customers

30,000 TL ÷ 40 new customers =
750 TL

PAID COST PER CUSTOMER

ad spend ÷ customers
whose source was an ad
(log)

30,000 TL ÷ 24 = 1,250 TL

MER marketing efficiency ratio

total revenue ÷ total
marketing spend

40 × 8,000 TL ÷ 30,000 TL ≈ 10.7

Example numbers for Örnek Oto Servis: 24 new customers came from ads and 16 from the Google profile, referrals and walk-ins. The paid figure is the one to compare with the 1,500 TL target; the blended figure shows the health of all marketing together.

DEEP DIVE**TRACKING & ANALYTICS**

GA4 and Tag Manager step by step, phone and WhatsApp click tracking, offline conversions, call tracking options in Türkiye, the customer log template and the Data Studio dashboard.

**SELF-CHECK**

Google Ads reports 30 conversions and Meta reports 25 for the same month. Your log shows 38 new leads from ads. Which number do you use for cost per lead?

55, the platforms added together.

✓ **38, from your own log. Platforms can both claim the same person.**

30, because Google is the larger channel.

Each platform credits itself under its own windows, so their totals overlap. Your log counts each real person once.

SELF-CHECK

Clicks and CTR are normal, but leads from the website dropped to almost zero this week. What do you check first?

Raise the bids.

✓ Whether tracking still works (GTM Preview, a test form, a test call click), then the landing page.

Write new ads.

A sudden drop to zero at step 3 usually means a broken tag or form after a website change. Fix measurement before changing ads or bids.

▼ SOURCES FOR THIS MODULE

1. [Google Analytics Help — Attribution models](#)
2. [Datascience — Meta engage-through attribution \(Apr 2026\); window removal \(2026\)](#)
3. [Meta — Simplifying ad measurement \(Mar 2026\)](#)
4. [WebKit — Tracking prevention](#); [Apple — App Tracking Transparency](#)
5. [Google Cloud — Data Studio \(renamed Apr 2026\); about data sources \(Sep 2026\)](#)
6. Course research notes: Marketing/research/ClaudeCode-R6-tracking-analytics.md

☐ MARK MODULE 13 AS DONE

MODULE 14 / 16

TÜRKIYE RULES YOU MUST KNOW

READ
18 min

BUILDS ON
05 cookies · 07
reviews · 08
reminders · 10-
11 ads

YOU WILL BE ABLE TO

Spot the legal risks in your cookies, messages, ads, prices, reviews and brand wording, and budget the real tax and fee cost of ad spend.

NOT LEGAL ADVICE

This module is a plain-language summary of laws and official texts as checked in October 2026. Rules and fine amounts change, often every January. Check your texts and campaigns with a Turkish lawyer (*avukat*) and your tax questions with your accountant (*mali müşavir*).

A small shop can break these rules by accident: a cookie banner that loads tracking before consent, a "kampanya" SMS to the whole phone book, a Google review quoted in an ad. The fines are large compared with a local business's profit.

1,083,706 TL

Minimum 2026 fine for an unlawful ad on the internet (up to 10,837,065 TL) [Law 6502, 2026 table]

800,000 TL

KVKK fine on a website for cookies set without consent (decision 2022/229) [KVKK, Mar 2022]

× 10

How far the 2,859–14,309 TL fine for sending without consent can be raised when one message goes to many people at once [Law 6563, 2026 table]

KVKK basics

KVKK is Law No. 6698 on the Protection of Personal Data [mevzuat.gov.tr]. For a repair shop, personal data includes customer names, phone numbers, plates linked to owners, photos and videos of people, WhatsApp chats and CCTV.

- **Inform (Art. 10):** when you collect data, give an *aydınlatma metni* (privacy notice): who you are, why you use the data, who receives it, the legal basis and the person's rights.
- **Explicit consent (açık rıza):** specific, informed and freely given. Practitioners usually treat promotional use, such as campaign messages or uploading customer lists to ad platforms, as needing it.
- **Transfers abroad (Art. 9):** Google, Meta and most email tools store data outside Türkiye. Law 7499 rewrote Article 9, in force from 1 June 2024: transfers need a legal basis plus an adequacy decision, appropriate safeguards such as a standard contract (notified to the Authority within 5 business days of signing), or a limited occasional exception. How a small business should document this for GA4 or Meta Pixel is not settled in the sources read. Ask a lawyer.

TÜRKİYE

New in July 2026: numbers you get from someone else. On 21 July 2026 KVKK published a public announcement on using personal data obtained from third parties for advertising and marketing. Contact details you receive through a referral, a customer's recommendation or similar ways may not be used for marketing without the required privacy notice and valid explicit consent. Getting the number from someone else is not a legal basis by itself. The person must be informed at the latest at the first marketing contact [Erdem & Erdem summary, Jul 2026]. A cautious way to run a referral campaign ("arkadaşını getir"), which is this course's suggestion and not KVKK's wording: let the existing customer pass your link or number to the friend, so the friend contacts you first. Do not collect friends' numbers and message them.

Cookie consent

KVKK's cookie guide (*Çerez Uygulamaları Hakkında Rehber*, July 2025 edition) sets the practical rules [KVKK, Jul 2025]:

- "Davranışsal reklamcılık için kullanılan çerezler açık rıza gerektirmektedir" — cookies for behavioural advertising need explicit consent.

- First-party analytics may be exempt only in a narrow case, including that the data is not passed to third parties. GA4 and Meta Pixel send data to Google and Meta abroad, so treat them as needing consent. This is an interpretation, also given by a Turkish legal blog [DijiLegal, Jul 2026].
- Consent needs an active action; simply entering the site is not consent. "Kabul et", "Reddet" and "Tercihler" buttons should be equal in colour, size and font, and consent-based cookies should be off by default.
- The cookie notice is separate from consent and must name each cookie, its purpose, duration and whether it is first- or third-party.

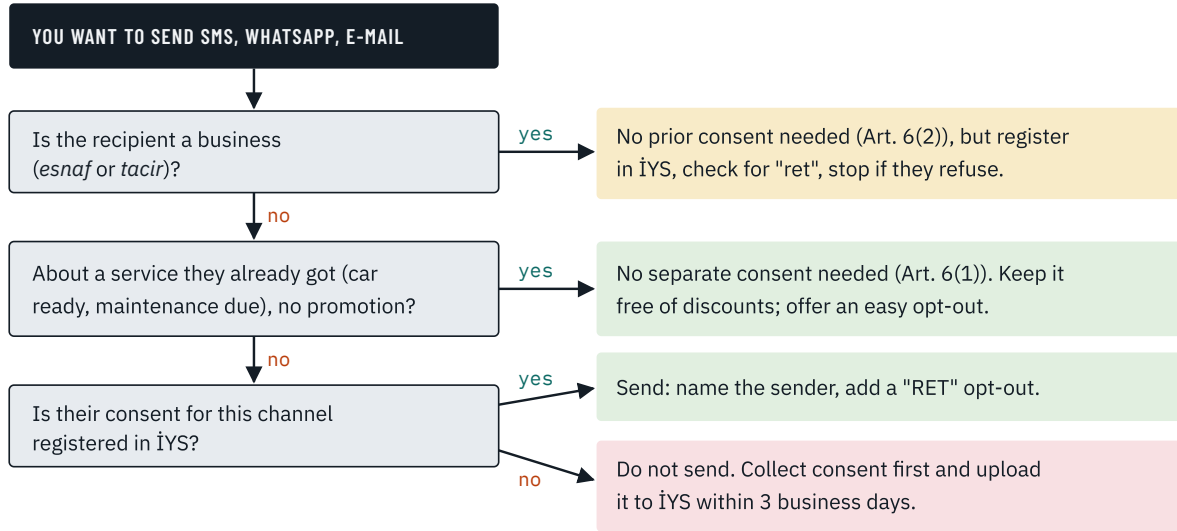
TÜRKİYE

Two real KVKK decisions: an e-commerce site that set functional, analytics and marketing cookies without consent and sent data abroad without Article 9 safeguards was fined **800,000 TL** (2022/229) [KVKK, Mar 2022]. In decision 2024/1361 of 8 August 2024, another controller was fined **265,000 TL**: 250,000 TL for setting non-essential cookies without valid consent and for one checkbox that made marketing consent a condition of the service, plus 15,000 TL for not giving a privacy notice [KVKK, Aug 2024].

Google's **Consent Mode** passes the visitor's banner choice to Google tags. Google requires it for the EEA, the UK and Switzerland, not for Türkiye [Google, Oct 2026]. It is still a clean way to make tags obey your banner. "Basic" mode sends nothing before consent, the safest reading of KVKK. Whether "Advanced" mode's cookieless pings are acceptable without consent is an open legal question.

Commercial messages: Law 6563 and İYS

Commercial SMS, emails and calls fall under Law No. 6563; promotional WhatsApp messages are likely covered too, although whether they must be checked in İYS is not settled [mevzuat.gov.tr]. **İYS** (*İleti Yönetim Sistemi*) is the national register of consents. Since the 2020 amendment, consents collected outside İYS (paper, website, WhatsApp) must be registered within 3 business days or they are invalid [Resmî Gazete, Jan 2020]. No small-business exemption was found.



Reminders vs promotions. Law 6563 Art. 6(1) exempts messages about the change, use and maintenance of a service you supplied. Treating a plain periodic-maintenance reminder as covered is an interpretation; no official ruling was found (Oct 2026). Opt-outs must be honoured within 3 business days.

REMINDER (BİLGİLENDİRME)

"Merhaba [Ad], kayıtlarımıza göre [Plaka] plakalı aracınızın son periyodik bakımı [tarih]/[km] idi. Bir sonraki bakım zamanı yaklaşıyor olabilir. Randevu isterseniz bu mesaja yanıt verebilirsiniz. Bu hatırlatmaları almak istemiyorsanız 'DUR' yazmanız yeterli."

CAMPAIGN (PAZARLAMA, CONSENT ONLY)

"Örnek Oto Servis: Kış öncesi kontrol paketi 1.250 TL (KDV dahil, önceki fiyat 1.500 TL). Geçerlilik: 15.10–30.11.2026. Randevu: [link]. Ret için 'RET' yazın. 0216 XXX XX XX, [adres]"

Example templates. The moment a reminder adds "%20 indirim", it becomes marketing and needs İYS consent. 2026 fines: 2,859–14,309 TL per breach for sending without consent (up to 10× for bulk sends); 5,723–42,930 TL for opt-out breaches.

Advertising law and the 2026 amendment

Under Law No. 6502 Art. 61, ads must be true and honest, hidden ads are banned, and **the advertiser must prove its claims** [mevzuat.gov.tr]. Your own Instagram post, Google Business post or WhatsApp campaign counts as a commercial ad (*ticari reklam*). The *Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği* (advertising regulation) was amended on 1 July 2026 (Resmî Gazete No. 33297), **in force from 1 August 2026** [mevzuat.gov.tr, 2026].

TOPIC	RULE FROM 1 AUG 2026	FOR A REPAIR SHOP
Influencers (Art. 23/A)	Paid, gifted or discounted posts must say " Reklam " or " Tanıtım " plus the advertiser's name, visible without scrolling and before other tags	If a local car influencer gets a free service for a video, both of you label it. "#işbirliği" alone may no longer be enough (interpretation)

TOPIC	RULE FROM 1 AUG 2026	FOR A REPAIR SHOP
Consumer reviews (Art. 28/B)	Only real buyers may review; reviews from channels where purchase cannot be verified cannot be published or used in ads; no paying for fake reviews; keep reviews online at least a year [Ticaret Bakanlığı, Jul 2026]	Google reviews are not purchase-verified: get legal advice before quoting them in ads. Never buy reviews or ask staff to write them
Complaint platforms	Before a consumer complaint is published, the seller or service provider now has 48 hours (was 72) to explain or reply. With no reply in that time, the complaint is published directly [Ticaret Bakanlığı, Jul 2026]	If your shop is on a complaint site such as Şikayetvar, make sure someone sees its notifications every day and answers within 48 hours
Discounts (Art. 14)	Show the previous price, start and end dates and any quantity limit. For goods, the crossed-out "before" price is the lowest price of the last 10 days before the discount began. For services (and perishable goods), it is the price just before the discount. Offers where the discount depends on a condition follow the same rules [Alomaliye, Jul 2026]	Service: "1.250 TL (önceki fiyat 1.500 TL), 15.10–30.11.2026". Parts sold as goods, such as a battery: the "before" price must be the lowest of the previous 10 days
Children	Targeted ads aimed at children that use profiling based on personal data are banned	Rarely relevant to car repair; keep the minimum age at 18 in your ad sets (module 11)
AI (Art. 18(8), 27(12))	Disclose AI-generated human-like characters; no AI copies of real people endorsing a product	If an AI avatar presents your Reel, say so
Targeted ads (Art. 25/A)	Consumers must be able to see why they get a targeted ad	How this applies to a small shop using Meta or Google is unclear; ask a lawyer
2026 fines for unlawful ads (Law 6502 Art. 77(12)): internet 1,083,706–10,837,065 TL; SMS 505,729–5,057,297 TL; other media such as posters 108,370–1,083,706 TL.		

"Ücretsiz", prices, comparisons and superlatives

RISKY

- "Ücretsiz arıza tespiti" when the customer must pay for something to get it
- A price in the ad that is not the real price
- "İstanbul'un en ucuz servisi", "en iyi usta" without documents
- "Yetkili servisten %40 daha uygun" naming a brand's service
- "Son 2 gün" on an offer that never ends
- "1 yıl aynı arıza ücretsiz" sold as a special perk

SAFER

- State the condition in the main message, or make it truly free
- Total price in TL including KDV, with dates and conditions
- Provable facts: "2009'dan beri Ümraniye'de", "değişen parçayı gösteriyoruz"
- Compare without naming any competitor, and only with proof
- A real deadline: "30 Kasım'a kadar"
- "Yasal garanti haklarınız saklıdır"

Behind these lines: "bedava/ücretsiz" is banned when the consumer must pay anything beyond unavoidable delivery costs (Annex A-16); prices must be total, in TL, with conditions in the main message (Art. 13); comparative ads may not name a competitor's product, brand, logo or trade name (Art. 8) and need documents (Art. 9); fake urgency is a deceptive practice

(Annex A-7); and legal rights, such as no charge if the same fault returns within a year and at least 6 months' warranty on replaced parts under the after-sales regulation, may not be presented as extras (Art. 7(7)). In August 2026 the Advertising Board fined Türk Telekom 3,180,853 TL partly for unproven "en yüksek..." claims [Reklam Kurulu, Aug 2026].

Car brand names and "yetkili servis"

An independent shop may name the brands it services, honestly and to describe its service. The Industrial Property Law (SMK 6769, Art. 7(5)) allows such fair use, especially for spare parts and the intended purpose of a service [mevzuat.gov.tr]. Claiming a status you do not have is misleading under the advertising regulation (Art. 7(5)(c)), and Google's misrepresentation policy bans implying a brand's support you do not have [Google, Oct 2026]. The Advertising Board fined businesses falsely presenting themselves as authorized services about 15 million TL over two years, mostly for search-engine and social media ads [Bloomberg HT, May 2024].

GENERALLY OK

"BMW, Mercedes-Benz ve Audi marka araçlarınızın bakım ve onarımı" in plain text, when you really service them, plus a clear line: "Bağımsız servisiz, yetkili servis değildir." Google's own policy does not restrict brand names as keywords [Google, Oct 2026]. Turkish trademark law (SMK Art. 7(3)(d)) can still apply to brand keywords, so ask a lawyer if a brand is central to your ads.

RISKY

Brand logos on your sign, site or Reels; the brand in your business name or domain; the words "yetkili", "orijinal servis" or "resmi servis" when you are not authorized; copying a brand's ad style. Brand names in Google ad text can be restricted after a trademark owner complains.

Taxes and fees on ad spend

GOOGLE ADS		META ADS
Who invoices	Usually Google Reklamcılık ve Pazarlama Ltd. Şti. (Türkiye); check your invoice	Meta (Ireland), no Turkish VAT on the invoice
Platform fee	"Turkey Regulatory Operating Cost" 4.5% from 1 Jan 2026 (was 7%) [Google Help, Oct 2026]	Location fee 5% from 1 Jul 2026 (secondary sources) [Jon Loomer, Mar 2026] [Bossy Digital, Jun 2026]
KDV (20%)	On the invoice; normally deductible input VAT	You declare it on the KDV-2 return (reverse charge) and usually deduct it
Stopaj	0% when Google Türkiye invoices; 15% if a Google Ireland invoice (accounting-firm source) [Workon, Sep 2026]	15% (Presidential Decree 476), a real extra cost [Dijitarya, Jul 2026]
Digital Service Tax	Paid by the platforms, not by you: 5% in 2026 and 2.5% from 1 Jan 2027 (Presidential Decision 10767) [EY, Jan 2026]. The platform fees above are how such costs are passed on	
Rule of thumb	Invoice $\approx$ spend $\times$ 1.254; real cost $\approx$ spend $\times$ 1.045 if KDV is deducted	Real cash $\approx$ spend $\times$ 1.21
Confirm all of this with your mali müşavir. Stopaj and KDV-2 details come from Turkish accounting firms, not from the tax office.		

REAL COST OF AD SPEND

Google Ads spend per month (TL)

18000

Meta Ads spend per month (TL)

12000

GOOGLE INVOICE INCL. KDV

22,572 TL

GOOGLE COST IF KDV DEDUCTED

18,810 TL

META INVOICE (SPEND + 5%)

12,600 TL

META STOPAJ (15%)

1,890 TL

REAL MONTHLY COST

33,300 TL

Fees and stopaj add about 3,300 TL (11%) to 30,000 TL of ad spend, with KDV deducted. Confirm with your accountant.

Real 2026 cases from the Advertising Board

DATE	CASE	RESULT	LESSON
13 Aug 2026	Tofaş: videos in an authorized-service waiting room implied independent services harm customers; "yedek araç imkânı" without conditions	Stop order	Do not mock authorized services either; state conditions
13 Aug 2026	"Efe Otomotiv" listed a car antenna at 227 TL on sahibinden.com, then asked 3,500 TL	863,580 TL + stop order	The price in a post or listing must be real
16 Jul 2026	An Instagram account promoted "Yamanlar Oto Ekspertiz" car giveaways with no ad label	1,083,706 TL + stop order (the influencer)	Label every paid or gifted post
13 Aug 2026	A bar in Alanya posted "ÇEKİLİŞ VAR" on Instagram and never held the draw (not automotive)	863,580 TL + stop order	Run giveaways exactly as promised

Sources: Reklam Kurulu press bulletins [371 \(16 Jul 2026\)](#) and [372 \(13 Aug 2026\)](#).

Compliance checklist

- ☐ Privacy notice (aydınlatma metni) on website forms, the job card and the WhatsApp greeting
- ☐ Cookie banner with equal "Kabul et / Reddet / Tercihler"; analytics and ad cookies off by default; tested with "Reddet"
- ☐ Marketing consent separate, unticked, per channel, and never a condition of the repair
- ☐ Registered in İYS; consents uploaded within 3 business days; SMS/e-mail provider checks İYS
- ☐ Reminders contain no promotion; every marketing message names the sender and offers "RET"
- ☐ Prices in ads are real totals in TL including KDV, with dates and conditions

- ☐ "Ücretsiz" only when truly free; discounts show the previous price, dates and limits
- ☐ No superlatives without documents; no competitor names; no mocking authorized services
- ☐ No "yetkili servis" wording or brand logos; "Bağımsız servisiz, yetkili servis değildir" where brands are named
- ☐ Influencer or gifted content labelled "Reklam" or "Tanıtım" plus the shop's name
- ☐ No bought, staff or family reviews; review quotes in ads only after legal advice
- ☐ Dated, VAT-inclusive price list on the wall matches the website, WhatsApp catalog and ads
- ☐ Customer lists not uploaded to ad platforms without consent and legal advice
- ☐ Accountant has confirmed KDV, stopaj and platform fee treatment
- ☐ Numbers received through referrals or from other people are not used for marketing without a privacy notice and valid consent (KVKK, July 2026)
- ☐ Complaint-site notifications checked daily; every complaint answered within 48 hours
- ☐ Discounts on parts (goods) use the lowest price of the last 10 days as the "before" price

DEEP DIVE

SOCIAL, WHATSAPP & RETENTION

Turkish consent and notice texts, WhatsApp message templates marked "informational" or "marketing", the reminder schedule, price-list and service-slip rules.



SELF-CHECK

You send a maintenance reminder to past customers and add "Bu ay %20 indirim". What changed?

Nothing; maintenance reminders never need consent.

✓ **It is now a marketing message, so it needs prior consent registered in İYS, plus sender details and an opt-out.**

Only the KDV rate changes.

The Law 6563 exemption covers messages about the use and maintenance of a service you supplied, without promotion. A discount makes it promotional.

SELF-CHECK

Which line is safest for an independent shop that services BMWs?

"BMW Yetkili Servis Ümraniye" with the BMW logo.

✓ "BMW marka araçlarınızın bakım ve onarımı. Bağımsız servisiz, yetkili servis değildir."

"Yetkili servisten %40 daha ucuz BMW bakımı."

Naming the brand to describe your service is generally allowed; claiming authorization, using logos, or naming a competitor in a comparison is risky.

▼ SOURCES FOR THIS MODULE

1. [Law 6698 \(KVKK\), consolidated incl. Law 7499; Law 7499 \(Resmî Gazete, Mar 2024\)](#)
2. [KVKK — Çerez Uygulamaları Hakkında Rehber \(Jul 2025\)](#); decisions [2022/229](#) and [2024/1361](#)
3. [Google — EU user consent policy](#)
4. [Law 6563 with 2026 fine table; İYS amendment \(Resmî Gazete, Jan 2020\)](#)
5. [Law 6502 with 2026 fine table; Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği \(consolidated, incl. 1 Jul 2026 amendment\)](#); [Ticaret Bakanlığı announcement \(Jul 2026\)](#); [Alomaliye — Reklam yönetmeliğinde kapsamlı değişiklik \(1 Jul 2026\)](#)
6. [Erdem & Erdem — KVKK public announcement on third-party data for advertising \(21 Jul 2026\)](#)
7. [Reklam Kurulu bulletin 371](#); [bulletin 372](#)
8. [SMK 6769](#); [Google misrepresentation policy](#); [Google trademark policy](#); [Bloomberg HT \(May 2024\)](#)
9. [Google — surcharges](#); [EY — DST 2026/2027](#); [Workon — Google Ads stopaj](#); [Dijitarya](#); [Jon Loomer — location fees](#); [Bossy Digital](#)

☐ MARK MODULE 14 AS DONE

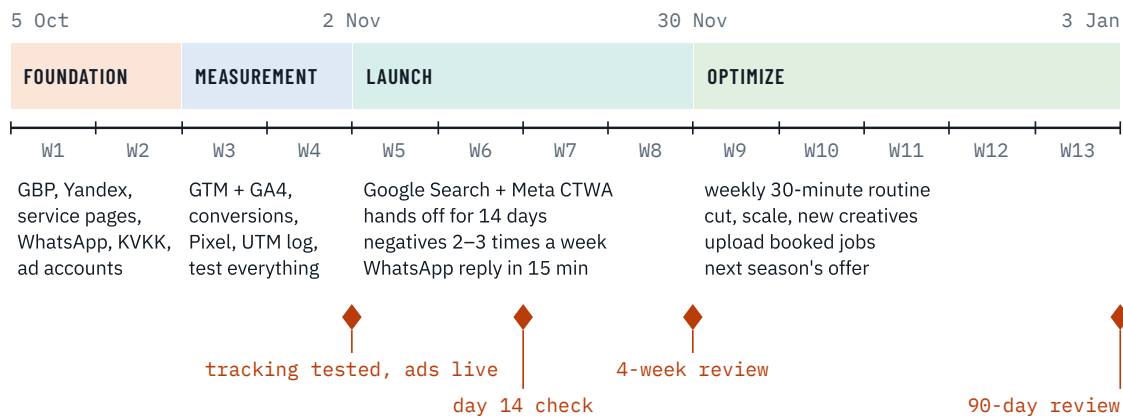
MODULE 15 / 16

PUTTING IT TOGETHER: A 90-DAY PLAN AND ONE FULL CAMPAIGN

READ 25 min	BUILDS ON All earlier modules	
YOU WILL BE ABLE TO Plan the first 90 days for a local shop and run one campaign end to end: offer, budget, setup, tracking, reading results and deciding what to cut and what to scale.		

This module joins the course into one plan for the fictional Örnek Oto Servis in Ümraniye. The plan starts on Monday 5 October 2026. Every number in it is an example, not market data.

The 90-day plan



Build before you buy. Four weeks of foundation and measurement come before any ad money, so the first ad report can be trusted. If your tracking already works, start the campaign earlier.

WEEKS 1-2 · FOUNDATION

- ☐ Google Business Profile complete, review routine started, Yandex Business listing claimed (module 07)
- ☐ Service pages live, including /kis-bakimi with price, what is included, call and WhatsApp buttons
- ☐ WhatsApp Business: greeting, away message, quick replies, labels (module 08)
- ☐ Privacy notice, cookie banner, İYS registration, dated price list on the wall (module 14)
- ☐ Google Ads (Expert Mode, TRY) and Meta business portfolio with a TRY ad account ready

WEEKS 3-4 · MEASUREMENT

- ☐ GTM with GA4 events `click_to_call`, `whatsapp_click`, `generate_lead`; GA4 data retention set to 14 months
- ☐ Google Ads conversions (form and phone click primary) and Meta Pixel events tested in Preview and Test Events
- ☐ Customer log with "Bizi nereden duydunuz?" used for every new customer; UTM log sheet started
- ☐ Baseline written down: leads, jobs and revenue per source before ads

WEEKS 5-8 · LAUNCH

- ☐ Google Search and Meta Click-to-WhatsApp campaigns live on 2 November
- ☐ Search terms checked and negatives added 2–3 times a week; no other big edits for 14 days
- ☐ Day 7 and day 14 checks done; WhatsApp replies within 15 minutes

WEEKS 9-13 · OPTIMIZE

- ☐ 4-week review done: cuts and scale-ups decided (see the walk-through below)

- ☐ Weekly 30-minute routine every Monday (module 13)
- ☐ Booked jobs uploaded to Google Ads as offline conversions, if legally cleared
- ☐ 90-day review: cost per customer against target, next season's offer, decision on a Yandex Direct test

Campaign walk-through: "Kışa hazırlık bakım kontrolü"

The winter-prep check is a fixed-price inspection before the cold: battery (*akü*), antifreeze (*antifriz*), brakes, wipers, tyres and lights. Many cars need work after the check, so the first job is often larger than the check itself.

STEP 1 · GOAL AND OFFER

- **Goal:** at least 20 new paying customers from ads in 4 weeks (2–29 November 2026) at no more than 1,500 TL per customer. Break-even on the first job is 3,200 TL (8,000 TL average job × 40% margin).
- **Offer:** "Kışa Hazırlık Bakım Kontrolü: 1.250 TL (KDV dahil), yazılı rapor, onayınız olmadan işlem yapılmaz. 30 Kasım 2026'ya kadar." The price must be the real total price, and the end date must be real (module 14).
- **Revenue assumption:** the average first job of a check customer, including work found, equals the course's 8,000 TL average job value.

STEP 2 · BUDGET SPLIT

CHANNEL	SHARE	PER MONTH	PER DAY	4-WEEK TEST	REAL COST OF THE TEST
Google Search	60%	18,000 TL	≈ 600 TL	16,800 TL	17,556 TL (+4.5%)
Meta Click-to-WhatsApp	40%	12,000 TL	≈ 400 TL	11,200 TL	13,524 TL (+5%, +15% stopaj)
Total	100%	30,000 TL	≈ 1,000 TL	28,000 TL	31,080 TL
Example numbers. Real cost assumes KDV is declared and deducted; confirm with your accountant.					

STEP 3 · GOOGLE SEARCH SETUP

SETTING	CHOICE
Campaign	SRCH_Umraniye_KisBakim_2026-11, Search only, partners and Display off, AI Max off
Location	10 km radius around the shop, "Presence"
Schedule	Monday–Saturday 08:00–19:00, the shop's opening hours (Pazar kapalı, closed Sunday)
Bidding and budget	Maximize clicks with a max CPC limit from Keyword Planner's high range; 600 TL/day
Ad group "Kış bakımı"	"kış bakımı", "araç kış bakımı", [kış bakımı ümraniye], "kışa hazırlık bakım", "kış bakım fiyatı", "akü kontrolü", "akü değişimi", "antifriz değişimi"
Negatives	Shared list NEG_Genel_TR (module 10) plus: nasıl yapılır, kendin yap, şarj cihazı, cihazı, satılık, ikinci el, ilanı, ilanları
Final URL	https://ornekotoservis.com.tr/kis-bakimi ; call, location, sitelink and callout assets

Sponsorlu · ornekotoservis.com.tr/kis-bakimi/randevu

Kışa Hazırlık Bakım Kontrolü | Ümraniye Oto Servis | Yazılı Kontrol Raporu

Akü, antifriz, fren, silecek ve lastik kontrolü. Yazılı rapor veriyoruz. Kontrol fiyatı baştan belli. Onayınız olmadan hiçbir işlem yapmıyoruz.

Kış Bakımı Paketi Akü Testi Online Randevu Yol Tarifi ve Konum

More headlines (character counts checked, all ≤ 30): "Akü, Antifriz ve Fren Kontrolü" 30 · "Onayınız Olmadan İşlem Yok" 26 · "30 Kasım'a Kadar Geçerli" 24 · "Online Randevu Alın" 19 · "Tüm Marka Binek Araçlar" 23. Descriptions: 72 and 70 characters.

STEP 4 · META SETUP

- **Campaign:** kis_bakimi_2026_11 , objective Engagement, 400 TL/day.
- **Ad set:** Messaging apps > WhatsApp; maximize number of conversations; pin on the shop with an 8 km radius; age 18+; Advantage+ audience and placements.
- **Ads:** a 20-second Reel ("Usta anlatıyor: akünüz kışa hazır mı?") and a 4:5 image with the offer, price and deadline. Copy from module 11.

Pre-filled message:

Merhaba, kış bakım kontrolü için randevu almak istiyorum. (IG-KIS)

COPY

Greeting (WhatsApp Business):

Merhaba, Örnek Oto Servis'e hoş geldiniz. Hızlı yardımcı olabilmemiz için aracınızın marka/model/yılı ve uygun olduğunuz günü yazar mısınız?

Çalışma saatlerimiz: Pzt-Cmt 08:00-19:00, Pazar kapalı. Kişisel verilerinize ilişkin aydınlatma metni: [link]

The tag "(IG-KIS)" at the end of the pre-filled text shows the source in the first message, so the front desk can log it.

STEP 5 · LINKS AND SOURCE TAGS

Each channel needs a different tracking method. Copy the ones you need into your UTM log.

Google Ads: no manual UTM tags. Auto-tagging adds gclid , and GA4 uses it.

<https://ornekotoservis.com.tr/kis-bakimi>

COPY

Meta ads that send people to the website (in Tracking > URL parameters). Meta's dynamic values were not verified (Oct 2026); check that visits show as "Paid Social" in GA4 after launch. Click-to-WhatsApp ads open WhatsApp, not your site, so they use the source tag above instead.

utm_source={{site_source_name}}&utm_medium=paid_social&utm_campaign={{campaign.name}}&utm_content={{ad.name}}

COPY

Instagram bio link and organic posts during the campaign:

COPY

Row	Impr.	Clicks	CTR	CPC	Spend	Leads	CPL	Cust.	Cost / Cust.	Revenue	ROAS
Google · winter-check keywords	6,200	400	6.5%	29.0	11,600	40	290	14	829	112,000	9.7
Google · battery / antifreeze keywords	3,600	160	4.4%	32.5	5,200	8	650	2	2,600	16,000	3.1
Google Search total	9,800	560	5.7%	30.0	16,800	48	350	16	1,050	128,000	7.6
Meta · Reel ad	62,000	900	1.5%	7.8	7,000	50	140	7	1,000	56,000	8.0
Meta · image ad	40,000	380	0.95%	11.1	4,200	16	263	1	4,200	8,000	1.9
Meta CTWA total	102,000	1,280	1.25%	8.75	11,200	66	170	8	1,400	64,000	5.7
All paid	111,800	1,840	1.6%	15.2	28,000	114	246	24	1,167	192,000	6.9

TL amounts. Revenue = paying customers × 8,000 TL average first job. ROAS = revenue ÷ ad spend. Meta "clicks" are link clicks that opened WhatsApp.

STEP 8 · HOW TO READ IT

01 Start with the money.

24 paying customers at 1,167 TL each: below the 1,500 TL target and far below the 3,200 TL break-even. With fees, the real cost is 31,080 TL, so about 1,295 TL per customer. The campaign works.

02 Know your break-even ROAS.

With a 40% margin, the first job pays back the ads at $ROAS\ 1 \div 0.40 = 2.5$. Hitting the 1,500 TL target needs about $8,000 \div 1,500 \approx 5.3$. The Meta image ad (1.9) loses money on the first job.

03 Compare cost per customer, not cost per lead.

Meta leads were cheaper (170 TL vs 350 TL), but only 12% became customers, against 33% on Google. Meta's cost per customer is higher.

04 Find the weak rows.

The battery/antifreeze keywords cost 650 TL per lead, above the 600 TL target. The search terms report shows people looking to buy batteries online ("akü fiyatları 72 amper", "akü satın al"). The image ad has a low CTR and almost no customers.

STEP 9 · DECISIONS FOR THE NEXT 4 WEEKS

FINDING	DECISION
Winter-check keywords: 829 TL per customer	SCALE Raise the campaign budget by 20–30% one week after the bidding change below, if "Search lost IS (budget)" (the share of searches missed because the budget ran out) is high
48 tracked leads in 28 days, tracking clean	CHANGE Switch to Maximize conversions (passes the 15–30 conversions rule); make no other change that week
Battery keywords attract online battery shoppers	FIX Add negatives (satın al, fiyatları, amper, online), a headline about "akü testi + değişim", recheck in 2 weeks; pause if CPL stays above 600 TL
Meta image ad: ROAS 1.9	CUT Turn it off. Keep the Reel and add two new Reels (a battery test, a brake check)
Meta close rate 12%	FIX Reply within 15 minutes, add a quick reply with the check price, owner checks labels daily
Offer ends 30 November	PLAN From December, switch both channels to winter tyres and tyre storage (<i>lastik oteli</i>); keep the 30,000 TL budget, about 65% Google and 35% Meta

What-if calculator

Change one input at a time and watch cost per customer and ROAS. Note that with a fixed budget and CPC, clicks stay the same when CTR changes; CTR only changes how many impressions you need. In a real auction a better CTR usually also lowers the CPC (module 09).

CAMPAIGN WHAT-IF

Start from	Ad spend (TL)	Cost per click (TL)	CTR (%)
Google example ▼	16800	30	5.7
Click → lead (%)	Lead → customer (%)	Average first job (TL)	Gross margin (%)
8.6	33	8000	40

IMPRESSIONS	CLICKS	LEADS	COST PER LEAD
9,825	560	48	349 TL
CUSTOMERS	COST PER CUSTOMER	REVENUE	ROAS
15.9	1,057 TL	127,142 TL	7.6

GROSS PROFIT AFTER ADS

34,057 TL

Below the 1,500 TL target and the 3,200 TL break-even.

Presets are rounded versions of the made-up 4-week results above. Fees and taxes are not included; add them with the calculator in module 14.

Real case studies: what other businesses did

Örnek Oto Servis is made up. The businesses below are real, and each result comes from the linked page (all links checked 7 October 2026). Read the label in each row: most numbers are reported by the platform, vendor or agency that did the work. Nobody audited them, there is often no control group, and some data is old. Use them for the lesson, not as a forecast for your shop. No published case study of a small independent Turkish repair shop with numbers was found.

BUSINESS	WHAT THEY DID	REPORTED RESULT	LESSON FOR A REPAIR SHOP
Azra Tuhafiye, Ataşehir (haberdashery)	The owner took Google's free Dijital Atölye training, registered the shop on Google My Business (now Google Business Profile) and took remote orders during lockdown	The owner says her revenue doubled PLATFORM STORY [Grow with Google]	A complete, free profile can change a neighbourhood business (module 07)
Döre Music, İstanbul (music shop)	Moved its Shopping campaigns to Smart Shopping, where Google sets bids automatically	March–May 2020 vs the previous period: return on investment +176%, cost per conversion –35% GOOGLE-REPORTED, 2020 [Grow with Google]	Automated bidding works when conversion tracking is clean (modules 05 and 10)

BUSINESS	WHAT THEY DID	REPORTED RESULT	LESSON FOR A REPAIR SHOP
Trendyol (e-commerce)	Grouped app users by purchase stage; a "sizi özledik" (we miss you) campaign on the Google Display Network for users who had not opened the app for two weeks	App visits +30%; app revenue and transactions +20%; revenue from ad spend 50% better than other remarketing channels GOOGLE CASE STUDY, 2016 [Think with Google (PDF)]	Past customers are a cheap audience. For a shop, that is the reminder list (module 08)
Bosch Car Service Türkiye (workshop network)	Independent workshops under one brand, with training, audits, parts ordering and an online booking system integrated with Google	385 service points in all 81 provinces (23 Feb 2026) COMPANY ANNOUNCEMENT [Bosch Türkiye, Feb 2026]	Joining a network is one marketing option; online booking is becoming a basic expectation
Petrol Ofisi (fuel)	Drivers join the loyalty programme in the app by registering their licence plate, with no physical card	More than 2 million downloads; a MarTech Awards 2024 prize (1 Mar 2024) COMPANY ANNOUNCEMENT [Anadolu Ajansı, Mar 2024]	For car businesses, the plate is a natural customer ID for history and reminders, with consent (module 14)
Özem'le Yaşam (wellness foods)	Ads that open a chat in Instagram Direct, run with a Meta Business Partner	Compared with its usual approach: post engagement +87%, sales +86%, 5× more customer messages BRAND-REPORTED, IN A PUBLIC FIRST REPORT ON META IN TÜRKİYE, 2026 [Public First, 2026]	Ads that start a conversation fit how Turkish customers like to buy (module 11)
Modanisa (fashion e-commerce)	Click-to-WhatsApp ads that opened a chatbot, which could create a customer profile and complete the payment	55% of customers who used the chatbot placed their first order through WhatsApp CITED BY WHATSAPP, NO DATE [WhatsApp Business blog]	A chat can close a sale, not only answer questions
Armut.com , car-service category (marketplace)	Customers describe a job and receive quotes from providers	4,874 car-service providers; 4.7 average rating across 9,577 reviews; most requests get quotes within 30–240 minutes (page on 7 Oct 2026) PLATFORM SELF-DESCRIPTION [Armut]	A ready-made lead source where fast replies and reviews win; use it as one channel, not the only one (module 12)
Türkiye. Labels repeat who reported the numbers.			

BUSINESS	WHAT THEY DID	REPORTED RESULT	LESSON FOR A REPAIR SHOP
South Street Auto Care, Michigan, USA (repair shop)	Handed its Google Ads to KUKUI, a marketing vendor for auto-repair shops	Year over year: new customers from ads +135%, phone leads from ads +90%, new-customer revenue +63% (time frame not stated) VENDOR CASE STUDY [KUKUI]	Search ads work for repair shops when calls are counted; running them well takes steady work
Gross & Son Paint & Body, Florida, USA (body shop)	Campaigns restructured with ad groups by service type, negative keywords from search terms, bidding tests	Over 1,000 qualified leads from 1,700 calls and forms in 2023; cost per lead \$9.28; 34% of clicks became leads AGENCY-REPORTED, 2023 [Lasso Up]	Service-based ad groups, negatives and tracking: the same setup as module 10
Jiffy Lube, USA (quick-lube chain)	Went from one national programme (2011) to nearly 900 local ones; local coupons in paid search	Coupon redemptions +557% in local markets, 8:1 return on ad spend, cost per acquisition –83% OLD DATA, 2014 [AdExchanger, Nov 2014]	A local offer beats a general national message
An unnamed repair shop, UK	Google Business Profile work only (posts, content, review replies), 18 Dec 2025 to 1 Jul 2026	3,140 profile actions: 775 calls, 527 website clicks, 1,838 direction requests. Lifetime totals, not a clean before/after AGENCY-REPORTED, 2026 [ES Studios]	Steady profile activity can bring calls and visits in a weak local market (module 07)
DGCRANE, China (crane maker, B2B)	Click-to-WhatsApp ads, WhatsApp marketing messages and a WhatsApp button on the website	1 Jun 2024 – 31 May 2025: cost per qualified lead from Click-to-WhatsApp ads 2.2× lower than other digital ads; the WhatsApp button brought 3.4× more conversions than the site's contact button SELF-REPORTED, WHATSAPP SUCCESS STORY [WhatsApp Business]	A chat button can bring more leads than a form
LawnSavers, Ontario, Canada (lawn care)	Conversion tracking first, then the core service page and location pages for nearby towns, and Google Business Profile categories added for a seasonal service	Organic conversions from 17 to 174; November leads from 122 to 516 AGENCY-REPORTED [Sterling Sky]	Real location pages and categories that match real services; for a shop, seasonal services such as tyre storage (module 06)

Outside Türkiye. US dollar figures are not comparable with Turkish costs.

ÖRNEK OTO SERVISİ

What the shop takes from these cases: count calls and WhatsApp chats before judging ads (South Street, Gross & Son), answer chats fast because the sale happens in the chat (Modanisa, DGCRANE), keep the Google Business Profile active (Azra Tuhafiye, the UK shop), and use the reminder list as its cheapest audience (Trendyol).

SELF-CHECK

Meta's cost per lead is 170 TL and Google's is 350 TL. Should you move budget from Google to Meta?

Yes, Meta leads are half the price.

✓ Not on that basis. Compare cost per paying customer: 1,400 TL on Meta against 1,050 TL on Google.

Yes, because Meta has more impressions.

A cheap lead that rarely books is expensive. Decide on cost per customer and ROAS from your own log.

SELF-CHECK

With a 40% gross margin, below which ROAS does an ad lose money on the first job?

1.0

✓ 2.5

10

Break-even ROAS = $1 \div \text{gross margin} = 1 \div 0.40 = 2.5$. Returning customers can justify a lower first-job ROAS, but only if they really come back.

▼ SOURCES FOR THIS MODULE

1. All Örnek Oto Servis numbers in this module are illustrative examples based on the course outline. Case-study numbers come from the sources listed below.
2. Settings and rules come from modules 09–14 and their sources, in particular [Google Ads location options](#), [responsive search ads](#), [GA4 auto-tagging](#), [Jon Loomer beginner checklist](#) and [Google Türkiye surcharge](#).
3. Course research notes: Marketing/research/ClaudeCode-R4-google-ads.md, ClaudeCode-R5-meta-ads.md, ClaudeCode-R6-tracking-analytics.md, ClaudeCode-R7-social-whatsapp-retention-legal.md
4. Case studies, Türkiye (checked 7 Oct 2026): [Grow with Google — Azra Tuhafiye](#); [Grow with Google — Döre Music](#); [Think with Google — Trendyol \(2016\)](#); [Bosch Türkiye — Bosch Car Service in 81 provinces \(23 Feb 2026\)](#); [Anadolu Ajansı — Petrol Ofisi app award \(Mar 2024\)](#); [Public First — Meta's Impact in Türkiye \(2026\)](#); [WhatsApp Business — Click-to-WhatsApp ad guide \(Modanisa\)](#); [Armut — Oto servis](#)
5. Case studies, global (checked 7 Oct 2026): [KUKUI — South Street Auto Care](#); [Lasso Up — Gross & Son Paint & Body](#); [AdExchanger — Jiffy Lube \(Nov 2014\)](#); [ES Studios — auto repair GBP case study \(2026\)](#); [WhatsApp Business — DGCRANE](#); [Sterling Sky — LawnSavers](#)

☐ MARK MODULE 15 AS DONE

MODULE 16 / 16

GLOSSARY AND NEXT STEPS

READ	BUILDS ON	

15 min
YOU WILL BE ABLE TO
(reference)

The whole
course

Look up any term from the course, pick free courses to go further, and check what you remember.

Glossary A–Z

The key terms of the course, in plain words. Turkish terms are in italics with a translation.

A B C D E F G I K L M N O P Q R S T U Y

A/B TEST

Running two versions at the same time, with only one difference, to see which works better.

AÇIK RIZA

Explicit consent: specific, informed and freely given agreement, needed under KVKK for things like marketing cookies.

AD GROUP

The Google Ads level that holds one theme: its keywords, its ads and the page they lead to.

AD RANK

Google's score that decides if and where an ad shows: bid, quality, thresholds, competition, context and assets.

AD STRENGTH

Google's rating (Poor to Excellent) of how varied and relevant a responsive search ad's text is.

ADS MANAGER

Meta's full tool for creating, running and reporting ads.

ADVANTAGE+

Meta's name for its automation of audience, placements, budget and creative.

AI MAX FOR SEARCH

A Google Search setting that widens keyword matching and adapts ad text and landing pages automatically.

ASSETS

Extra parts of a Google ad, such as sitelinks, callouts, a call button or the address (formerly "extensions").

ATTRIBUTION

The rules that decide which ad or channel gets credit for a conversion.

ATTRIBUTION WINDOW

How many days after a click or view a conversion can still be credited to an ad.

AUTO-TAGGING

Google Ads adds a click ID (gclid) to each ad click so visits and conversions can be linked to it.

AYDINLATMA METNİ

Privacy notice: the information you must give people when you collect their personal data.

BIDDING STRATEGY

The rule that tells an ad platform how to bid, such as "maximize clicks" or "maximize conversions".

BIZI NEREDEN DUYDUNUZ?	"How did you hear about us?" Asked at every first contact and written in the customer log.
BLENDED COST PER CUSTOMER	All marketing spend divided by all new paying customers, across every channel.
BOOST	Meta's quick way to turn an existing post into an ad, with fewer options than Ads Manager.
BREAK-EVEN CPA	The most you can pay to win a customer before the first job loses money: job value × gross margin.
BUSINESS PORTFOLIO	Meta's container (formerly Business Manager) that owns your Page, Instagram, ad account, WhatsApp number and Pixel.
CAC	Customer acquisition cost: what you spend to win one new paying customer.
CAMPAIGN	The top working level of an ad account: budget and main settings on Google, the objective on Meta.
CLICK-TO-WHATSAPP (CTWA)	A Meta ad whose button opens a WhatsApp chat with the business.
CLOSE RATE	The share of leads that become paying customers.
CONSENT MODE	Google's way of passing a visitor's cookie-banner choice to Google tags.
CONVERSION	An action you count as a success, such as a form sent or a tap on the phone number.
CONVERSION RATE (CVR)	Conversions divided by clicks or visits, as a percentage.
CONVERSIONS API (CAPI)	Sending conversion events to Meta from your server, together with the browser Pixel.
CPC	Cost per click: spend ÷ clicks.
CPL / CPA	Cost per lead: spend ÷ leads. Cost per acquisition: in this course, ad spend ÷ new paying customers (ad platforms also use CPA for cost per conversion).
CPM	Cost per 1,000 impressions: the price of attention.
CTR	Click-through rate: clicks ÷ impressions.
CUSTOMER LOG	Your own sheet of every lead with source, status and invoice amount; the source of truth for results.
DATA STUDIO	Google's free reporting and dashboard tool. It was called Looker Studio until April 2026, when it went back to its original name.
DEMAND GEN	A Google campaign type for visual ads on YouTube, Discover, Gmail and the Display Network.
DIJITAL HIZMET VERGISI	Digital Service Tax, paid by the platforms: 5% in 2026, 2.5% from 2027.

ENGAGE-THROUGH ATTRIBUTION	Meta's 1-day credit window (since March 2026) for conversions after a like, save, share or 5-second video view.
ENHANCED CONVERSIONS	Sending hashed (scrambled) customer data from forms to Google to match conversions better.
ESNAF / TACIR	Tradespeople / merchants: businesses that may get commercial messages without prior consent, subject to İYS rules.
FREQUENCY	Impressions ÷ reach: how often the average person saw your ad.
FUNNEL	The path from first awareness to booking and return visits, narrowing at each step.
GA4	Google Analytics 4, Google's free website analytics.
GCLID	The Google click ID that auto-tagging adds to ad clicks.
GBP	Google Business Profile: your free listing on Google Search and Maps.
GTM	Google Tag Manager: a free tool to manage tracking tags without editing the website each time.
IMPRESSION	One showing of an ad on a screen.
INSTANT FORM	A Meta lead form that opens inside Facebook or Instagram.
İYS	<i>İleti Yönetim Sistemi</i> : Türkiye's national register of consents for commercial messages.
KDV	Turkish VAT; the standard rate is 20%.
KDV-2	The return on which a company declares VAT on services bought from abroad, such as Meta ads (reverse charge).
KEY EVENT	GA4's name, since March 2024, for an event you mark as important (formerly "conversion").
KEYWORD	A word or phrase that tells Google which searches your ad may show for.
KEYWORD PLANNER	Google's free tool for keyword ideas, search volumes and bid ranges.
KVKK	<i>Kişisel Verilerin Korunması Kanunu</i> , Türkiye's personal data protection law (No. 6698).
LANDING PAGE	The page people reach after clicking an ad.
LASTIK OTELİ	Tyre hotel: seasonal storage of a customer's tyres at the shop.
LEAD	A person who contacted you about a service by call, WhatsApp or form.
LEARNING PHASE	The period after a launch or big change when automated bidding calibrates.

LOCATION FEE	Meta's 5% charge on impressions shown in Türkiye from 1 July 2026, per secondary sources.
LTV	Lifetime value: what a customer is worth over all their visits.
MALİ MÜŞAVİR	Certified accountant; confirm taxes and fees on ad spend with them.
MATCH TYPE	How loosely Google matches a keyword to searches: broad, phrase or exact.
MER	Marketing efficiency ratio: total revenue ÷ total marketing spend.
META PIXEL	Code on your website that reports visits and actions to Meta.
MUAYENE	Periodic vehicle inspection, done at TÜVTÜRK stations.
NAP	Name, address, phone: keep them identical on every listing.
NEGATIVE KEYWORD	A word that stops your ad from showing for searches containing it; in Turkish, add each suffix form.
OBJECTIVE	The goal of a Meta campaign, one of six: Awareness, Traffic, Engagement, Leads, App promotion, Sales.
OFFLINE CONVERSION	A result that happens off the website, such as a paid job, uploaded to the ad platform later.
ORGANIC	Free visibility: search rankings, map listings and unpaid posts.
OWNED / EARNED / PAID MEDIA	Channels you control, attention others give you, and attention you buy.
ÖZEL SERVİS / YETKİLİ SERVİS	Independent service / authorized (franchised) service.
PERFORMANCE MAX	A Google campaign type that runs across Search, Maps, YouTube, Display, Gmail and Discover.
PERİYODİK BAKIM	Scheduled maintenance.
PLACEMENT	Where a Meta ad appears, such as Instagram Reels or the Facebook Feed.
PRESENCE	Google's location option for people who are in or regularly in your area.
PRIMARY CONVERSION	A Google Ads conversion used for bidding; secondary ones are only observed.
QUALITY SCORE	Google's 1–10 diagnostic per keyword: expected CTR, ad relevance and landing page experience.
REACH	The number of unique people who saw your ad.
REKLAM KURULU	The Advertising Board of the Ministry of Trade, which stops and fines unlawful ads.

REMARKETING	Showing ads to people who already visited your site or engaged with you.
ROAS	Return on ad spend: $\text{revenue} \div \text{ad spend}$.
ROI	Return on investment: $(\text{gross profit} - \text{marketing cost}) \div \text{marketing cost} \times 100$, as a percentage.
RSA	Responsive search ad: Google's text ad built from up to 15 headlines and 4 descriptions.
SEARCH TERMS REPORT	The Google Ads report of the real searches that triggered your ads.
SEO	Search engine optimization: making your site easy to find, understand and trust in free search results.
SERVİS FİŞİ	Service slip given to the customer after a repair.
SMART BIDDING	Google's automated bidding for conversions or conversion value.
STOPAJ	Withholding tax; 15% on internet advertising paid abroad, such as Meta ads.
TİCARİ ELEKTRONİK İLETİ	Commercial electronic message (SMS, e-mail, call), regulated by Law 6563.
ÜCRETSİZ / BEDAVA	Free. Allowed in ads only if the customer truly pays nothing beyond unavoidable delivery costs.
USP	Unique selling proposition: the main reason to choose you over others.
UTM PARAMETERS	Tags added to a link (source, medium, campaign) so GA4 knows where a visit came from.
YANDEX DIRECT	Yandex's ad platform for search, network and map ads.

Free learning resources

RESOURCE	COVERS	STATUS (CHECKED OCT 2026)
Google Skillshop	Google Ads, Analytics, Business Profile	Active, free; Türkçe in the language list
Meta Blueprint	Meta ads and tools	Active; free online courses, Turkish page; paid certifications also exist
HubSpot Academy	Inbound, digital marketing, social media, SEO	Active, free; Turkish not listed
Microsoft Advertising Learning Lab	Search, display and video ads	Active, free; Turkish not listed
Semrush Academy	SEO, local SEO, PPC, content	Active, free; Turkish not listed
Ahrefs Academy	SEO for beginners, local SEO	Active, free courses; English

RESOURCE	COVERS	STATUS (CHECKED OCT 2026)
Google Dijital Atölye	Digital skills (Turkish programme)	Unclear: the old address now redirects to grow.google

What to learn next

01 Measurement first.

Work through the [Tracking & Analytics](#) deep dive until phone, WhatsApp and form tracking pass a test in GTM Preview.

02 Free visibility.

Use [SEO & Local Search](#) for service pages, Google Business Profile, reviews and Yandex.

03 Your first paid channel.

Build the Search campaign with the [Google Ads Deep Dive](#), then the WhatsApp campaign with the [Meta Ads Deep Dive](#).

04 Keep customers.

Set up reminders and consent with [Social, WhatsApp & Retention](#).

05 Practise the skills.

Keyword Planner and Yandex Wordstat for your district, writing Turkish ads within character limits, short workshop videos, and a monthly Data Studio report.

Final self-check

QUESTION 1 OF 5

Someone searches "fren balata değişimi fiyatı ümraniye". Which ad type fits this moment best?

✓ A Google Search ad: the need already exists, so you catch demand.

An Instagram awareness campaign.

A flyer.

Search ads meet high-intent demand at the moment of need (module 09).

QUESTION 2 OF 5

Average job 8,000 TL, gross margin 40%. What is the break-even cost per new customer on the first job?

8,000 TL

✓ 3,200 TL

1,500 TL

Break-even CPA = job value × gross margin = 8,000 × 0.40 = 3,200 TL. The 1,500 TL figure is Örnek Oto Servis's target, set well below break-even (module 03).

QUESTION 3 OF 5

How should a shop in Türkiye count phone leads from Google Ads?

Turn on Google forwarding numbers.

✓ Track taps on the phone number, use its own tracking number if possible, and ask "Bizi nereden duydunuz?"

Phone leads cannot be measured, so ignore them.

Google forwarding numbers are not available in Türkiye, so combine click tracking, your own numbers and the customer log (modules 05 and 10).

QUESTION 4 OF 5

Since 1 August 2026, what must a paid influencer post about your shop show?

Nothing, if the influencer was not paid in cash.

"#işbirliği" at the end of the caption.

✓ "Reklam" or "Tanıtım" plus the advertiser's name, visible without scrolling.

The amended advertising regulation (Art. 23/A) also covers free or discounted services. Both the influencer and the advertiser are at risk (module 14).

QUESTION 5 OF 5

Google Ads, Meta and GA4 show different conversion totals for the same month. What do you trust for decisions?

The platform with the highest number.

✓ Your own customer log, with platform numbers used for trends and diagnosis.

The average of the three.

Each tool counts with its own rules and windows, and both ad platforms can claim the same customer (module 13).

▼ SOURCES FOR THIS MODULE

1. Glossary definitions summarise modules 00–15 and their sources.
2. Learning resources (status checked 5 Oct 2026): [Skillshop](#), [Meta Blueprint](#), [HubSpot Academy](#), [Microsoft Learning Lab](#), [Semrush Academy](#), [Ahrefs Academy](#).
3. Course research notes: Marketing/research/ClaudeCode-R1-marketing-fundamentals-and-turkiye.md

☐ MARK MODULE 16 AS DONE

Made with Claude Code as a learning course. Facts were checked against the listed sources in October 2026. Ad platforms change their menus and rules often, so confirm details in the official help centers before you act.

Örnek Oto Servis is a fictional business. Its numbers are examples, not market data. Nothing here is legal or tax advice.