



**CUSTOMER BACKGROUND:**

Davila Auto Service is a 29 year old auto shop located in Chicago Illinois.

**CHALLENGES:**

Davila was rated at a 3.2 on Google Maps and was losing new customers to his competitors with higher Google ratings. Refugio also wasn't having much success with his local SEO, phones weren't ringing off the hook. Refugio had used Yelp with not a ton of success and was burning through his advertising budget but couldn't see results.

**JOURNEY:**

Refugio understood when explained just how many customers he was losing to his competitors every month. Refugio asked about past results and was provided them.

**SOLUTION:**

SocialLeaf Automotive was able to create a review funnel that encouraged customers to leave reviews.

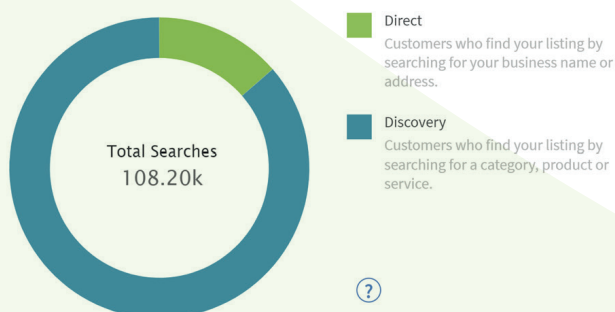
**IMPLEMENTATION/ONBOARDING:**

Refugio was setup the same day and onboarded in less than an hour for our engagements.

**RESULTS:**

Refugio went from a 3.2 (February 2019) to a 4.3 (December 2019) in part due to a review funnel we setup that encouraged his happiest customers to send positive reviews. We also discovered that Refugio was ranking for the wrong keywords, he had the words "emissions specialists" on his website which was causing a lot of calls about emissions. We corrected this and helped him to rank for keywords like "auto repair". As a result Refugio saw a huge uptick in business and local searches resulting in a lot more calls and visits.

How customers search for your business



Where customers view your business on Google

