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ADVENTURE MOTORS

Overland and Off-Road Build Shop · Grandview, MO · adventuremotorsusa.com · Building in the Kansas City metro since 2015

# Google Business Profile Upgrade

## Audit and Upgrade Plan · Short Version

The same findings as the full audit, in five pages. One point per page. The long version carries the reasoning behind each one and is linked from every page.

Profile Upgrade | Ongoing Management

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02 What We Found

|                      |                       |                                  |                                    |                            |                               |
|----------------------|-----------------------|----------------------------------|------------------------------------|----------------------------|-------------------------------|
| 4.8<br>GOOGLE RATING | 319<br>GOOGLE REVIEWS | 201<br>PHOTOS ON YOUR<br>PROFILE | 2015<br>BUILDING IN<br>KANSAS CITY | 7,500+<br>BUILDS COMPLETED | 34<br>DIRECT DEALER<br>BRANDS |
|----------------------|-----------------------|----------------------------------|------------------------------------|----------------------------|-------------------------------|

You are starting from a strong position. A 4.8 across 319 reviews, 201 photos, the correct primary category, a posting habit going every three to four days, and complete accessibility, payment and parking details. Most profiles we look at have none of that.

Your profile lists **one thing you offer, and it is an oil change**. Your own website carries twelve service categories, and inside one of them sit engine swaps, transmission swaps, differential rebuilds and cam tower work. A customer reading your profile, or Google's AI answering for it, is not told that any of that happens here.

Where the gaps are

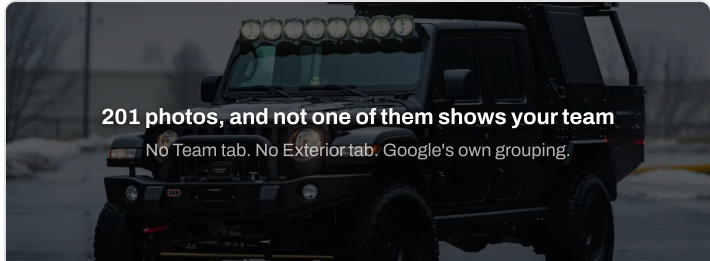
| Area                     | What we are seeing                                                                                                                                                                                                                                                                                              |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Offerings                | The Offerings section on your profile lists Oil change, and nothing else. It stays, because it is real work. What we will do is bring the rest of your service list across, in your own words, from your own site.                                                                                              |
| Products section         | Not started. It is the largest visual block on a mobile profile and the part Google's AI reads when somebody asks whether anyone nearby does a specific job. You are a direct Four Wheel Campers dealer and a direct dealer for 34 brands, so this section fits you better than it fits almost any shop.        |
| Monday and Tuesday hours | Your profile currently shows both days as <b>Open 24 hours</b> . Your website shows Monday closed and Tuesday by appointment. Wednesday through Sunday agree everywhere. This one is a question for you and it is the first thing we would change.                                                              |
| Your description         | It covers suspension, wheels, tires and performance packages. It does not mention Kansas City, the year you started, your build count, your Four Wheel Campers dealership, your master-certified technicians, or any of the heavy mechanical work. Every one of those is already published on your own website. |

|                    |                  |                     |
|--------------------|------------------|---------------------|
| 1<br>NEVER STARTED | 3<br>TO COMPLETE | 7<br>ALREADY STRONG |
|--------------------|------------------|---------------------|

## 03 What Changes

Your profile today, and your profile with the gaps filled. Everything added comes from your own website.

### YOUR PROFILE TODAY



201 photos, and not one of them shows your team  
No Team tab. No Exterior tab. Google's own grouping.

#### Adventure Motors

4.8 ★★★★★ (319)  
Auto repair shop

Directions

Save

Call

Share

13906 Norby Rd, Grandview, MO 64030

**Monday and Tuesday: Open 24 hours**

adventuremotorsusa.com

+1 816-824-4892

#### Offerings

Oil change, and nothing else

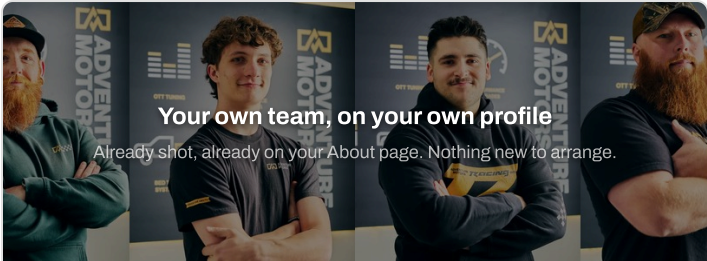
#### Products

Not started

#### Your description says

"At Adventure Motors in Grandview, we specialize in transforming vehicles into off-road and high performance machines. Our adventure spec system uses top-notch components..."

### YOUR PROFILE UPGRADED



Your own team, on your own profile  
Already shot, already on your About page. Nothing new to arrange.

#### Adventure Motors

4.8 ★★★★★ (319)  
Auto repair shop + Mechanic

Directions

Save

Call

Share

13906 Norby Rd, Grandview, MO 64030

**Monday and Tuesday: your real hours**

adventuremotorsusa.com

+1 816-824-4892

#### Offerings

Engine SwapsTransmission Swaps

Cam Tower ServiceSuspension Lift Installation

Off-Road Wheel AlignmentOil Change+ 31 more

#### Products

YOUR PHOTO

Engine Swaps and Rebuilds  
Your words, from your own site

YOUR PHOTO

Cam Tower Service  
Your words, from your own site

YOUR PHOTO

Campers and Canopies  
Your words, from your own site

#### Your description now says

"Adventure Motors is a full-service truck and SUV shop in Grandview, Missouri, serving the Kansas City metro since 2015. We build and outfit 4x4s for overlanding and off-road travel, and we do the heavy mechanical work that keeps them running..."

Three things change and the rest of the profile stays as it is: **your hours on Monday and Tuesday, your Offerings list, from one service to 37, and a Products section that has never been started.** Your description and your team photos follow from the same source, which is your own website.

# 04 What We Write

The copy itself, not a description of it. Your business description in full, and three of the 18 Products cards as a sample.

YOUR DESCRIPTION TODAY

540 characters

At Adventure Motors in Grandview, we specialize in transforming vehicles into off-road and high performance machines. Our adventure spec system uses top-notch components tailored to your vehicle's needs. From custom suspension systems, personalized wheel and tire setups, to high end performance packages, we enhance your ride for any terrain. Experience the thrill of adventure with our expertise and let us take your vehicle to the next level! We also maintain your vehicle throughout your ownership so we can truly be your one-stop-shop.

YOUR DESCRIPTION, COMPLETED

737 characters

Adventure Motors is a full-service truck and SUV shop in Grandview, Missouri, serving the Kansas City metro since 2015. We build and outfit 4x4s for overlanding and off-road travel, and we do the heavy mechanical work that keeps them running: engine swaps and rebuilds, transmission swaps, differential servicing and rebuilds, cam tower services, timing belts and water pumps, and routine drivetrain maintenance. Our master-certified technicians also fit suspension, wheels and tires, bumpers and armor, roof racks, bed trays, 12v and lighting systems, and campers and canopies as a direct Four Wheel Campers dealer. More than 7,500 builds on, we still spec every job as one engineered system and put it in a build sheet before we start.

## Your Products section: 18 cards, three shown

YOUR PHOTO

**Engine Swaps and Rebuilds**

Engine swaps and rebuilds for trucks and 4x4s, in Grandview, Missouri. Full replacements and in-house rebuilds, including Cummins conversions on custom mounts, specced with the drivetrain and cooling to match.

YOUR PHOTO

**Cam Tower Service**

Cam tower service for V8 engines, across the Kansas City metro. Precise cam tower work to stop leaks and restore performance, on the engines that need it before a long trip.

YOUR PHOTO

**Campers and Canopies**

Four Wheel Campers and truck canopies, in Grandview, Missouri. You are a direct Four Wheel Campers dealer, you sell and install the whole lineup, and you handle warranty support here.

All 18 are written and ready to publish. Every one opens with what it is, who it is for and where you are, because Google hides the rest behind a "more" link that most people never tap. The full set is in the long version of this document.

# 05 What We Need and How We Will Run It

Short list, and most of it is a yes or no.

## What we need from you

- 1

**Your real Monday and Tuesday hours.** Your profile says open 24 hours, your website says closed and by appointment. One line settles it.
- 2

**Manager access to your Business Profile,** so the changes in this document can actually be made.
- 3

**Permission to use the eight team photos** already on your About page.
- 4

**A yes or no on event posts** for the OTT Tune Days.

**And one question, which is the reason this document arrives on its own.** Of everything Adventure Motors does, is there any of it you do not want more of? We would rather ask than assume. Whatever you tell us shapes what gets written next, and nothing else gets written until you have.

## How the first three days run

| WHEN    | WHAT HAPPENS                                                                                                                        |
|---------|-------------------------------------------------------------------------------------------------------------------------------------|
| Day 1   | Hours corrected. Your description published. Categories confirmed and any change batched into one edit.                             |
| Day 2   | Your Offerings list built out to 37 services. Your Products section built and published, all 18 cards.                              |
| Day 3   | Your team photography brought across. Posting continues in the right frame, starting with an event post for the August 30 tune day. |
| Ongoing | Posts, a reply on every review within a day, photos kept current, and the profile checked against your website as it changes.       |

### Two things we will not claim

The summary line Google writes above your description is not editable by anyone, us included. And your additional categories are not visible to us without account access, so we will confirm what is there rather than tell you what is missing.

### One thing to expect

Category edits can re-trigger verification, and Google now syncs your name, address and hours into your advertising. So we batch every category change into one edit rather than making them one at a time.