

SEO FIELD MANUAL

How a local car repair shop in Türkiye gets found for free in Google, Yandex, Bing and the new AI answers — from "what is a search engine" to a 90-day action plan you can start on Monday.

~55 min read Updated Oct 2026 Example business: Kaya Oto Servis (fictional)

SEO (search engine optimisation) means making your business easy for search engines to *find, understand and trust*, so you show up for free — not as a paid ad — when nearby people search for what you sell. For a local workshop there are two things to work on: **the map listing** (your Google Business Profile, plus its Yandex, Apple and Bing equivalents) and **the website**. This manual covers both, in an order where each module only uses ideas from the modules before it.

AT KAYA OTO SERVİS

Throughout this manual we follow **Kaya Oto Servis**, a *fictional* independent repair shop in Ataşehir, İstanbul: 12 staff (8 mechanics, 2 service advisors, the owner, 1 admin), offering periodic maintenance (periyodik bakım), brakes, engine diagnostics, timing belts (triger kayışı), tyre change and storage (lastik oteli), A/C service and pre-purchase inspection (ekspertiz). It has a website, a Google Business Profile, Instagram, Facebook and WhatsApp Business. All ₺ figures about Kaya are illustrative.

New to marketing?

The main course's SEO module gives the 10-minute overview this manual expands on. [Back to main course →](#)

01

MODULE

How search engines work

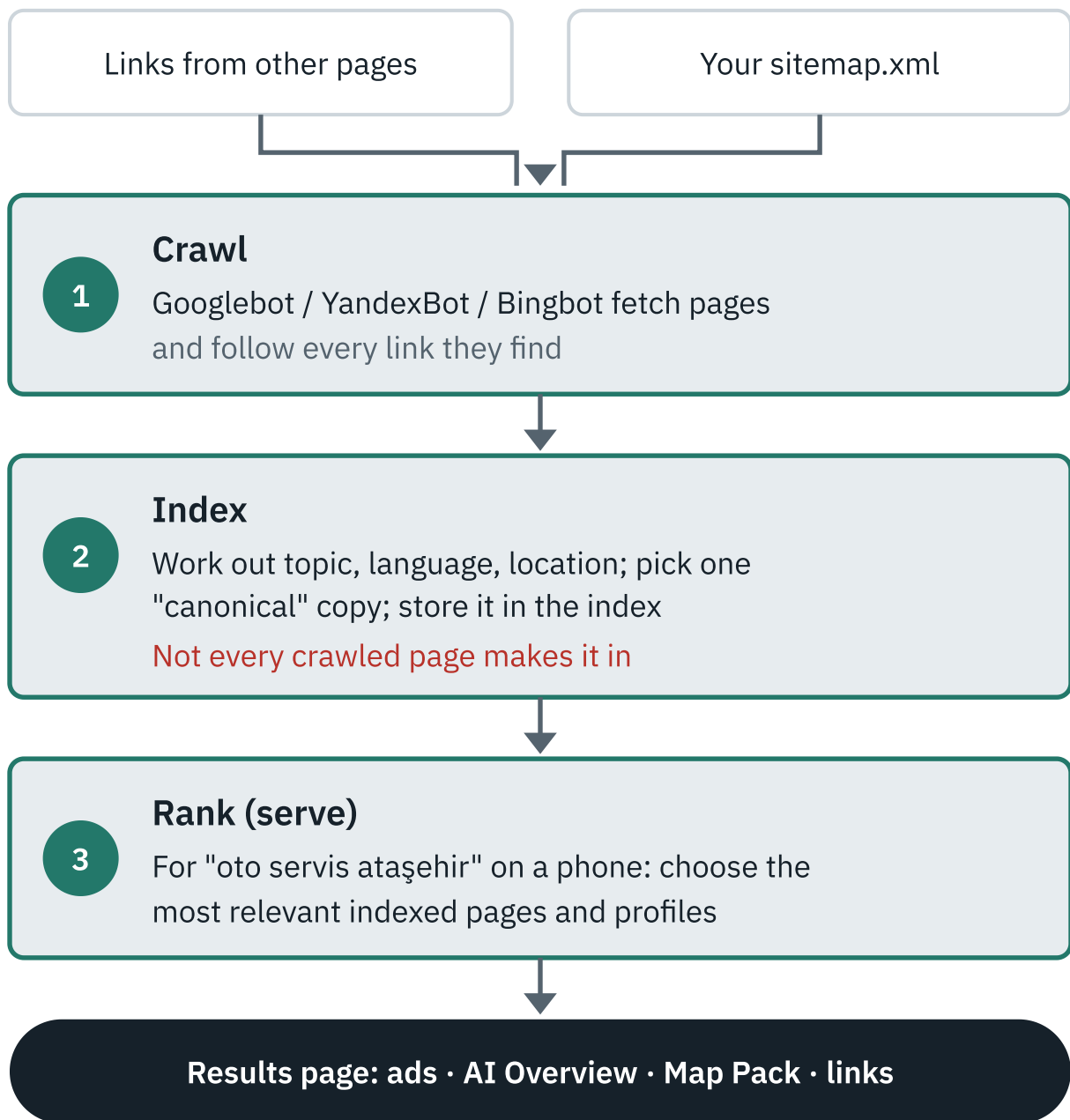
YOU'LL LEARN

- The three jobs every search engine does: crawl, index, rank.
- The parts of a results page and which ones you can (and cannot) pay for.
- Why, in Türkiye, you must care about Yandex as well as Google.

Crawl, index, rank

A search engine is a giant library with a very fast librarian. Before anyone searches, it has already done two jobs: collected copies of billions of pages, and filed them. When someone searches, it does the third job: picks the best matches. Google describes the three stages like this:

- 1 Crawling.** Automated programs called *crawlers* (Google's is "Googlebot") discover pages by following links from page to page and by reading *sitemaps* — a file on your site that lists your pages. They download the text, images and video.
- 2 Indexing.** The engine analyses each page — what it is about, what language, which location — and stores that in its database, the *index*. If the same content exists at several addresses, it picks one main ("canonical") version. **Not every crawled page gets indexed.**
- 3 Ranking (serving).** When someone searches, the engine picks the most relevant indexed pages, using many factors including the searcher's location, language and device.

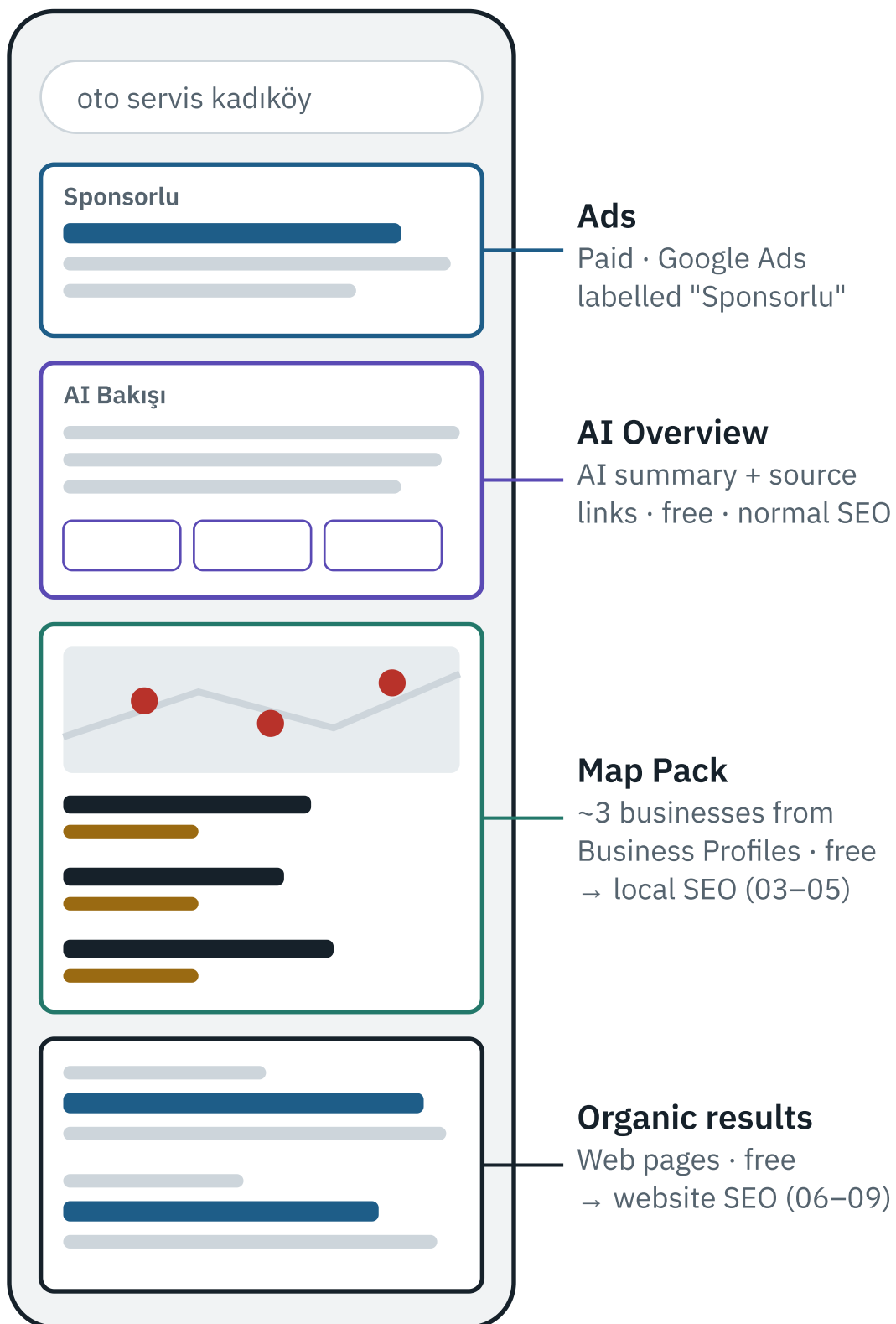


The three stages Google describes. Yandex and Bing work the same way in principle. Payment cannot buy faster crawling or a higher organic rank.

Two facts from Google's own guide every beginner should know: Google **does not accept payment** to crawl a site more often or to rank it higher — ads are a separate, labelled product. And Google **guarantees nothing**: a page can be indexed and still not rank if it is low quality or not relevant to the search.

What a results page looks like in 2026

Search "oto servis kadıköy" on your phone and the page is no longer just "ten blue links". It is built from several blocks, each with its own rules:



A generic sketch, not a screenshot. The order and number of blocks change from search to search; ads can also appear at the bottom.

AREA	WHAT IT IS	PAY FOR IT?	HOW YOU GET IN
Ads ("Sponsorlu")	Google Ads text ads, top and bottom	Yes	Google Ads (separate deep dive)
Map Pack (Local Pack)	A map plus about 3 businesses, taken from Google Business Profiles	No	Local SEO: optimise your profile
Organic results	Web pages ranked by Google's algorithms	No	Website SEO
AI Overview ("AI Bakışı")	An AI-written summary at the top, with links to sources	No	Normal SEO — Google says no special optimisation is needed
AI Mode ("AI Modu")	A separate chat-style search tab with follow-up questions	No	Same as AI Overview

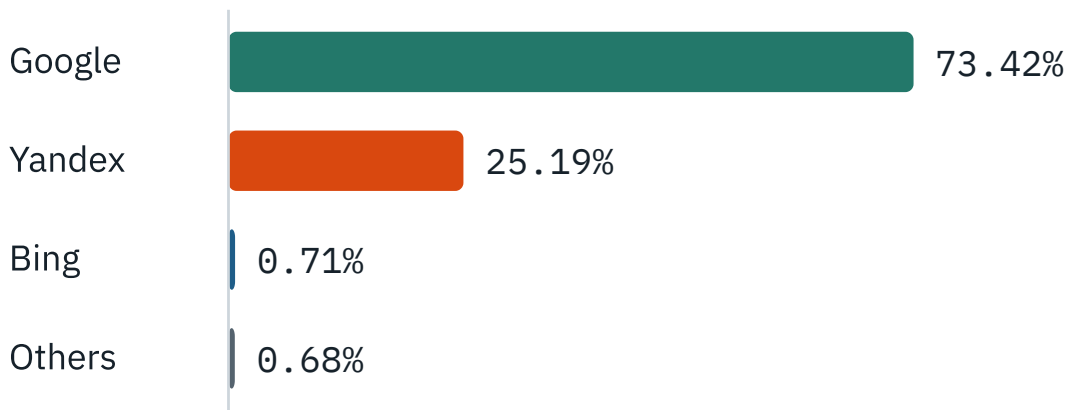
DEFINITION

Organic = the unpaid results. **Map Pack** = the map block with roughly three local businesses. **SERP** = "search engine results page", the whole page you see after searching.

For a repair shop, the Map Pack is usually the most valuable block: the people who see it are nearby and ready to call, get directions or drive over. Modules 03–05 cover it. The organic links come from your website (modules 06–09). AI answers draw on both (module 10).

Which search engines matter in Türkiye

Share of searches in Türkiye · Sep 2026



"Others" = Yahoo! 0.35% + DuckDuckGo 0.24% + rest (approx.)

StatCounter, September 2026. StatCounter measures page views on sites that use its tracking code — a large sample, not a census.

TÜRKİYE

Yandex is far stronger in Türkiye than in most countries — roughly **one search in four**. Drivers also use Yandex Maps and Yandex Navigasyon. So the priority order is **Google first, Yandex second, everything else after**. Bing's share is under 1%, but it is still worth a free 10-minute setup because AI assistants appear to use its data (module 10).

AT KAYA OTO SERVİS

The owner, Mr Kaya, had only ever looked at Google. When a service advisor searched "oto servis ataşehir" in Yandex Haritalar on her phone, Kaya was not there at all — three competitors were. That 10-minute test, repeated on Google Maps, Yandex and Apple Maps, is the starting point for this whole plan.

TIP

Search like a customer: on your phone, from the shop and again from 2–3 km away, in Google Maps and Yandex Maps. Note who appears, their categories, review counts and photos. Save screenshots — they become your "before" picture.

Q Your new page about brake repair is crawled but never appears in results. Is that possible?

Yes. Crawled does not mean indexed, and indexed does not mean ranked. Google may skip pages it judges low quality or duplicate, and even indexed pages only show when they are relevant to the search. Module 08 shows how to check indexing in Search Console.

Q Can Kaya pay Google to appear higher in the Map Pack or the organic results?

No. Google says it does not accept payment for crawling or ranking. Kaya can buy *ads*, which are labelled "Sponsorlu" and are a separate product; the free Map Pack and organic positions must be earned.

Q Roughly what share of Turkish searches happens on Yandex, and what does that mean for Kaya?

About 25% (StatCounter, Sep 2026). Kaya should claim and maintain a Yandex Business listing (module 05) and set up Yandex Webmaster (module 08) — not only Google.

02 MODULE

Keywords & search intent

YOU'LL LEARN

- What a keyword is and what "search intent" means.
- The five kinds of searches a repair shop sees, with Turkish examples.
- Free tools to find what people actually type.
- How to build a keyword map: one main keyword per page.

DEFINITION

A **keyword** (anahtar kelime) is any word or phrase people type into a search box — "triger kayışı değişimi fiyatı" is one keyword even though it has four words. **Search intent** is the reason behind the search: what the person wants to do next.

Everything else in SEO rests on this module. If you know which searches you want to appear for, you know which pages to build, what to write in them, and what to measure later. The rule is simple: **match each page to one intent**.

Five kinds of searches

EXAMPLE SEARCH (ENGLISH GLOSS)	INTENT	BEST PLACE TO WIN IT
"oto servis kadıköy" (car repair Kadıköy), "araba tamircisi yakınımda" (car mechanic near me)	Local / ready to visit	Business Profile (the Map Pack dominates) + homepage
"periyodik bakım fiyatları" (periodic maintenance prices), "triger kayışı değişimi fiyatı" (timing belt replacement price)	Commercial / comparing	One service page per service, with price ranges
"renault servis kadıköy" (Renault service Kadıköy), "fiat egea bakım" (Fiat Egea service)	Brand-specific	A brand page — but be honest if you are not an authorised dealer
"motor arıza lambası neden yanar" (why is the engine warning light on), "fren balatası ne zaman değişir" (when to change brake pads)	Informational	Blog / FAQ articles; often answered directly by the AI Overview
"kaya oto servis yorumları" (Kaya Oto Servis reviews)	Navigational / brand	Business Profile + homepage

WATCH OUT

Someone searching "Renault servis" may mean the *authorised* (yetkili) dealer. An independent shop must not imply it is authorised. Wording like "Renault özel servis" (Renault independent service) or "Renault uzmanı bağımsız servis" (independent Renault specialist) is clearer. If in doubt about trademark or advertising rules, ask a lawyer.

Head terms vs long-tail

A **head term** is short and broad: "oto servis". Many people search it, many businesses compete for it, and the searcher's need is vague. A **long-tail keyword** is longer and specific: "egea trigger seti değişimi ataşehir fiyat" (Egea timing belt kit replacement Ataşehir price). Each long-tail phrase is searched less often, but the person knows exactly what they want, there is less competition, and together they add up. A small shop wins mostly on long-tail and local searches.

Head term

oto servis

- Broad, unclear need
- Heavy competition
- Mostly won through the Map Pack, because Google adds the searcher's location

Long-tail

clio periyodik bakım fiyatı
ataşehir

- Specific need, ready to buy
- Fewer competitors
- Won by a focused service page with prices

"Near me" and district names

Turkish searchers often add a neighbourhood or district: "Ümraniye oto servis", "Bostancı oto elektrikçi", "en yakın oto tamirci" (nearest mechanic), "Renault özel servis Ankara". In a 2025/2026 US survey by BrightLocal, 46% of consumers said they "always" or "often" add "near me" to local searches; no Turkish equivalent figure was found, so treat it as a direction, not a fact about Türkiye. Either way, Google already uses the phone's location for searches like "oto servis", so **you do not need to stuff "yakınımda" (near me) into your pages**. Mention the districts you genuinely serve, naturally.

Free tools to find real searches

- **Google Search Console** — shows the actual searches that already bring your site impressions. The best source once your site is live (set-up in module 08, reading it in module 11).
- **Google Keyword Planner** — inside a free Google Ads account. Without active ad spend it shows only rough volume ranges.

- **Google Trends** — seasonality. "lastik değişimi" (tyre change) rises before winter; "klima gazı" (A/C gas) before summer.
- **Google autocomplete and "People also ask"** — type "triger kayışı" and write down the suggestions.
- **Bing Webmaster Tools** → **Keyword Research** — impressions by country, device and language.
- **AnswerThePublic** — question ideas; a limited number of free searches per day.
- **Yandex Wordstat** — Yandex's own search-volume tool; check whether it currently covers Turkish searches before relying on it.

TIP

Your service advisors are a keyword tool too. For two weeks, write down the exact words customers use on the phone and on WhatsApp: "arabam titriyor" (my car is shaking), "klimadan sıcak hava geliyor" (the A/C blows warm air). Those phrases are what they also type into Google.

Build a keyword map

A **keyword map** is a simple table that assigns each important search to exactly one page. It stops two of your pages from competing for the same search, and it tells you which pages are missing. Aim for 15–30 searches grouped by service and intent.

PAGE (URL)	MAIN KEYWORD	SUPPORTING KEYWORDS	INTENT
/ (homepage)	oto servis ataşehir	oto tamirci ataşehir, araba tamircisi ataşehir, kaya oto servis	Local
/hizmetler/periodik-bakim	periodik bakım ataşehir	periodik bakım fiyatları, araç bakımı ne kadar	Commercial
/hizmetler/triger-kayisi-degisimi	triger kayışı değişimi	triger seti fiyatı, triger kaç km'de değişir	Commercial
/hizmetler/fren-balata-disk	fren balatası değişimi	fren diski değişimi, fren sesi geliyor	Commercial

PAGE (URL)	MAIN KEYWORD	SUPPORTING KEYWORDS	INTENT
/hizmetler/motor-ariza-tespiti	motor arıza tespiti ataşehir	arıza lambası yanıyor, bilgisayarlı arıza tespiti	Commercial
/hizmetler/lastik-oteli	lastik oteli ataşehir	lastik saklama, kışlık lastik değişimi	Commercial / seasonal
/hizmetler/klima-bakimi	oto klima gazı dolumu	klima bakımı fiyatı, klima soğutmuyor	Commercial / seasonal
/hizmetler/ekspertiz	araç ekspertiz ataşehir	ikinci el araç kontrolü, alım öncesi ekspertiz	Commercial
/blog/triger-kac-km-degisir	triger kayışı kaç km'de değişir	marka marka triger değişim km	Informational

English glosses: periodic maintenance; timing belt replacement; brake pad / disc replacement; engine fault diagnosis; tyre hotel (storage); car A/C gas filling; vehicle inspection before purchase; "how many km before changing the timing belt".

AT KAYA OTO SERVIS

Kaya's old website had a single "Hizmetlerimiz" (Our services) page listing 30 services in one paragraph. The keyword map above showed eight searches with no matching page at all. Those eight rows become the to-do list for modules 06 and 07.

COMMON MISTAKE

Targeting the same main keyword on several pages ("oto servis ataşehir" on the homepage, the contact page and five blog posts). The pages compete with each other and none ranks well. One main keyword, one page.

Q "fren balatası ne zaman değişir" — which intent, and which page should target it?

Informational ("when should brake pads be changed"). A blog or FAQ article answers it, linking to the brake service page. Expect fewer clicks because AI Overviews often answer such questions directly (module 10).

Q Why is "clio periyodik bakım fiyatı ataşehir" often a better target for Kaya than "oto servis"?

It is long-tail: specific, with clear buying intent and a location, so fewer businesses compete and the searcher is close to booking. "oto servis" is broad and mostly decided in the Map Pack.

Q What is the best free source of keywords once the website is live?

Google Search Console — it shows the real searches that already bring your pages impressions and clicks.

03

MODULE

Google Business Profile

YOU'LL LEARN

- The three things Google uses to rank local businesses.
- A complete, field-by-field set-up checklist for a repair shop.
- What changed in the profile between 2024 and 2026.
- What gets profiles suspended, and how to stay safe.

DEFINITION

Google Business Profile (GBP; in Turkish "Google İşletme Profili") is your free business listing on Google Search and Google Maps: name, address, phone, hours, photos, reviews. It is what appears in the Map Pack from module 01. Each business manages it through an owner account.

How Google ranks local businesses

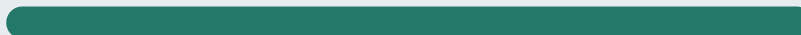
Google's own help page names three factors. Learn them by heart — every action in modules 03–05 serves one of them.

Relevance

Does your profile match the search?

Category, services, description, complete fields

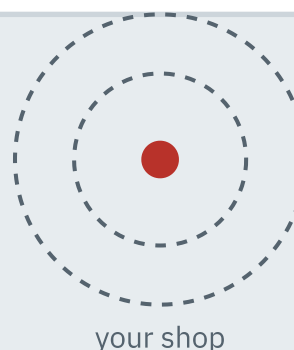
YOU CONTROL



Distance

How far is the searcher (or the place named in the search)?

YOU CANNOT CHANGE



Prominence

How well known and trusted are you?

Review count and rating, links, mentions

EARNED OVER TIME



Relevance you fix in days, distance is fixed by your address, prominence grows over months (reviews in module 04, listings in 05, links in 09).

- **Relevance** — how well your profile matches what someone searched. More complete details mean better matching.
- **Distance** — how far you are from the searcher, or from the location in the search ("Kadıköy"). This is why you rank well near your shop and worse further away. **You cannot change it** (and you must not fake it with a false address).
- **Prominence** — how well known you are. It includes links to your website and your review count and rating; Google says more reviews and positive ratings can help your local

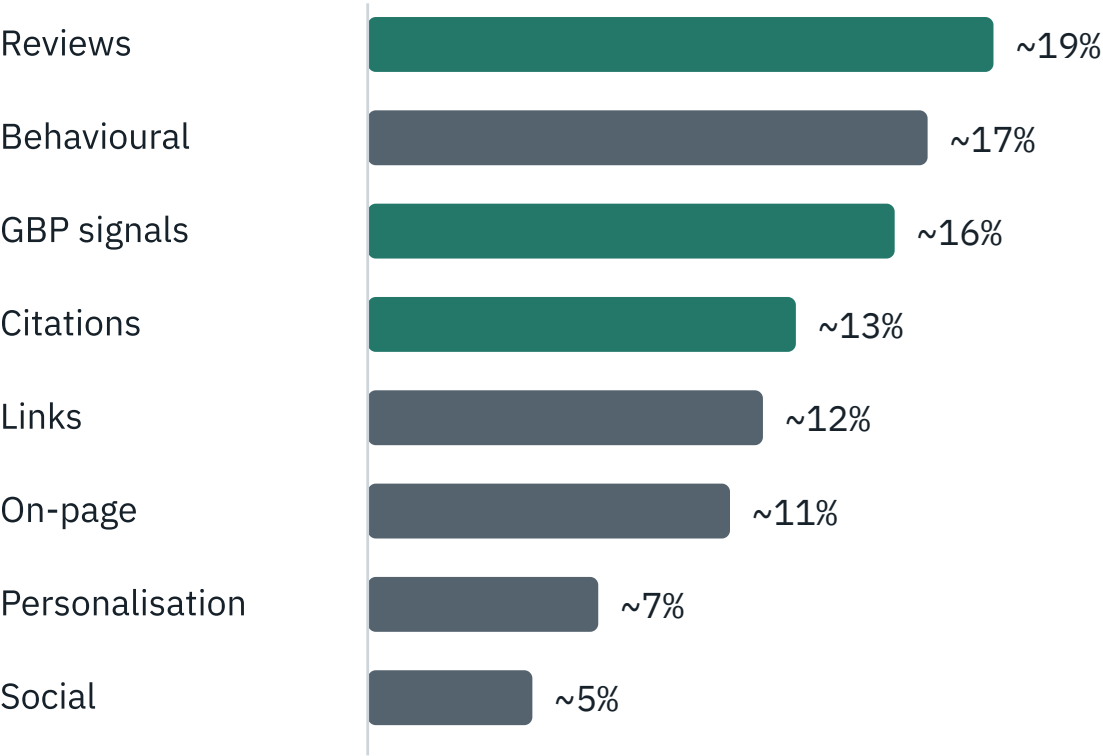
ranking.

Google also states there is no way to request or pay for a better local ranking.

What practitioners think matters most

Google does not publish weights. The best-known outside estimate is **Whitespark's Local Search Ranking Factors 2026**, a survey of 47 local SEO experts (published November 2025). It is *expert opinion, not Google data* — but it is a useful priority list.

Map Pack factor groups · expert estimate



Teal = groups you work on directly in modules 03–05

Rough weights as read from the chart in Whitespark's 2026 report. The report's text gives no percentages and we could not re-check the image, so treat the bar lengths as approximate. What the text does confirm: review and behavioural signals gained importance in 2026, on-page and link signals dropped a little, and citations lost about half a percentage point. "Behavioural" = how people interact with your listing (clicks, calls).

#	TOP 10 MAP PACK FACTORS (WHITESPARK 2026)	WHERE IN THIS MANUAL
1	Primary GBP category	This module

#	TOP 10 MAP PACK FACTORS (WHITESPARK 2026)	WHERE IN THIS MANUAL
2	Proximity of address to the searcher	Fixed (distance)
3	Keywords in GBP business title breaks Google's rules	"Suspension risks" below
4	Physical address in the city searched	Fixed
5	Business open at the time of search	Hours, this module
6	High numerical Google rating (4–5)	Module 04
7	Address shown on GBP	This module
8	Additional GBP categories	This module
9	Quantity of native Google reviews with text	Module 04
10	Correct map pin placement	This module

The set-up checklist

Work through it in order. Ticks are saved in this browser so you can come back later.

A. Foundations – do once, carefully

- ☐ **Claim and verify the profile.** Methods include phone/SMS, email, live video call, postcard (codes usually arrive within 14 days) and a **video recording**. A good verification video shows: the outside signage and street sign or neighbouring shops; the business itself (lifts, diagnostic devices, branded tools); and that you have management access (keys, office, staff-only areas). Review takes up to about 5 business days.
- ☐ **Business name = your real-world name**, exactly as on the sign, website and invoices. No keywords, district names or slogans.
- ☐ **Exact address**, with the map pin on the workshop entrance. No virtual offices or PO boxes. A shop that serves customers on site shows its address; only pure mobile services hide it.

- ☐ **One profile per location.** If you find an old duplicate, ask Google to merge or remove it.
- ☐ **Primary category** — the one that best completes "this business IS a...". For a general mechanic this is usually "Auto repair shop". Type "oto" into the category box to see the exact Turkish labels.
- ☐ **Secondary categories** — only ones that are true (for example brake shop, tyre shop, auto A/C service, oil change service). Google advises using as few categories as possible to describe your core business.
- ☐ **Phone** — a local number answered during opening hours, identical everywhere you are listed.
- ☐ **Website link** — the homepage (or, with several branches, that branch's page). Whitespark's experts rate the title tag and headings of this linked page as important for organic ranking.
- ☐ **Hours and special hours** — including bayram (holiday) closures and Saturday half days. "Open at time of search" is a top-5 factor.

B. Content — fill every field

- ☐ **Description** (Google currently allows roughly 750 characters — check the limit shown in your dashboard): who you are, brands you service, main services, districts served, years in business, warranty. No links, no keyword lists.
- ☐ **Services** — each with a short description and, where you can, a price: periyodik bakım, trigger seti değişimi, fren balatası, debriyaj, klima gazı dolumu, arıza tespiti, ekspertiz.
- ☐ **Products** (optional) — e.g. "Renault Clio periyodik bakım paketi" with a "starting from" price.

☐ **Attributes** — payment methods, accessible entrance, Wi-Fi, parking, and other true facts.

☐ **Photos and videos** — real ones: the exterior (so people recognise the building), reception, workshop, equipment, team, before/after. Add new ones every month.

☐ **Posts** ("Güncellemeler") — offers, news, events; one to four a month keeps the profile visibly active.

☐ **Booking / appointment link** — your online booking page or a WhatsApp click-to-chat link. Check which booking options your dashboard offers in Türkiye.

☐ **Chat / WhatsApp field** — check what is there. In June 2026 Google auto-filled WhatsApp numbers on many profiles, sometimes wrongly (e.g. a landline).

C. Ongoing — weekly or monthly

☐ Reply to every review (module 04).

☐ Add photos monthly and a post every 1–2 weeks.

☐ Check for "suggested edits" from Google or the public that change your hours, phone or category.

☐ Check Google has not auto-added wrong data (WhatsApp number, hours).

AT KAYA OTO SERVİS

Description draft (about 460 characters, illustrative): *"Kaya Oto Servis, 2009'dan beri Ataşehir'de hizmet veren bağımsız bir oto servistir. 8 kişilik teknik ekibimizle periyodik bakım, fren, trigger seti değişimi, bilgisayarlı arıza tespiti, klima bakımı, lastik değişimi ve lastik oteli, alım öncesi ekspertiz hizmeti veriyoruz. Renault, Fiat, Volkswagen, Toyota ve Hyundai başta olmak üzere tüm binek araçlara bakıyoruz. Yapılan işlere 6 ay işçilik garantisi veriyoruz. Ataşehir, Kadıköy ve Ümraniye'den kolay ulaşım."* (Gloss: independent shop in Ataşehir since 2009; lists the services, brands, a 6-month labour warranty and nearby districts. The year and warranty are invented for the example — use your real facts.)

TIP

Since the public Q&A section is gone (see below), put answers to common questions — brands serviced, warranty, courtesy car, payment by instalments (taksit), opening times — into your description, service descriptions, website FAQ page and review replies. That is where Google's systems now read them.

What changed 2024–2026

WHEN	CHANGE	WHAT TO DO
Jul 2024	GBP Chat and call history shut down (31 July 2024).	Use WhatsApp click-to-chat links on the profile and website instead.
Nov–Dec 2025	Classic Q&A discontinued: the Q&A API retired 3 Nov 2025, and Google began removing the "Ask a question" button in December. Google is moving to AI answers ("Ask Maps") built from your profile, reviews and website — reported as US and India only so far.	Publish FAQs on your site and in service descriptions.
Mar 2026	AI Overviews ("AI Bakışı") and AI Mode ("AI Modu") launched in Turkish, as reported by Turkish tech press.	See module 10.
Jun 2026	Google bulk-added WhatsApp numbers to many profiles, sometimes wrongly.	Check the chat field now.

TÜRKİYE

Some new Google features launch in the US first. "Ask for Me" — where Google's AI phones businesses to ask about prices on a user's behalf — launched in Google's Labs in January 2025 for auto shops, US only at launch. It may never reach you, but it is one more reason to publish prices online.

Suspension risks and spam

A **suspended** profile can disappear from Maps for weeks. The most common way small businesses get there is **keyword stuffing the business name** — e.g. "Yılmaz Oto Servis Kadıköy Renault Fiat Tamir". It breaks Google's guidelines. It also often works for a while, which is why you see competitors doing it. In Sterling Sky's study of 50 keyword-stuffed listings, 60% got only warnings, 20% soft suspensions and 20% hard suspensions; enforcement was mostly manual and triggered by reports.

Risky

- Keywords or district in the name
- Virtual-office address
- Several profiles for one shop
- Changing name, address and category all at once
- Wrong service-area set-up (wider than about 2 hours' drive)
- Reviews from staff; bought reviews

Safe

- Real-world name exactly as on the sign
- Real address with a precise pin
- One profile per location
- Change key fields one at a time, with evidence (sign, documents)
- Honest categories
- Reviews only from real customers

If you want a keyword in your name, the legitimate route is to **change the real-world brand** — sign, website, documents — first. To fight competitor spam, use "Suggest an edit" on their listing; if that fails, escalate through the Google Business Profile Help Community or Google's redressal complaint form. Sterling Sky found "Suggest an edit" alone rarely stopped repeat offenders.

COMMON MISTAKE

Ticking ten categories "just in case". Each category should be something you genuinely do. Too many unrelated categories dilute relevance and can attract a manual review.

Q Kaya's profile ranks well in Ataşehir but poorly in Beşiktaş. Which factor explains most of this, and can Kaya fix it?

Distance. Searchers in Beşiktaş are far from the shop, and Kaya cannot change that. It can strengthen relevance and prominence, but it should not fake an address there.

Q A consultant suggests renaming the profile "Kaya Oto Servis Ataşehir Triger Fren". What do you answer?

No: keyword stuffing breaks Google's guidelines and risks suspension (20% of studied cases were hard-suspended). Use the real-world name. Put keywords in categories, services and the description.

Q The GBP Q&A section no longer exists. Where should Kaya publish answers to common customer questions?

In the profile description and service descriptions, in a website FAQ page, and in review replies — places Google's systems still read.

04 MODULE

Reviews & reputation

YOU'LL LEARN

- Why reviews are one of the biggest levers in local search.
- A daily routine for getting reviews — and what Google forbids.

- How to reply to good, bad and fake reviews, with Turkish templates.

Why reviews matter so much

Reviews do two jobs at once. They help you **rank** (they are part of "prominence" from module 03), and they help you **win the click** once you appear. Whitespark's 2026 expert survey says review signals (together with behavioural signals) gained more importance than any other factor group for the Map Pack. Review *recency* rose from #93 in the 2023 survey to #11 in 2026: fresh reviews matter, not just the total.

BRIGHTLOCAL LOCAL CONSUMER REVIEW SURVEY 2026 (US ADULTS)	SHARE
Read reviews for local businesses	97%
Look for reviews from the last 3 months	74%
Require at least 4 stars	68%
Won't use a business with fewer than 20 reviews	47%
Only use businesses rated 4.5 or higher (17% in 2025)	31%
More likely to use a business that replies to every review	80%
Put off by generic, copy-paste replies	50%

US survey; Turkish consumers may differ. Use it as a direction, not a Turkish fact.

Getting reviews – the allowed way

- 1 **Get your review link and QR code** from the GBP dashboard. Google itself recommends sharing a link or QR code.
- 2 **Ask every customer** at the right moment: when the car is handed back and the customer is happy with the explanation of what was done.
- 3 **Send the link the same day** by WhatsApp or SMS: one short message, one link.
- 4 **Put a QR card** at the counter and print the link or QR on the invoice.

AT KAYA OTO SERVİS

The service advisor who hands back the keys sends this WhatsApp message the same afternoon: *"Merhaba Ayşe Hanım, aracınızı bugün teslim ettik, iyi yolculuklar! Deneyiminizi Google'da paylaşırsanız çok seviniriz: [link]. Kaya Oto Servis"* — "Hello Ms Ayşe, we handed your car back today, safe travels! We'd be very glad if you shared your experience on Google: [link]." It is sent to **every** customer, happy or not, with no reward attached.

TÜRKİYE

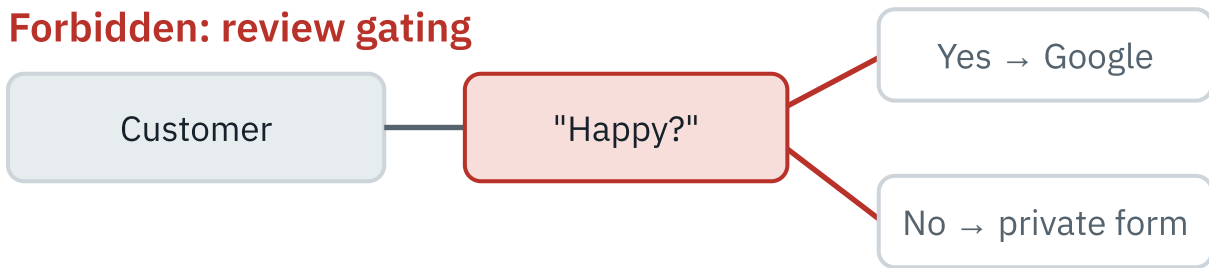
Once a message includes a campaign, discount or promotion, it is a commercial electronic message, which needs İYS-registered prior consent. Whether a plain thank-you with a review link counts as commercial is not clearly settled, so keep review requests free of offers, collect SMS/WhatsApp consent at reception anyway, and ask a lawyer if in doubt.

What Google forbids

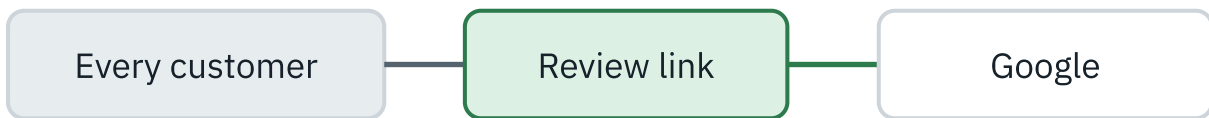
Google's policies on fake engagement are strict, and breaking them can get reviews removed or the profile restricted:

- **Incentives** — no discount, free oil top-up, gift or raffle entry in exchange for a review (or for changing or removing one).
- **Review gating** — no "Were you happy? Yes → Google link, No → internal form". Selectively asking only happy customers is forbidden.
- **Pressure** — no making customers write a review on the premises.
- **Conflicts of interest** — no reviews from employees, ex-employees or family; no buying reviews; no posting from multiple accounts.
- **Quotas and scripts** — no staff quotas for reviews; no asking for specific content (such as naming a particular mechanic).

Forbidden: review gating



Allowed: everyone gets the same link



Unhappy customer? Fix the problem directly
— but still never filter who gets the link.

No incentives · no pressure · no staff or family reviews

Gating looks clever but is explicitly against Google's policy. Ask everyone the same way.

TÜRKIYE

Turkish rules point the same way. The July 2026 changes to Türkiye's commercial advertising regulation say reviews from channels where the purchase cannot be verified may not be published, and they cut the time a seller gets to respond before a consumer complaint is published from 72 to 48 hours. Also watch **Şikayetvar**, a widely used Turkish complaint platform where car-service brands receive public complaints.

Replying to reviews

Google's advice: be polite, short and personal, and reply promptly. Use the person's name, mention the car or the job, and **never paste the same text twice**. For negative reviews: acknowledge the problem, apologise where appropriate, never reveal private details (plate number, invoice amount), and offer to continue by phone.

Positive

"Mehmet Bey, trigger seti değişimi için bizi tercih ettiğiniz için teşekkürler. Egea'nızla uzun yıllar sorunsuz yolculuklar dileriz. Bir sonraki periyodik bakımda görüşmek üzere! — Kaya Oto Servis"

"Mr Mehmet, thank you for choosing us for your timing belt kit replacement. We wish you many trouble-free years with your Egea. See you at the next periodic service!"

Negative

"Selin Hanım, aracınızın söz verdiğimiz saatte hazır olmaması için özür dileriz. Gecikmenin nedenini sizinle açıkça paylaşmak ve telafi etmek istiyoruz. Lütfen 0216 ... numarasından servis müdürümüz Emre Bey'i arayın. — Kaya Oto Servis"

"Ms Selin, we apologise that your car was not ready at the time we promised. We want to explain the reason openly and make it right. Please call our service manager Mr Emre on 0216 ..."

TIP

Write each reply fresh, but use a three-part pattern so it is fast: **thank / acknowledge** → **one specific detail (car, job)** → **next step**. Replies also become content Google can read — mentioning the service ("trigger seti değişimi") naturally is fine; stuffing keywords is not.

Fake or defamatory reviews

You can report a review that breaks Google's policies (spam, conflict of interest, offensive content) through your Business Profile. Do not expect fast removal. Meanwhile, post a calm, factual reply: "We have no record of a visit under this name; please contact us so we can look into it." Future customers read your reply, not just the review.

COMMON MISTAKE

Arguing angrily with critics, or revealing their details ("you only paid ₺2,000, what did you expect?"). It costs you every future reader of that review. Stay calm, take it offline, fix the problem.

Q Kaya plans to give a free car wash to customers who leave a review "of any rating". Is that allowed?

No. Any incentive in exchange for a review is prohibited, even if you do not ask for a positive one.

Q What is review gating and why is it a problem?

Asking customers whether they were happy and sending only the happy ones to Google. Google forbids selectively soliciting positive reviews; it can lead to review removal or profile penalties.

Q Name two things a reply to a negative review should never contain.

Private details (plate number, invoice amount, personal data) and an aggressive or defensive argument. Acknowledge, apologise where appropriate, and invite a phone call.

05

MODULE

Other maps & listings

YOU'LL LEARN

- Why Yandex Business is a must in Türkiye, and how to set it up.
- Apple Maps, Bing Places, Facebook and Turkish directories.
- NAP consistency and citations — and why one typo matters.

DEFINITION

NAP = Name, Address, Phone. A **citation** is any online mention of your NAP: a directory, a map app, a social profile, a news article. Search engines compare citations to check that your business is real and where it says it is.

Where to be listed – in priority order

PLATFORM	WHY IT MATTERS IN TÜRKİYE	HOW
Yandex Business → Yandex Haritalar + Yandex Arama	About 25% of Turkish searches; Yandex Maps / Navigasyon are widely used by drivers	Free. Log in with a Yandex ID; enter name, activity type, address, contacts. Phone verified by SMS or automated call; checks take up to 3 days. After approval you appear on Yandex Maps and are searchable by name from the next day.
Apple Business (formerly Apple Business Connect)	Every iPhone uses Apple Maps by default, including Siri and CarPlay	Türkiye is listed for Apple's "Brand and Location Management". Claim the place card; add hours, photos, categories.
Bing Places	Feeds Bing and Copilot, and reportedly ChatGPT local answers (module 10)	Relaunched Oct 2025 at bing.com/forbusiness with an import from Google Business Profile — about 10 minutes.
Facebook page / Instagram business profile	Social profiles count as citations	Same NAP, category, hours and website link as GBP.
Foursquare	Supplies place data to some apps	Claim the listing if one exists.
Turkish platforms: Armut, sahibinden.com vehicle services, local chamber (esnaf odası) lists, municipality guides	Direct leads, plus citations confirming your NAP	Only where real customers look; check which are active in your city.
Yelp	Very little use in Türkiye	Optional, low priority.

TÜRKİYE

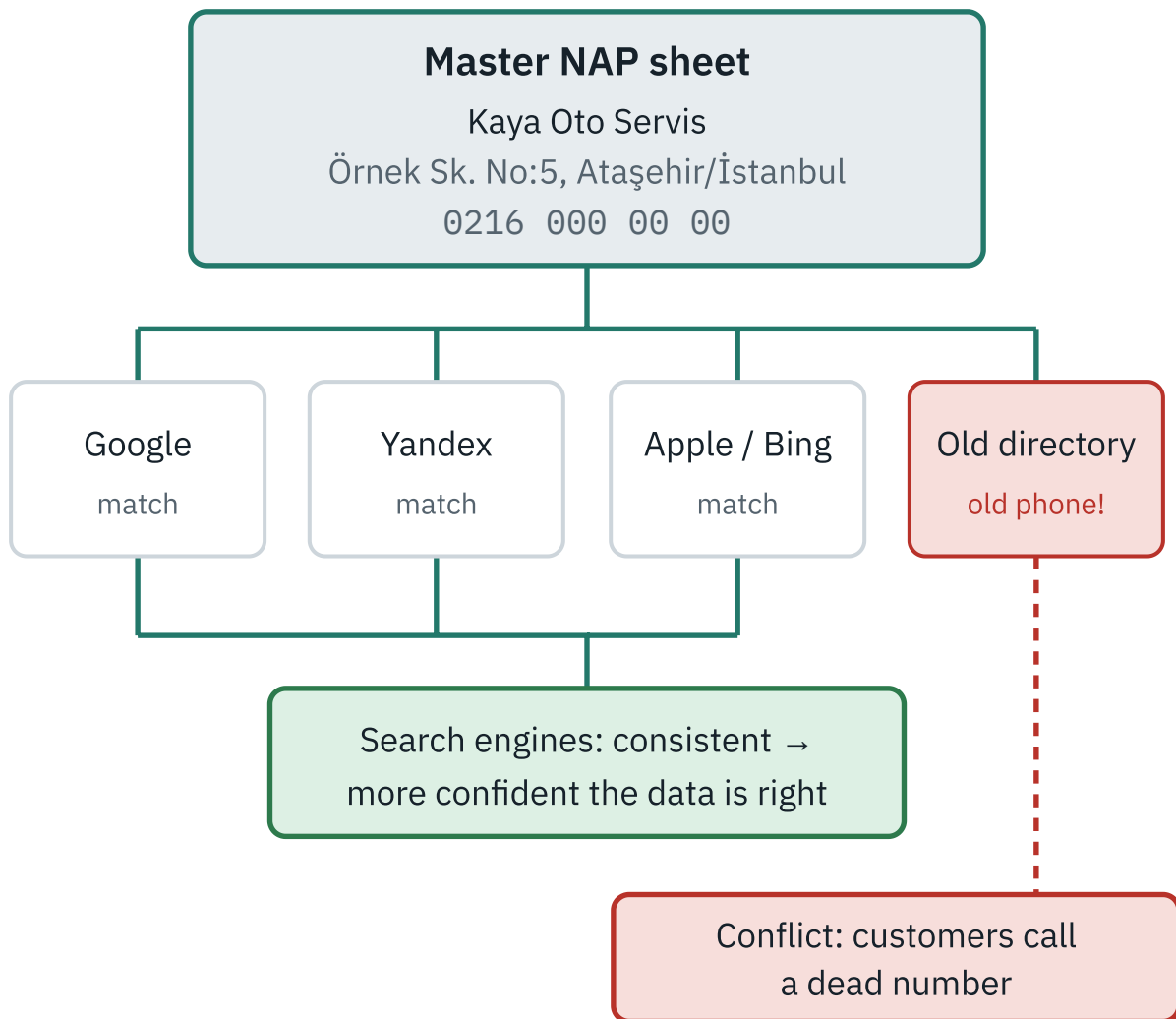
Marketplaces are real competition for attention. Armut's car-service category lists 4,856 providers, shows an average 4.7 stars across 9,863 verified reviews, and says most requests get quotes in 30–240 minutes (Armut's own figures). If your competitors answer there in minutes, a profile you never check does more harm than good.

AT KAYA OTO SERVİS

The admin sets up Yandex Business on a Tuesday morning (SMS check on the shop's number), imports the Google profile into Bing Places at lunch, and claims the Apple Maps place card in the afternoon. By Friday, Kaya appears in Yandex Haritalar for its name — the gap found in module 01 is closed.

NAP consistency

Keep your name, address and phone **identical everywhere** — same spelling, same address format, same number. Whitespark's 2026 experts still count citations as a Map Pack factor group, though one that has been slowly losing weight. And customers notice: in an older BrightLocal survey (2018, US), 93% said wrong directory information frustrated them and 68% said they would stop using a business shown with incorrect information. The data is old; the logic still holds.



Write the master record once and copy-paste it everywhere. Hunt down old listings that still show a previous phone or address. (Address and number are placeholders.)

Citation checklist

- ☐ Write one "master NAP + hours + description" document and copy-paste from it everywhere.
- ☐ Order: Google → Yandex → Apple → Bing (import) → Facebook/Instagram → 3–5 relevant Turkish platforms.
- ☐ Search Google and Yandex for your *old* phone number and *old* address; fix any listings that still show them.

☐ When you move or change number, update everything within a week.

0 of 4 done

COMMON MISTAKE

"Kaya Oto Servis" on Google, "Kaya Otomotiv" on Facebook, "Kaya Oto Tamir" on Yandex, with three different phone numbers. To a customer — and to a search engine — that looks like three businesses, or one that is unreliable.

Q Why should a Turkish shop set up Yandex Business before Bing Places?

Yandex has about 25% of Turkish searches and its maps are widely used by drivers; Bing has under 1%. Bing is still worth the 10-minute import, but Yandex comes first.

Q What is a citation?

Any online mention of your business name, address and phone — a directory listing, map app, social profile or news article.

06

MODULE

On-page SEO

YOU'LL LEARN

- The parts of a page search engines read first: title, description, H1, URL.
- Why every main service needs its own page.
- Location pages done right — and "doorway pages" that get you penalised.
- How to link your pages to each other.

Modules 03–05 were about the map listing. Now we turn to the **website**. "On-page" SEO means everything on the page itself that helps a search engine understand it and a searcher choose it. Use your keyword map from module 02: each row is one page.

The four basics

DEFINITION

The **title tag** is the page's name in the code; Google usually shows it as the blue clickable headline in results. The **meta description** is a short summary in the code that Google *may* show under the headline. The **H1** is the main visible heading on the page. The **URL** is the page's address.

ELEMENT	RULES OF THUMB	KAYA EXAMPLE
Title tag	Unique per page, descriptive, not stuffed; brand at the end after a separator. Roughly 50–60 characters usually displays in full (guidance, not a Google rule — Google truncates by pixel width and may rewrite titles that don't match the page).	Triger Kayışı Değişimi Ataşehir – Fiyat ve Süre Kaya Oto (58 chars)
Meta description	Unique, specific: price from, duration, warranty, a call to action. Around 150–160 characters often displays in full on desktop (guidance). Google may show it or write its own snippet.	See the preview tool below
H1	One per page, saying what the page is about. Use H2s for sections: price, duration, which cars, FAQ.	Triger Kayışı Değişimi
URL	Short, readable, words separated by hyphens. Avoid Turkish characters in URLs, or be consistent.	/hizmetler/triger- kayisi-degisimi

TOOL · TITLE TAG & META DESCRIPTION PREVIEW

Page title (title tag)

Triger Kayışı Değişimi Ataşehir – Fiyat ve Süre | Kaya Oto

Page URL

https://www.kayaotoservis.example/hizmetler/triger-kayisi-degisimi

Meta description

Triger seti değişimi Ataşehir'de: fiyat aralığı, işlem süresi, hangi araçlar, 6 ay işçilik garantisi. WhatsApp'tan randevu alın.



kayaotoservis.example

https://www.kayaotoservis.example › hizmetler › triger-kayisi-degisimi

Triger Kayışı Değişimi Ataşehir – Fiyat ve Süre | Kaya Oto

Triger seti değişimi Ataşehir'de: fiyat aralığı, işlem süresi, hangi araçlar, 6 ay işçilik garantisi. WhatsApp'tan randevu alın.

Title length

58 / ~60

Likely to display in full.

Description length

128 / ~155

Good length.

Approximate guide only: ~60 characters for titles and ~155 for descriptions are rules of thumb. Google cuts by pixel width (wide letters like M and W use more space), varies by device, and may rewrite either one. The preview cuts at the same character guide. kayaotoservis.example is a placeholder domain.

TIP

Write the description as a mini-advert for a human: the price range or "from" price, how long the job takes, the warranty, and how to book. Specific facts beat adjectives like "kaliteli" (quality) and "uygun" (affordable) that every competitor uses.

One page per service

In Whitespark's 2026 expert survey, the #1 local organic factor is **a dedicated page for each service**. A single "Hizmetlerimiz" page with 30 services in one paragraph cannot be relevant for 30 different searches. A suggested structure:

/	Home: who, where, brands, main services, reviews,
map	
/hizmetler/periodik-bakim	Periodic maintenance
/hizmetler/triger-kayisi-degisimi	Timing belt
/hizmetler/fren-balata-disk	Brakes
/hizmetler/motor-ariza-tespiti	Engine diagnostics
/hizmetler/klima-bakimi	A/C service
/hizmetler/lastik-oteli	Tyre change and storage
/hizmetler/ekspertiz	Pre-purchase inspection
/markalar/renault ...	Only brands you really specialise in
/fiyatlar	Price ranges / packages
/hakkimizda	Team, years, certificates
/iletisim	NAP, map, hours, directions
/blog	Helpful articles (module 07)

Anatomy of a service page

/hizmetler/triger-kayisi...

Short URL

no Turkish chars

Triger Kayışı Değişimi

One H1

= the service name

Fiyat aralığı · Süre

₺ ... - ₺ ... · 1 gün

Price range + time

wins "fiyat" searches

WhatsApp

Ara

Call to action

tap-to-call, WhatsApp



real workshop photo

Real photos

descriptive file name
+ alt text

H2 · Ne zaman değişmeli?

H2 · Hangi araçlar?

H2 sections + FAQ

answer real questions

H2 · Sık sorulanlar

→ Devirdaim pompası

→ Periyodik bakım

Internal links

to related services

★★★★★ customer reviews

Reviews

trust on the page

Kaya Oto Servis

Adres · 0216 ... · Saatler

Unvan · Vergi dairesi

NAP in footer

+ company details

The title tag and meta description are not visible on the page itself — they live in the code and show up in search results (use the tool above). Prices are left blank on purpose: use your own, and update them often.

AT KAYA OTO SERVİS

Kaya's new timing-belt page answers what customers ask on the phone: when the belt should be changed (by brand), why the water pump (devirdaim) is often replaced at the same time, a price range for common models, how long the car stays in the workshop, the warranty, and a WhatsApp button with a pre-filled message: *"Merhaba, triger değişimi için fiyat almak istiyorum"* ("Hello, I'd like a price for a timing belt change").

Location pages vs doorway pages

It is tempting to create a page for every nearby district. Google's spam policies prohibit **doorway pages**: pages made to rank for many similar searches that all lead to the same place — for example, many city pages with the same text. Google's John Mueller has said that mass "[service] + [city]" landing pages "sound like doorway pages".

Doorway

40 pages — "Oto Servis Ataşehir", "Oto Servis Üsküdar", "Oto Servis Maltepe"... — with identical text and only the district name swapped.

Done right

One page per **real** location. Or a few district pages with genuinely unique content: directions from that district, real jobs for customers there, a pick-up/drop-off service for that area, local reviews. If you cannot write something unique, don't make the page.

Internal links and contact details

- **Internal links** — links from one page of your site to another. Homepage → service pages → related services ("Should the water pump be changed with the timing belt?" → water-pump page). Internal linking is #6 in Whitespark's local organic list.

- **Contact info on every page** — NAP in the footer, a tap-to-call button, a WhatsApp button, and an embedded Google Map on the contact page.
- **Real photos** with descriptive file names (`trigger-seti-degisimi-egea.jpg` , not `IMG_4031.jpg`) and alt text describing the image.

COMMON MISTAKE

Identical titles on every page ("Kaya Oto Servis | Ana Sayfa" everywhere) or keyword-stuffed titles ("Oto Servis Ataşehir Oto Tamir Ataşehir Araba Servisi"). Google may rewrite titles that don't describe the page — and searchers skip them.

Q Is "about 60 characters" an official Google limit for titles?

No. Google truncates by pixel width and device, and may rewrite titles. ~60 characters is a practical guide for a title that usually displays in full.

Q Kaya wants 25 district pages with the same text. What's the risk, and the alternative?

They look like doorway pages, which break Google's spam policies. Build only pages with genuinely unique local content (directions, local jobs, pick-up service, local reviews), or none.

Q Which local organic factor did Whitespark's experts rank #1 in 2026?

A dedicated page for each service.

07 MODULE

Content that ranks & converts

YOU'LL LEARN

- What E-E-A-T is and how a repair shop shows it.
- Content ideas that bring searches and build trust.
- Why prices, photos and FAQs pull double duty.

Module 06 gave each page the right structure. This module is about what goes *inside*: content that answers what car owners search for and convinces them to call you rather than the shop next door.

E-E-A-T: show you are real and trustworthy

DEFINITION

E-E-A-T stands for Experience, Expertise, Authoritativeness and Trust — the qualities Google's helpful-content guidance describes for good pages. Google says **trust is the most important**. It asks you to make clear *who* created the content, *how*, and *why* (to help people, not to manipulate rankings).

For a repair shop, E-E-A-T is mostly about showing evidence you already have:

- A team page with real names, photos, years of experience and certificates (MEB ustalık belgesi — the national master craftsman certificate — and brand trainings).
- Real workshop photos, a written warranty policy, a clear price policy.
- Company details in the footer: trade name (unvan) and tax office (vergi dairesi).
- Reviews embedded or linked, and any press mentions.

Content ideas for an oto servis

IDEA (TURKISH TITLE)	ENGLISH GLOSS	WHY IT WORKS
2026 periyodik bakım fiyatları: neye göre değişir?	2026 maintenance prices: what changes them?	"fiyat" searches; update every year
Triger kayışı kaç km'de değişir? Marka marka tablo	When to change the timing belt, by brand	Evergreen question; links to the service page
Kışa hazırlık: 10 maddelik kontrol listesi	Winter prep: a 10-point checklist	Seasonal; share in a GBP post

IDEA (TURKISH TITLE)	ENGLISH GLOSS	WHY IT WORKS
Yaz öncesi klima bakımı	A/C service before summer	Seasonal demand
Muayeneden kalmamak için kontrol edilecekler	What to check before the TÜVTÜRK inspection	Every car owner faces it; check the current rules first
Arıza lambaları rehberi	Dashboard warning-light guide	Use photos from your own workshop
"2014 Clio, 180.000 km: neler bulduk, neyi değiştirdik"	Case story: what we found and fixed	Real experience — with customer permission, no plate number
Sık sorulan sorular	FAQ page	Replaces the old GBP Q&A (module 03)

TÜRKİYE

Be careful with seasonal content about tyres. Winter tyres are mandatory from 15 November to 15 April only for **commercial vehicles**; there is no nationwide requirement for private cars. A page or post that implies private drivers are legally obliged would be misleading. Sell safety instead ("7°C altı kış lastiği" — winter tyres below 7°C) and target fleets with the legal angle.

Prices, photos and video

- **Prices build trust.** Honest price ranges on service pages help with "fiyat" searches, with AI answers, and with customers who fear surprise bills. Inflation makes fixed prices go stale fast — show ranges or "from" prices and update them each quarter.
- **Photos with a purpose.** The exterior helps people find you; the workshop and team build trust; before/after shows results.
- **Short videos.** A mechanic explaining a worn brake disc, posted on the site, YouTube, Instagram and your Business Profile — one piece of content, four places.

AT KAYA OTO SERVİS

Every Friday, one technician films a 45-second phone video of something from that week: a cracked timing belt, a glazed brake disc. The admin posts it to Instagram Reels and the GBP, and embeds it on the matching service page. Over a year that is about 50 pieces of real, unique evidence of expertise.

TIP

Informational articles ("why is my engine light on?") may get fewer clicks now that AI Overviews answer such questions directly (module 10). Write them anyway, but always end with a clear next step — "Arıza lambası yanıyorsa bilgisayarlı arıza tespiti için WhatsApp'tan yazın" ("If the light is on, message us on WhatsApp for a computer diagnosis") — and link to the service page.

COMMON MISTAKE

Copying text from manufacturer sites or competitors, or publishing generic AI-written articles with no workshop photos or real experience. They add nothing a searcher can't find elsewhere, and they show no E-E-A-T.

Q Which of the four E-E-A-T qualities does Google call the most important?

Trust.

Q Kaya wants to post "Kış lastiği takmak zorunlu!" (winter tyres are mandatory!) to all customers. What's wrong?

The obligation (15 Nov–15 Apr) applies only to commercial vehicles; private cars have no nationwide requirement. The claim would mislead private drivers. Use a safety message for them and the legal angle only for fleets.

08

MODULE

Technical SEO basics

YOU'LL LEARN

- The technical checks that stop good pages from being found.
- Core Web Vitals in plain words, with the "good" thresholds.

- Sitemaps, robots.txt and indexing checks.
- Structured data for a repair shop (AutoRepair JSON-LD).
- Bing, IndexNow and Yandex Webmaster set-up.

Technical SEO makes sure search engines can crawl and index your pages (module 01) and that visitors get a fast, safe page. You don't need to be a developer — but you need to know what to ask your web person to check.

The essentials

- ☐ **HTTPS everywhere** — the padlock in the browser. Redirect all http:// addresses to https://.
- ☐ **One version of the site** — redirect http/https and www/non-www variants to a single address.
- ☐ **Mobile-friendly design** — readable text, tappable buttons, no sideways scrolling.
- ☐ **Core Web Vitals** in the "good" range (table below).
- ☐ **XML sitemap** submitted to Google Search Console, Bing Webmaster Tools and Yandex Webmaster.
- ☐ **robots.txt** does not block important pages, and any test/staging copy of the site is not indexed.
- ☐ **Indexing check** — Search Console → Pages report and URL Inspection; `site:yourdomain.com` for a rough look.
- ☐ **AutoRepair structured data** on the homepage and contact page, tested with the Rich Results Test.

TÜRKIYE

About 82% of web traffic in Türkiye is on mobile (StatCounter, September 2026). Test every page on a mid-range Android phone over mobile data, not just on the office computer.

Core Web Vitals

DEFINITION

Core Web Vitals are three Google measurements of page experience, taken from real visitors' browsers. A page passes when at least 75% of visits (the "75th percentile") meet the "good" threshold.

METRIC	WHAT IT MEASURES (PLAIN WORDS)	GOOD	TYPICAL FIX
LCP — Largest Contentful Paint	Loading: how fast the main content (often the big photo) appears	≤ 2.5 s	Compress and resize images; drop heavy sliders
INP — Interaction to Next Paint	Responsiveness: how quickly the page reacts when you tap. Replaced FID in 2024	≤ 200 ms	Fewer heavy plugins, scripts and widgets
CLS — Cumulative Layout Shift	Visual stability: does the page jump around while loading?	≤ 0.1	Set image sizes; don't inject banners above content

Check them in Search Console → Core Web Vitals, or with Google's free PageSpeed Insights tool.

Sitemap, robots.txt and indexing

DEFINITION

A **sitemap** (/sitemap.xml) lists the pages you want found. **robots.txt** (/robots.txt) tells crawlers which areas they may not crawl. Many website builders and WordPress SEO plugins can create both for you — your job is to submit the sitemap and make sure robots.txt does not accidentally say `Disallow: /` (block everything).

After publishing a new service page, paste its URL into Search Console's **URL Inspection** to see whether Google has indexed it, and request indexing if not. Google still decides; requesting doesn't guarantee inclusion.

Structured data: telling Google you are an auto repair shop

DEFINITION

Structured data (also "schema") is a small block of code, invisible to visitors, that states facts about your business in a format machines read reliably. Google recommends the **JSON-LD** format and the most specific type that fits. For a repair shop that is **AutoRepair** (schema.org: LocalBusiness → AutomotiveBusiness → AutoRepair).

Google requires only `name` and `address`; it recommends `telephone`, `url`, `openingHoursSpecification`, `geo` and `priceRange`. A minimal example for Kaya (all values are placeholders):

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "AutoRepair",
  "name": "Kaya Oto Servis",
  "url": "https://www.kayaotoservis.example/",
  "telephone": "+90-216-000-00-00",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Örnek Sk. No:5",
    "addressLocality": "Ataşehir",
    "addressRegion": "İstanbul",
    "postalCode": "34000",
    "addressCountry": "TR"
  },
  "geo": { "@type": "GeoCoordinates", "latitude": 40.99, "longitude": 29.12 },
  "openingHoursSpecification": [ {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [ "Monday", "Tuesday", "Wednesday", "Thursday", "Friday" ],
    "opens": "08:30", "closes": "18:30"
  } ],
  "priceRange": "₺₺",
  "sameAs": [ "https://www.instagram.com/...", "https://www.facebook.com/..." ]
}
```

```
}  
</script>
```

Then paste the page URL into Google's **Rich Results Test** to check for errors. Use exactly the same NAP as in module 05.

WATCH OUT

Don't add `aggregateRating` (star ratings) about your own business hoping for stars in results. Google says review markup is for sites that review *other* businesses.

Bing, IndexNow and Yandex

- **Bing Webmaster Tools** — import your site from Google Search Console for fast verification. Includes Site Scan audits, keyword research, backlinks, URL inspection, and the AI Performance report (module 10).
- **IndexNow** — a "ping" that tells search engines a URL was added, changed or deleted. Supported by Bing and Yandex (plus Naver, Seznam and Yep). **Google does not use it.** Many WordPress SEO plugins and CDNs can send it automatically — switch it on.
- **Yandex Webmaster** — log in with a Yandex ID, add the site, verify by DNS TXT record, HTML file or meta tag, then review its optimisation recommendations, submit the sitemap and set the site's region (check where the region setting sits in the current interface).

AT KAYA OTO SERVIS

PageSpeed Insights flagged the homepage's 4 MB slider of stock photos as the cause of a slow LCP on mobile. The web developer replaced it with one compressed photo of the real workshop and a "WhatsApp'tan yazın" button. Fewer bytes, more trust.

Q Your developer says "IndexNow is set up, so Google will index new pages instantly." Correct?

No. IndexNow is used by Bing and Yandex (and a few others) but not by Google. For Google, rely on the sitemap and Search Console's URL Inspection.

Q What does an LCP of 4.1 seconds tell you, and what's the usual first fix?

The main content loads too slowly (good is ≤ 2.5 s). Start by compressing and resizing large images and removing heavy sliders.

Q Which schema.org type should Kaya use, and which two properties does Google require?

AutoRepair ; Google requires `name` and `address` (telephone, url, hours, geo and priceRange are recommended).

09

MODULE

Links & local prominence

YOU'LL LEARN

- What a backlink is and why it counts as a "vote".
- Realistic places a repair shop can earn links.
- Which link offers to refuse.

DEFINITION

A **backlink** is a link from another website to yours. Search engines treat a link from a relevant, trusted site as a sign that your business is real and respected — part of the "prominence" factor from module 03. **Anchor text** is the clickable text of a link.

Links matter for both areas of local SEO. Whitespark's 2026 experts count links as a Map Pack factor group (one that dropped a little this edition), and "quality and authority of inbound links" and "links from industry-relevant sites" are #3 and #5 in its local organic list. For a local shop, a handful of real, local, relevant links beats hundreds of random ones.

Where a repair shop can earn links

SOURCE	EXAMPLE FOR KAYA
Suppliers and brands	Parts distributors, oil and tyre brands often have "partner service" locators — ask to be listed.
Associations	The local chamber of tradesmen (esnaf ve sanatkârlar odası), auto repair associations, the industrial estate (sanayi sitesi) website.
Local press and blogs	A news story about a free winter safety check day, an apprenticeship programme, or sponsoring a local football team or school event.
Partners	Car rental firms, fleet companies, insurance agencies, driving schools, towing services — genuine relationships only.
Your own profiles	YouTube, Instagram and Facebook profiles linking to the website.

AT KAYA OTO SERVİS

In November, Kaya offers a free 15-minute winter safety check (tyres, battery, antifreeze) for one Saturday and emails the idea to two Ataşehir local news sites and the neighbourhood (mahalle) Facebook group admins. One site runs a short story with a link. That single local news link is worth more than any "1000 backlink" package.

COMMON MISTAKE

Buying links, link packages ("1000 backlink ₺500") or networks of fake blogs (PBNs — private blog networks). These break Google's spam policies and can harm rankings. If someone sells you guaranteed links, walk away.

TIP

Many of the best links come from relationships you already have. Make a list of every supplier, partner and association Kaya deals with, and ask each one: "Do you have a page listing partner workshops?"

Q Which is more valuable for Kaya: one link from a local Ataşehir news site, or 500 links from random foreign blogs?

The local news link: it is relevant, real and trusted. Bulk links from unrelated sites can break Google's spam policies.

Q Name three link sources that come from relationships Kaya already has.

For example: parts suppliers' or tyre brands' partner locators, the chamber of tradesmen listing, and partners such as insurance agencies, rental firms or driving schools.

10 MODULE

AI search & the future

YOU'LL LEARN

- What AI Overviews and AI Mode are, and when they arrived in Türkiye.
- What the research says about clicks when AI answers appear.
- What a local shop should actually do about it.

AI answers in Google – now in Turkish

An **AI Overview** ("AI Bakışı") is an AI-written summary at the top of some results pages, with links to its sources. **AI Mode** ("AI Modu") is a separate chat-style search tab where people ask follow-up questions. Both run many related searches behind the scenes ("query fan-out") and combine the results.

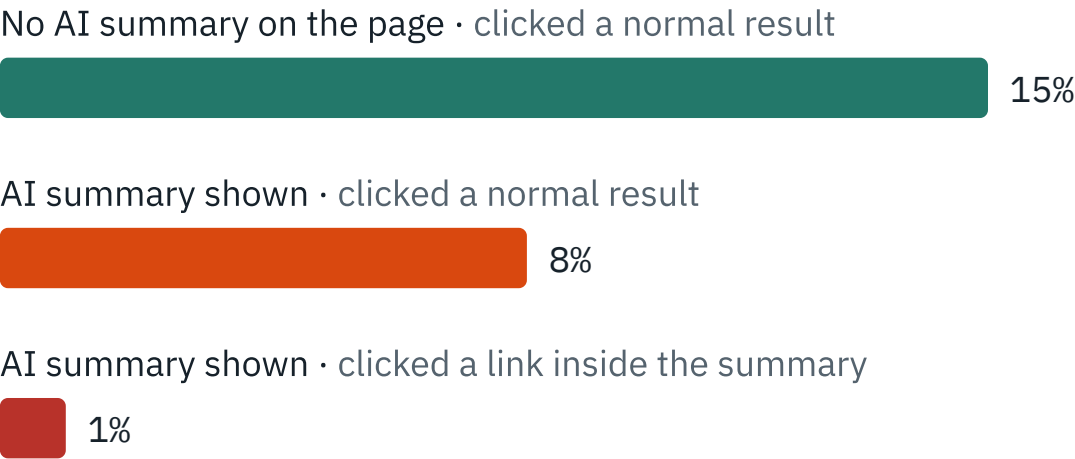
TÜRKIYE

In October 2025, when AI Mode was already available in about 180 countries, Turkish press noted Türkiye was still excluded. Turkish tech press then reported that **AI Mode and AI Overviews launched in Türkiye in early March 2026**, in Turkish. Reports said ads keep appearing above and below the results rather than inside the AI panel.

Google's position is simple: to appear as a link in AI Overviews or AI Mode, a page only needs to be **indexed and eligible to show with a snippet**. There are no extra requirements and no special optimisation. Their traffic is counted inside Search Console's normal "Web" data — there is no separate AI report.

What AI answers do to clicks

Search visits with a click on a result (US, 2025)



Source: Pew Research Center, ~69,000 searches by ~900 US adults

Pew Research Center, March 2025, US. 26% of people ended their session after seeing an AI summary, against 16% without one.

STUDY	FINDING
Ahrefs (300k keywords, Dec 2025 data, published Feb 2026)	When an AI Overview is present, the #1 result has a 58% lower average click-through rate (34.5% in its April 2025 version).

STUDY	FINDING
Seer Interactive (3,100+ queries, Jun 2024–Sep 2025)	Organic CTR fell 61% and paid CTR 68% on queries with AI Overviews. Brands <i>cited inside</i> the overview got 35% more organic clicks than brands not cited.
BrightLocal LCRS 2026 (US)	45% of consumers have used ChatGPT or similar AI tools for local business recommendations.

These studies are mostly US or English-language data and measure different things. Turkish behaviour may differ; the direction is consistent.

What this means for a repair shop

Informational searches ("motor ışığı neden yanar?" — why is the engine light on?) lose the most clicks, because the AI answers them directly. **Local searches with clear intent** ("oto servis kadıköy", "yakınımdaki tamirci") still lead mainly to the Map Pack, calls and directions. So:

- 1 Your Business Profile becomes more important, not less.** Modules 03–05 are your AI strategy too.
- 2 Be the source worth citing.** Clear, factual pages with prices, durations, warranties and FAQs (modules 06–07) give AI systems something specific to quote. Being cited is associated with more clicks (Seer).
- 3 Keep facts consistent everywhere.** AI answers combine data from many places — the NAP discipline of module 05 prevents wrong hours or numbers appearing in answers.
- 4 Keep reviews coming.** Commentaries on Whitespark's 2026 survey (which added a separate AI-visibility score) highlight reviews and mentions in news, blogs and "best of" lists as important for AI answers; AI tools also summarise reviews.
- 5 Measure calls, directions and bookings,** not only website clicks (module 11).

AI assistants outside Google

Local Falcon's analysis (November 2025) observed that ChatGPT's local business information relies heavily on **Bing Places** and directories such as Yelp, TripAdvisor and Facebook, rather than directly on Google Business Profile. This is an outside observation,

not an OpenAI statement — treat it as a likely pattern, not a fact. It is still a cheap reason to set up Bing Places (module 05).

Bing Webmaster Tools also added an **AI Performance** report (public preview, February 2026) showing how often your pages are cited in Copilot and Bing AI answers, and which searches led to those citations.

AT KAYA OTO SERVİS

Mr Kaya asks ChatGPT and Google's AI Mode "Ataşehir'de güvenilir oto servis önerir misin?" (Can you recommend a reliable car repair shop in Ataşehir?) once a month and notes who is mentioned. It is not a precise measurement, but it shows whether the work on listings and reviews is reaching AI answers.

WATCH OUT

Be sceptical of anyone selling "AI SEO" or "GEO" packages with guaranteed placement in ChatGPT or AI Overviews. Google says no special optimisation is needed; the basics in this manual are the work.

Q What does Google say a page needs in order to appear as a link in AI Overviews?

Only to be indexed and eligible to show with a snippet. There are no extra requirements or special optimisations.

Q Which kind of search loses the most clicks to AI answers — "motor ışığı neden yanar" or "oto servis ataşehir"?

"motor ışığı neden yanar" (informational). The local search still leads mainly to the Map Pack, calls and directions.

Q Why set up Bing Places if Bing has under 1% of Turkish searches?

It takes about 10 minutes via import from GBP, feeds Bing and Copilot, and — according to Local Falcon's observation — ChatGPT's local answers appear to rely heavily on Bing data.

11

MODULE

Measuring SEO

YOU'LL LEARN

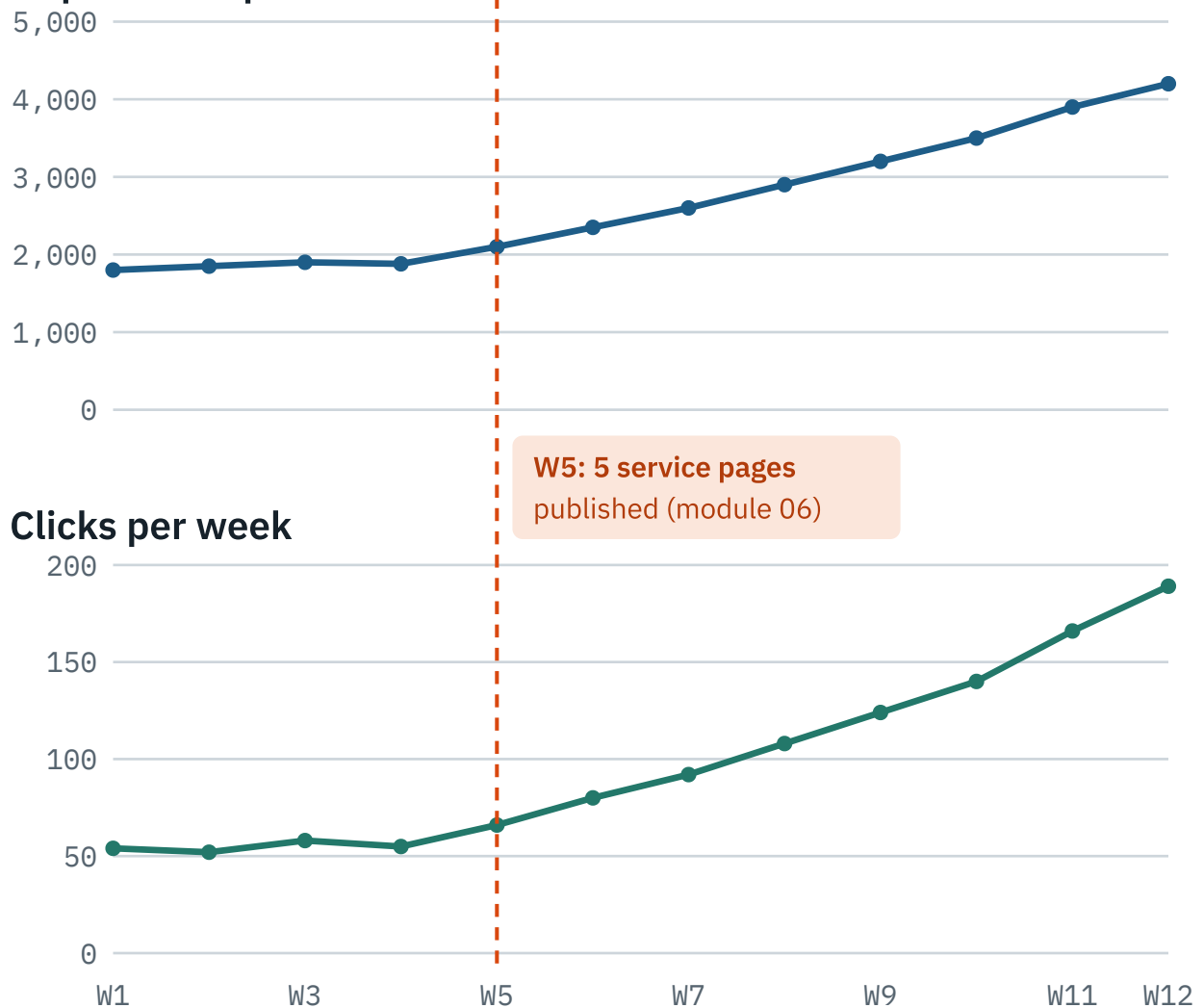
- The four numbers in Google Search Console and how to act on them.
- What the Business Profile Performance report does and doesn't count.
- How to tag your GBP website link and track walk-ins and calls.
- How long SEO realistically takes.

Google Search Console: the four numbers

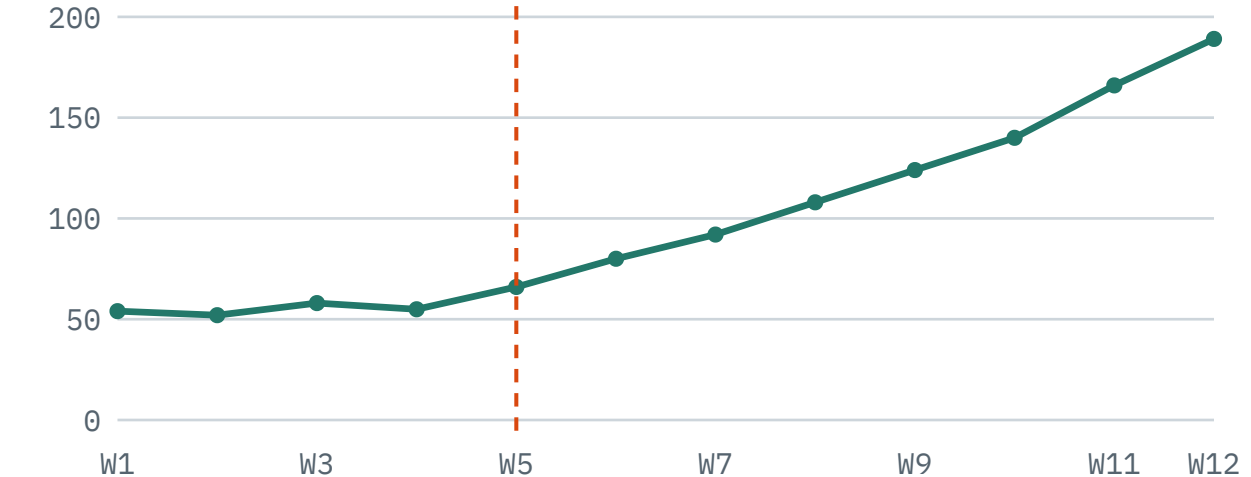
Search Console's **Performance** report shows how your website does in Google Search. You can filter by search query, page, country, device and date. Traffic from AI Overviews and AI Mode is counted inside the normal "Web" data.

METRIC	MEANING
Clicks	Clicks from Google Search to your site.
Impressions	How often your site appeared in results (whether or not anyone scrolled to it).
CTR (click-through rate)	Clicks ÷ impressions.
Average position	The average rank of your topmost result for those searches.

Impressions per week



Clicks per week



CTR = clicks ÷ impressions

W1: $54 \div 1,800 = 3.0\%$

W12: $189 \div 4,200 = 4.5\%$

Average position (not drawn): the average rank of your top result

Illustrative numbers for Kaya, not real data. Impressions rise first as new pages get indexed; clicks follow. Rising CTR suggests better titles and descriptions — or better positions.

TIP

Two beginner habits: (1) find queries with **high impressions but low CTR** — improve that page's title and meta description with the module 06 tool; (2) find queries at **positions 8–20** — improve that page's content and internal links, because a small push moves it onto page one. Compare the last 3 months with the previous period.

DEFINITION

Search Console can be linked to **GA4** (Google Analytics 4, Google's free website analytics). The link adds organic search query reports inside GA4; data arrives about 48 hours later. Set-up details are in the Tracking deep dive.

Business Profile Performance

For a repair shop the map listing often brings more customers than the website. GBP's Performance report shows profile views (by Search or Maps, mobile or desktop), the search terms that showed your profile, and **interactions**: calls, direction requests, website clicks, messages and bookings. Read it with care:

- **"Calls" are taps on the call button**, not confirmed or answered calls. Direction requests are not actual visits.
- A person is counted at most once per day per platform.
- The figures mix organic and Google Ads activity.
- Monthly search-term data can lag by a few days.

Tag your GBP website link

Without a tag, GA4 lumps GBP visits together with normal Google search visits. A **UTM tag** — extra labels added to the end of a link — separates them. Put this as the website link in your profile:

```
https://www.kayaotoservis.example/?  
utm_source=google&utm_medium=organic&utm_campaign=gbp_listing
```

Keeping `utm_medium=organic` keeps those visits in GA4's Organic Search channel. Some practitioners use `utm_source=gbp` instead — pick one convention and stick to it. Use

lowercase, no spaces, no Turkish characters.

AT KAYA OTO SERVIS

At the counter, the service advisors ask every new customer "Bizi nereden buldunuz?" (How did you find us?) and log the answer in a shared sheet: Google Maps, Google search, Yandex, Instagram, referral, passing by. Phone calls and walk-ins are a repair shop's real conversions, and no tool counts them perfectly.

TÜRKİYE

Google's call-forwarding numbers (which record real calls from Google Ads) are not available in Türkiye. GBP "calls" and website tap-to-call clicks are taps, not calls. Your own sheet — or separate phone numbers per channel through a virtual PBX (sanal santral) provider — fills the gap.

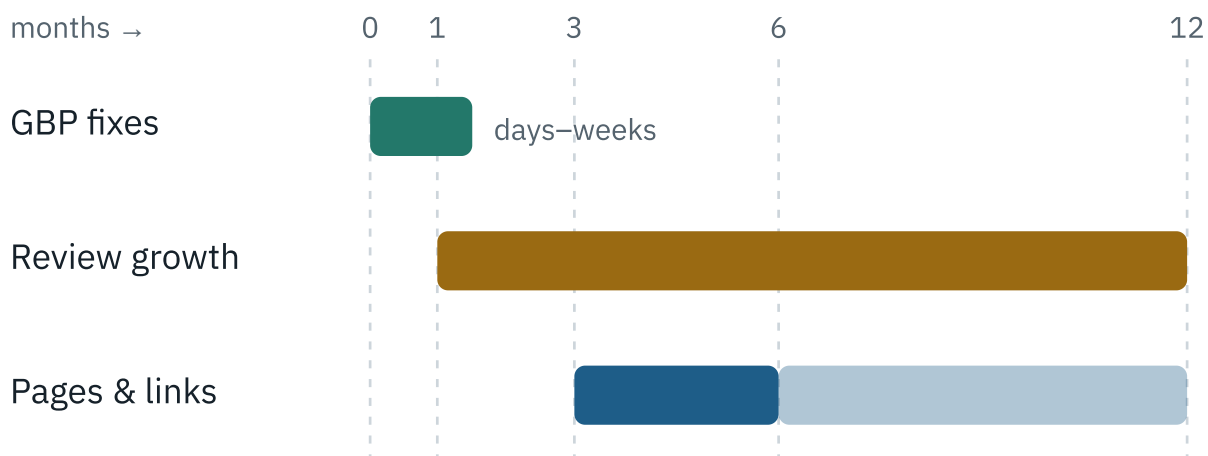
Bing and Yandex reports

- **Bing Webmaster Tools** — search performance (now with 16 months of data) plus the AI Performance report for Copilot citations.
- **Yandex Webmaster** — search queries, indexing status and site quality.
- **Yandex Business** — its own statistics for your map card (check which metrics your dashboard shows).

How long SEO takes

Google gives no fixed timeline. Its advice is to ask any SEO provider what results they expect and in what timeframe — and it warns that no one can guarantee a #1 ranking on Google. In practice:

When to expect movement (typical, not guaranteed)



Linear month scale. Faded = "6+ months" in competitive districts.
Practitioner experience, not a Google figure.

Category, hours, photos and NAP fixes can change Map visibility within days to weeks; review growth compounds over months; new pages and links usually take 3–6+ months.

COMMON MISTAKE

Measuring only website traffic. For Kaya, calls, WhatsApp chats, direction requests and walk-ins are the results. A month with fewer website visits but more direction requests can be a better month.

Tracking Field Manual

Set up GA4, key events, call and WhatsApp click tracking, and a simple weekly report. [Open deep dive →](#)

Q A query has 2,000 impressions, 20 clicks, average position 4. What's the CTR and what would you try first?

CTR = $20 \div 2,000 = 1\%$. The page already ranks well but few people click, so rewrite the title and meta description to be more specific and appealing (prices, duration, warranty).

Q GBP Performance shows 120 calls last month. Did Kaya receive 120 phone calls?

Not necessarily. "Calls" counts taps on the call button, not completed calls, and the data mixes organic and ads activity. Cross-check with the phone log and the counter sheet.

Q Why add UTM tags to the GBP website link?

So GA4 can separate visits from the Business Profile from ordinary Google search visits.

12 MODULE

Your 30/60/90-day SEO plan

YOU'LL LEARN

- What to do first, second and third — biggest impact, lowest cost first.
- How to turn SEO into a monthly routine.

Everything from modules 01–11, in the order that pays off fastest. Ticks are saved in this browser. One person — at Kaya, the admin, with an hour a day — can do most of it; the website items need your web developer.

Days 1–30: fix the foundations

- ☐ **Master NAP sheet:** legal name, sign name, address format, phone, WhatsApp, hours, holiday hours, a ~750-character description, services with price ranges (module 05).

- ☐ **GBP:** verify; real name (no keywords); primary + 3–6 accurate secondary categories; exact pin; hours and special hours; all services and attributes; 20–30

real photos; check the chat/WhatsApp and booking fields; first post (module 03).

- ☐ **Reviews:** create the link and QR code; train front-desk staff; send the link after every job; reply to *all* existing reviews, including old ones (module 04).

- ☐ **Other maps:** Yandex Business, Apple Business place card, Bing Places import (module 05).

- ☐ **Website quick wins:** HTTPS; tap-to-call and WhatsApp buttons; NAP in the footer; unique title and meta description on the homepage and contact page; embedded map (modules 06, 08).

- ☐ **Measurement:** Search Console + sitemap; Bing Webmaster Tools (import from Search Console); Yandex Webmaster; GA4; UTM link on GBP; the "Bizi nereden buldunuz?" sheet (modules 08, 11).

- ☐ **Baseline:** record current GBP calls, directions and website clicks; Search Console clicks and impressions; screenshots of Maps results for 5 target searches in Google and Yandex.

Days 31–60: build relevance

- ☐ **Keyword map:** 15–30 searches grouped by service and intent, using Search Console, Keyword Planner, Trends and autocomplete (module 02).

- ☐ **Service pages:** create or upgrade one page for each of the 5 most profitable services (for Kaya: periodic maintenance, timing belt, brakes, diagnostics, A/C). Each with H1, price range, duration, which cars, FAQ, real photos and a call to action (modules 06–07).

- ☐ **AutoRepair JSON-LD** on the homepage and contact page; test with the Rich Results Test (module 08).

- ☐ **Technical fixes:** Core Web Vitals (compress images), indexing errors in Search Console, duplicate URLs (module 08).

☐ **Citations:** align Facebook and Instagram NAP; add 3–5 relevant Turkish platforms and chamber/association listings; fix old wrong listings (module 05).

☐ **Weekly rhythm:** one GBP post, new photos, review replies within 48 hours.

Days 61–90: build prominence and refine

☐ **Local links:** supplier and brand locators; chamber or association listing; pitch one local news story (e.g. a free winter safety check day); sponsor a local event (module 09).

☐ **Content:** 2–4 helpful articles or videos (seasonal checklist, 2026 price guide, muayene prep) and an FAQ page; share them in GBP posts and on social media (module 07).

☐ **Brand or location pages** only where you have genuine expertise or a real second location — no doorway pages (module 06).

☐ **Review progress** against the day-1 baseline; find queries at positions 8–20 and improve those pages; check Bing AI citations, if any (module 11).

☐ **Make it routine:** monthly checks of GBP, reviews, citations and Search Console; a quarterly content and price-page update (inflation makes prices go stale quickly).

0 of 18 done

AT KAYA OTO SERVİS

Mr Kaya blocks every Monday 09:00–09:30 for "SEO coffee" with the admin: check new reviews and replies, look at GBP Performance and the counter sheet, pick this week's post and photos. The 90-day plan is a project; the Monday half hour is what keeps it working afterwards.

Q Why do GBP fixes come before writing blog articles?

They are the biggest impact for the lowest cost: profile fixes can change Map visibility within days to weeks, and local buyers mostly decide in the Map Pack. Content and links take months.

Q What should you record before changing anything, and why?

A baseline: GBP calls, directions and website clicks, Search Console clicks and impressions, and Maps screenshots for target searches. Without it you cannot tell whether the work helped.



EVIDENCE

Case studies

Real, published examples. **Read them with care:** agency case studies are marketing material — the numbers are self-reported, clients are often anonymous, and there is no control group. Use them as illustrations, not proof.

UK · AUTO REPAIR · GBP ONLY · SELF-REPORTED

Anonymous auto repair shop (ES Studios)

WHAT Business Profile work only, Dec 2025–Jul 2026: 15+ GBP posts, FAQ content, one video, drafted review replies.

RESULT 3,140 profile lead actions over about 6.5 months (775 calls, 527 website clicks, 1,838 direction requests). Top-3 grid placements for "oil change service" rose from 6.51% to 14.2%. Zero visibility on the five AI platforms tracked. The leading competitor had only 22 reviews.

LESSON Steady profile activity can move Map visibility in a weak market. Note the report gives lifetime totals, not a clean before/after.

Source: [ES Studios, Jul 2026](#)

CANADA · AUTO BODY · SERVICE PAGES · SELF-REPORTED

Two anonymous auto body shops (Stigan Media)

WHAT Service-specific pages (car painting, auto body repair) and SEO for one Alberta shop with three locations and one Vancouver shop.

RESULT Alberta: 154% traffic increase. Vancouver: 103% traffic increase within six months.

LESSON Dedicated service pages. Timeframe for the first and client names are not disclosed.

Source: [Stigan Media](#)

CANADA • LAWN CARE • NAMED CLIENT •
SELF-REPORTED

LawnSavers (Sterling Sky)

- WHAT** Service-area pages with unique content, coverage from 15+ local news outlets, pricing/cost content, and new GBP categories for a real seasonal service (Christmas light installation).
- RESULT** Organic conversions from 17 to 174; November leads from 122 to 516.
- LESSON** Local press links + genuine location pages + categories that match actual services. Not a car business, but the same playbook.

Source: [Sterling Sky, updated Aug 2025](#)

RESEARCH STUDY • 50 LISTINGS

Keyword-stuffed GBP names (Sterling Sky)

- WHAT** Tracked 50 Business Profiles whose names were stuffed with keywords.
- RESULT** 60% warning only, 20% soft suspension, 20% hard suspension. Enforcement mostly manual and report-driven; repeat offending was common.
- LESSON** A shortcut that works until it doesn't — and a suspension can remove you from Maps for weeks.

Source: [Sterling Sky, updated Feb 2026](#)

TÜRKİYE

Turkish agencies advertise "yerel SEO başarı hikayeleri" (local SEO success stories), but the research for this course found no documented Turkish case with a named business, a timeframe and verifiable metrics, so none is included. Your own before/after GBP Performance screenshots (module 12 baseline) are the best Turkish case study you'll get.



CHECKLIST

Common mistakes

The twelve beginner mistakes that come up most often — each one links back to the module that fixes it.

1. **Keywords or district in the GBP name** — risks suspension. [Module 03](#)
2. **A vague primary category**, or ten categories "just in case". [03](#)
3. **Wrong or missing holiday hours** — customers arrive at a closed shop, and "open at time of search" is a top-5 factor. [03](#)
4. **Different phone numbers or addresses** across Google, Yandex, Facebook and the website. [05](#)
5. **Discounts for reviews, or filtering unhappy customers** away from Google — both forbidden. [04](#)
6. **Never replying to reviews**, or arguing angrily with critics. [04](#)
7. **One "Hizmetlerimiz" page** listing 30 services instead of one page per main service. [06](#)
8. **Copy-paste district pages** (doorway pages). [06](#)
9. **Ignoring Yandex**, which has about a quarter of Turkish search. [05](#)
10. **Buying "guaranteed #1" SEO packages** or thousands of backlinks — Google warns no one can guarantee a #1 ranking. [09](#)
11. **Measuring only website traffic** while calls and directions are the real results. [11](#)
12. **A slow, image-heavy site** that fails Core Web Vitals on mobile. [08](#)

A-Z REFERENCE

Glossary

AI Overview (AI Bakışı)	AI-written summary at the top of some Google results, with source links.
AI Mode (AI Modu)	Google's chat-style search tab with follow-up questions.
Anchor text	The clickable text of a link.

AutoRepair	The schema.org type for car repair shops, used in structured data.
Backlink	A link from another website to yours.
Canonical	The main version of a page that a search engine chooses when duplicates exist.
Citation	Any online mention of your business name, address and phone.
CLS / INP / LCP	Core Web Vitals: visual stability (≤ 0.1), responsiveness (≤ 200 ms), loading (≤ 2.5 s).
Crawler	A program that fetches web pages for a search engine (Googlebot, YandexBot, Bingbot).
CTR	Click-through rate: $\text{clicks} \div \text{impressions}$.
Doorway page	A near-duplicate page made only to rank for a variant search (e.g. the same text for 40 districts). Against Google's spam policies.
E-E-A-T	Experience, Expertise, Authoritativeness, Trust — qualities of helpful content; trust matters most.
GBP	Google Business Profile (Google İşletme Profili): your free listing on Google Search and Maps.
H1	The main visible heading of a web page.
Impression	One appearance of your page or profile in search results.
Index	A search engine's database of pages it may show.
IndexNow	A ping protocol telling Bing, Yandex and others about new or changed URLs. Not used by Google.

JSON-LD	The code format Google recommends for structured data.
Keyword	A word or phrase people type into a search box.
Long-tail	A longer, more specific search phrase with lower volume and clearer intent.
Map Pack	The map block with about three local businesses on a results page.
Meta description	A page summary in the code that Google may show under the title.
NAP	Name, Address, Phone.
Organic	Unpaid search results.
robots.txt	A file telling crawlers which parts of a site not to crawl.
Search intent	The reason behind a search: what the person wants to do next.
SERP	Search engine results page.
Sitemap	A file (<code>sitemap.xml</code>) listing the pages you want search engines to find.
Structured data	Code that states facts about a page or business in a machine-readable format.
Title tag	A page's name in the code, usually shown as the clickable headline in results.
UTM	Tags added to a link (utm_source, utm_medium, utm_campaign) so analytics knows where a visit came from.

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Facts checked October 2026 — platforms change often, verify in the platform's help center before you act. Kaya Oto Servis is fictional; its figures are illustrative. Not legal or tax advice.