

ADVENTURE MOTORS

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

Google Business Profile Upgrade

Audit and 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

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02 What We Found

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

An orange rule marks the one idea a page exists to land. — A muted label marks reference material you do not need to read in full.

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 Open 24 hours . 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.
Photos of your team	All 201 photos on your profile are vehicles and parts. Your About page already carries a professional headshot of each of your eight team members. Nothing needs shooting, it needs bringing across.
Post images	Your post photography is good and it is being cropped into a frame it does not fit, so Google fills the sides with black. On your August 4 post the photograph is about a third of the frame. Page 10 shows it.

1 NEVER STARTED	5 TO COMPLETE	7 ALREADY STRONG
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Already strong: your 4.8 across 319 reviews, 201 photos, a correct primary category, a live posting habit, complete accessibility and payment attributes, all four social profiles linked, and a 35-page website that answers more questions than most shops' sites do.

03 Why This Matters More This Year

Google is moving from showing people your website to answering for you. That changes what a Business Profile is for.

Whatever your profile knows is what Google will say about you. Right now your profile knows that you change oil.

How it used to work

Somebody searched, scanned the results, clicked through to your website, read a page, then called or filled in a form. Your website was where the decision happened, so a better website won the job. Yours is good, and that used to be enough.

How it works now

Somebody asks Google a question and Google answers it, from your Business Profile and your website. The customer may never reach your site at all. The business Google understands best wins the job.

Two changes already in effect

What changed	What it means for you
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. If your profile is thin on a subject, the answer is thin or wrong, and there is nobody there to correct it.
Local Services Ads are moving into Google Ads	Business names, addresses and hours now sync from your Business Profile into your advertising. Your profile stops being a listing and becomes the record that feeds your ads, which is why Monday and Tuesday showing as open 24 hours is not a cosmetic problem.

What this looks like on your profile specifically

Google publishes the words it has read most often in your reviews, with counts. On yours the largest is one Toyota model at 48 mentions, then new tires at 23, overlanding rigs at 13 and bumper installation at 12. Not one of them names engine, transmission, differential or drivetrain work. Google's picture of Adventure Motors is an outfitter, because that is what your profile tells it. The heavy mechanical half of the business is invisible to it.

That is why the rest of this document concentrates on your hours, your description, your Offerings list and your Products section rather than on anything cosmetic. Those four are what an AI actually reads.

04 Your Profile Today

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

Your Offerings list has one item on it

Oil change. That is the whole list. Your own site carries twelve service categories, and one of them alone holds engine swaps, transmission swaps, differential rebuilds, cam tower service, timing belts and water pumps. None of it is on your profile.

Monday and Tuesday say Open 24 hours

Your website says Monday closed and Tuesday by appointment. Google treats "open 24 hours" literally: it puts you in "open now" results overnight and it is what Google's AI says when somebody asks. Which set is right?

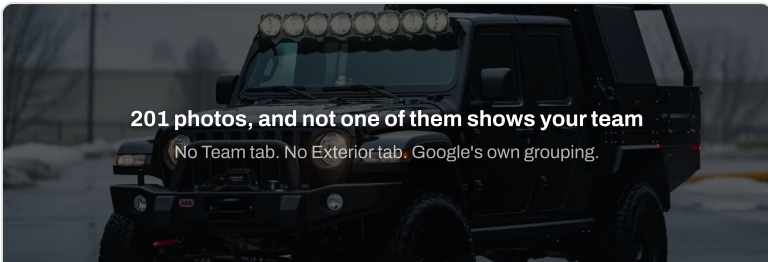
Your Products section has never been started

It is the largest block on a mobile profile. You are a direct Four Wheel Campers dealer and a direct dealer for 34 brands, so you have more to put in it than a repair shop does.

None of your 201 photos shows your team

We looked at every one. They are vehicles, parts and builds, and a lot of them are good. Google groups them as All, Latest, Inside, By owner and Street View. There is no Team tab, because there is nothing to put in one.

YOUR PROFILE TODAY



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..."

05 Your Upgraded Profile

The same profile with the gaps filled. Every addition comes from something you already publish on [adventuremotorsusa.com](#), so nothing here claims anything new about you.

- An Offerings list with 37 services on it**

Every service on your website, named the way customers search for it and grouped the way Google allows. Oil change stays where it is. Page 7 has the whole list.
- Correct hours, seven days**

Whichever set is right for Monday and Tuesday, published once and kept current. One line, and it stops sending people to a closed building.
- A full Products section, live**

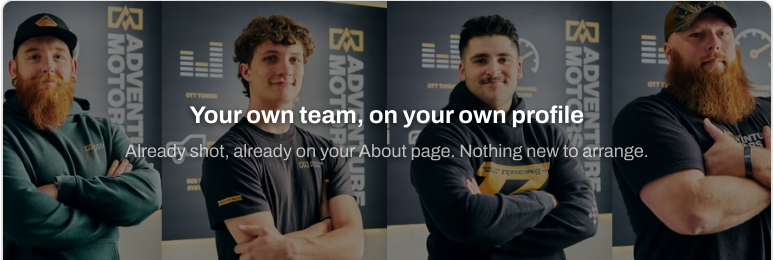
18 cards, each with a photo and a description written to survive Google's "more" link. Written already, not promised. Page 8.
- A description that says what you do**

Kansas City, since 2015, 7,500 builds, master-certified technicians, a direct Four Wheel Campers dealership, and the drivetrain work your profile has never mentioned.
- Your own team, on your profile**

Eight professional headshots already sitting on your About page, brought across. Google asks for team photos by name. Nothing to shoot.
- Every review answered**

Every new review gets a reply in your voice within a day, positive and negative alike, using wording you have signed off in advance.

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 Swaps

Transmission Swaps

Cam Tower Service

Suspension Lift Installation

Off-Road Wheel Alignment

Oil 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..."

New Limits · GBP Upgrade Proposal

Page 5 of 11

06 Your Business Description

Your description is the block Google's AI reads first when it is asked what you are. Here is what it says now and what we would publish.

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.

What was added, and where each fact came from

Added	Already published by you at
Kansas City metro	Your own headline location, and the eleven cities named in your site footer
Since 2015	Your About page, and the footer of every page on your site
Engine swaps, transmission swaps, differentials, cam towers	Your Routine Vehicle Service page, word for word
Master-certified technicians	Your Routine Vehicle Service page, your phrase
Direct Four Wheel Campers dealer	Your own FAQ: "Yes, Adventure Motors is a direct Four Wheel Campers dealer"
More than 7,500 builds	Your site footer, on every page
A build sheet before we start	Your build process page

Nothing true was removed. Suspension, wheels, tires and performance packages are all still in it. The one phrase that goes is "our adventure spec system", because it is the only line a reader has to be told the meaning of, and "since 2015" and "7,500 builds" do that job better.

One honest note. The single line Google writes above your description, summarizing what people say about you, is not a field anybody can edit, including us. What moves it is the rest of the profile, which is what this document is about.

07 Your Services, Written Out

One service is listed on your profile today. Here is the list your own website supports.

ON YOUR PROFILE TODAY

1

service listed

Oil change. It stays: it is real work, and it is on your own services page.

WHAT YOUR WEBSITE SUPPORTS

37

services

Every one of them has a page or a line on [adventuremotorsusa.com](#). Nothing here is invented.

Engine and drivetrain

- Engine Swaps
- Engine Rebuilds
- Transmission Swaps
- Differential Servicing
- Differential Rebuilds
- Cam Tower Service
- Timing Belt Replacement
- Water Pump Replacement
- General Drivetrain Servicing

Maintenance and repair

- Oil Change (listed today)
- Brake Repair
- Fluid Services
- Wearable Component Replacement
- Pre-Trip Inspection

Suspension, wheels and alignment

- Suspension Lift Installation
- Wheel and Tire Packages
- Off-Road Wheel Alignment
- Long Travel Suspension Fabrication

Outfitting

- Bumper Installation
- Skid Plate Installation
- Rock Slider Installation
- Roof Rack Installation
- Bed Tray System Installation
- Camper and Canopy Installation
- Winch Installation
- Off-Road Lighting Installation
- Dual Battery and 12v Systems

Performance

- Performance Tuning
- Supercharger Installation
- Performance Exhaust Systems
- Performance Brake Upgrades
- Cooling System Upgrades
- Long Range Fuel Tank Installation

Fabrication

- Custom Fabrication
- Frame Restoration
- High Clearance Modifications
- Front End Conversions

HOW THIS LIST IS BUILT reference, no need to read in full

Google lets a business add its own services beyond the suggested ones, so this list is not limited to a menu. What it will not accept in a service name is a price or a phone number, so none of these carry one. We have also kept vehicle makes out of the service names: you build Ford, Ram and Jeep as well as Toyota, and a make in the name reads as a limit on what you take in. Makes belong in the Products section and in the posts, one at a time.

On categories: your primary category, Auto repair shop, is correct and stays. The only additional category worth adding is Mechanic. Tire shop, brake shop and wheel alignment service are things your shop *has*, not things it *is*, and Google's own guidance is to pick categories that complete the sentence "this business is a". Those belong in this list instead, which is where they are.

08 Your Products Section, Written

Not a plan for a Products section. The 18 cards, written, ready to publish.

Every card opens with what it is, who it is for and where you are, inside the first sentence. Google hides the rest behind a "more" link on mobile and most people never tap it, so the opening line has to work on its own.

BURIED OPENER	FRONT-LOADED OPENER
"We pride ourselves on quality workmanship and attention to detail across everything we do... more " Made up, to show the shape. The reader learns nothing before the link.	"Cam tower service for V8 engines, across the Kansas City metro... more " The reader knows what it is and whether it is for them.

CARD TITLE	DESCRIPTION, AS IT WOULD PUBLISH
ENGINE AND DRIVETRAIN	
1. 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.
2. Transmission Swaps	Transmission swaps for trucks and SUVs, across the Kansas City metro. We fit the unit, the mounts and the drivetrain around it, so the finished truck drives the way it should under load.
3. Differential Servicing and Rebuilds	Differential servicing and rebuilds for 4x4s, in Grandview, Missouri. Gear selection, setup and rebuild for a quieter, stronger drivetrain that survives the tire size you are actually running.
4. 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.
5. Timing Belt and Water Pump Service	Timing belt and water pump replacement, in Grandview, Missouri. Done together, because the labor overlaps and doing one without the other means paying for the same access twice.
6. General Drivetrain Servicing	Drivetrain inspection and maintenance for off-road trucks, in the Kansas City metro. Fluids, bearings, joints and differentials checked as one system rather than one part at a time.
MAINTENANCE	
7. Routine Maintenance and Brake Service	Routine maintenance and brake service for trucks and 4x4s, in Grandview, Missouri. Fluids, brakes and wearable components, on rigs carrying more weight and more tire than they left the factory with.
8. Pre-Trip Inspection	Pre-trip inspections before an overland trip, in the Kansas City metro. A full check of the systems that end a trip when they fail. Whether or not we built the rig.
SUSPENSION, WHEELS AND ALIGNMENT	
9. Suspension Lift Kits	Suspension lift kits specced and installed, in Grandview, Missouri. Spring rates and valving chosen for the load you actually carry, from the brands you are already a direct dealer for.
10. Wheel and Tire Packages	Wheel and tire packages for trucks and SUVs, in the Kansas City metro. Sized, fitted and balanced as one package with the suspension, so the clearance is worked out before the tires arrive.
11. Off-Road Wheel Alignment	Off-road 4x4 alignment for lifted trucks, in Grandview, Missouri. Laser alignment with caster, camber and toe set for a modified rig rather than a factory one.
OUTFITTING	
12. Bumpers, Skid Plates and Rock Sliders	Bumpers, skid plates and rock sliders fitted, in the Kansas City metro. Winch-ready front and rear bumpers, underbody protection, and sliders strong enough to jack the truck off an obstacle.
13. Roof Racks and Bed Racks	Roof racks and bed racks installed, in Grandview, Missouri. Platform racks, bed racks and crossbars mounted to carry a real load, laid out so the tent and awning do not fight for space.
14. Bed Tray Systems and Flatbeds	Bed trays, flatbeds and replacement bed systems, in the Kansas City metro. Purpose-built trays that turn a pickup bed into storage that works, sized to your bed length.
15. 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.
POWER AND LIGHTING	
16. Dual Battery, Solar and 12v Systems	Dual battery, solar and 12v systems installed, in the Kansas City metro. Power management sized to run a fridge and your gear for days off grid, switched from a single panel.
17. Off-Road Lighting and Winches	Off-road lighting and winch installation, in Grandview, Missouri. Auxiliary lighting and recovery gear, wired properly and controlled from one switch panel.
FABRICATION	
18. Custom Fabrication	Custom fabrication for off-road builds, in the Kansas City metro. Frame restoration, gusseting, body mount work, high-clearance modifications and one-off brackets when the part does not exist.

09 Your Photos

201 photos is more than almost any shop we audit has. The gap is not the number.

We downloaded and looked at all 201. Almost every one is a vehicle, a part or a build, and **not one shows your team**. Your About page already carries a professional headshot of each of your eight people, so there is nothing to arrange.



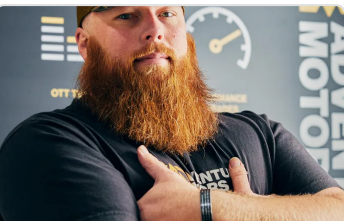
On your About page. Not on your profile.



On your About page. Not on your profile.



On your About page. Not on your profile.



On your About page. Not on your profile.

Four of the eight. All shot against your own branded backdrop, so they read as one set.

How Google is grouping what you have

Tab on your profile	What that tells us
All, Latest, Inside	Google has classified your interior shots and it is showing them. Your waiting area, your shop floor and your parts wall are all in there.
By owner	You are uploading, which is the half most shops never do.
Street View and 360	Google's own imagery of your street, captured June 2023.
No Team tab	Google builds this tab when it finds photos of people. There are none to find.
No Exterior tab	Your sign and your building do appear in two of the 201, but not in a shot taken from the approach a customer drives in on, which is what Google asks for and what it classifies.

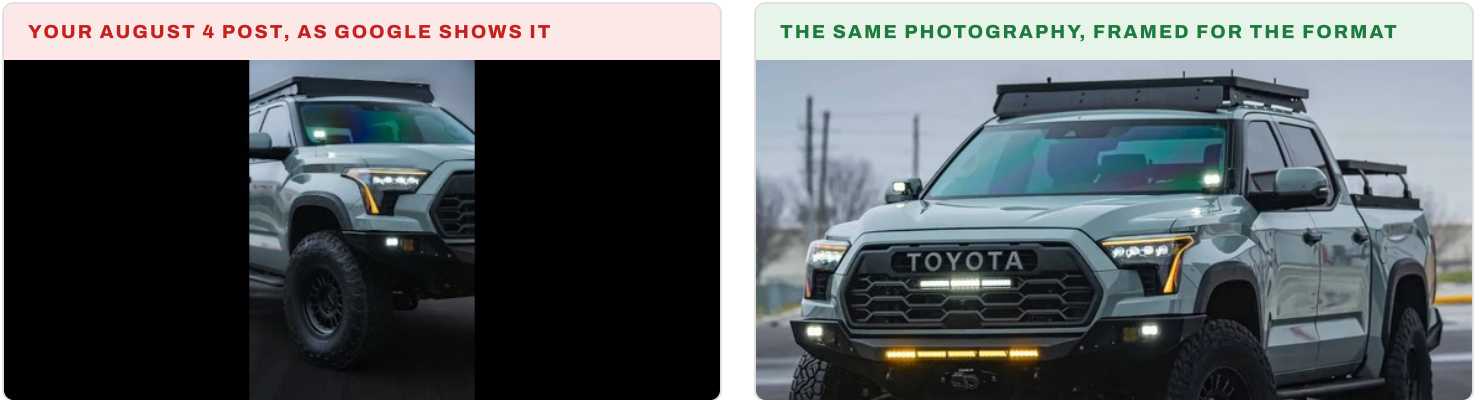
One thing to keep an eye on

Your most recent profile photo went up around July 29. Your most recent post was August 10. Photos went quiet before the posts did, and a profile that keeps adding photos is treated as a live one. This is part of what ongoing management covers.

10 Your Posts and Your Reviews

You post every three or four days and you have not stopped. That is ahead of nearly every shop we look at. Two things would make the same effort go further.

Your post photography is good and the frame is throwing it away. A tall photo is going into a frame that wants a wider shape, so Google fills the sides with black. On your August 4 post the photograph is 31 percent of the frame and the other 69 percent is black.



Illustrative: the right-hand image is one of your own photographs, cropped to the shape the post frame wants. Same picture quality, four times the area on screen.

The second one: you run events and you are not posting them as events

OTT Tune Day in Kansas City on August 30, and in St. Louis on September 12 and 13. Google has a post type built for exactly this, with a start and end date, so the post stays live until the event passes instead of scrolling away in a week. Every post on your profile at the moment is a general update.

Your reviews

4.8 from 319, weighted heavily to five stars and still coming in. It is the strongest asset on your profile and nothing in this document asks you to change it.

"These folks are the real deal and are full-service for all stuff overlanding."

One of the three quotes Google itself pulls out of your reviews

"Great group, great products, and great service work!"

The second of the three, also chosen by Google rather than by us

Google also publishes the words it has read most often in your reviews. The top of that list is one Toyota model at 48 mentions, then new tires at 23, overlanding rigs at 13, bumper installation at 12 and lift kit installation at 8. It is a good list and it is one half of your business. Nothing in it names engine, transmission or drivetrain work, which is the half this upgrade is designed to make visible.

11 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.