

SEO & LOCAL SEARCH

How a local shop gets found on Google, Yandex and Bing, in the map pack and in AI answers, and how it turns that visibility into calls and booked jobs. Every step is applied to one fictional example: Örnek Oto Servis, a 12-person car repair shop in Ümraniye, İstanbul.

SECTIONS 13	READING TIME ≈ 3.5 h	LEVEL Beginner +	MARKET FOCUS Türkiye + global
BUILDS ON Marketing Crash Course modules 04–07 (digital storefront, measurement, SEO, local SEO and reviews)			

← [MARKETING CRASH COURSE](#)

GUIDE MAP

0 / 13 done +

SECTION 01 / 13

HOW SEARCH WORKS TODAY

READ 12 min	BUILDS ON Main course 06
YOU WILL BE ABLE TO Explain how a page gets from your website onto a results page, name the blocks on a local results page, and decide how much effort Google, Yandex and Bing each deserve in Türkiye.	

When a warning light comes on, many drivers pick up a phone and search. In Türkiye, mobile devices made up 81.86% of web traffic in September 2026 [StatCounter, Sep 2026]. If your shop does not show up at that moment, the customer calls someone else. This

guide shows how to show up, in the free results and on the map, and how to check that it works.

KEY TERM

SEO (search engine optimization; *arama motoru optimizasyonu*) — the work that makes your website easy for search engines to find, understand and trust, so it shows up in the free results. These free results are called **organic** results. Ads are the paid places. Google says it "doesn't accept payment to rank pages higher" in organic results [Google, Dec 2025].

From your website to the results page

Google describes search in three stages. Bing and Yandex work in the same basic way, and each has its own free webmaster tools (section 05).

01 **Crawling** (*tarama*)

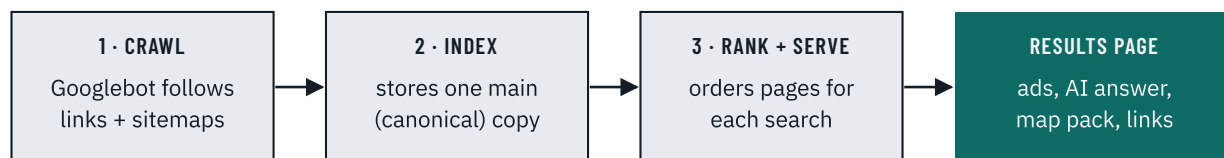
Automated programs called **crawlers** visit pages and download their text, images and videos. Google's crawler is **Googlebot**. Crawlers find pages mostly by following links and by reading **sitemaps** (a file that lists your pages). Google opens pages with a recent version of Chrome, so it can run JavaScript.

02 **Indexing** (*dizine ekleme*)

Google analyses the page and stores it in its **index**, a giant database. If several pages are duplicates, it picks one main version, called the **canonical**. Google warns that "indexing isn't guaranteed": not every page it sees is stored.

03 **Serving and ranking** (*sıralama*)

When someone searches, Google picks the most relevant and helpful pages from its index. It uses hundreds of factors, including the searcher's location, language and device [Google, Dec 2025].



WHAT STOPS A PAGE AT EACH STAGE

blocked in robots.txt,
no links, no sitemap

noindex tag, error,
duplicate or thin page

page does not match
what the searcher wants

ads, AI answer or map
pack sit above you

No stage can be bought: Google does not take payment for organic ranking.

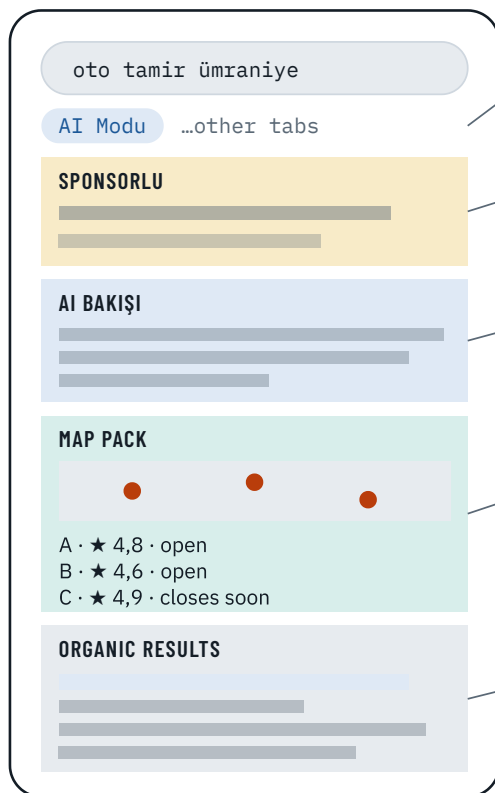
A page must pass every stage. If it is not crawled, it cannot be indexed. If it is not indexed, it cannot rank. Most SEO work is about removing the blocks in the bottom row. *robots.txt* is a file that tells crawlers which addresses not to visit; a *noindex* tag is a line in the page code that asks search engines not to store the page; a thin page has little useful content. Section 04 covers all three.

KEY TERM

Google Search Essentials — Google's rulebook for websites. It has three parts: **technical requirements** (Google can crawl the page, the page works and has indexable content), **spam policies** (behaviour that can push pages down or remove them) and **key best practices** (helpful content, the words people search for in titles and headings, crawlable links) [Google, Dec 2025].

What a local results page looks like

Search "oto tamir ümraniye" (car repair Ümraniye) on a phone and you will not see ten blue links. You will see several blocks stacked on top of each other. Each block is won in a different way.



AI MODE (AI MODU)

a separate chat-style tab with follow-up questions

PAID - GOOGLE ADS

paid places at the top and bottom; marked "Sponsorlu"

AI OVERVIEW (AI BAKIŞI)

AI summary with source links; shows mostly on question searches; quotes pages from the index

MAP PACK (LOCAL PACK)

about 3 businesses from Google Business Profiles; ranked by relevance, distance and prominence

ORGANIC RESULTS

website pages ranked by SEO: title link, URL, snippet. Also People Also Ask, videos, forums

A mock-up, not a screenshot. Which blocks appear depends on the search and changes often. Look at the real page on a phone in your own district.

BLOCK	WHAT IT IS	HOW YOU GET IN	COVERED IN
Ads	Paid results marked "Sponsorlu" (Sponsored), at the top and bottom	Google Ads	Google Ads deep dive
AI Overview (AI Bakışı)	An AI-written summary with source links	Be indexed, clear and trustworthy in normal search	Section 07
Map pack	A map with about 3 businesses, for searches with local intent. "More places" opens a longer list, the local finder	Google Business Profile, reviews, citations	Sections 08–10
Organic results	The classic "blue links": title link, URL and a short text called the snippet	SEO on your website	Sections 02–06
People Also Ask, videos, forums	Extra boxes that answer related questions	Helpful content that answers real questions	Section 06

BLOCK	WHAT IT IS	HOW YOU GET IN	COVERED IN
AI Mode (AI Modu)	A separate chat-style tab; the user asks follow-up questions	Same as AI Overviews	Section 07

GLOBAL EXAMPLE

In a US study of 540 searches across 6 industries (auto repair was not one of them), AI Overviews appeared on only 15% of local-intent searches but on 92% of informational searches [Whitespark, May 2025]. For a repair shop this suggests that "oto servis yakınımda" (car service near me) mostly shows the map pack, while "balata ne zaman değişir" (when should brake pads be changed) is likely to show an AI answer. No Turkish study was found.

Which search engines matter in Türkiye

StatCounter counts page views that search engines send to the websites it tracks. It does not count searches directly, so read it as a direction, not an exact share.

73.42%

Google, all devices

[StatCounter, Sep 2026]

25.19%

Yandex, all devices

[StatCounter, Sep 2026]

28.08%

Yandex on mobile only

[StatCounter, Sep 2026]

0.71%

Bing, all devices

[StatCounter, Sep 2026]

DEVICES	MONTH	GOOGLE	YANDEX	BING
All devices	Sep 2026	73.42%	25.19%	0.71%
All devices	Aug 2026 *	82.32%	15.98%	0.88%
Mobile	Sep 2026	71.27%	28.08%	0.13%
Desktop	Sep 2026	77.77%	19.44%	1.80%

Source: StatCounter, Türkiye search engine market share. * The August figures come from a search snippet of the same page, not a direct reading. The swing of about 9 points in one month has no published explanation.

GOOGLE – FIRST

About three-quarters or more of measured search traffic in Aug–Sep 2026. Most of your effort goes here: website SEO and Google Business Profile.

YANDEX – A REAL SECOND

About 16–25% overall and about 28% on mobile in September 2026. Two free steps: Yandex Webmaster for the website (section 05) and Yandex Business for the map listing (section 10).

BING – SMALL BUT USEFUL

About 0.7% overall and 1.8% on desktop in September 2026. It still matters because Bing's index feeds the answers of Microsoft Copilot, Microsoft's AI assistant
[Bing, Feb 2026]. Setup takes minutes by importing from Google Search Console.

TÜRKIYE

Yandex being a real second search engine is unusual compared with most of Europe. No reliable source explains why its mobile share in Türkiye is so high, so do not plan around guesses. Plan around what you can see: register in both Google and Yandex tools and check which engine sends you visitors.

ÖRNEK OTO SERVİS

The owner of the fictional Örnek Oto Servis asks: "Should we bother with Yandex?" The answer is to check the shop's own data. In Google Analytics (GA4) or Yandex Metrica (Yandex's free web analytics tool), the "Organic Search" traffic sources show which engines actually bring visitors. Whatever the split, the Yandex steps in this guide take about an hour in total and cost nothing.

SELF-CHECK

Örnek Oto Servis publishes a new brake page. No other page links to it and it is not in the sitemap. What is the most likely problem?

Google ranks new pages lower for the first year.

✓ **Google may never find (crawl) the page.**

Google needs a payment before it indexes a page.

Crawlers find pages mainly through links and sitemaps. A page with neither may never be crawled, and an uncrawled page cannot be indexed or ranked. Google does not take payment for organic results.

SELF-CHECK

StatCounter showed Yandex at 15.98% in August 2026 and 25.19% in September 2026. What is the sensible reading?

Yandex gained millions of users in one month.

✓ **Yandex is a meaningful second engine; treat the exact share as a rough direction.**

The numbers move, so Yandex can be ignored.

StatCounter samples page views, not searches, and its numbers swing from month to month. The stable lesson is "Google first, Yandex a clear second, Bing small".

▼ SOURCES FOR THIS SECTION

1. [Google Search Central — How Google Search works \(updated 2025-12-18\)](#)
2. [Google Search Central — Google Search Essentials \(updated 2025-12-10\)](#)
3. [StatCounter — Search engine market share Turkey, all devices \(Sep 2026\)](#)
4. [StatCounter — Mobile \(Sep 2026\)](#)
5. [StatCounter — Desktop \(Sep 2026\)](#)
6. [StatCounter — Desktop vs mobile vs tablet, Turkey \(Sep 2026\)](#)
7. [Whitespark — The prevalence of AI Overviews in local search \(2025-05-12\)](#)
8. [Bing Webmaster Blog — Introducing AI Performance \(2026-02-10\)](#)



MARK SECTION 01 AS DONE

SECTION 02 / 13

KEYWORD RESEARCH

READ

15 min

BUILDS ON

Section 01

YOU WILL BE ABLE TO

Find the words customers type, sort them by intent, and turn them into a list of pages, one page per group of keywords.

Customers do not search for "Örnek Oto Servis". They search for their problem, the job they need or a price. Keyword research tells you those words, so each page on your site can match one real need. It also stops you from writing pages nobody searches for.

KEY TERM

Keyword (*anahtar kelime*) — the words people type into a search box, for example *araba bakımı* (car maintenance). **Search intent** (*arama niyeti*) — what the person really wants to get from that search: information, a comparison, a booking or a specific business.

Four kinds of search intent

INTENT	TURKISH EXAMPLE (MEANING)	WHAT THE PERSON WANTS	BEST PAGE
Informational (<i>bilgi</i>)	triger kayışı kaç km'de değişir (at how many km is the timing belt replaced)	An answer	Guide article or FAQ
Commercial investigation (<i>araştırma</i>)	en iyi oto servis Ataşehir (best car service in Ataşehir)	To compare options	Service page with proof: reviews, prices, team
Transactional / local (<i>işlem / yerel</i>)	oto servis yakınımda (car service near me); fren balata değişimi fiyatı (brake pad replacement price)	To book or buy now	Service page, price page, Google Business Profile
Navigational (<i>marka</i>)	[shop name] telefon (phone)	A specific business	Home or contact page

Example searches; intent types follow common SEO usage.

Head terms and long-tail terms

HEAD TERM

oto servis (car service)

- Short and broad
- Many searches, many competitors
- Unclear intent: news, jobs, prices or a shop?

LONG-TAIL TERM

Fiat Egea triger seti değişimi fiyatı Ümraniye (Fiat Egea timing belt kit replacement price, Ümraniye)

- Long and specific
- Fewer searches each, but clear intent

- The searcher is close to booking
- For a local shop, usually the realistic win

Local and buying modifiers

Add these words to a service and it becomes a local or buying search. Use them naturally in titles, headings and text.

MODIFIER TYPE	TURKISH (MEANING)
Near me	yakınımda, en yakın, bana yakın (near me, nearest)
Place	+ district (Ümraniye, Ataşehir, Kadıköy...) or + "sanayi" (industrial estate)
Price	fiyatı, ücreti, ne kadar, işçilik ücreti (price, fee, how much, labour cost), often + the year
Opening time	açık, cumartesi açık, pazar açık, 7/24 (open, open Saturday, open Sunday, 24/7)
Trust	en iyi, güvenilir, garantili, uygun fiyatlı (best, trustworthy, with warranty, affordable)
Service type	randevu (appointment), çekici (tow truck), yerinde servis (on-site service)

Free tools and what each one tells you

TOOL	WHAT IT GIVES YOU	LIMITS
Google itself (on a phone, in Turkish)	Autocomplete suggestions, "People Also Ask" questions, related searches at the bottom, and which blocks appear (map pack, AI answer, forums)	Results depend on where you stand
Google Keyword Planner	Search volume and new keyword ideas. Path: Tools > Planning > Keyword Planner > Discover new keywords ; set location Türkiye (or your province) and language Turkish	Needs a Google Ads account. Without active ad spend it shows ranges such as 100–1K [Authoritas, 2025]
Google Trends (trends.google.com)	Seasonality, e.g. "kış lastiği" (winter tyre) vs "yaz lastiği" (summer tyre); region = Türkiye with a province breakdown	Relative interest, not volumes

TOOL	WHAT IT GIVES YOU	LIMITS
Google Search Console	The searches that already show your site, with clicks and positions (section 05)	Needs some traffic first
Yandex Wordstat	Free with a Yandex ID since its Türkiye launch: popular searches of the last 30 days, related searches, the mobile/desktop split, day/week/month trends [Marketing Türkiye, Jan 2026]	Yandex searches only
Bing Webmaster Tools › Keyword Research	A second opinion on wording	Bing volumes in Türkiye are small
Ahrefs free tier	Keywords and backlinks your own verified site already has (1,000 rows visible), plus a Site Audit with 5,000 crawl credits per month [Ahrefs, Oct 2026]	Only for sites you verify
Semrush, Ubersuggest	A few free lookups per day	Current limits not verified; their Turkish local volumes are estimates

WATCH OUT

Volumes in this guide are not given on purpose. The keyword lists below are ideas, not measured numbers. Check every keyword in Keyword Planner, Yandex Wordstat and later in Search Console before you build a page. Use volumes to compare keywords with each other, not to promise traffic.

How to do keyword research for a repair shop

01

Start from the business, not the tool

Export the last 12 months of job cards or invoices. List the top 20 services by revenue and by count, the car brands and models you see most, and the districts customers come from.

02

Collect customer language

Ask the service advisor and whoever answers the phone and WhatsApp what customers actually say: *arabam titriyor* (my car shakes), *motor lambası yandı* (the engine light came on), *balatadan ses geliyor* (noise from the brake pads).

03**Read Google's own suggestions**

On a phone, type each service in Turkish. Note the autocomplete suggestions, the "People Also Ask" questions, the related searches, and which blocks appear.

04**Check volumes and seasons**

Run 5–10 seed services through Keyword Planner and Yandex Wordstat. Compare seasons in Google Trends.

05**Group keywords that share one intent**

"balata değişimi" and "fren balata değişimi" are the same need, so they belong on one page. "triger kayışı" and "debriyaj" (clutch) are different jobs, so they get different pages.

06**Map one group to one page**

Questions go to guide articles or to the FAQ part of the matching service page, linked both ways.

07**Prioritise**

Score each group by (a) profit per job, (b) buying intent and (c) how realistic it is to beat what ranks today.

08**Repeat with real data**

After a few months, use Search Console to find searches where you sit in position 5–20 with few clicks. Those "almost there" searches usually need a better page or title.

KEYWORD GROUP (ONE INTENT)

ONE PAGE

GENERAL / HOME

oto servis ümraniye · oto tamir
oto servis yakınımda · özel servis

/

home page · local intent

BRAKES

fren balata değişimi · balata değişimi fiyatı
fren disk değişimi · frenden ses geliyor

/hizmetler/fren-balata-disk-degisimi/

service page · price + symptoms

TIMING BELT

triger seti değişimi · triger kayışı değişimi
triger seti değişimi fiyatı

/hizmetler/triger-seti-degisimi/

service page · price by car model

TYRES (SEASONAL)

kış lastiği değişimi · lastik oteli
balans ayarı · rot balans

/hizmetler/lastik-degisimi-lastik-oteli/

service page · same URL updated each season

QUESTIONS

balata ne zaman değişir?
triger kaç km'de değişir?

/rehber/balata-ne-zaman-degisir/

guide article · links to the service page

One intent, one page. Keywords that ask for the same job share a page. A different job, or a question rather than a booking, gets its own page. Guide articles link to the matching service page.

Keyword map for Örnek Oto Servis

GROUP (PAGE)	EXAMPLE KEYWORDS (MEANING)	MAIN INTENT	PAGE URL
General / home	oto servis, oto tamir, oto tamirci, araba tamircisi, özel servis (independent service), oto sanayi, oto servis yakınımda, Ümraniye oto servis	Local / transactional	/
Periodic maintenance	periyodik bakım (scheduled maintenance), araç bakımı, yağ değişimi (oil change), periyodik bakım fiyatları, 10.000 km bakımı	Transactional / price	/hizmetler/periyodik-bakim/
Brakes	fren balata değişimi, balata değişimi fiyatı, fren disk değişimi, frenden ses geliyor (noise when braking), fren hidroliği değişimi (brake fluid)	Transactional + symptom	/hizmetler/fren-balata-disk-degisimi/

GROUP (PAGE)	EXAMPLE KEYWORDS (MEANING)	MAIN INTENT	PAGE URL
Timing belt	triger seti değişimi, triger kayışı değişimi, triger seti değişimi fiyatı	Price	/hizmetler/triger-seti-degisimi/
Clutch / gearbox	debriyaj seti değişimi (clutch kit), şanzıman tamiri (gearbox repair), otomatik şanzıman yağ değişimi	Transactional	/hizmetler/debriyaj-sanziman/
Electrical / diagnostics	oto elektrik, arıza tespit (fault diagnosis), motor arıza lambası (engine warning light), akü değişimi (battery), marş motoru tamiri (starter)	Local + symptom	/hizmetler/oto-elektrik-ariza-tespit/
A/C	klima gazı dolumu (A/C gas refill), araç klima bakımı, klima soğutmuyor (A/C not cooling)	Seasonal (summer)	/hizmetler/klima-bakimi/
Tyres	kış lastiği değişimi (winter tyre change), lastik oteli (tyre storage), balans ayarı (wheel balancing), rot balans (alignment)	Seasonal	/hizmetler/lastik-degisimi-lastik-oteli/
Body & paint	kaporta boya (bodywork and paint), boyasız göçük düzeltme (paintless dent repair), çizik giderme (scratch removal), kasko anlaşmalı servis (shop contracted with car insurers)	Transactional	/hizmetler/kaporta-boya/
Inspection prep	muayene öncesi kontrol (pre-inspection check), muayeneden geçemeyen araç (car that failed inspection)	Transactional	Section on the periodic maintenance page, or its own page if it is a real package
Brand / model	Fiat Egea bakım, Renault Clio triger seti, Toyota Corolla periyodik bakım fiyatı	Transactional (high intent)	/markalar/fiat-egae-servis/ — only where you have real depth
Questions	balata ne zaman değişir, motor arıza lambası neden yanar, araba neden titrer, kış lastiği zorunlu mu, akü kaç yılda değişir	Informational	/rehber/... guide articles
Keyword ideas only; check them in the tools before use. URLs follow one example site structure.			

TIP

People often type without Turkish characters: "fren balata degisimi", "umraniye". Write your pages in correct Turkish. Google usually connects both forms, but this was not verified for every engine, so check both spellings in Keyword Planner and Wordstat.

TÜRKİYE

Yandex Wordstat launched for Türkiye in January 2026 [Marketing Türkiye, Jan 2026]. Its mobile/desktop split is useful because Yandex has about 28% of mobile search traffic in Türkiye (section 01). Use it as a second source next to Keyword Planner.

ÖRNEK OTO SERVİS

The fictional shop scores its groups. Brakes and timing belt come first: high profit per job, clear buying intent, and a real chance with district searches such as *fren balata değişimi Ümraniye*. National price searches such as *fren balata değişimi fiyatı* are dominated by Armut price pages, chains and forums (observed in October 2026 with a US-based search tool, not on Google Türkiye). The shop will not chase them first. Tyres come next because the winter season is close.

SELF-CHECK

Which two keywords should share one page?

"triger kayışı değişimi" and "debriyaj seti değişimi"

✓ "balata değişimi fiyatı" and "fren balata değişimi"

"kış lastiği zorunlu mu" and "oto servis yakınımda"

Both brake keywords ask for the same job, so one strong brake page serves both. Timing belt and clutch are different jobs. A question about winter tyre rules is informational; "near me" is a local booking search.

SELF-CHECK

Keyword Planner shows "100–1K" for a keyword. What does that mean?

Exactly 1,000 searches per month.

✓ **A volume range, shown because the account has little or no active ad spend.**

The keyword costs 100–1,000 TL per click.

Accounts without enough ad spend see ranges. Use them to compare keywords, and confirm later with Search Console data.

▼ SOURCES FOR THIS SECTION

1. Course research notes: Marketing/research/ClaudeCode-R2-seo.md — keyword examples and procedure (ideas, not measured volumes)
2. [Marketing Türkiye — Wordstat launched in Türkiye \(2026-01-30\)](#)
3. [Authoritas — Google search volume buckets](#)
4. [Ahrefs — free tools \(checked 2026-10-05\)](#)
5. [Armut — Fren balata değişimi fiyatları \(fetched 2026-10-05\)](#)

☐ MARK SECTION 02 AS DONE

SECTION 03 / 13

ON-PAGE SEO

READ

20 min

BUILDS ON

Sections 01–02

YOU WILL BE ABLE TO

Build one strong service page: its title, description, headings, URL, links, images and FAQ, and decide when a district page is safe and when it is spam.

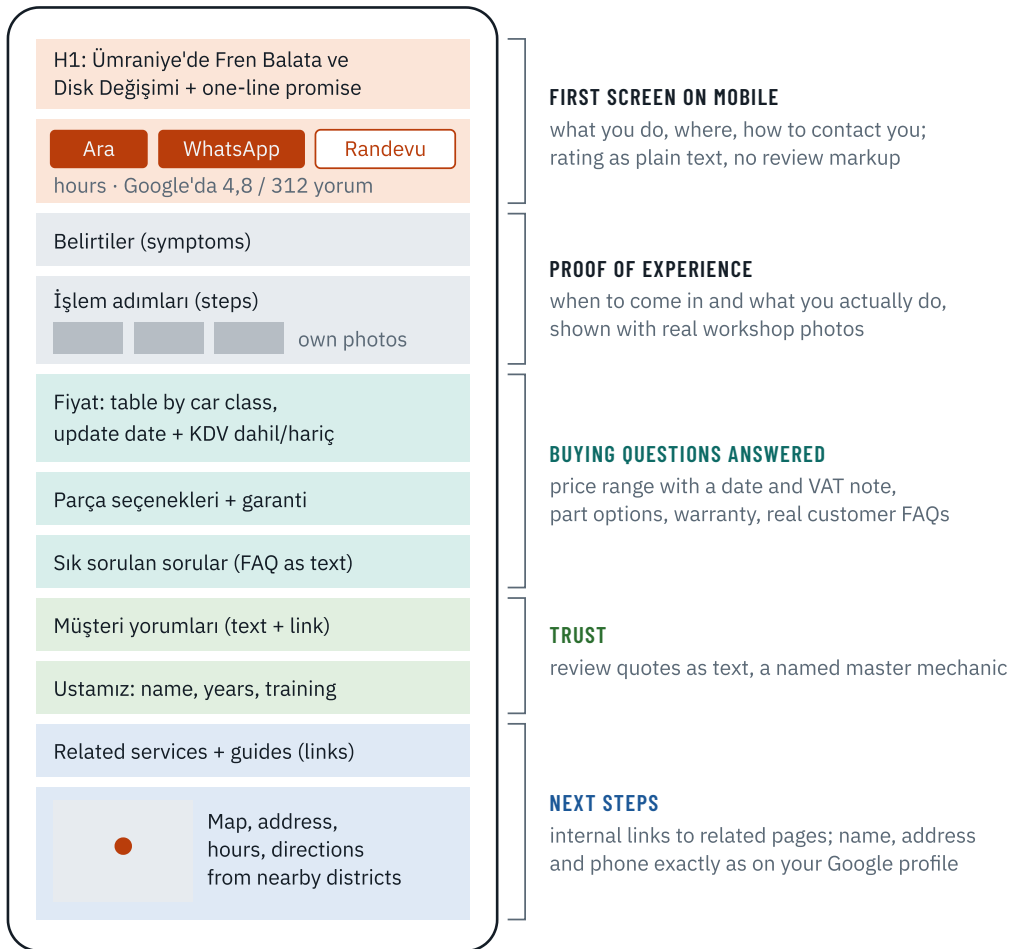
On-page SEO is everything on the page itself: the title, headings, text, images and links. The **H1** is the page's main heading at the top; **H2s** are the section headings below it. A common mistake is one "Hizmetlerimiz" (our services) page that lists 20 services in one

paragraph. No part of it clearly answers "triger seti deęiřimi", so it rarely ranks for anything. The fix is one page per main service.

KEY TERM

E-E-A-T — Experience, Expertise, Authoritativeness, Trustworthiness. Google says E-E-A-T "itself isn't a specific ranking factor". Its systems do look for signals that match these qualities, and trust matters most [Google, Oct 2026]. For a repair shop, that means real photos, named mechanics, clear prices and honest promises.

Anatomy of a good service page



One page, one job, top to bottom. A suggested structure, close to the pattern of a strong independent shop page in Kadıköy (see the Türkiye note below). Section names are in Turkish because the page is for Turkish customers. "No review markup" means no hidden code that asks Google to show star ratings for your own shop (section 04 explains why).

Titles and meta descriptions

The **title tag** is the page name in the code (`<title>`). Google usually turns it into the blue **title link** on the results page. The **meta description** is a short summary in the code that Google may show as the snippet under the link.

- **Google sets no character limit for titles.** It cuts title links "as needed, typically to fit the device width". It may also build the title link from the H1, other prominent text or link text [Google, Dec 2025]. So put the key words first: service, then place, then brand. An industry rule of thumb is about 50–60 characters.
- **Google rewrites titles** that are out of date, do not match the page, are boilerplate or are stuffed with keywords. An industry study found that Google rewrote 61% of title tags [Zyppy, 2021].
- **Google sets no length limit for meta descriptions.** It uses yours when it describes the page "more accurately" than the page text. Make each one unique, include key facts such as a price range, and avoid keyword lists [Google, Apr 2026].

PAGE	TITLE TAG	META DESCRIPTION
Home	Örnek Oto Servis Ümraniye Oto Tamir, Bakım ve Oto Elektrik	Ümraniye'de tüm marka araçlara periyodik bakım, fren, trigger, oto elektrik ve kaporta boya. Randevu için arayın ya da WhatsApp'tan yazın.
Brakes	Fren Balata ve Disk Değişimi Ümraniye Örnek Oto Servis	Balata ve disk değişimi; orijinal veya muadil parça seçeneği, işçilik garantisi. Araç sınıfına göre güncel fiyat aralıkları sayfada. Aynı gün randevu.
Timing belt	Trigger Seti Değişimi ve Fiyatı Ümraniye – Örnek Oto	Trigger kayışı/zinciri değişimi: hangi km'de değişir, ne kadar sürer, marka-modele göre fiyat aralığı. Ücretsiz ön kontrol için randevu alın.
Winter tyres	Kış Lastiği Değişimi ve Lastik Otel Örnek Oto Ümraniye	Kış lastiği takma, balans ve sezonluk lastik oteli. Kasım yoğunluğundan önce yerinizi ayırtın; jant ölçüsüne göre fiyatlar sayfada.
Electrical	Oto Elektrik ve Arıza Tespit Ümraniye Örnek Oto Servis	Motor arıza lambası, akü, marş ve şarj sorunları için cihazla arıza tespiti. Sorunu ve maliyeti işe başlamadan önce açıkça söylüyoruz.

PAGE

TITLE TAG

META DESCRIPTION

Guide
articleBalata Ne Zaman Değişir? 6
Belirti ve Kontrol YöntemiFrenden gelen ses, uzayan fren mesafesi ve ikaz lambası ne
anlama gelir? Ustamız balata ömrünü ve ne zaman servise
gelmeniz gerektiğini anlatıyor.

Examples for the fictional shop. Warranty, same-day and free pre-check promises are placeholders:
keep only what the shop really offers.

SEARCH SNIPPET PREVIEW (APPROXIMATE)

Type a title, URL and description to see roughly how a Google result could look. Google decides the final display and may rewrite both texts. The width toggle imitates a phone or a desktop screen; it is an approximation.

Title tag

Fren Balata ve Disk Değişimi Ümraniye | Örnek Oto Servis

URL

https://ornekotoservis.com.tr/hizmetler/fren-balata-disk-degisimi/

Meta description

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

PHONE

DESKTOP

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

Fren Balata ve Disk Değişimi Ümraniy...

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

TITLE LENGTH

56 characters

DESCRIPTION LENGTH

150 characters

No warnings. Google may still rewrite the title and the description.

Add a key fact with a number, such as a price range, duration or warranty period. Google suggests including key facts.

Guidance used: about 50–60 characters for titles is an industry rule of thumb, not a Google limit. Google sets no length limit for descriptions and may cut or replace them.

Headings, URLs, links and images

ELEMENT	DO THIS	WHY / SOURCE
H1 (main heading)	One H1 that says the same thing as the title, written for people: "Ümraniye'de Fren Balata ve Disk Değişimi" (brake pad and disc replacement in Ümraniye)	Google may build the title link from the H1
H2 (section headings)	One H2 per block: Belirtiler, İşlem adımları, Fiyat, Garanti, Sık sorulan sorular	Helps people scan. Google says the number and order of headings do not matter much [Google, Dec 2025]
URL	Short, readable words: <code>/hizmetler/fren-balata-disk-degisimi/</code>	Google: "include words in the URL that may be useful for users". Plain-letter slugs without ş/ğ/ı are a common practical choice, not a Google rule
Internal links	Link from the home page and the services hub to each service page; from each service page to related services and guides	Use descriptive link text, not "tıklayın" (click here) [Google, Dec 2025]
Images	Your own workshop photos; descriptive file names such as <code>fren-diski-degisimi-umraniye.webp</code> ; alt text such as "Fren diski ve balatası sökülmüş Fiat Egea ön teker" (Fiat Egea front wheel with brake disc and pad removed); compressed WebP or AVIF in an <code></code> tag	Google supports BMP, GIF, JPEG, PNG, WebP, SVG and AVIF and recommends <code></code> over CSS backgrounds [Google, Mar 2026]
FAQ block	4–8 real questions from customers, answered in plain Turkish on the page	Helps people and AI answers. Google's special FAQ display in results ended on 7 May 2026 (section 04), so write FAQs for readers

ELEMENT	DO THIS	WHY / SOURCE
Phone number	Text with a tappable <code>tel:</code> link, never only an image	An image is not tappable and not readable as text

Things Google says matter little: the meta keywords tag (not used), keywords in the domain name (little effect), and word count (there is no magic length) [Google, Dec 2025].

Location pages and the doorway-page risk

Google's spam policies ban **doorway abuse**: "creating substantially similar pages that are closer to search results than a clearly defined, browseable hierarchy" [Google, Aug 2026]. A typical example is 39 İstanbul district pages with the same text and only the district name swapped.

SAFE

- One workshop: **one** contact/location page, with district names used naturally, e.g. "Ataşehir ve Çekmeköy'den müşterilerimiz 10 dakikada ulaşıyor" (customers from Ataşehir and Çekmeköy reach us in 10 minutes)
- Several branches: one page per real branch with its own address, phone, hours, photos and team
- A district page only when it has truly different content: directions from that district, real jobs done there, a local pick-up service

DOORWAY RISK

- 30+ district pages with the same text
- "Ümraniye oto servisi", "Ataşehir oto servisi"... pages that differ by one word
- Pages built only to catch searches, with nothing new for the reader

TÜRKİYE

We looked at pages that rank for Turkish car-service searches (with a US-based search tool on 2026-10-05, not Google Türkiye). A strong independent shop in Kadıköy, Mobil Oto Servis, uses the title and H1 "Kadıköy'de Araç Bakımı 5.850 TL'den Başlayan Fiyatlarla" (car maintenance in Kadıköy, from 5,850 TL). The phone, a WhatsApp link, the street address and hours (Mon–Sat 09:00–19:00) are visible near the top, followed by educational sections and an appointment form [Mobil Oto Servis, Oct 2026]. Price-comparison pages such as Armut's "Fren Balata Değişimi Fiyatları 2026" win national price searches with price ranges, factors that change the price and dated example jobs [Armut, Oct 2026].

GLOBAL EXAMPLE

A Dallas-area European-car specialist, Hance's European, built separate pages for brand + service searches such as "Mercedes service", alongside Google profile work, reviews and ads. Its agency reports organic traffic up 527% in one year [Risely Marketing, undated]. Treat this as a tactic, not proof: the result is self-reported and mixes SEO with ads and reviews.

ÖRNEK OTO SERVİSİ

The fictional shop rebuilds its brake page with the structure above: H1 with the district, call and WhatsApp buttons at the top, a price table by car class with "KDV dahil" (VAT included) and an update date, six real FAQs from the service advisor, and photos of its own technicians at work. It does not create district pages for Ataşehir and Çekmeköy; it mentions them on the contact page with directions.

WATCH OUT

Putting "2026" in a price-page title matches how people search ("... fiyatı 2026"), and Armut and many blogs do it. Do it only if you really update the prices each year. Google rewrites titles that are out of date or misleading [Google, Dec 2025]. Keyword-stuffed titles such as "Oto Servis Oto Tamir Oto Servis Ümraniye Oto Servis" get rewritten and look like spam.

SELF-CHECK

What does Google say about title length?

Titles over 60 characters are penalised.

✓ **There is no character limit; long titles are cut to fit the screen, so key words should come first.**

Titles must be under 50 characters to be indexed.

Google sets no limit. It truncates title links to fit the device width. The 50–60 character figure is an industry rule of thumb that keeps the important words visible.

SELF-CHECK

Örnek Oto Servis has one workshop. An agency offers 25 district pages with the same text. What is the right answer?

Accept: more pages means more rankings.

✓ **Decline: near-identical district pages risk Google's doorway abuse policy.**

Accept, but add the pages to robots.txt.

Substantially similar pages built to catch searches are doorway abuse. One workshop needs one strong contact/location page, with nearby districts mentioned naturally.

▼ SOURCES FOR THIS SECTION

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4. [Google — Link best practices \(updated 2025-12-10\)](#)
5. [Google — Image SEO \(updated 2026-03-02\)](#)
6. [Google — Creating helpful, reliable, people-first content \(updated 2026-10-05\)](#)
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8. [Zyppy — Google title rewrite study \(2021\)](#)
9. [Mobil Oto Servis \(Kadıköy\) — periyodik bakım page \(fetched 2026-10-05\)](#)
10. [Armut — Fren balata değişimi fiyatları \(fetched 2026-10-05\)](#)
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MARK SECTION 03 AS DONE

SECTION 04 / 13

TECHNICAL SEO

READ

18 min

BUILDS ON

Sections 01 and
03

YOU WILL BE ABLE TO

Run a one-hour technical check of a small site, read Core Web Vitals, set up redirects, robots.txt, the sitemap and canonical tags, and add correct AutoRepair structured data.

Technical SEO decides whether search engines can crawl, render and index your site quickly and correctly. Most small sites pass Google's technical requirements without extra work. But one wrong setting, such as a robots.txt file that blocks the whole site after a redesign, can remove every page from the results. A one-hour check every few months is enough for a shop website.

Mobile first

Google switched the last remaining sites to **mobile-first indexing** on 5 July 2024 [Google, Jun 2024]. This means Google crawls and judges the *phone* version of your site. If something is missing on mobile, such as a price table hidden in a desktop-only block, Google may not see it.

Core Web Vitals

KEY TERM

Core Web Vitals — three measures of speed and stability, taken from real Chrome users. Google reads them at the 75th percentile of page loads (the value that 75% of visits meet or beat), separately for mobile and desktop [web.dev, Oct 2024].

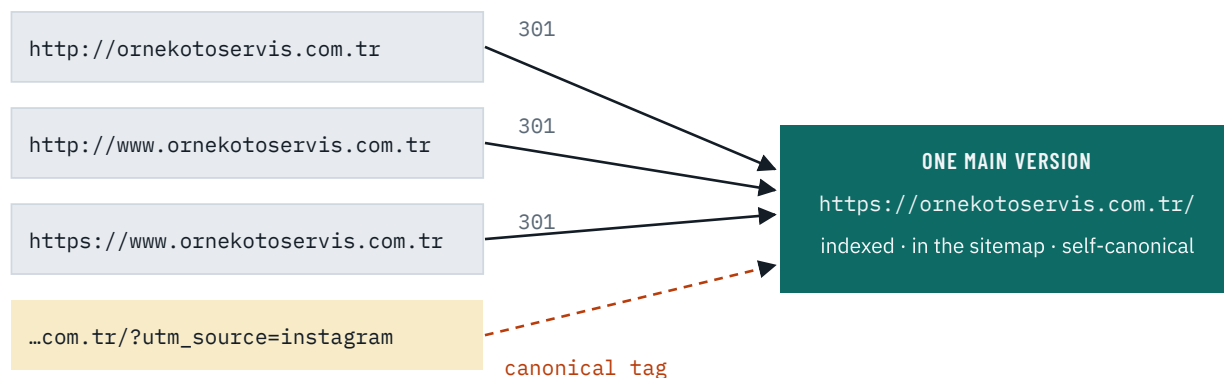
METRIC	WHAT IT MEASURES	GOOD	POOR
LCP — Largest Contentful Paint	How fast the main content appears	≤ 2.5 s	> 4 s
INP — Interaction to Next Paint	How fast the page reacts to taps and clicks	≤ 200 ms	> 500 ms
CLS — Cumulative Layout Shift	How much the layout jumps while loading	≤ 0.1	> 0.25

Values between "good" and "poor" count as "needs improvement". INP replaced the older FID metric on 12 March 2024 (web.dev).

One main address for every page

The same page can often be opened at several addresses: with or without `www`, with `http` or `https`, or with tracking codes added. Search engines may treat these as duplicates. You fix it with two tools:

- A **301 redirect** — a permanent forward from an old or duplicate address to the main one.
- A **canonical tag** — a line in the page code, `<link rel="canonical" href="...">`, that names the main address. Google treats it as a strong signal, but not a strict command. A sitemap listing is a weak signal [Google, Jul 2026].



Solid arrows: 301 redirects (strong signal). Dashed: rel="canonical" on a page with tracking codes (strong signal, but a hint, not a command). A sitemap entry alone is only a weak signal.

Four addresses, one main version. All variants lead to one main https address. The example uses the address without www; either choice is fine if you use it everywhere.

The one-hour technical check

01 Speed on mobile

Open `pagespeed.web.dev` (PageSpeed Insights). Test the home page and 2–3 service pages on `Mobile`. The top part shows real-user data, which is what Core Web Vitals use; it only appears if the site has enough traffic. The lab section below gives fix ideas.

02 HTTPS and one main version

Type the `http://` and `www` versions of your address. Each should forward (301) to the one main `https://` address. No "Not secure" warning, no mixed content (images loaded over http on an https page).

03 robots.txt

Open `/robots.txt`. It must not block important pages, CSS or JavaScript, and it should list the sitemap. robots.txt "is not a mechanism for keeping a web page out of Google"; to keep a page out, use a `noindex` tag or a password [Google, Dec 2025].

04 XML sitemap

Open `/sitemap.xml`. It should list only main (canonical), indexable pages that load correctly. Limits are 50,000 URLs or 50 MB per file. Google ignores

`<priority>` and `<changefreq>` and uses `<lastmod>` only if it is "consistently and verifiably accurate" [Google, Jul 2026].

05 Canonical tags

View the page source of a service page. It should contain a canonical tag with its own full address. Pages opened with `?utm_...` codes should point to the clean address.

06 Broken links and old addresses

Run a crawler such as the free Ahrefs Site Audit. Fix broken links (404 errors) on pages that other sites link to. After a redesign, 301-redirect every old service address to its new one. For pages you removed, return a real 404, not a **soft 404** (a "not found" page that still reports success to search engines).

07 JavaScript check

If the site is built with a JavaScript-heavy builder, use Search Console's `URL inspection > Test live URL` and look at the screenshot and HTML. Google must see the text, links and phone number. Google recommends server-side rendering or pre-rendering, real `<a href>` links and correct status codes [Google, Mar 2026].

08 Real phone test

Open every key page on a mid-range Android phone over 4G. Buttons should be thumb-sized, no pop-up should cover the content, and the phone number should be tappable.

```
User-agent: *
```

```
Disallow:
```

```
Sitemap: https://ornekotoservis.com.tr/sitemap.xml
```

COPY

A minimal robots.txt: an empty `Disallow:` line blocks nothing, and the last line tells crawlers where the sitemap is. Ask your web developer before you change this file on a live site.

Structured data: telling machines who you are

KEY TERM

Structured data — a small block of code, usually in the **JSON-LD** format, that states facts in a form machines can read: "this is a car repair business, at this address, open these hours". It uses the shared vocabulary from **schema.org**. It can make a page eligible for some special displays in results, called **rich results**, and helps machines understand the page.

For a repair shop, use the type `AutoRepair`. In schema.org it sits under `LocalBusiness` > `AutomotiveBusiness` > `AutoRepair` [schema.org, Oct 2026]. Google requires `name` and `address`, and recommends `geo` (latitude and longitude with at least 5 decimals), `openingHoursSpecification`, `priceRange` (under 100 characters), `telephone` (with country code) and `url` [Google, Sep 2026].

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "AutoRepair",
  "@id": "https://ornekotoservis.com.tr/#isletme",
  "name": "Örnek Oto Servis",
  "url": "https://ornekotoservis.com.tr/",
  "logo": "https://ornekotoservis.com.tr/img/logo.png",
  "image": [
    "https://ornekotoservis.com.tr/img/atolye-dis-cephe.webp",
    "https://ornekotoservis.com.tr/img/atolye-ic.webp"
  ],
  "telephone": "+90-216-000-0000",
  "priceRange": "₺₺",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Örnek Mah. Sanayi Cad. No: 12",
    "addressLocality": "Ümraniye",
    "addressRegion": "İstanbul",
    "postalCode": "34000",
    "addressCountry": "TR"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 41.01234,
    "longitude": 29.12345
  },
  "openingHoursSpecification": [
    {
```

COPY

```

        "@type": "OpeningHoursSpecification",
        "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday",
"Friday"],
        "opens": "08:30",
        "closes": "18:30"
    },
    {
        "@type": "OpeningHoursSpecification",
        "dayOfWeek": "Saturday",
        "opens": "09:00",
        "closes": "15:00"
    }
],
"areaServed": ["Ümraniye", "Ataşehir", "Çekmeköy"],
"sameAs": [
    "https://www.instagram.com/ornekotoservis",
    "https://www.facebook.com/ornekotoservis"
]
}
</script>

```

Fictional data for Örnek Oto Servis: the address, phone, coordinates, hours and social links are placeholders. Replace every value with your real details before use.

- Put it on the home page and the contact page. Use one block per physical location.
- Every value must match what is visible on the page and on your Google Business Profile exactly: same name, address and phone.
- `areaServed`, `sameAs`, `logo` and `image` are valid schema.org properties; Google may simply ignore the ones it does not use.
- Test with Google's [Rich Results Test](https://search.google.com/test/rich-results) (search.google.com/test/rich-results) and the [Schema Markup Validator](https://validator.schema.org) (validator.schema.org). Test again after every redesign.

WATCH OUT

Do not add `aggregateRating` or `review` markup for your own shop to get stars. Google calls these **self-serving reviews**: "If the entity that's being reviewed controls the reviews about itself, their pages ... are ineligible for star review feature." This includes reviews shown through third-party widgets [Google, Sep 2026]. Show reviews as normal text and link to your Google reviews.

Rich results that changed

FEATURE	STATUS AS OF OCTOBER 2026	SOURCE
FAQ rich results	ENDED Limited to well-known government and health sites from August 2023; stopped appearing for everyone on 7 May 2026; report and Rich Results Test support removed in June 2026, API support in August 2026. FAQPage markup can stay but shows nothing	[SEJ, May 2026]
Review stars for your own business	NOT SHOWN Self-serving reviews are ineligible	[Google, Sep 2026]
Sitelinks search box	REMOVED in 2024, part of Google's effort to "simplify the search results page"	[Google blog, 2024–25]
LocalBusiness / AutoRepair markup	SUPPORTED Name and address required	[Google, Sep 2026]
BreadcrumbList (Ana Sayfa › Hizmetler › Fren Balata Değişimi)	SUPPORTED Add it if your site builder does it automatically	Status as of Oct 2026
Google has removed several rich result types since 2024. The full list of removed types could not be confirmed (Oct 2026).		

Free tools

TOOL	USE IT FOR
PageSpeed Insights	Core Web Vitals per page, with fix ideas
Google Search Console	URL inspection, the Page indexing report and the Core Web Vitals report for the whole site (section 05)
Rich Results Test, Schema Markup Validator	Checking structured data
Ahrefs free Site Audit	Broken links, redirects and on-page issues; 5,000 crawl credits per month [Ahrefs, Oct 2026]
Screaming Frog	A desktop crawler, free up to a limit (the current limit was not verified)

GLOBAL EXAMPLE

A 10-week test in the lawn-care industry, summarised by Whitespark, reported no change in organic or Maps rankings from LocalBusiness structured data, and an effect on ChatGPT-style recommendations [Whitespark, Q2 2026]. It is one study in another industry. The practical lesson: add correct markup because it is cheap, not because it moves rankings.

ÖRNEK OTO SERVİS

The fictional shop runs on WordPress. The owner asks the web designer three questions: Does the site add a canonical tag and a sitemap automatically? Do the `http` and `www` versions forward to the main address? Is the AutoRepair block on the home and contact pages, with the same name, address and phone as the Google profile? The two most costly mistakes to avoid: blocking the site in robots.txt during a redesign and forgetting to remove the block, and relaunching without 301 redirects from the old addresses.

SELF-CHECK

You want an old test page to disappear from Google. What should you use?

Add the page to robots.txt.

✓ **Add a noindex tag, or remove the page and return a real 404.**

Remove it from the sitemap only.

Google says robots.txt "is not a mechanism for keeping a web page out of Google". noindex (or a password, or a real 404 for a removed page) is the right tool. A sitemap entry is only a weak signal.

SELF-CHECK

Which line should Örnek Oto Servis leave out of its own JSON-LD?

"telephone": "+90-216-000-0000"

"openingHoursSpecification"

✓ "aggregateRating" with its Google star average

Ratings a business shows about itself are self-serving reviews and are not eligible for stars. Phone and opening hours are recommended properties.

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4. [Google — Consolidate duplicate URLs \(updated 2026-07-10\)](#)
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9. [Google — LocalBusiness structured data \(updated 2026-09-08\)](#)
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12. [Google — FAQPage structured data](#)
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14. [Ahrefs — free tools](#)
15. [Whitespark — 23 local developments from Q2 2026](#)

☐ MARK SECTION 04 AS DONE

SECTION 05 / 13

SEARCH CONSOLE, BING WEBMASTER TOOLS, YANDEX WEBMASTER

READ

18 min

BUILDS ON

Sections 01-04

YOU WILL BE ABLE TO

Set up the three free webmaster tools, submit a sitemap, fix indexing problems, read the Performance report (clicks, impressions, CTR, position) and check your visibility in AI answers.

Webmaster tools are free dashboards from the search engines themselves. They show which searches show your site, which pages are indexed, and what is broken. Set them up before any other SEO work: they are how you will know if anything worked. Total setup time for all three is about 45 minutes.

Google Search Console: setup

DOMAIN PROPERTY (RECOMMENDED)

Covers http and https, www and non-www, and all subdomains in one view. Verified through your **domain name provider** with a DNS TXT record: a short line of text that you add in the domain settings of your registrar or hosting panel.

URL-PREFIX PROPERTY

Covers one exact address start, e.g. `https://ornekotoservis.com.tr/`. Can be verified with an HTML file, an HTML tag, the Google Analytics code, the Google Tag Manager snippet or DNS [Google Help, Oct 2026].

01 Sign in with a company account

Go to `search.google.com/search-console`. Use a Google account the company owns, not a staff member's personal account.

02 Add the property

Click `Add property`, choose `Domain`, and add the TXT record your provider shows.

03 Give access without sharing passwords

`Settings > Users and permissions`: add your web designer or agency as a user. The company stays the **Owner**.

04 Submit the sitemap

Indexing > Sitemaps : paste `https://ornekotoservis.com.tr/sitemap.xml` into `Add a new sitemap` and click `Submit`. The status should become `Success` [Google Help, Oct 2026].

05 Inspect key pages

Paste a URL into the `URL inspection` bar at the top. Look for "URL is on Google". After a fix or a new page, click `Test live URL`, then `Request indexing`.

06 Check indexing

`Indexing > Pages` shows why some pages are not indexed. After a fix, click `Validate fix`; validation can take "up to about two weeks" [Google Help, Oct 2026].

07 Check the other reports

`Core Web Vitals` (Good / Needs improvement / Poor), `Links`, `Manual actions` and `Security issues` (both should say "No issues detected"), and `Enhancements` for structured data. Menu names are from Google Help in October 2026 and may change.

08 Link Search Console to GA4

In Google Analytics 4 (GA4, Google's free website analytics): `Admin > Product links > Search Console links > Link`. You need the Editor role in GA4 and must be a verified owner in Search Console. Two reports appear, "Google Organic Search Queries" and "Google Organic Search Traffic", so you can see search queries next to what visitors did on the site. Data arrives about 48 hours late, and one web data stream can link to only one Search Console property

[Google Analytics Help, Oct 2026]. The [Tracking & Analytics guide](#) covers GA4 in full.

Why pages are not indexed

STATUS IN THE PAGE INDEXING REPORT	IN PLAIN WORDS	WHAT TO DO
Crawled – currently not indexed	Google read the page but chose not to store it	Make the page more useful and unique; link to it from related pages
Discovered – currently not indexed	Google knows the address but has not read it yet	Add internal links; check it is in the sitemap; wait

STATUS IN THE PAGE INDEXING REPORT	IN PLAIN WORDS	WHAT TO DO
Duplicate without user-selected canonical	Google sees duplicates and you did not name the main one	Add a canonical tag (section 04)
Alternate page with proper canonical tag	A duplicate that correctly points to the main page	Nothing; this is fine
URL marked 'noindex'	The page asks not to be indexed	Fine if intended; remove the tag if not
URL blocked by robots.txt	robots.txt stops crawling	Unblock important pages
Not found (404) / Soft 404	The page is missing, or looks missing but reports success	Redirect it if other sites link to it; otherwise return a real 404
Page with redirect	An old address that forwards	Normal after a redesign
Server error (5xx)	The server failed to answer	Tell the hosting company or developer
Status names from Search Console Help (checked 2026-10-05). The plain-words column is an explanation, not Google's wording.		

Reading the Performance report

Open `Performance > Search results`. Turn on all four metrics at the top. Then use the tabs `Queries`, `Pages`, `Countries`, `Devices`, `Search appearance` and `Dates` [Google Help, Oct 2026].

CLICKS

times someone clicked your site from Google Search

Real visits from search.

IMPRESSIONS

times your site appeared in results

Visibility, even if nobody scrolled to it.

CTR click-through rate

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

$84 \div 1,200 \times 100 = 7.0\%$

AVERAGE POSITION

average position of your topmost result

1 = top. 11–20 is roughly page two.

QUERY	CLICKS	IMPR.	CTR	POS.	HOW TO READ IT
örnek oto servis	410	900	45.6%	1.1	Branded: people who already know the shop. Good, but not SEO growth
fren balata değişimi ümraniye	84	1,200	7.0%	4.2	Working. Keep the page fresh: photos, prices, date
triger seti değişimi fiyatı	34	3,400	1.0%	11.8	"Almost there": many impressions, page two. Strengthen the page and its title
kış lastiği değişimi ümraniye	22	640	3.4%	6.5	Seasonal; compare with the same month last year, not last month
balata ne zaman değişir	21	2,100	1.0%	8.9	A question search; AI answers may take many of these clicks (section 07)
Example numbers for the fictional Örnek Oto Servis, three months. Not market data.					

- **Find "almost there" searches:** sort Queries by impressions and look for position 5–20 with a low CTR. A better page or title often moves these.
- **Separate brand from non-brand:** the `Branded queries` filter (added November 2025) splits searches for your shop's name from the rest. Growth in non-brand clicks is where SEO shows [Google, Nov 2025].
- **Useful filters:** Query contains "fren"; Query contains your district; Device = Mobile; Country = Türkiye.
- **Mark your changes:** Search Console supports custom annotations (November 2025). Note the date of each page change so you can connect changes to results.

AI reports in Search Console

- Traffic from Google's AI features is already counted inside the normal Performance report, search type "Web" [Google, Dec 2025].
- The **Generative AI performance report** shows how often your pages appeared in AI Overviews and AI Mode. It shows **impressions only** (no clicks, no queries), by page, country, device and date [Google Help, 2026]. It was announced on 3 June 2026 for a first group of UK sites and rolled out worldwide on 31 August 2026 [SEJ, Aug 2026].
- A property-level **opt-out** in Settings removes the site from AI Overviews, AI Mode and AI features in Discover (the article feed in the Google app). Google says the opt-out is

not used as a ranking signal outside those AI features [TechWyse, 2026]. For a repair shop, opting out is usually not useful: you want to be cited.

Bing Webmaster Tools: 10 minutes

01 Sign in

Go to `bing.com/webmasters`.

02 Import from Google

Choose `Import your sites from Google Search Console`. Imported sites are verified automatically and their sitemaps come along; data can take up to 48 hours [Bing, Sep 2019]. Other options: XML file, meta tag, DNS (CNAME) or Domain Connect.

03 Confirm the sitemap

In `Sitemaps`, check the sitemap is listed; submit it if not.

04 Use the reports

`Search Performance` (clicks, impressions, CTR, position), `URL Inspection`, `Backlinks`, `Keyword Research`, `Site Scan` and `AI Performance`.

Bing's **AI Performance** report (public preview since 10 February 2026) shows how often Microsoft Copilot, Bing's AI summaries and some partner products cite your pages: "Total Citations", "Average Cited Pages", page-level citations and "Grounding queries", the phrases the AI used to find your content [Bing, Feb 2026].

Yandex Webmaster: 15 minutes

01 Yandex ID

Create or sign in to a Yandex ID and open Yandex Webmaster. A Turkish interface is available [Yandex, Oct 2026].

02 Add the site

Click `Site ekle` (Add site). Enter the full address with protocol: `https://ornekotoservis.com.tr`.

03 Verify

On the `Erişim hakları` (Access rights) page, verify with a `meta etiket` (meta tag), an `HTML dosyası` (HTML file) or a `DNS kaydı` (DNS record).

04 Add the sitemap

Under `İndeksleme` (Indexing), add the sitemap file. This menu label comes from Turkish agency guides; it was not confirmed in Yandex's own help.

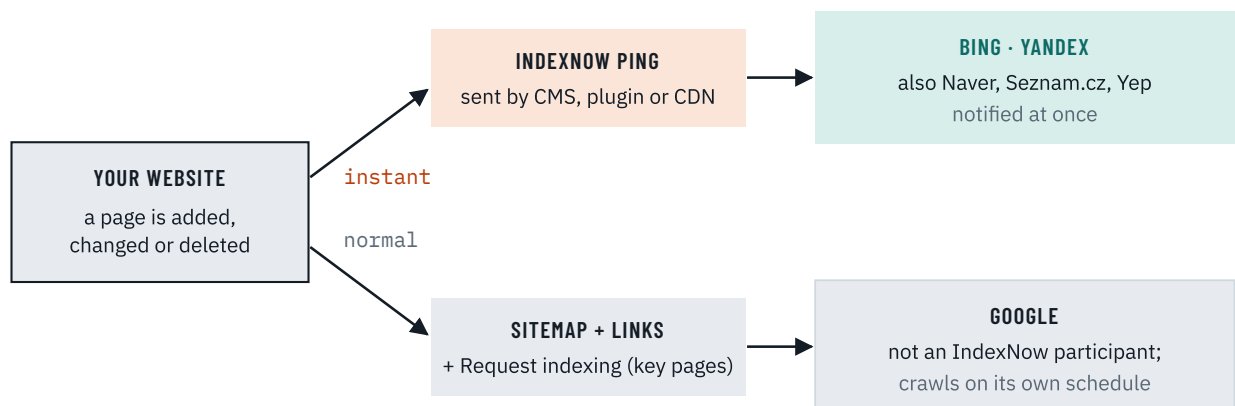
05 Read the advice

Open `Site Optimizasyonu > Optimizasyon tavsiyeleri` (optimization recommendations). After important changes, use `Sayfaları yeniden endeksle` (reindex pages).

IndexNow: instant notice for Bing and Yandex

KEY TERM

IndexNow — a free protocol that lets your site notify search engines the moment a page is added, changed or deleted. Participants are Microsoft Bing, Naver, Seznam.cz, Yandex and Yep. Google is not listed [IndexNow, Oct 2026]. You turn it on through your CMS (the system you edit the site with, such as WordPress), a plugin or your CDN (a content delivery network, a service that stores and serves copies of your site), if they support it.



Two routes to the index. IndexNow pushes changes to Bing and Yandex. For Google, a correct sitemap, internal links and "Request indexing" for important pages do the job.

TÜRKİYE

Because Yandex had about a quarter of measured search traffic in Türkiye in September 2026 (about 16% in August; the share swings, see section 01), Yandex Webmaster and IndexNow matter more here than in most countries. Which Turkish hosting panels support IndexNow was not verified; ask your web developer.

ÖRNEK OTO SERVİSİ

The fictional shop's monthly 2-hour routine: (1) in Search Console, compare clicks and impressions with last month and with the same month last year (tyres and A/C are seasonal), check top queries and pages, new indexing errors, Core Web Vitals and AI impressions; (2) check Bing and Yandex Webmaster for errors and Bing AI citations; (3) count calls, WhatsApp clicks and forms from organic search in GA4 (see the [Tracking & Analytics guide](#)); (4) plan one improvement per week; (5) annotate each change in Search Console.

SELF-CHECK

A page had 30 clicks and 1,500 impressions. What is its CTR?

0.5%

✓ 2%

50%

$\text{CTR} = \text{clicks} \div \text{impressions} \times 100 = 30 \div 1,500 \times 100 = 2\%$.

SELF-CHECK

What does Search Console's Generative AI performance report show?

Clicks and the exact questions people asked AI Mode.

✓ Impressions in AI Overviews and AI Mode, by page, country, device and date.

Your ranking in ChatGPT.

The report shows impressions only, with no clicks and no queries. Clicks from AI features are counted inside the normal Performance report.

▼ SOURCES FOR THIS SECTION

1. [Search Console Help — Verify site ownership](#)
2. [Search Console Help — Sitemaps report](#)
3. [Search Console Help — Page indexing report](#)
4. [Google Analytics Help — Search Console link](#)
5. [Search Console Help — Performance report](#)
6. [Search Console Help — Generative AI performance report](#)
7. [Google Search Central Blog — Generative AI performance reports \(June 2026\)](#)
8. [Search Engine Journal — AI reports rolled out worldwide \(2026-08-31\)](#)
9. [TechWyse — Search Console AI reports and opt-out](#)
10. [Google Search Central Blog — Branded queries filter \(Nov 2025\)](#)
11. [Google — AI features and your website \(updated 2025-12-10\)](#)
12. [Bing Webmaster Blog — Import sites from Search Console](#)
13. [Bing Webmaster Blog — AI Performance public preview \(2026-02-10\)](#)
14. [Yandex Webmaster — Başlarken \(Turkish\)](#)
15. [IndexNow \(checked 2026-10-05\)](#)



MARK SECTION 05 AS DONE

CONTENT AND LINKS

READ

14 min

BUILDS ON

Sections 02–03

YOU WILL BE ABLE TO

Plan helpful content around the Turkish car-care calendar and earn a few relevant local links without breaking Google's link spam rules.

Service pages catch people who are ready to book. Helpful articles and updates catch people earlier, when they are still asking "why does my car shake?". They also give other sites a reason to link to you. Google says its systems reward content made for people first, not to manipulate rankings [Google, Oct 2026].

Google's three questions for helpful content

WHO MADE IT?

Show real authors and staff, e.g. "Usta Mehmet Yılmaz, 20 yıllık motor ustası" (master mechanic with 20 years of engine experience).

HOW WAS IT MADE?

Show the process: your own photos, test results, diagnostic screens.

WHY DOES IT EXIST?

To help customers, or only to attract search traffic? Only the first is safe.

Google does not ban AI help with writing. Using automation "to produce content for the primary purpose of manipulating search rankings" breaks its spam policies. Mass-producing pages to rank, by AI or by people, is called **scaled content abuse** [Google, Aug 2026]. A "100 makale paketi" (100-article package) bought to fill a site with pages carries exactly this risk.

Content that works for a repair shop

TYPE	EXAMPLE	WHY IT HELPS
Question guides	"Balata ne zaman değişir?" (when should brake pads be changed?), "Motor arıza lambası yandı, ne yapmalıyım?" (engine warning light is on, what should I do?), "Akü bitti: takviye mi, değişim mi?" (dead battery: jump-start or replace?)	Answers real searches; links to the matching service page
Honest price pages	A page per major service with ranges by car class, what changes the price, the update date and "KDV dahil/hariç" (VAT included/excluded)	Price searches are a large part of Turkish car-service searches; if you show no prices, price sites and forums answer for you
"Bu hafta atölyede" (this week in the workshop)	A real job: before/after photos, the problem, the fix, the cost range	Original, first-hand content; doubles as a social post
Short videos	The master mechanic explains one fault in under a minute, embedded on the service page	Shows experience; reusable on YouTube and Instagram
Brand / model pages	"Fiat Egea periyodik bakım": maintenance contents by km, common faults, prices	Only for makes you service often and can say something specific about; otherwise they become thin duplicates

For a busy shop, 2–4 helpful pieces per month is realistic. Google gives no required number; quality and real expertise matter more than frequency.

Seasonal content calendar

Publish or update seasonal pages **4–8 weeks before** the peak so they are indexed in time. Reuse the same URL every year and update it, instead of making "kis-lastigi-2025", "kis-lastigi-2026" and so on.

MONTH	PUBLISH OR UPDATE	WHY
Jan–Feb	Battery and cold-start guide; winter tyre check; fleet annual contracts	Cold weather; new company budgets

MONTH	PUBLISH OR UPDATE	WHY
Feb– Mar	Update the summer tyre and spring maintenance content	4–8 weeks before the switch to summer tyres
Mar– Apr	<i>yaz lastiği değişimi</i> (summer tyres), <i>bahar bakımı</i> (spring service); pre-bayram trip check before Ramazan Bayramı	End of the winter tyre period; bayram dates move every year
May– Jun	<i>klima gazı / klima bakımı</i> (A/C service); pre-trip check before Kurban Bayramı	Heat and holiday travel
Jul– Aug	Overheating and cooling-system guide; "yolda kalmayın" (don't get stranded) checklist	Summer trips
Sep– Oct	Update /hizmetler/lastik-degisimi-lastik-oteli/ ; wipers, lights, brakes; antifreeze and battery checks	4–8 weeks before the winter tyre peak; rain season
Nov– Dec	<i>kış lastiği değişimi</i> (winter tyre change), <i>lastik oteli</i> (tyre storage), "Kış lastiği zorunlu mu?" guide; year-end fleet offers	Winter tyres are mandatory for vehicles that carry passengers or goods on intercity roads, every year from 15 November to 15 April; the 2026–27 season runs 15 Nov 2026 – 15 Apr 2027. Governors can apply the rule inside their province and move the dates by up to one month. There is no nationwide rule for private cars [Kış Lastiği Tebliği, as amended Oct 2025] [Milli Gazete, Sep 2026]
All year	<i>muayene öncesi kontrol</i> (pre-inspection check), warning-light explainers, job-of-the-week posts	TÜVTÜRK inspection is a recurring need
A planning calendar for a Turkish repair shop. Older seasons used 1 Dec – 1 Apr; the 15 Nov – 15 Apr period comes from the October 2025 amendment. Never tell private-car owners that winter tyres are legally required.		

Links: earn them, do not buy them

KEY TERM

Backlink (*geri bağlantı*) — a link from another website to yours. Search engines use links to find pages and as one signal of importance. Google's spam policies ban **link spam**: creating links mainly to manipulate rankings, including "buying or selling links for ranking purposes" [Google, Aug 2026]. A paid link, such as a sponsorship, must carry `rel="sponsored"` (or `nofollow`) [Google, Dec 2025].

SAFE LOCAL LINK IDEAS

- Parts, oil, tyre and battery brands' "servis noktaları" (service points) or dealer locator pages
- Bosch Car Service-type network locators, if you are a member
- Kasko (insurance) "anlaşmalı servisler" (contracted shops) lists and fleet partners' service lists
- Your chamber (ticaret odası or esnaf odası) member directory, if it links to websites (not verified)
- Local news, sponsored local teams, a vocational high school (meslek lisesi) partnership
- Link-worthy content: a yearly winter tyre guide, "the 5 most common faults we saw in 2026"

LINK SCHEMES TO AVOID

- "SEO paketi: 500 backlink" link packages
- "Haber sitelerinde tanıtım yazısı paketi" (promotional article packages on news sites) bought for links
- Private blog networks (PBNs): sites made only to link out
- Bulk link exchanges
- Paid guest posts on unrelated sites; Google's **site reputation abuse** policy targets third-party content placed on a site mainly to use its ranking strength

01 List existing relationships

Suppliers, brands, fleet customers, insurers, your chamber, teams and schools you support.

02 Find the page that could link to you

A service-point locator, member directory, sponsor page or news section.

03 Ask politely for a correct listing

Exact business name, address, phone and website address.

04 Aim for a few relevant links per quarter

Not hundreds. One link from a tyre brand's locator is worth more than a bought package.

TÜRKİYE

Bosch Car Service says it has more than 350 points in Türkiye, each an independent shop listed in its "Servis Bulucu" (service finder) [Bosch Car Service, Oct 2026]. Its district pages appeared in our October 2026 checks for searches such as "oto servis Kadıköy". If you belong to such a network, make sure your listing is complete and links to your website: it is a relevant link and a second page that can rank for your district.

ÖRNEK OTO SERVİS

Example plan for October–December 2026: update the tyre page in October; publish "Kış lastiği zorunlu mu?" in early November with the 2026–27 dates (15 Nov 2026 – 15 Apr 2027, commercial vehicles; no nationwide rule for private cars); publish "Akü bitti: takviye mi, değişim mi?" in November; post one "Bu hafta atölyede" job every two weeks; ask the shop's tyre and battery suppliers to list Örnek Oto Servis on their locator pages.

SELF-CHECK

An agency offers "500 backlinks from news sites for 5,000 TL". What is it?

A cheap way to build authority.

✓ **Link spam under Google's policies: money spent on a risk.**

Fine, as long as the news sites are Turkish.

Buying links for ranking purposes is link spam. Earn a few relevant links from real relationships instead.

▼ SOURCES FOR THIS SECTION

- 1. [Google — Creating helpful, reliable, people-first content](#)
- 2. [Google — Spam policies \(updated 2026-08-28\)](#)
- 3. [Google — Link best practices](#)
- 4. [Kış Lastiği Kullanma Zorunluluğu Tebliği, Art. 5 as amended 2025-10-04 \(RG 33037\), via Lexpera](#)
- 5. [Milli Gazete — 2026–27 winter tyre dates \(2026-09-30\)](#)
- 6. [KGM — winter tyre announcement 2025–26](#)
- 7. [NTV — winter tyre mandate, earlier seasons \(2024-03-24\)](#)
- 8. [Bosch Car Service Türkiye](#)
- 9. [Bosch Car Service — Kadıköy oto elektrikçi page](#)

☐ MARK SECTION 06 AS DONE

SECTION 07 / 13

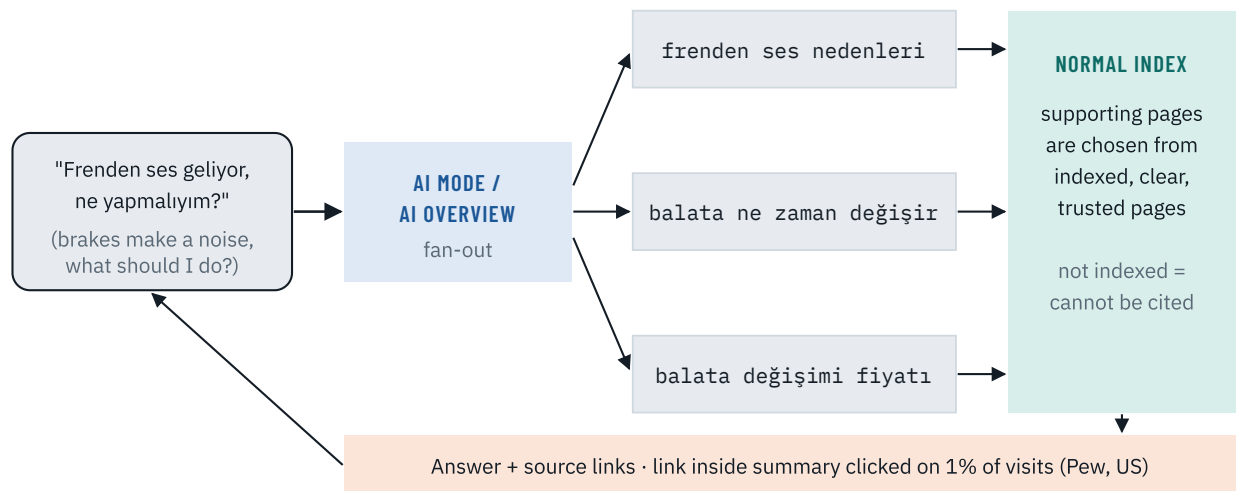
AI SEARCH

READ 15 min	BUILDS ON Sections 01–06	
YOU WILL BE ABLE TO Explain how AI Overviews, AI Mode, Copilot and ChatGPT search pick sources, separate official guidance from hype, and list the few things a small shop should do.		

AI answers now sit above the normal results for many searches, also in Turkish. Google launched **AI Modu** (AI Mode) and **AI Bakışı** (AI Overviews) in Türkiye on 18 February 2026, in Turkish, running on Gemini 3 (Google's AI models) and rolling out gradually in the apps and on results pages; ads remain [Webrazzi, Feb 2026]. Before that, an earlier AI Mode expansion to about 180 countries had excluded Türkiye [CNBC-e, undated].

KEY TERM

Query fan-out — Google says AI Overviews and AI Mode run many related searches behind the scenes for one question, then pick supporting pages from the normal index [Google, Dec 2025]. A page that is quoted as a source is **cited**. Bing calls the step of fetching pages to support an AI answer **grounding**.



No separate AI index. The AI picks its sources from pages that are already indexed and trusted in normal search. The fan-out searches shown are illustrative.

What Google officially says

Google's guide to its generative AI features (updated July 2026) and its AI features page say [Google, Jul 2026]:

- "optimizing for generative AI search is optimizing for the search experience, and thus still SEO."
- "There are no additional requirements to appear in AI Overviews or AI Mode, nor other special optimizations necessary."
- On llms.txt files: "Google Search itself doesn't use them"; adding one "will neither harm nor help".
- "There's no requirement to break your content into tiny pieces for AI to better understand it."

- "Structured data isn't required for generative AI search, and there's no special schema.org markup you need to add."
- It advises "non-commodity" content with "unique expert or experienced takes", and tells local businesses to keep their Google Business Profile up to date.
- Controls if you need them (settings in the page code that limit or block what Google shows from a page): `nosnippet` , `data-nosnippet` , `max-snippet` , `noindex` , and the Search Console opt-out (section 05).

What AI answers do to clicks

8% vs 15%

Visits with a click on a normal result, with vs without an AI summary
[Pew, Jul 2025]

18%

Searches that showed an AI summary (60% of searches that started with a question word) [Pew, Jul 2025]

15% vs 92%

AI Overviews on local-intent vs informational searches
[Whitespark, May 2025]

-58%

Lower average CTR for the #1 result when an AI Overview shows (December 2025 data; the April 2025 version found -34.5%)
[Ahrefs, Feb 2026]

+35%

Higher organic CTR for brands cited inside the AI Overview than for brands not cited
[Seer Interactive, Nov 2025]

Pew: 900 US adults, 68,879 Google searches in March 2025. Users clicked a link inside the summary on 1% of visits, and 88% of summaries cited 3 or more sources. Whitespark: 540 US searches in 6 industries, without auto repair. Ahrefs: 300,000 keywords, half with and half without an AI Overview, December 2023 vs December 2025. Seer: 3,100+ queries, June 2024 – September 2025; on queries with an AI Overview, organic CTR fell 61% and paid CTR 68%. Being cited goes together with a higher CTR; Seer does not claim that citation causes them. All are mostly US, English-language data. No Turkish study was found.

GLOBAL EXAMPLE

The US data points one way: AI summaries take clicks from *question* searches, while *local booking* searches still mostly show the map pack and organic results. Informational blog traffic is at risk; bookings come from local and transactional searches. Plan your effort the same way.

Bing, Copilot and ChatGPT

- **Microsoft Copilot and Bing's AI summaries** cite pages from Bing's index. Bing's AI Performance report counts those citations (section 05) [Bing, Feb 2026].
- **Bing's rewritten guidelines** (February 2026) name "GEO" (generative engine optimization) as content being eligible for grounding, with no guaranteed citations. Tips: state facts directly, keep entity names consistent, one topic per URL, essential information near the top. The NOARCHIVE setting in the page code prevents use in Copilot answers. New abuse items include "artificially engineered language" aimed at AI citations, and prompt injection [SEJ, Feb 2026].
- **ChatGPT search:** OpenAI says to "allow OAI-SearchBot in your site's robots.txt file" (OAI-SearchBot is OpenAI's search crawler); sites that block it "will not be shown in ChatGPT search answers" [OpenAI docs, Oct 2026]. Many industry articles say ChatGPT search also uses Bing's index; this was **not confirmed** in an OpenAI source, so treat it as likely, not certain.
- **ChatGPT and local businesses:** a study by Local Falcon (a rank-tracking company) found that ChatGPT's local business answers lean on Bing Places as "one of the biggest data sources", together with business websites, directories such as Yelp and Tripadvisor, local publications and Facebook pages [Local Falcon, Nov 2025]. This is one company's finding, not an OpenAI statement. It is still a cheap reason to import your profile into Bing Places (section 10).

Claims you will hear, and what the sources say

CLAIM	WHAT THE SOURCES SAY
"You need an llms.txt file for AI."	Google Search does not use it; it neither helps nor harms.
"Rewrite everything in small chunks for AI."	Google: no requirement to break content into tiny pieces.
"You need special AI schema."	Google: no special schema.org markup is needed.

CLAIM	WHAT THE SOURCES SAY
"GEO/AEO is a new, separate service."	AEO (answer engine optimization) is another sales name for the same idea. Google: optimizing for its AI features "is ... still SEO". Bing uses the word GEO but promises no citations.
"We guarantee your shop appears in ChatGPT."	Nobody controls which sources an AI cites. Google adds that "seeking inauthentic mentions ... isn't as helpful as it might seem".

What a small shop should realistically do

- ☐ Make sure key pages are indexed (section 05) and robots.txt does not block Googlebot, Bingbot or OAI-SearchBot.
- ☐ One clear page per service, with the essential facts near the top: what, where, price range, how long, warranty.
- ☐ Answer real customer questions in plain Turkish on the page (FAQ text and guides).
- ☐ Keep the Google Business Profile complete and current (section 08) and the name, address and phone identical everywhere (section 10).
- ☐ Once a month, look at Search Console's Generative AI report and Bing's AI Performance report; strengthen the pages that get cited.
- ☐ Do not opt out of AI features unless you have a strong reason.

TÜRKİYE

Since AI answers arrived in Turkish only in February 2026, expect them mainly on question searches such as "triger kaç km'de değişir?" and the map pack mainly on "near me" and district searches. This expectation is based on US data; check real results on a phone in your district every few months.

ÖRNEK OTO SERVİSİ

The fictional shop's guide "Balata ne zaman değişir?" gets many impressions but few clicks (section 05 example). The owner does not delete it. It is a candidate for AI citations, it links to the brake page, and the Generative AI report will show whether it appears in AI answers.

SELF-CHECK

An agency sells an "AI SEO package" with llms.txt, special AI schema and chunked content. What does Google's July 2026 guide say?

These are required to appear in AI Overviews.

✓ **None of them is needed; optimizing for Google's AI features is still SEO.**

Only the special schema is required.

Google says Search does not use llms.txt, no special schema is needed and content does not need to be chunked. Pages that are indexed, clear and trustworthy in normal search are the ones that get cited.

▼ SOURCES FOR THIS SECTION

1. [Webrazzi — AI Modu and AI Bakışı in Türkiye \(2026-02-18\)](#); also [egirisim](#) and [Zeo](#)
2. [CNBC-e — AI Mode in 180 countries excluding Türkiye](#)
3. [Google — AI features and your website \(updated 2025-12-10\)](#)
4. [Google — Optimizing for generative AI features \(updated 2026-07-10\)](#)
5. [Pew Research Center \(2025-07-22\)](#)
6. [Whitespark — AI Overviews in local search \(2025-05-12\)](#)
7. [Ahrefs — AI Overviews reduce clicks, update \(2026-02-04\)](#)
8. [Seer Interactive — CTR and AI Overviews \(2025-11-05\)](#)
9. [Local Falcon — Where ChatGPT gets local business info \(2025-11-05\)](#)
10. [Bing Webmaster Blog — AI Performance \(2026-02-10\)](#)
11. [Search Engine Journal — Bing adds GEO to guidelines \(2026-02-27\)](#)
12. [OpenAI — Overview of OpenAI crawlers](#)



MARK SECTION 07 AS DONE

SECTION 08 / 13

LOCAL SEO AND GOOGLE BUSINESS PROFILE

READ

25 min

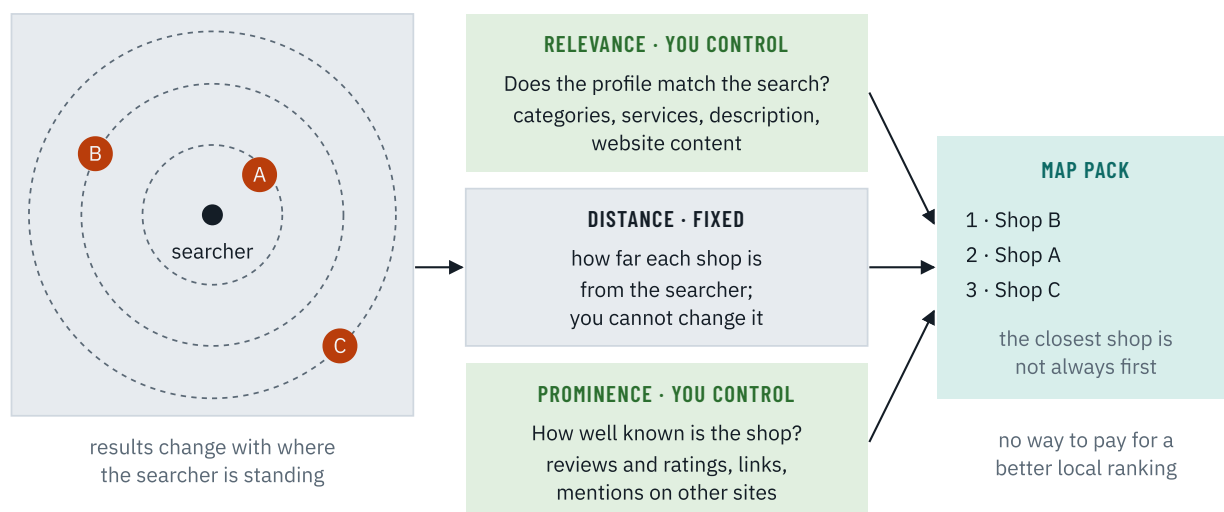
BUILDS ONMain course 04
and 07; section
01**YOU WILL BE ABLE TO**

Explain how Google ranks the map pack, set up every important field of a Google Business Profile with current menu names, choose the right Turkish categories, and avoid the mistakes that get profiles suspended.

For "near me" and district searches, the map pack usually sits above the website results. The businesses in it come from **Google Business Profile** (GBP; in Turkish *Google İşletme Profili*, formerly Google My Business): your free listing on Google Search and Maps. In a dense city the competition is real: the İstanbul Chamber of Commerce group for motor vehicle repair alone lists 5,549 active member firms, and many small shops register with tradesmen's chambers instead [İTO, Oct 2026].

Google's three local ranking factors

Google's own help page names three factors and adds: "There's no way to request or pay for a better local ranking on Google" [Google Help, Oct 2026].



Two of three factors are yours. Distance is fixed by where the searcher stands. Relevance and prominence are built with the profile, the website, reviews and mentions. The ranking shown is illustrative.

What experts rank highest

Whitespark's 2026 Local Search Ranking Factors report (published 6 November 2025) is a survey of 47 local search experts. It is expert opinion rather than Google data, and it is the most cited industry study [Whitespark, Nov 2025].

#	FACTOR (REPORT WORDING)	WHAT IT MEANS FOR A REPAIR SHOP
1	Primary GBP Category	Choose "Oto Tamirhanesi" (Auto repair shop) if that is what you are
2	Proximity of Address to the Point of Search	Not in your control
3	Keywords in GBP Business Title	Works, but only a real name is safe (see below)
4	Physical Address in City of Search	Show the workshop address
5	Business is Open at Time of Search	Keep hours true; rankings "begin to degrade in the final hour that a business is open" [Whitespark, Dec 2025]
6	High Numerical Google Ratings (e.g. 4–5)	A steady review routine (section 09)

#	FACTOR (REPORT WORDING)	WHAT IT MEANS FOR A REPAIR SHOP
7	Address Is Showing on GBP (Not SAB)	A storefront shop should show its address (SAB = service-area business, explained below)
8	Additional GBP Categories	Add only true specialties
9	Quantity of Native Google Reviews (w/text)	Ask every customer
10	Proper Placement of the Map Pin	Pin on the workshop entrance
Factors 11–20 include recency of reviews, a sustained influx of reviews over time (rather than bursts), click-through rate from the map results, website NAP matching the GBP NAP, completeness of the profile, and keywords in the linked page's title and headings. Group weights appear only in a chart image and were not verified.		

KEY TERMS

Verification (*doğrulama*) — proving to Google you are the real business; unverified profiles show no photos and no performance data. **Primary category** (*birincil kategori*) — the one category that says what the business *is*. **Storefront vs service-area business (SAB)** — a storefront shows its address and customers come to it; an SAB hides its address and goes to customers (e.g. a tow truck). **NAP** — Name, Address, Phone. **Map pin** — the exact point where Google places you on the map.

Set up and optimize the profile

Google now lets owners manage the profile mainly from Google Search (search your business name while signed in), the Google Maps app and business.google.com. Button names below are the English names from Google Help (October 2026); the Turkish labels were not verified.

FIELD	WHAT TO DO	RULE OR LIMIT
Ownership	A company Google account as Owner; 1–2 trusted Owners, others Managers; remove unknown users; turn on email notifications	Owners have 4 days to reject user-suggested edits before Google may publish them [SER, Sep 2026]

FIELD	WHAT TO DO	RULE OR LIMIT
Verification	Follow the method Google offers: video recording, phone or text, email, postcard or live video call	You cannot choose the method. Video: at least 30 s, one continuous take, recorded live and uploaded from a phone; review "can take up to 5 business days" [Google Help, Oct 2026]
Business name	Exactly as on the sign, invoices and official records	"Including unnecessary information in your business name isn't permitted, and could result in the suspension of your Business Profile" [Google Help, Oct 2026]
Categories	One primary category plus a few true additional ones	Google: "Use as few categories as possible"; the test is "This business IS a...", not "HAS a..."
Address and pin	Storefront address shown; zoom in and put the pin on the workshop entrance	No virtual offices, no PO boxes, one profile per location
Service areas	Only if you really do mobile repair or towing (a "hybrid" business)	Up to 20 areas, within about 2 hours' drive; no radius option [Google Help, Oct 2026]
Hours	Real customer-facing hours, including Saturday if you open	Special hours: Edit profile > Hours > Special hours ; up to 6 days in a row, longer closures use "Temporarily closed" [Google Help, Oct 2026]
Phone	A local number the business controls, the same as on the website	Not a central call-centre line
Website	Home or contact page, with UTM tags (labels added to the link; example below) so GA4 shows GBP traffic separately	GBP can also be linked to GA4: GA Admin > Product links > Google Business Profile (from about June 2026) [SER, Jun 2026]
Chat	Edit profile > Contact > Chat > WhatsApp (https://wa.me/90...) or Text message	"Available for select regions"; not confirmed for Türkiye. If both are set, only SMS shows [Google Help, Oct 2026]. In June 2026 Google added WhatsApp numbers to many profiles by itself, sometimes a landline that cannot receive WhatsApp: check this field now [SER, Jun 2026]
Appointment link	Your booking page or a WhatsApp booking link	Field in Edit profile

FIELD	WHAT TO DO	RULE OR LIMIT
Services	Google's suggested services for your category plus your own custom ones: 15–25 services in total, each with a short description	Custom names must not include "profanity, gibberish, personal information, prices, or phone numbers" [Google Help, Oct 2026]
Attributes	Fill in every attribute that is true (payment types, accessibility, primary chat method)	Options depend on category and country
Description	What the shop is, since when, what it does, how to book	Max 750 characters; no URLs or HTML; no promotions or prices [Google Help, Oct 2026]
Photos and videos	Logo, cover, 3+ exterior (sign and entrance in daylight), 3+ interior, 3+ at work, team; 2–4 new photos per month; short captioned videos	Photos JPG/PNG, 10 KB–5 MB, 720×720 px recommended; videos up to 30 s, 75 MB, 720p or higher; no heavy filters or AI alteration [Google Help, Oct 2026]
Posts	Offers, Updates and Events for seasonal needs: winter check, A/C, pre-bayram trip check	Archived after 6 months unless dated. Posts with phone numbers Google cannot verify may be rejected (reported Sept 2026). Posts did not move rankings in a 9-week test, so use them for customers, not for ranking [Sterling Sky, Jul 2021]

BUSINESS NAME: RIGHT AND WRONG

OK

Örnek Oto Servis

Matches the sign, invoices and the *vergi levhası* (tax certificate).

NOT OK

Örnek Oto Servis | Ümraniye Oto

Tamir Kaporta Boya 7/24

ÖRNEK OTO SERVİS - En Ucuz

Bakım

Location descriptors, service details, ALL CAPS and taglines are not allowed.

GLOBAL EXAMPLE

A Whitespark study of 1.4 million+ listings in 17 industries found that, in automotive, listings with an exact-match keyword in the name reached the top 3 in 3.30% of cases, partial match 3.95%, no keyword 1.95% [Whitespark, Sep 2026]. That is a correlation, not proof. The only safe way to use it is a real name change (new sign, trade registry and tax records): a business decision, not an SEO trick.

GLOBAL EXAMPLE

Why do competitors with stuffed names seem to get away with it? Sterling Sky tracked 50 keyword-stuffed listings, mostly law firms. 60% got only a warning, 20% a soft suspension (still on Maps, but the owner lost control) and 20% a hard suspension (removed from Maps). Action came only after someone reported the listing, every business added the keywords back after being caught, and "Suggest an edit" never stopped it for good [Sterling Sky, Dec 2020]. The study is old and small, but the lesson holds: the shortcut works until a competitor reports you. To deal with a spamming competitor, report the listing to Google instead of only suggesting an edit.

CAR REPAIR CATEGORIES IN TURKISH

ENGLISH CATEGORY	TURKISH NAME SHOWN	USE FOR A GENERAL REPAIR SHOP?
Auto repair shop	Oto Tamirhanesi	Primary for most general mechanical repair shops
Car repair and maintenance service	Araç Bakım ve Onarımı	Strong additional category
Auto electrical service	Oto Elektrik Hizmeti	If you have an auto electrician
Auto air conditioning service	Oto Klima Servisi	If you do A/C gas and repair
Auto body shop	Oto Kaporta Dükkanı	If you do bodywork
Auto painting	Otomobil Boyama	If you have a paint booth
Auto dent removal service	Oto Kaporta Düzeltme Servisi	Paintless dent repair
Auto tune up service	Oto Motor Ayarı Servisi	Engine tune-up and diagnostics

ENGLISH CATEGORY	TURKISH NAME SHOWN	USE FOR A GENERAL REPAIR SHOP?
Tire shop	Lastik Satıcısı	Only if you sell and change tyres
Auto machine shop	Oto Tamir Atölyesi	Only for engine machining; the Turkish name is misleading
Mechanic	Makine Tamircisi	The translation means "machine repairer"; test carefully
Car inspection station	Araç Muayene İstasyonu	Do not use unless you are an official inspection station

From PlePer's 2026 Turkish category list ([PlePer](#)) and a 2019 list. Not checked inside a live Turkish account: type the name in your own category box to confirm, because Google renames categories. "Oto tamircisi" is a person, not the category.

VERIFICATION VIDEO SCRIPT FOR A REPAIR SHOP

01 Location

Start on the street: the street sign and the building number.

02 The business exists

Walk to the shop front and show the permanent sign with the shop name.

03 You manage it

Walk into the workshop: lifts, the diagnostic device, tools, branded workwear.
Unlock the parts store or office with your key.

04 Keep it clean

No customer faces, no number plates if possible, no invoices, bank, tax or ID numbers [Google Help, Oct 2026].

HOLIDAY HOURS TO PLAN EVERY YEAR

1 Ocak, 23 Nisan, 1 Mayıs, 19 Mayıs, 15 Temmuz, 30 Ağustos, 28 Ekim (half day) and 29 Ekim, Ramazan Bayramı (half-day *arife*, the eve, plus 3 days) and Kurban Bayramı (half-day *arife* plus 4 days). Bayram dates move every year: check the official calendar before each one. Google recommends confirming holiday hours even if they do not change

[Google Help, Oct 2026].

WEBSITE LINK WITH UTM TAGS

https://ornekotoservis.com.tr/?

COPY

utm_source=google&utm_medium=organic&utm_campaign=gbp_listing&utm_content=website_

Use `utm_content=appointment_button` for the appointment link. UTM tags only label the traffic in analytics; no ranking effect is claimed. The [Tracking & Analytics guide](#) explains UTM tags in full.

DESCRIPTION TEMPLATE (TURKISH, UNDER 750 CHARACTERS)

Örnek Oto Servis, [yıl]'den beri Ümraniye'de binek ve hafif ticari araçlara mekanik bakım ve onarım hizmeti veren bağımsız bir oto servistir. 12 kişilik ekibimizle periyodik bakım, fren sistemi, trigger ve debriyaj değişimi, oto elektrik ve bilgisayarlı arıza tespiti, klima bakımı, lastik değişimi ve 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.

COPY

Example for the fictional shop. Fill in the year and keep only claims that are true. No prices, URLs or promotions.

Features that are gone, new or changed

FEATURE	STATUS (OCT 2026)	SOURCE
GBP chat and call history	GONE New chats stopped 15 Jul 2024; ended 31 Jul 2024	[GoSite, 2024]
Websites built with GBP (business.site)	GONE Ended March 2024; redirects stopped 10 Jun 2024	[SEL, 2024]
Questions & answers (Q&A)	GONE API ended 3 Nov 2025; public Q&A replaced from Dec 2025 by an AI "Ask" button that answers from your details and reviews	[PPC Land, Dec 2025]
"Follow" button and welcome offers	GONE Announced 18 Feb 2022	[SER, Feb 2022]
WhatsApp / SMS chat link	NEW In select regions	[Google Help, Oct 2026]

FEATURE	STATUS (OCT 2026)	SOURCE
WhatsApp numbers added by Google	BUG Early June 2026: numbers auto-added to many profiles, some wrong; Google called it a bug, and owners could delete them again from 10 Jun 2026	[SER, Jun 2026]
"Ask for Me": Google's AI phones shops to ask about prices and availability for the searcher	TESTING Search Labs test announced 30 Jan 2025, for auto shops and nail salons; availability in Türkiye not verified	[TechCrunch, Jan 2025]
Place page attributes, primary chat method	NEW WhatsApp, Text message, Messenger and others	[SER, Mar 2026]
Video verification	COMMON A frequent default for new profiles	[Google Help, Oct 2026]
Photo verification ("Submit a business photo")	TESTING Not yet in Google's docs	[SER, Sep 2026]
GBP tools in the Gemini app, "Business notebooks"	NEW From June 2026, globally except EEA and UK; not confirmed in a Turkish account	[SEJ, Jun 2026]
Link GBP to Google Analytics	NEW Calls, directions, website clicks, bookings; 6 months of history	[SER, Jun 2026]
Review questions ("Which services did you get?")	CHANGED Asked in about 25% of categories	[Whitespark, Aug 2026]
User-suggested edits	CHANGED 4 days to reject before Google may publish	[SER, Sep 2026]
AI hours entry ("Describe your opening hours")	TESTING	[SER, Sep 2026]
Posts (Updates, Offers, Events)	CHANGED Still available; stricter on unverifiable phone numbers in post text	[SER, Sep 2026]
Local Services Ads	NOT IN TÜRKİYE Not in the country list	[Google Help, Oct 2026]

Do not follow old tutorials that tell you to "seed" Q&A, use GBP chat or build a business.site page. Since Q&A is gone, make sure the answers exist in your services list, description, attributes, website FAQ and reviews: "Hibrit araçlara bakıyor musunuz?" (do

you service hybrids?), "Parçada garanti var mı?" (is there a parts warranty?). For paid local visibility, use Google Ads with location assets (see the [Google Ads deep dive](#)).

What the Performance report counts

The profile's performance report shows **views**, the **search terms** people used (monthly, with about a 5-day delay), **calls** (taps on the call button), **website clicks**, **directions** requests, and messages and bookings where relevant. Limits: verified profiles only; the search term list is incomplete; people who dial your number by hand are not counted; outages happen [Google Help, Oct 2026]. Write the monthly numbers into a simple sheet.

TÜRKİYE

"Calls" in the report are taps on the call button, not answered calls. Google's **forwarding numbers** (temporary numbers that let Google Ads record real calls, their length and whether they were answered) are not available in Türkiye: it is missing from Google's country list [Google Ads Help, Oct 2026]. So the front-desk question "Bizim nereden buldunuz?" (how did you find us?) stays your best record of real calls; section 11 shows how to use it.

Suspension risks

COMMON TRIGGERS

- Keyword-stuffed name, or a name that does not match the sign
- An address you do not operate from (virtual office, PO box)
- Two profiles for one shop at one address, e.g. a separate "kaporta" profile without real separation
- Categories used as keywords, or for services you do not offer
- A website or phone that leads to another business

PREPARE AN EVIDENCE FOLDER NOW

- *vergi levhası* (tax certificate)
- *ticaret sicil gazetesi* or *esnaf sicil / oda kayıt belgesi* (registry documents)
- *işyeri açma ve çalışma ruhsatı* (business licence)
- Recent electricity or internet bills at the shop address, in the business name
- Dated photos of the sign and shop front

- Fake or incentivized reviews
- Many big edits at once (name + address + category) — practitioners' experience, not a Google statement

Google's appeal evidence form must be submitted within 60 minutes of opening it [Google Help, Oct 2026].

WATCH OUT

If suspended: fix the cause first, then use the Business Profile appeals tool. Do not create a new profile while suspended, and do not flood support. Since September 2026, repeated unfounded complaints "can result in rejection of all further complaints without assessment" [SER, Sep 2026].

TÜRKİYE

Build a 20-minute benchmark on a phone, standing at the shop. Search "oto servis", "oto tamirci" and "[ilçe] oto servis" in Google Maps. For the top 5 results, note the primary category (shown under the name), rating, review count, date of the newest review, whether the owner replies, photo quality, whether hours are complete, and whether the name contains words that are not on the sign. Do the same in Yandex Haritalar. Usual gaps for local shops: few recent reviews, no owner replies, old or dark photos, missing services, a wrong pin.

ÖRNEK OTO SERVİS

The fictional shop's profile after the first month of the 90-day plan (section 12): name "Örnek Oto Servis" (as on the sign); primary category Oto Tamirhanesi; additional Araç Bakım ve Onarımı, Oto Elektrik Hizmeti, Oto Klima Servisi, Oto Kaporta Dükkanı; storefront address with the pin on the workshop gate; Saturday hours shown; special hours set for 28–29 Ekim (1 Ocak follows in December); 20 services with short descriptions; WhatsApp chat if the option appears (the owner checked that Google had not added a wrong number in June 2026); website and appointment links with UTM tags.

SELF-CHECK

Which local ranking factor can Örnek Oto Servis *not* influence?

Relevance

✓ **Distance from the searcher**

Prominence

Distance depends on where the searcher stands. Relevance (categories, services, website) and prominence (reviews, links, mentions) are built by the shop.

SELF-CHECK

Keywords in the business name correlate with better rankings. What is the safe way to act on this?

Add "Ümraniye Oto Tamir" to the GBP name today.

✓ **Use only the real name; a keyword name is safe only after a real name change on the sign and official records.**

Create a second profile with the keyword name.

Google's guidelines say unnecessary information in the name can lead to suspension. A second profile at the same address is also a suspension trigger.

▼ SOURCES FOR THIS SECTION

- 1. [Google Help — Tips to improve your local ranking](#)
- 2. [Google Help — Guidelines for representing your business](#)
- 3. [Google Help — Verify your business; Video verification](#)
- 4. [Google Help — Edit your profile; Service areas; Special hours; Services; Photo and video requirements; Posts; Chat; Performance; Appeals](#)
- 5. [Whitespark — Local Search Ranking Factors 2026 \(2025-11-06\); 7 factors \(2025-12-04\); keywords in names \(2026-09-03\); review questions \(2026-08-06\)](#)
- 6. [PlePer — GBP categories in Turkish; SEO Kaos — 2019 Turkish category list \(PDF\)](#)
- 7. [Sterling Sky — Do Google Posts impact ranking? \(2021-07-26\)](#)
- 8. GBP feature changes: [GoSite](#); [Search Engine Land](#); [PPC Land \(Q&A API\)](#); [PPC Land \(Ask button\)](#); [SEJ \(Gemini\)](#); Search Engine Roundtable reports linked in the table
- 9. [Google — Local Services Ads availability](#)
- 10. [Search Engine Roundtable — GBP adds WhatsApp numbers in bulk \(2026-06-11\)](#)
- 11. [TechCrunch — Google's "Ask for Me" \(2025-01-30\)](#)
- 12. [Sterling Sky — 50 cases of keyword spam \(2020-12-14\)](#)
- 13. [Google Ads Help — Google forwarding numbers, country list](#)
- 14. [İTO — 54. Grup member list \(fetched 2026-10-05\)](#)

☐ MARK SECTION 08 AS DONE

SECTION 09 / 13

REVIEWS AND REPUTATION

READ 18 min	BUILDS ON Section 08	
YOU WILL BE ABLE TO Run a steady, policy-safe review routine, reply to good and bad reviews with ready templates, and know what Google and Türkiye's 2026 rules prohibit.		

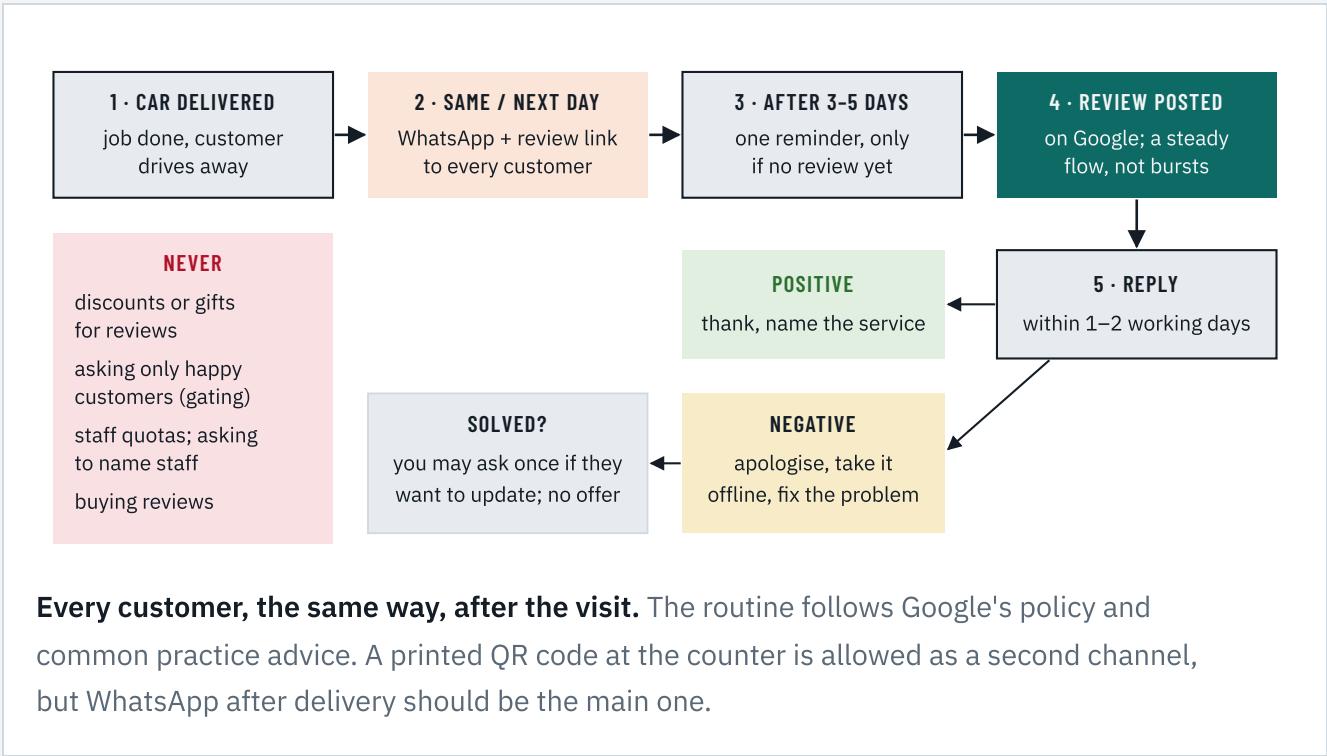
Reviews do two jobs. Google lists them under prominence: "more reviews and positive ratings can help your business's local ranking" [Google Help, Oct 2026]. And they decide whether a stranger trusts you with their car. A US survey of 1,002 adults, published in

February 2026, shows how high the bar is [BrightLocal, Feb 2026]. No equivalent Türkiye survey was found.



All figures: BrightLocal Local Consumer Review Survey 2026, US only. Generic, template-sounding replies put off 50% of respondents.

The review routine



01 Get the review link and QR code

In the profile: `Read reviews > Get more reviews`, then `Copy` the link or download the QR code. The QR code can only be made in a computer browser, not

on mobile [Google Help, Oct 2026].

02 Decide who sends it

Usually the service advisor, after every delivery. Every customer, not only the happy ones.

03 Time it

Send by WhatsApp the same day the car is delivered, or the next day after the customer has driven it. One polite reminder after 3–5 days is enough.

04 Keep the flow steady

Do not ask customers to post on the shop's Wi-Fi or a shop tablet, and avoid "review days". In about 5 cases tracked by Sterling Sky, Google turned off review posting for about 30 days; patterns included reviews posted from inside the business, counter QR codes and bursts of 10+ reviews in a day. In one case 57.5% of 595 new reviews were later removed [Sterling Sky, Sep 2026].

05 Reply to all reviews

[Read reviews > Reply](#). Replies are moderated: most within about 10 minutes, some up to 30 days; the reviewer is notified [Google Help, Oct 2026]. Gemini can draft replies since June 2026; always edit them so they sound human.

Templates you can copy

Replace the bracketed parts. Do not reveal plate numbers, invoice amounts or phone numbers in public replies.

REVIEW REQUEST BY WHATSAPP (SEND THE SAME DAY OR THE NEXT DAY)

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

ONE REMINDER (3-5 DAYS LATER, ONLY IF THERE IS NO REVIEW)

Merhaba [Ad] Bey/Hanım, aracınızı sorunsuz kullanıyor musunuz? Vaktiniz olursa Google yorumunuz bizim için çok değerli: [link] Teşekkür ederiz.

COPY

REPLY TO A POSITIVE REVIEW

Merhaba [Ad] Bey/Hanım, güzel yorumunuz için çok teşekkür ederiz. [Periyodik bakım / fren değişimi] işleminizden memnun kalmanıza sevindik. Bir sonraki bakımınızda görüşmek dileğiyle, iyi yolculuklar. – [İsim], Örnek Oto Servis

COPY

REPLY TO A NEGATIVE REVIEW

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 veya [e-posta] adresinden doğrudan iletişime geçebilir misiniz? Sizi dinlemek ve sorunu gidermek için elimizden geleni yapacağız. – Örnek Oto Servis

COPY

REPLY TO A REVIEW YOU SUSPECT IS FAKE

Merhaba, kayıtlarımızda bu isimle veya belirtilen tarihte yapılmış bir servis işlemi bulamadık. Bir karışıklık olmuş olabilir. Bizimle bir deneyiminiz olduysa lütfen [telefon] numarasından bize ulaşın, memnuniyetle yardımcı oluruz. – Örnek Oto Servis

COPY

ENGLISH VERSIONS (FOR FOREIGN CUSTOMERS)

Positive: Thank you, [Name]. We're glad the [brake job / service] went well. See you at your next service, and safe driving. – [Name], Örnek Oto Servis

COPY

Negative: Hi [Name], we're sorry about your experience and thank you for telling us. We'd like to look into this and make it right. Please contact our service manager [Name] at [phone] or [email]. – Örnek Oto Servis

Suspected fake: Hi, we couldn't find a service record under this name or date. If you visited us, please call [phone] so we can help. – Örnek Oto Servis

Example templates for the fictional shop. Do not write "memnun kaldıysanız" (if you were happy) in a request: that is review gating.

WATCH OUT

Commercial SMS and e-mail in Türkiye fall under Law No. 6563 and the İYS (*İleti Yönetim Sistemi*, the national register of message consents), and customer phone numbers are personal data under KVKK, Türkiye's personal data protection law. Whether a review request after a service counts as a commercial electronic message was not verified. Ask your lawyer or accountant, and collect permission (*onay*) when the car is checked in.

What Google prohibits

PROHIBITED	EXAMPLE IN A REPAIR SHOP	SOURCE
Incentives "such as payment, discounts, free goods and/or services" for any review	"Yorum yazana ücretsiz yıkama" (free wash for a review)	[Google policy, Oct 2026]
Review gating: selectively asking for positive reviews, or discouraging negative ones (banned since 12 Apr 2018)	"Memnun kaldıysanız Google'a, kalmadıysanız bize yazın"	
Staff quotas, and asking customers to name a staff member (added April 2026)	"Each technician collects 10 reviews a month"	[PPC Land, Apr 2026]
Reviews by employees, owners or family (conflict of interest)	The owner's cousin posts 5 stars	[Google policy, Oct 2026]
Pressuring people to review on the premises	Handing a tablet at the counter and waiting	[Google policy, Oct 2026]
Buying reviews	A "100 yorum paketi" from an agency	Google policy; illegal in Türkiye since 1 Aug 2026 (below)

You may ask customers to mention which service they received; do not script the review text.

GOOGLE ENFORCEMENT	2024	2025
Policy-violating reviews blocked or removed	240 million	292 million
Fake business profiles removed or blocked	12 million	13 million
Sources: Google blog (2025-04-07) ; Search Engine Roundtable (2026-04-17) .		

- For fake engagement, Google can block new reviews "for set period of time", unpublish existing reviews and show a public warning on the profile; it emails first and you can appeal [Google Help, Oct 2026].
- Since September 2026, Google emails owners when it detects a spike in spam reviews, removes them and pauses new reviews, "typically within a few days" [SER, Sep 2026].
- Since 30 September 2026, Google Maps asks people to sign in to a Google account to see all reviews on a listing [SER, Sep 2026].

Removing a bad review

Google removes only reviews that break policy: spam or fake, off-topic, conflict of interest, offensive content, harassment or personal information. "Do not report a review just because you disagree with it or dislike it." Flag it (three dots > **Report review**) or use the **Reviews Management Tool** > **Report a new review for removal**. You get one appeal for up to 10 reviews [Google Help, Oct 2026]. If someone demands money to stop posting 1-star reviews, do not pay or engage; collect screenshots and use Google's extortion report form [Google Help, Oct 2026]. Never offer a customer anything to delete or change a review.

Türkiye: the online review rules of 1 August 2026

An amendment to the *Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği* (Commercial Advertising and Unfair Commercial Practices Regulation) was published in the Resmî Gazete on 1 July 2026 (no. 33297) and took effect on **1 August 2026** [Resmî Gazete, Jul 2026]. Its definition of consumer reviews covers comments and star ratings about goods *or services* made online. Key points, as we read the text:

- No agreement may be made, and no service may be bought, to post untrue reviews to increase sales.
- Reviews whose purchase could not be verified may not be published, and they "reklamlarda kullanılamaz" (cannot be used in advertisements)

[Alo Maliye, Jul 2026].

- Where a seller lets consumers review online, only buyers may review; reviews stay online at least one year and are sorted by objective criteria, without hiding negative ones [NTV, Oct 2026].
- Review and complaint platforms (such as Şikayetvar, section 10) now give a seller **48 hours** (was 72) to respond before a complaint is published [Ticaret Bakanlığı, Jul 2026]. Turn on the platform's notifications so a complaint does not go public unanswered.
- The same amendment bans targeted ads based on profiling that are aimed at children.
- When you advertise a discount, the "before" price for goods must be the lowest price of the previous 10 days; for services it is the price just before the discount [Alo Maliye, Jul 2026]. A "Kış bakımı 2.000 TL yerine 1.500 TL" (winter service 1,500 TL instead of 2,000 TL) post (example numbers) needs a real 2,000 TL price just before it.
- Sanctions fall under Law No. 6502 on consumer protection.

Scope is uncertain. Google reviews are hosted by Google, so the "only buyers may review" duties seem aimed at sites that run their own review systems. Two points clearly matter to every seller: never buy reviews, and be careful about copying Google reviews into ads, banners, social posts or your website as advertising, because Google reviews are not purchase-verified. This is our reading of the rule, not legal advice: ask a lawyer before using review quotes in advertising.

ÖRNEK OTO SERVİS

The fictional shop's routine: the service advisor sends the WhatsApp review request to every customer on delivery day and the reminder once after 4 days if needed. The owner replies to every review within 2 working days and has worked through the last 50 unanswered ones. A planning example: about 3–5 new reviews per week for a shop this size (a suggestion, not a measured threshold). The website shows a link to the Google reviews instead of copied review quotes.

SELF-CHECK

Which review request follows Google's policy?

"Memnun kaldıysanız Google'da 5 yıldız verin, kalmadıysanız bize yazın."

"Yorum yapana bir sonraki bakımda %10 indirim."

✓ **The same WhatsApp message with the review link, sent to every customer after delivery.**

The first is review gating, the second is an incentive. Both are prohibited. Asking every customer the same way is allowed.

SELF-CHECK

The shop wants to put a customer's Google review on an Instagram ad in September 2026. What is the safe step?

Go ahead: Google reviews are public.

✓ **Ask a lawyer first: since 1 August 2026, reviews without purchase verification cannot be used in advertising.**

Go ahead if the review has 5 stars.

Google reviews are not purchase-verified. The regulation's exact scope for a repair shop needs legal advice.

▼ SOURCES FOR THIS SECTION

1. [BrightLocal — Local Consumer Review Survey 2026 \(2026-02-11\)](#)
2. [Google Help — Review link and QR code](#); [Manage and reply to reviews](#); [Report inappropriate reviews](#); [Negative review extortion](#); [Restrictions for policy violations](#)
3. [Google Maps user-contributed content policy — fake engagement](#)
4. [PPC Land — staff names and quotas banned \(2026-04-17\)](#)
5. [Sterling Sky — review posting blocks \(2026-09-28\)](#); [review gating](#)
6. [Google blog — fraud on Maps \(2025-04-07\)](#); [SER — Maps spam fighting 2025](#); [SER — spam review spike email](#); [SER — sign in to read reviews](#)
7. [Resmî Gazete 2026-07-01, no. 33297](#); [Ticaret Bakanlığı announcement](#); [Erdem & Erdem summary](#); [Alo Maliye summary \(2026-07-01\)](#); [NTV \(2026-10-01\)](#)

☐ MARK SECTION 09 AS DONE

SECTION 10 / 13

OTHER MAPS AND CITATIONS

READ

12 min

BUILDS ON

Sections 01 and
08

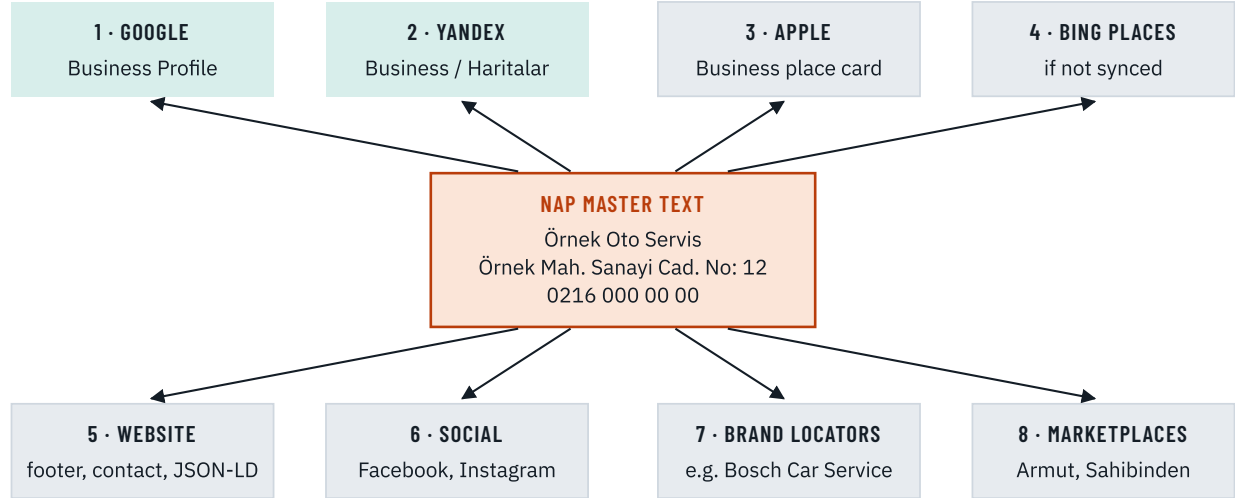
YOU WILL BE ABLE TO

List the shop on Yandex, Apple Maps and Bing, choose which Turkish directories are worth it, and keep name, address and phone identical everywhere.

Google is not the only map. Many drivers in Türkiye use Yandex Navigasyon for traffic, iPhone users see Apple Maps, and Bing's data feeds Microsoft products. Each listing is also a **citation**, and citations seem to matter for AI search: Whitespark reports that "3 of the top 5 AI Search visibility factors are citation factors" [Whitespark, Nov 2025].

KEY TERM

Citation — any online mention of your business name, address and phone (NAP): a map listing, a directory, a chamber list, a brand locator, a news article. **NAP consistency** means the same name, address and phone, written the same way, everywhere. "HTML NAP Matching GBP NAP" is factor 15 in Whitespark's local pack list.



Write it once, copy it everywhere. Numbers show a suggested update order after a move or a phone change: Google first, then Yandex, Apple, Bing (if not synced), website, social, brand locators and marketplaces. Address and phone are fictional.

Where to be listed

PLATFORM	COST	WHERE IT SHOWS	TÜRKİYE STATUS	PRIORITY
Google Business Profile	Free	Google Search and Maps	Verified	Must
Yandex Business	Free base listing ("Bu ücretsizdir") [Yandex, Oct 2026]	Yandex Haritalar (Maps), Yandex Arama (Search), Navigasyon	Verified	High

PLATFORM	COST	WHERE IT SHOWS	TÜRKİYE STATUS	PRIORITY
Apple Business	Free	Apple Maps place card, Siri	"Brand and Location Management" listed for Turkey; Showcases not listed [Apple, Oct 2026]	Medium–high
Bing Places	Free	Bing, Copilot, Windows maps	Turkish address support not confirmed	Low–medium (10 minutes); a study says ChatGPT's local answers lean on it (section 07)
Brand network locators	Membership	The network's site; e.g. Bosch Car Service lists 350+ points in Türkiye	Verified for Bosch	High if you are a member
Armut	Fees not verified	Quote-based service marketplace; its car-service page shows 4,874 providers and a 4.7-star average from 9,577 reviews (Armut's own figures) [Armut, Oct 2026]	Verified	Medium: leads + citation
Sahibinden (services)	Listing costs not verified	"Araç Tamiri, Oto Tamir ve Servis Hizmetleri" category	Category seen; page not opened	Medium
Şikayetvar	Free brand page	Turkey's main public complaint site; brands can reply	Verified	High for reputation: claim the page and answer complaints
İTO / esnaf odası / TESK registries	Membership	Official member lists (İTO shows no phone or website)	Verified (İTO)	Low for SEO; useful proof for appeals

PLATFORM	COST	WHERE IT SHOWS	TÜRKİYE STATUS	PRIORITY
Facebook / Instagram	Free	Social profiles with address and phone	Not re-checked	Medium: keep NAP identical
Foursquare, Yelp	—	Foursquare City Guide closed (Swarm continues); Yelp scaled back outside North America in 2016	Partly	Very low

Status checked 2026-10-05.

Yandex Business (Yandex Haritalar)

01 Open the business panel

Go to `business.yandex.com.tr` (or `yandex.com.tr/sprav/add`) and sign in with a Yandex account.

02 Name, address and map marker

Enter the name and address exactly as in your NAP master text, then check the marker position on the map.

03 Details

Choose the activity categories (a 2023 agency guide says up to 3), phone and hours. Add photos, products and services.

04 Verify

A 2023 agency guide describes an SMS code to the business phone and approval after about 24 hours; this was not confirmed in Yandex's own help.

05 Keep it current

Yandex shows a blue check, "Mavi onay işareti", when the profile is up to date. Answer Yandex reviews too.

Apple Business and Bing Places

APPLE BUSINESS

BING PLACES

Apple Business replaced Apple Business Connect on 14 April 2026. It is free and available in 200+ countries [Apple, Mar 2026]. General steps (the Turkish sign-up flow was not walked through): go to business.apple.com, sign in with an Apple Account, add or claim the place card, verify, then add hours, phone, website, photos, categories and a booking link. Apple Maps ads run only in the US and Canada.

Go to bing.com/forbusiness, choose [Import from your Google Business Profile](#), sign in to Google, pick the profile and a sync frequency (weekly, every two weeks or monthly). Listings verified on Google may be verified automatically

[Website Builder Expert, 2025]. Check afterwards what did not import, such as special hours or services.

Your NAP master text

Örnek Oto Servis
Örnek Mah. Sanayi Cad. No: 12
34000 Ümraniye / İstanbul
0216 000 00 00
<https://ornekotoservis.com.tr>

COPY

Fictional details. Decide once: "Cad." or "Caddesi", "Mah." or "Mahallesi", landline or mobile as the main number, with or without "+90". Small spelling differences are not fatal; different phone numbers or old addresses are.

TÜRKİYE

Put the NAP in the website footer, and add the official company details under it: *ticaret unvanı* (registered trade name), address and *MERSİS* or trade registry number. It costs nothing and helps customers and Google match the site to the shop. Is it legally required on the website? Turkish Commercial Code Art. 39/2 requires the trade name, registry number and address on business papers such as letters and invoices. A legal duty to run a website and publish company details on it (Art. 1524) applies only to some companies, mainly those subject to independent audit; most small shops are not [Alo Maliye, Jan 2014]. Ask your accountant which rule applies to your company type.

TÜRKİYE

Yandex Türkiye reported 5.6 million monthly users for Yandex Maps and Navigator in September 2025, up 43.6% year on year [Teknoblog, Dec 2025]. This is a company-reported figure. A correct Yandex pin, hours and phone are worth the 30 minutes.

GLOBAL EXAMPLE

In the US BrightLocal survey, Apple Maps was used to read reviews by 27% of consumers in 2026, up from 14% [BrightLocal, Feb 2026]. Apple Maps matters more where iPhones are common; no Türkiye figure was found.

ÖRNEK OTO SERVİS

The fictional shop keeps the NAP master text in a shared file. In week 2 it claims Yandex Business and Apple Business, imports to Bing Places, and fixes the website footer, Facebook and Instagram. In week 3 it claims its Şikayetvar brand page (section 12).

SELF-CHECK

The shop gets a new phone number. What should it update first?

Instagram bio

✓ **Google Business Profile, then Yandex, Apple and the rest from the NAP master text**

Nothing; search engines find the new number themselves

Update the most-used listing first, then work through every other place from one master text so all copies match.

▼ SOURCES FOR THIS SECTION

1. [Whitespark — Local Search Ranking Factors 2026](#)
2. [Yandex Business](#); [Yandex Business support \(TR\)](#); [Add a business](#); [Dopinger guide \(2023-11-03\)](#)
3. [Teknoblog — Yandex Türkiye 2025 data \(2025-12-14\)](#)
4. [Apple Newsroom — Introducing Apple Business \(2026-03-24\)](#); [Apple Business feature availability](#)
5. [Website Builder Expert — Bing Places update](#); [Local Falcon — ChatGPT local data sources \(2025-11-05\)](#)
6. [Alo Maliye — TTK document rules, Art. 39 and 1524 \(2014-01-09\)](#)
7. [Bosch Car Service Türkiye](#); [Armut](#); [Armut — oto servis \(fetched 2026-10-07\)](#); [Şikayetvar](#)
8. [Wikipedia — Foursquare City Guide](#); [Wikipedia — Yelp](#)
9. [BrightLocal — Local Consumer Review Survey 2026](#)



MARK SECTION 10 AS DONE

SECTION 11 / 13

MEASURING SEO AND WORKING WITH AN AGENCY

READ

15 min

BUILDS ON

Sections 05, 08
and 09

YOU WILL BE ABLE TO

Track the numbers that connect SEO to booked jobs, set realistic timelines, read a rank grid, and judge an SEO agency's offer.

"1. sıradayız" (we are number one) for one hand-picked keyword pays no salaries. Rankings change with the searcher's location and device, and they are not revenue. Measure the chain instead: visibility → clicks → calls, WhatsApp messages and forms → booked jobs.

KPIs to track every month

A **KPI** (key performance indicator) is one of the few numbers you check regularly to see whether the work pays off.

KPI	WHERE	WHY
Organic clicks and impressions, brand vs non-brand	Search Console, Branded queries filter	Non-brand growth shows SEO working
Clicks per service page	Search Console > Pages	Which services gain visibility
Average position for 10–20 key service + district searches	Search Console > Queries (filter)	Trend only; varies by location
CTR of key pages	Search Console	Low CTR at a good position → improve the title and description
Indexed pages and errors; Core Web Vitals	Search Console, Bing and Yandex Webmaster; PageSpeed Insights	Technical health
AI impressions and citations	Search Console Generative AI report; Bing AI Performance	Visibility in AI answers
GBP calls, website clicks, direction requests	Business Profile performance	Map pack results
New reviews per month, average rating (last 90 days), reply rate	Business Profile	Prominence and trust
Calls, WhatsApp clicks and forms from organic search	GA4 or Yandex Metrica events (see Tracking & Analytics)	Leads
Booked jobs and revenue from "Google / internet" answers	Front-desk log: "Bizi nereden buldunuz?" (how did you find us?)	The number the owner cares about
Relevant local referring domains (other websites that link to you)	Search Console Links; Ahrefs free; Bing Backlinks	Authority growth

Realistic timelines

1.74%

of 2 million new pages reached Google's global top 10 within a year

[Ahrefs, May 2025]

72.9%

of top-10 pages are over 3 years old; the average #1 page is about 5 years old

[Ahrefs, May 2025]

40.82%

of pages that did reach the top 10 got there within one month [Ahrefs, May 2025]

Google says "Some changes might take effect in a few hours, others could take several months" [Google, Dec 2025]. The Ahrefs study is global and mostly about competitive, informational keywords; a page for "Ümraniye fren balata değişimi" faces much less competition. No reliable published number exists for Turkish local service sites.

WHEN	WHAT TO EXPECT (PLANNING ASSUMPTION, NOT A PROMISE)
Days to weeks	Technical fixes and new pages get crawled and indexed
About 3 months	Judge progress: impressions, positions for district searches, GBP actions
6–12 months	Meaningful lead growth. This matches Google's older "four months to a year" advice from a 2017 video, which is not on Google's current page [SER, 2017]

KEY TERM

Core update — a broad change to Google's ranking systems, announced on the Google Search Status Dashboard. A **spam update** targets spam policies. In 2026 the dashboard lists a March core update (from 27 Mar, about 12 days), a May core update (from 21 May, about 12 days) and spam updates in March, June, August and September; the September spam update had not finished on 5 October 2026 [Google, Oct 2026]. Do nothing in panic: check Search Console 1–2 weeks after an update finishes and keep improving usefulness.

Rank grids: why one rank check is meaningless

Because distance is a core local factor (section 08), a shop can be first on its own street and invisible 2 km away. Checking from the shop's own phone gives one point only. **Grid rank tracking** checks the ranking from many points on a map, for example a 7 × 7 grid.



ring = the shop · each dot = one search point

HOW TO READ IT

- rank 1–3: inside the map pack
- rank 4–10: seen only after "More places"
- rank 11 or worse: far down the list

One keyword, one scan: $7 \times 7 = 49$ points.
In Local Falcon, 1 credit = 1 point, so this scan costs 49 credits.

Numbers are illustrative, not measured.
Real grids are uneven: roads, competitors and districts shape them.

The same shop ranks differently across the map. Example grid for one keyword such as "oto tamirci". Strong near the shop, weak at the edges. The fix for weak areas is relevance and prominence, not fake addresses.

TOOL	GRID FEATURE	PRICE CHECKED 2026-10-05 (USD)
Local Falcon	Grid scans; 1 credit = 1 grid point	From \$24.99/month for 7,500 credits; 100 free credits on sign-up, no card [Local Falcon, Oct 2026]
BrightLocal	"Local Search Grid" in all plans	Track plan from \$31/month billed annually or \$41 monthly, 1 location; 14-day free trial [BrightLocal, Oct 2026]
Whitespark	Local Rank Tracker (not a grid); grids are a separate product	From \$14/month annual or \$17 monthly; 14-day free trial [Whitespark, Oct 2026]
Support for Turkish keywords and Türkiye locations was not tested; try the free credits or trial first.		

Simple routine: pick 5 keywords ("oto tamirci", "oto servis", "araba tamircisi", "[ilçe] oto servis", "[marka] servis [ilçe]"), run a 7×7 grid around the shop once per quarter, and compare with the GBP search terms report.

Working with an SEO agency or freelancer

GOOGLE'S OWN RED FLAGS

- "No one can guarantee a #1 ranking on Google."

EXTRA MARKET RED FLAGS

- Packages priced by the number of backlinks or articles

- Claims of a "special relationship with Google" or "priority submit"
- Secrecy: "be careful if a company is secretive or won't clearly explain what they intend to do"
- "Link popularity schemes or submitting your site to thousands of search engines"
- Unsolicited cold emails or calls offering SEO

[Google, Jun 2026]

- The agency owns your domain, Search Console, Analytics or Business Profile
- Reports that show only rankings for hand-picked keywords
- Long contracts with no exit
- "GEO / AEO / AI SEO" sold as a secret, separate service

A practical list, not from Google.

QUESTIONS TO ASK BEFORE YOU SIGN

1. Can you show 2–3 local service businesses you helped, with Search Console screenshots, and may I call those clients?
2. Do you follow Google Search Essentials? What exactly will you do in months 1–3?
3. What results do you expect, by when, and how will you measure them (calls, WhatsApp clicks, forms, bookings)?
4. Will I own everything (domain, hosting, website, Search Console, GA4, Business Profile), with you added as a user?
5. Where will links come from? A good answer names local partners, PR and relevant directories, not "our network".
6. Who writes the content, and will our mechanics be interviewed for it?
7. How do you handle Yandex and Bing?
8. What happens to the site and content if we stop working together?

HOW TO READ AGENCY CASE STUDIES

CASE (SOURCE)	WHAT WAS DONE	REPORTED RESULT	CAVEATS
Unnamed US auto repair shop, 2020 (Infront Webworks)	Directory clean-up, on-page work	New users +161%, sessions +177%	Shop not named; no baseline numbers

CASE (SOURCE)	WHAT WAS DONE	REPORTED RESULT	CAVEATS
Hance's European, Dallas area (Risely Marketing)	Local SEO, GBP, reviews, Google Ads, new website, brand + service pages	SEO traffic +527% in a year; 4.8★ with 250+ reviews	SEO, ads and reviews mixed; dates unclear
Body shops in Alberta and Vancouver (Stigan Media)	Service-focused pages	Organic traffic +154% (Alberta) and +103% in 6 months (Vancouver)	Few details
Unnamed UK auto repair shop, Dec 2025 – Jul 2026 (Eric Scott Studios)	Business Profile work only: 15+ posts a month, FAQ content, video, review replies	3,140 profile actions in about 6.5 months (775 calls, 527 website clicks, 1,838 direction requests); top-3 grid share for "oil change service" from 6.51% to 14.2%; no visibility in the five AI tools tracked	Totals, not a before/after comparison; shop not named
LawnSavers, lawn care, Ontario, Canada (Sterling Sky)	Service-area pages with unique content, links from earned local media, pricing content, GBP categories for a real new seasonal service	Organic conversions from 17 to 174; November leads from 122 to 516	Not a car business; the periods compared span several years
All self-reported by the agencies. Use them for tactics, not as proof. No independently verified case study of a Turkish independent repair shop's SEO was found.			

TÜRKİYE

Phrases to treat as red flags in Turkish offers: "1. sayfa garantisi" (first-page guarantee), "ilk sıra garantili SEO" (SEO with a guaranteed first place), "500 backlink paketi". No one can guarantee a ranking on Google.

ÖRNEK OTO SERVİSİ

The fictional owner reviews one page each month: organic clicks (non-brand), GBP calls and direction requests, new reviews and average rating, calls and WhatsApp clicks from organic search, and the number of new customers who answered "Google" at the desk. If an agency is hired, it is added as a user to Search Console and the Business Profile; the company stays the owner.

SELF-CHECK

An agency promises "Google'da 1. sayfa garantisi, 30 günde". What does Google's own guidance say?

Possible if the agency is a Google partner.

✓ **"No one can guarantee a #1 ranking on Google": a red flag.**

Fine for local searches only.

Guarantees, secret methods and link schemes are on Google's own list of warning signs. Ask for a plan, examples and measurable goals instead.

▼ SOURCES FOR THIS SECTION

1. [Ahrefs — How long does it take to rank \(2025-05-15\)](#)
2. [Google — SEO Starter Guide](#)
3. [Search Engine Roundtable — Google: give SEOs 4–12 months \(2017\)](#)
4. [Google Search Status Dashboard — ranking update history \(checked 2026-10-05\)](#)
5. [Google — Do you need an SEO? \(updated 2026-06-05\)](#)
6. [Local Falcon pricing](#); [BrightLocal pricing](#); [Whitespark Local Rank Tracker](#)
7. [Infront Webworks](#); [Risely Marketing](#); [Stigan Media](#); [Eric Scott Studios \(2026-07-02\)](#); [Sterling Sky — LawnSavers](#) (all self-reported)



MARK SECTION 11 AS DONE

90-DAY SEO AND LOCAL PLAN

READ

10 min

BUILDS ON

Sections 01–11

YOU WILL BE ABLE TO

Run the whole guide as a week-by-week checklist for Örnek Oto Servis, or for your own shop. Your ticks are saved in this browser.

The plan assumes a start on Monday 5 October 2026, so it runs through the winter tyre season, the 28–29 Ekim holiday and New Year. Foundations come first because they are free and everything else depends on them. Then the core service pages, then content, links and the first review of results.

ÖRNEK OTO SERVİS

Who does what in the fictional 12-person shop: the **owner** makes decisions, writes review replies and reviews the numbers monthly; the **service advisor** sends review requests after every delivery and collects customer questions for FAQs; the **front desk** logs "Bizi nereden buldunuz?" for every new customer and keeps the NAP master text; the **web designer** (outside) handles the technical items.

Weeks 1–2 (5–18 Oct): foundations

- ☐ Company Google account; Search Console Domain property verified; sitemap submitted (section 05)
- ☐ Bing Webmaster Tools imported from Search Console; Yandex Webmaster: Site ekle › verify › sitemap
- ☐ Business Profile ownership: company account as Owner, unknown users removed, email notifications on (section 08)
- ☐ Business Profile name matches the sign; primary category Oto Tamirhanesi; only true additional categories; pin on the workshop entrance
- ☐ Front desk starts asking every new customer "Bizi nereden buldunuz?" and logs the answer

- ☐ Conversion events for `te1`: clicks, WhatsApp clicks and forms (see [Tracking & Analytics](#))
- ☐ HTTPS everywhere; http and www forward (301) to one main address; robots.txt allows crawling and lists the sitemap (section 04)
- ☐ URL inspection shows "URL is on Google" for the home page and key service pages
- ☐ PageSpeed Insights (mobile) for the home page and top 3 service pages; fix list sent to the web designer
- ☐ NAP master text written; Yandex Business and Apple Business claimed; Bing Places imported; website footer, Facebook and Instagram updated (section 10)

Week 3 (19–25 Oct): review system

- ☐ Review link and QR code copied (computer browser)
- ☐ Service advisor sends the WhatsApp request to every customer on delivery day; one reminder after 3–5 days (section 09)
- ☐ Legal check on İYS and KVKK consent for messages; permission collected at check-in
- ☐ Replies written for the latest 50 unanswered reviews; clear policy violations reported
- ☐ Şikayetvar brand page claimed; open complaints answered

Week 4 (26 Oct – 1 Nov): complete the profile, research keywords

- ☐ Special hours set for 28 Ekim (half day) and 29 Ekim
- ☐ 15–25 services with short descriptions; description under 750 characters; all true attributes
- ☐ Photos: logo, cover, 3+ exterior, 3+ interior, 3+ at work, team; 1–2 short captioned videos
- ☐ Website and appointment links with UTM tags; Business Profile linked to GA4
- ☐ Keyword research: job cards → services, brands, districts; Keyword Planner and Wordstat checked; keyword map finished (section 02)

Weeks 5–6 (2–15 Nov): first core pages

- ☐ Brake page rebuilt with the service-page structure; title and description tested in the snippet preview (section 03)
- ☐ Timing belt page built the same way
- ☐ Tyre page updated at the same URL; "Kış lastiği zorunlu mu?" published with the 2026–27 dates (15 Nov 2026 – 15 Apr 2027, section 06), after checking your governor's office for any local change
- ☐ Price list page `/fiyatlar/` with ranges, update date and "KDV dahil/hariç", linked from every service page
- ☐ New pages inspected and "Request indexing" clicked; IndexNow on if the site supports it

Weeks 7–8 (16–29 Nov): the rest of the site

- ☐ Periodic maintenance, electrical and diagnostics, A/C, clutch and gearbox, body and paint pages (8–12 service pages in total)
- ☐ Each service page has real FAQs, review quotes as text, the named mechanic and call/WhatsApp buttons
- ☐ About page: history, team with names and roles, certificates, workshop photos
- ☐ Contact page: NAP as text, map, directions from nearby districts, hours, WhatsApp, form with a KVKK notice
- ☐ AutoRepair JSON-LD on home and contact pages, with no review markup; tested in both validators (section 04)

Weeks 9–10 (30 Nov – 13 Dec): content and links

- ☐ First two question guides published and linked to their service pages (section 06)
- ☐ "Bu hafta atölyede" post every two weeks, reused on social media
- ☐ Three suppliers or brand networks asked to list the shop on their locator pages with the exact NAP and website
- ☐ Business Profile post for the winter check with real dates and no phone number in the text

Weeks 11–12 (14–27 Dec): polish and measure

- ☐ Internal links checked: home and hub → services → guides, with descriptive link text
- ☐ Images converted to WebP or AVIF, with descriptive file names and alt text
- ☐ First 7 × 7 grid scan for 5 keywords; top-5 competitor benchmark in Google Maps and Yandex Haritalar (section 11)
- ☐ Special hours set for 1 Ocak

Week 13 (28 Dec – 3 Jan): day-90 review

- ☐ Compare with week 1: non-brand clicks and impressions, positions for district searches, GBP calls and directions, reviews and rating, leads from organic search, jobs logged as "Google"
- ☐ Search Console annotations added for each big change; three priorities chosen for the next quarter
- ☐ 2027 Ramazan Bayramı dates checked on the official calendar; special hours planned

TIP

Judge progress after about 3 months, not 3 weeks. If the numbers are flat at day 90, look first at the basics: are the pages indexed, do the titles match the searches, are reviews arriving every week, and is the phone being answered?

SELF-CHECK

Why does the plan set up Search Console and conversion tracking before rebuilding pages?

Because Google ranks sites with Search Console higher.

✓ So there is a baseline to compare against at day 90.

Because pages cannot be published without it.

Search Console is a measuring tool, not a ranking factor. Without a baseline you cannot tell whether the new pages changed anything.

▼ SOURCES FOR THIS SECTION

1. Course research notes: Marketing/research/ClaudeCode-R2-seo.md and ClaudeCode-R3-local-seo-gbp-reviews.md — applied checklists for a car repair shop
2. [Google Help — Special hours](#)
3. [Kış Lastiği Tebliği, Art. 5 \(as amended 2025-10-04\); Milli Gazete — 2026–27 dates \(2026-09-30\)](#)



MARK SECTION 12 AS DONE

SECTION 13 / 13

GLOSSARY AND SOURCES

READ As needed	BUILDS ON Everything above
USE IT FOR Looking up any term on this page, and finding the original source of every fact.	

Glossary

301 REDIRECT	A permanent forward from one address to another. Used after a redesign and to send http/www variants to one main address.
404 / SOFT 404	404: the page does not exist. Soft 404: a "not found" page that still reports success to search engines; avoid it.
AI MODE (AI MODU)	Google's chat-style search tab with follow-up questions. Live in Turkish since 18 February 2026.
AI OVERVIEW (AI BAKIŞI)	An AI-written summary with source links at the top of Google results, mostly for question searches.
ALT TEXT	A short text description of an image in the page code, read by search engines and screen readers.

ANCHOR TEXT	The clickable words of a link. Use descriptive words, not "tıklayın" (click here).
AUTOREPAIR	The schema.org type for a car repair business, under LocalBusiness > AutomotiveBusiness.
AVERAGE POSITION	In Search Console, the average position of your topmost result for a search.
BACKLINK	A link from another website to yours (<i>geri bağlantı</i>).
BRANDED QUERIES	Searches that include your shop's name. Search Console can filter them out to show non-brand growth.
CANONICAL	The main version of a page among duplicates. Named with <code>rel="canonical"</code> ; a strong signal, not a command.
CITATION (AI)	A page quoted as a source in an AI answer.
CITATION (LOCAL)	Any online mention of your name, address and phone: map listings, directories, brand locators, news.
CLICKS	Times someone clicked your site from search results.
CORE UPDATE / SPAM UPDATE	Announced changes to Google's ranking systems (core) or to how spam policies are enforced (spam).
CORE WEB VITALS	Three real-user measures of speed and stability: LCP, INP and CLS.
CLS	Cumulative Layout Shift: how much the layout jumps. Good: ≤ 0.1.
CRAWLING, CRAWLER, GOOGLEBOT	Crawling (<i>tarama</i>) is when automated programs (crawlers) visit and download pages. Googlebot is Google's crawler.
CTR	Click-through rate: $\text{clicks} \div \text{impressions} \times 100$.

DISTANCE, RELEVANCE, PROMINENCE	Google's three local ranking factors: how far the shop is from the searcher, how well it matches the search, and how well known it is.
DOORWAY ABUSE	A spam policy: many near-identical pages built to catch searches, such as district pages that differ only by name.
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness. Not a direct ranking factor, but Google's systems look for matching signals.
GENERATIVE AI PERFORMANCE REPORT	A Search Console report of impressions in AI Overviews and AI Mode (no clicks), worldwide since 31 August 2026.
GEO	Generative engine optimization. Bing uses the term for content being eligible for AI answers; Google says optimizing for its AI features is still SEO.
GOOGLE BUSINESS PROFILE (GBP)	Your free listing on Google Search and Maps (<i>Google İşletme Profili</i>).
GRID RANK TRACKING	Checking your local ranking from many points on a map, such as a 7 × 7 grid.
GROUNDING	Bing's term for fetching web pages to support an AI answer.
HEAD TERM / LONG-TAIL TERM	A short, broad keyword ("oto servis") vs a long, specific one ("Fiat Egea trigger seti değişimi fiyatı Ümraniye").
HELPFUL CONTENT	Content made for people first, showing who made it, how and why.
HTTPS	The secure version of a web address. Every page should use it.
IMPRESSIONS	Times your site appeared in search results.
INDEX, INDEXING	The search engine's database of pages, and the step of storing a page in it (<i>dizine ekleme</i>). Not guaranteed.

INDEXNOW	A protocol that notifies Bing, Yandex, Naver, Seznam.cz and Yep instantly when a page changes. Google is not a participant.
INP	Interaction to Next Paint: how fast a page reacts to taps. Good: ≤ 200 ms. Replaced FID in March 2024.
JSON-LD	The code format usually used for structured data.
KEYWORD	The words people type into a search box (<i>anahtar kelime</i>).
KEYWORD PLANNER	Google Ads' free keyword tool. Shows volume ranges to accounts without enough ad spend.
KEYWORD STUFFING	Repeating keywords unnaturally. A spam policy; titles like this get rewritten.
LCP	Largest Contentful Paint: how fast the main content appears. Good: ≤ 2.5 s.
LINK SPAM	Creating links mainly to manipulate rankings, including buying or selling links.
LLMS.TXT	A proposed file for AI tools. Google Search does not use it.
LOCAL FINDER	The longer list of businesses shown after "More places" under the map pack.
LOCAL MODIFIER	A word that makes a search local or buying: "yakınımda", a district name, "fiyatı", "açık".
MANUAL ACTION	A penalty applied by a Google reviewer, shown in Search Console's Manual actions report.
MAP PACK (LOCAL PACK)	The map with about 3 businesses shown for local searches.
MAP PIN	The exact point where Google places your business on the map.
META DESCRIPTION	A short page summary in the code that Google may show as the snippet. No length limit.

MOBILE-FIRST INDEXING	Google crawls and indexes the phone version of sites; complete for all sites since 5 July 2024.
NAP	Name, Address, Phone. Must be identical on the website, GBP and every listing.
NOINDEX	A tag that asks search engines not to index a page. The right way to keep a page out of Google.
OAI-SEARCHBOT	OpenAI's crawler for ChatGPT search. Sites that block it are not shown in ChatGPT search answers.
ORGANIC RESULTS	The free, unpaid search results.
PBN	Private blog network: sites made only to link out. A link scheme.
PEOPLE ALSO ASK	A results box with related questions and short answers.
PRIMARY CATEGORY	The one GBP category that says what the business is (<i>birincil kategori</i>), e.g. Oto Tamirhanesi.
QUERY FAN-OUT	An AI feature running many related searches for one question, then choosing supporting pages.
REL="SPONSORED"	A link attribute that marks a paid link, as Google requires.
REVIEW GATING	Asking only happy customers for reviews, or filtering customers first. Prohibited by Google.
RICH RESULT	A special display in search results made possible by structured data, such as breadcrumbs.
ROBOTS.TXT	A file that tells crawlers what they may crawl. Not a way to keep pages out of Google.
SCALED CONTENT ABUSE	A spam policy: mass-producing pages to manipulate rankings, by AI or by people.
SCHEMA.ORG	The shared vocabulary that structured data uses.

SEARCH CONSOLE	Google's free dashboard for site owners: indexing, performance, errors. A property is a site you add (Domain or URL-prefix).
SEARCH ESSENTIALS	Google's rulebook: technical requirements, spam policies and key best practices.
SEARCH INTENT	What the searcher really wants: information, a comparison, a booking or a specific business (<i>arama niyeti</i>).
SELF-SERVING REVIEWS	Reviews a business controls about itself. Not eligible for star rich results.
SEO	Search engine optimization (<i>arama motoru optimizasyonu</i>): making a site easy to find, understand and trust.
SERP	Search engine results page: everything shown after a search.
SERVICE-AREA BUSINESS (SAB)	A business that hides its address and serves customers at their location.
SITE REPUTATION ABUSE	A spam policy: third-party content placed on a site mainly to use that site's ranking strength.
SITEMAP	An XML file listing a site's main pages. Google uses <code>lastmod</code> only if accurate and ignores priority and changefreq.
SLUG	The readable last part of a URL, e.g. <code>fren-balata-disk-degisimi</code> .
SNIPPET	The short text under a result's title link.
STRUCTURED DATA	Code that states facts about a page in a machine-readable way.
TITLE TAG / TITLE LINK	The page name in the code, and the blue clickable headline Google builds from it (or from other text).
URL INSPECTION	A Search Console tool that shows whether a page is on Google and lets you request indexing.

UTM TAGS	Labels added to a link (utm_source, utm_medium...) so analytics can show where visits came from.
VERIFICATION	Proving to Google that you own the business (<i>doğrulama</i>), e.g. by a live video.
WEBMASTER TOOLS	Free dashboards from search engines: Google Search Console, Bing Webmaster Tools, Yandex Webmaster.
YANDEX WORDSTAT	Yandex's free keyword tool, available for Türkiye since January 2026.

Facts left out or marked unverified

- Turkish search volumes for every keyword: not measured; check them in the tools.
- Real Google.com.tr results seen from İstanbul, including the map pack: our checks used a US-based search tool.
- Why Yandex's share swings and is high on mobile; whether ChatGPT search uses Bing's index; Bing AI Performance additions of June 2026.
- Turkish GBP button labels, WhatsApp chat and Gemini features in Turkish accounts, Bing Places support for Turkish addresses, the Apple Business and Yandex verification flows.
- Whitespark's factor-group weights; a KGM or EGM announcement of the 2026–27 winter tyre season (the dates come from the regulation text and news); 2027 bayram dates; İYS and KVKK treatment of review requests; the full scope of the 2026 review regulation for repair shops.

All sources

▼ GOOGLE (PRIMARY)

1. [How Google Search works](#)
2. [Google Search Essentials](#)
3. [Spam policies](#)
4. [Creating helpful, reliable, people-first content](#)
5. [SEO Starter Guide](#)
6. [Do you need an SEO?](#)
7. [AI features and your website](#)
8. [Optimizing your website for generative AI features](#)
9. [Title links](#)
10. [Snippets and meta descriptions](#)
11. [Image SEO](#)
12. [Link best practices](#)
13. [Build a sitemap](#)
14. [robots.txt introduction](#)
15. [Consolidate duplicate URLs](#)
16. [JavaScript SEO basics](#)
17. [LocalBusiness structured data](#)
18. [Review snippet](#)
19. [FAQPage structured data](#)
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22. Search Console Help: [Performance](#), [Generative AI report](#), [Page indexing](#), [Verification](#), [Sitemaps](#)
23. [Google Search Help — AI Overviews](#)
24. Business Profile Help: [Local ranking](#), [Guidelines](#), [Verify](#), [Video verification](#), [Edit profile](#), [Service areas](#), [Special hours](#), [Photos](#), [Photo and video requirements](#), [Services](#), [Posts](#), [Chat](#), [Performance](#), [Appeals](#), [Review link / QR](#), [Reply to reviews](#), [Report reviews](#), [Extortion](#), [Restrictions](#)
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9. Search Engine Roundtable: [Maps spam 2025](#), [4 days to reject edits](#), [photo verification](#), [sign in to read reviews](#), [spam review spike](#), [posts and phone numbers](#), [AI hours](#), [misuse of support](#), [GBP-GA link](#), [place page attributes](#), [Follow removed](#), [4–12 months](#)
10. [PPC Land — staff names and quotas](#); [Q&A API](#); [Ask button](#)
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