
FINESSE AUTO SERVICE & REPAIR

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

Google Business Profile Upgrade

Audit + Upgrade Plan

A review of your Google Business Profile alongside your website. What is already working, what your profile does not yet say about you, and what we will put in place.

Profile Upgrade | Ongoing Management

What We Found

4.8 GOOGLE RATING	291 GOOGLE REVIEWS	12 yrs SERVING SEATTLE	3 / 36 YR / K MI WARRANTY	16 SERVICES OFFERED	33 VEHICLE BRANDS
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You are starting from a strong position. A 4.8 rating across 291 reviews, reviews still arriving every week, a correct primary category, a booking button that keeps customers on your own domain, and a 3-year/36,000-mile nationwide TechNet warranty that most independent shops cannot match.

This is not a rescue job. Your profile is most of the way there. Three things are holding it back, and none of them are about the quality of your work.

Where the gaps are

Area	What we are seeing
Phone number	The number on your Google profile is +1 206-801-6981 . The number on every page of faseattle.com is 206-763-6888 . Before anything else, we want to confirm with you whether the Google number is a call-tracking line. If it is, it stays exactly as it is.
Services	Your website sells sixteen services , each with its own page. The public view of your profile currently surfaces one offering: oil change. We will make sure all sixteen are reflected, worded from your own pages.
Products section	The Products section is the largest visual block on a mobile profile and the part Google's AI now reads when someone asks whether anyone nearby does a specific job. We will build this out using the copy already on your site.
Photos	Your exterior, workshop and recent uploads are all in good shape. What is missing is your people. There are no team photos, even though your reviewers name your staff directly.
Posts	You have posted before, but nothing current is showing. Google posts fade from display over time, so a profile that started and stopped reads the same as one that never began.

1 TO CONFIRM WITH YOU	5 TO COMPLETE	4 ALREADY RIGHT
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Why This Matters More This Year

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

Two changes already in effect

- + **Google removed the Q&A section from Business Profiles in November 2025.** Customer questions used to be answered by a person in a public thread. They are now answered by Google's AI reading your profile.
- + **Local Services Ads are moving into Google Ads**, with business name, address and hours syncing directly from the Business Profile. Your profile is becoming the record that feeds your advertising, not just your listing.

What that looks like for a shop like yours

AI Today

"Who near me can service a Porsche?"

Google answers from what your profile knows. Right now the clearest signal it holds about Finesse Auto is **oil changes**.

- One offering listed publicly
- Products section not in use
- Porsche and exotic work lives in your reviews and website, not in the fields Google reads most confidently

AI After

"Who near me can service a Porsche?"

Google has sixteen named services, a full Products section, and a description that says **European specialist since 2014**.

- Every service you sell is listed
- Product cards Google can quote directly
- Classic and exotic work stated plainly, backed by 291 reviews

The short version. Whatever your profile knows is what Google will say about you. A shop that customers trust with Ferraris and 911s is currently being catalogued as an oil change place, and that is a data problem rather than a reputation problem. Data problems are fixable.

Your Profile Today

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

The phone number does not match your website

Google lists +1 206-801-6981. Your website lists 206-763-6888 on every page. We will not change this without confirming with you first, because if it is a tracking line, changing it would break your lead reporting.

One offering showing, sixteen services sold

The public view lists oil change and nothing else. This is likely why other directories file you under "oil change stations" and why oil change is your most-quoted review keyword.

Products section not in use

The largest visual block on a mobile profile is sitting empty. Very few independent shops use it, which is exactly why it is worth using.

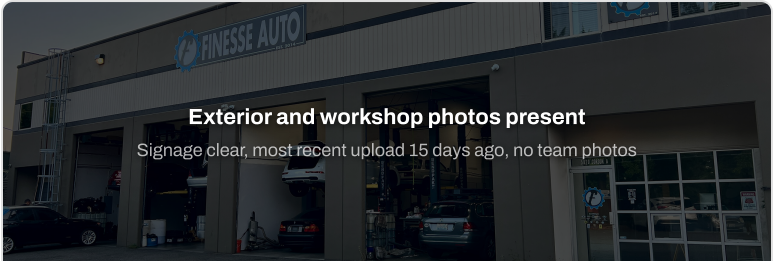
No team photos on the profile

Your reviewers name your staff by name, and none of them appear on your profile. You do have a professional team photo, it is just on your website instead.

Google's own summary still mentions the dealership

Above your description, Google shows a generated line ending "plus pre-owned vehicles" - left over from your dealership days. This is not an editable field, so we cannot simply rewrite it.

CURRENT



Finesse Auto Service & Repair

4.8 ★★★★★ (291)

Auto repair shop

Directions

Save

Call

Share

Book online

faseattle.com

5820 Corson Ave S, Seattle, WA 98108

Closed · Opens 8 AM

faseattle.com

+1 206-801-6981 (website says 206-763-6888)

Offerings

Oil change — and nothing else listed

Products

Not in use

Updates from this business

Nothing current showing

Google's generated summary

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

Your Upgraded Profile

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

Contact details confirmed and consistent

One question answered, then your profile, your website and your advertising all carry the same number.

All sixteen services present

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

Products section built out

A card per core service with a photo, a short description and a consistent call to action, grouped so it reads cleanly on a phone.

Description strengthened

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

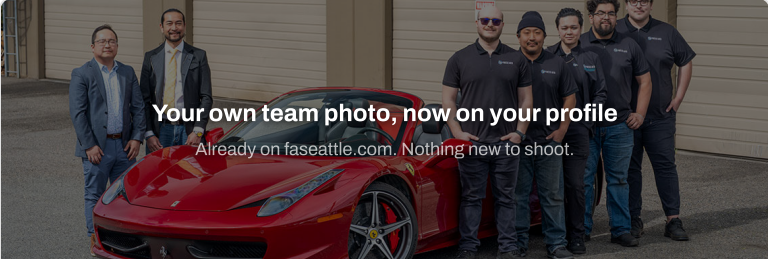
Your team photo added

You already have a professional team photo on your website, your whole crew in branded shirts beside a Ferrari. It is not on your Google profile. That is the highest-trust image a shop can post and it costs you nothing to add.

Posting running again

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

UPGRADED



Your own team photo, now on your profile
Already on faseattle.com. Nothing new to shoot.

Finesse Auto Service & Repair

4.8 ★★★★★ (291)

Auto repair shop + verified additional categories

- Directions
- Save
- Call
- Share

Book online
faseattle.com

5820 Corson Ave S, Seattle, WA 98108

Closed · Opens 8 AM

faseattle.com

Confirmed and consistent everywhere

Services

All 16 listed, sourced from your own service pages

Products

PHOTO	PHOTO	PHOTO
Engine Repair From your engine repair page	Brake Repair From your brake repair page	Diagnostics From your diagnostics page

Updates from this business

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

Your Business Description

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

Current description

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

What is already right: family-owned, the three vehicle families, ASE-certified technicians, digital inspections with photos and videos, the 3-year warranty, loaner vehicles, same-day appointments and a clear next step. This is a better starting point than most shops have.

Proposed description

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

The four things we are adding, all of them already true and already published by you:

- + **Since 2014.** Google's own guidance says a business description should include your history. Twelve years in one location is a trust signal you are not using.
- + **Georgetown, Seattle.** Your reviewers keep calling you "the shop in Georgetown". Your description never says where you are.
- + **TechNet.** Names the nationwide network standing behind your 3-year warranty, which makes the warranty read as backed rather than claimed.
- + **Classic and exotic.** You have dedicated pages for both, and a Ferrari owner publicly calls you his main shop. It is the strongest thing about you and the description does not mention it.

One thing we cannot change, and will not pretend we can

Above your own description Google shows a summary it generates itself: *"Family-owned business offering premium maintenance and repair services for cars, plus pre-owned vehicles."* That last phrase is left over from your dealership years. It is not a field anyone can edit. What shifts it over time is the strength and consistency of everything underneath it, which is exactly what this work does.

Services and Products

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

SHOWING ON YOUR PROFILE TODAY

1 offering

Oil change.

ON YOUR WEBSITE

16 services

Each with its own page, already written.

The sixteen services we will make sure are listed

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

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

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

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

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

Products section, built from your own pages

YOUR PHOTO

Engine Repair

Short description drawn from your engine repair page, with a consistent call to action.

YOUR PHOTO

Transmission Repair

Drawn from your transmission repair page.

YOUR PHOTO

Brake Repair

Drawn from your brake repair page.

Grouped into two sets so the section reads cleanly on a phone: **Repair & Diagnostics** (engine, transmission, brakes, suspension, steering, electrical, diagnostics, cooling, exhaust, battery/starter/alternator) and **Maintenance & Tyres** (factory scheduled maintenance, oil changes, wheel alignments, tire services, AC & heat, fleet). We will confirm what is already in place before adding anything, so nothing you have built gets overwritten.

Photos and Reviews

Your reviews already say the things a good profile is supposed to say, and your photography is better than most shops we look at. The gap is simply that your best photos are on your website rather than on your profile.

What your customers already say about you

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

Local Guide · 5 months ago

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

Local Guide · 2 weeks ago

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

2 weeks ago

"They gave me a loaner BMW so I could get to work on Friday free of charge."

Highlighted by Google in your review summary

What Google pulls out of your reviews

oil change 27

knowledgeable team 22

thorough inspection 19

loaner car 8

honest mechanics 2

Oil change leads your keywords by a wide margin. That is a fair reflection of what your profile currently advertises, and not a fair reflection of the work your reviews describe. Listing your full range of services is what shifts this over time.

Photos

What	Where it stands
Exterior and signage	Present and clear. Street view also available.
Workshop and bays	Present, most recent upload 15 days ago. Your photo activity is healthy.
Customer lounge	Present, but uploaded by customers rather than by you. Your reviewers rate the lounge highly enough to mention it unprompted, and it deserves photographing properly.
Team photos	Missing from the profile — but not missing from your business. You have a professional team photo on faseattle.com already.



YOU ALREADY HAVE THIS PHOTO

ON YOUR WEBSITE, NOT ON YOUR PROFILE

✓ Your whole team, in branded shirts, beside a Ferrari 458

✓ Professionally shot, and it reinforces exactly the exotic and European work your reviews talk about

✗ Sitting on faseattle.com and nowhere on your Google profile

Good news on this one. We went looking for what you would have to shoot, and found you have already done the work. Your team photo and your storefront photography are both sitting on your own website. We will bring them across to your profile. The only genuinely new photography worth doing is your customer lounge, and only because your reviewers rate it highly enough to mention it unprompted.

Reviews

291 reviews at 4.8, still arriving weekly, is a genuine asset and there is nothing to fix about it. Under ongoing management we will make sure every review gets a reply, including the difficult ones. There is a detailed one-star review from last month about a diesel Porsche and an AdBlue top-up. It carries a photo, which means anyone reading your reviews will see it. A calm, factual reply is worth more than the review costs you.

What We Need and How We Will Run It

What we need from you

- 1

Profile access

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

Is +1 206-801-6981 a call-tracking number?

This is the one question we need answered before we touch anything. If it is a tracking line it stays exactly as it is.
- 3

Permission to use your existing photos

Your team photo and storefront shots are already on faseattle.com. We just need your nod to put them on your Google profile. The only new photography worth doing is your customer lounge, and that can wait.
- 4

Confirm your ASE certification

Your profile states your technicians are ASE-certified. Your website never mentions it. We would like to repeat the claim with your confirmation, and it is worth adding to your website too.
- 5

Do you still sell vehicles?

This decides how we handle the wording left over from the dealership side of the business.
- 6

Anything you would rather we left alone

Better told upfront than discovered later.

How we will sequence the work

Category changes can trigger a fresh verification from Google, and with Local Services Ads now syncing from the profile, a significant name or address change can pause advertising while Google re-checks. So we do not change everything at once.

STAGE	WHAT HAPPENS	RISK
Day 1	Products section and photos	None. Additive only, nothing existing is altered.
Day 2	Services list and description	None. Content only.
Day 3	Categories, in a single batch	May trigger re-verification, which is why it goes last and goes in one pass.
+7 days	Review how the profile is performing	Establishes the baseline we measure against.

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

A note on honesty. We have written this from your public profile and your website. We do not yet have access to the back end of your Google profile, so where we say "we will make sure" rather than "we will add", that is deliberate. Some of what we have listed may already be in place behind the scenes, and we will confirm before changing anything.