

CASE STUDY · AUGUST 2026

From an unfinished template site to the top pick in AI answers

Floorjack Auto Repair

Deer Valley · Phoenix, Arizona

01 Who was the subject

Floorjack Auto Repair is a relatively new single-location independent auto shop off I-17 in Deer Valley, north Phoenix. The shop came to us in June 2026 with a WordPress template site that had never been finished.

Two months after launch, ChatGPT answers "where should I go to get my car brakes repaired in deer valley az" by naming Floorjack first.

SHORT VERSION

We rebuilt the site, vastly increased the depth of content sitewide, worked the Google Business Profile as a real channel, and corrected their name, address, and phone across directories.

The shop is now cited by name in unbranded AI answers, by people who had never heard of it.

Top pick	#1	2 → 29	81
NAMED AS THE RECOMMENDATION	POSITION IN THE ANSWER	INDEXED PAGES	GOOGLE REVIEWS AT 5.0

02 What we walked into

The site was a WordPress template that had never been taken past the demo stage. We were starting from less than zero as live template text was still on it, and contradicting information existed across the site. The homepage loaded a 685 KB background image and pulled 58 separate JavaScript files. Server response alone took 1.4 seconds, and in the real world the site took about twenty seconds to become usable. WooCommerce was installed and running storefront code on a repair shop that sells no products.

The leftovers were visible in the URLs. A page at `/service-category/service-grid-1/` was live and indexable, titled "Service-Grid-1 Archives." The hero images were still named `home1-bg-01.png` and `home8-bg-02.png`. Unmodified demo scaffolding, live and crawlable under the shop's name.

Underneath, it was worse for search. The structured data declared a generic **Organization** and nothing else. No **AutoRepair** type, no address, no telephone, no opening hours, no geo coordinates. The shop's name, address, and phone existed on the site only as footer text. The pages that sell actual work — brakes, engine diagnostics, maintenance — shipped with zero-character meta descriptions, leaving Google to write the snippet itself if the page ever surfaced.

To a customer that site was slow and confusing. To an AI answer engine it was close to unreadable.

	BEFORE · JUNE 2026	AFTER · AUGUST 2026
Platform	WordPress template + WooCommerce	Astro, static
Load time	~20 seconds to usable	Sub-second
Page weight	685 KB hero, 58 JS files	156 to 269 KB, zero external JS
Local schema	None	AutoRepair, full NAP, geo, hours
Indexed pages	2	29
Meta descriptions	Empty on service pages	Unique on all 29

03 What actually worked

The result did not come from the rebuild alone. It came from three workstreams running at the same time, and it is worth being precise about which one did what.

A faster site does not get you cited. The rebuild fixed a real problem and it is not what produced the AI results — a fast, well-written site that an engine cannot confirm is a real business still does not get named. The citation and profile work is what made the shop resolvable. The two had to happen together, which is the whole argument of this document.

1 · A site built in detail, from schema down to the paragraph

We rebuilt on Astro as a static site, migrating URL for URL so nothing that had earned ranking lost its address. Pages now weigh 156 to 269 KB with zero external stylesheets and zero external script files.

Every page carries AutoRepair schema with the full name, address, phone, geo coordinates, opening hours, price range, and service area, plus FAQPage, Service, BreadcrumbList, and Offer markup where each applies.

The site went from 2 indexed pages to 29. Seven service pages, four neighborhood pages, five location-plus-service pages, seven guides. The location-plus-service pattern is the one carrying the AI results: one service, one place, one page.

Every page was written individually rather than spun from a template. We measured it instead of assuming: the highest 6-gram similarity between any two pages in the location cluster is 20%, and the build spec forbids any new page from sharing a paragraph or an FAQ question with its sibling.

Below the schema, the optimization went all the way down. One keyword-relevant H1 per page. H2s written as the questions a customer actually asks. Unique title and meta description on all 29 pages. Descriptive alt text on all 129 images. And the paragraphs themselves written so each one answers a single question completely, in plain language, without needing the paragraph above it for context.

2 · Google Business Profile

Manager access, worked as an owned channel rather than a set-and-forget listing. Categories and services corrected, hours and service area accurate, photos current, and posts published on a monthly cadence tied to real jobs and seasonal work rather than filler.

For a single-location shop the profile is the highest-authority record of the business anywhere on the internet. It is the record Google trusts most, and the one answer engines lean on to confirm a business is real.

3 · NAP consistency and directory citations

We scanned the shop's presence across directories and found something more useful than gaps. Two live listings, Hot Frog and EZLocal, carried the wrong phone number. Both scored 0% on phone match while showing the business as active.

A wrong phone number on an indexed citation does more damage than a missing citation. It gives every system trying to resolve "is this the same business" a reason to say no. Those two claim-and-correct jobs outranked every new submission on the list. From there we worked the tier-one aggregators, starting with Data Axle, which feeds dozens of downstream directories from a single record.

The goal is one identical name, address, and phone in every place a machine will look, matched character for character to the Google Business Profile. Suite B and Ste. B are two different businesses to a matching algorithm.

04 The results

Two months after launch, ChatGPT is naming Floorjack in unbranded queries. Not "Floorjack Auto Repair reviews," where any business wins. Queries from people who do not know the shop exists and are asking an AI to pick one for them.

PROMPT	POSITION
"Where should I go to get my car brakes repaired in deer valley az?"	#1
"What mechanic should I go to in the north part of phoenix az?"	#1
"What is a good trustable and affordable mechanic in deer valley az?"	#4
"Where should I go for auto repair in deer valley az?"	#4

HOW THIS WAS MEASURED

Each prompt in the table above ran logged out, in a fresh session, search location set to Phoenix or northern Phoenix, in August of 2026. The screenshots below are separate live runs against multiple answer engines, captured in August and September 2026.

The screenshots below come from a wider check than the table above. They ask a different question, across four engines rather than one, and position varies from engine to engine. What they show is which shops get named at all.

Where should I go to get my engine worked on nearby?

ENGINESOpenAIPerplexityClaudeGemini

Run simulation

Live run — asks the real engines right now (typically ~2 minutes, ≈\$0.11 per run).

RESULTS — "WHERE SHOULD I GO TO GET MY ENGINE WORKED ON IN DEER VALLEY AZ?"

OpenAI

Mentioned · 3rd

luding **engine replacements**. ([bestprosintown.com])(https://www.bestprosintown.com/az/phoenix/phoenix-autoworks-/?utm_source=openai)) - **Floorjack Auto Repair / Deer Valley Auto Repair** — Deer Valley area off I-17 near Happy Valley; they explicitly list **engine replacement, transmission, and driveline** work. ([floorjackauto.com])(https://floorjackauto.c

OTHERhttps://www.nextgenerati...

OTHERhttps://www.bestprosinto...

CLIENT SITEhttps://floorjackauto.com/...

OTHERhttps://www.carfax.com/R...

OTHERhttps://www.loc8nearme...

Perplexity

Mentioned

If you want **engine work in Deer Valley, AZ**, the best places from the results are **Action Auto Repair**, **Floorjack Auto Repair**, and **Deer Valley Diesel** for diesel engines.[6][3][13] - **Action Auto Repair** — a full-service shop serving the Deer Valley neighborhood and North Phoenix since 1983.[6] - **Floorjack Auto R**

DIRECTORYhttps://www.yellowpages....

CLIENT SITEhttps://floorjackauto.com/...

OTHERhttps://impactdieselaz.com/

OTHERhttps://www.autorepairpe...

OTHERhttps://www.actionautore...

OTHERhttps://www.deervalleydie...

Claude

Mentioned

Here are some great options for engine work in the **Deer Valley, AZ** area: --- ### 1. **Floorjack Auto Repair** Floorjack Auto Repair is located on N. Black Canyon Hwy in the Deer Valley area of Phoenix, just off I-17 near Happy Valley Road — making it convenient if you live or work in Deer Valley, Norterra

DIRECTORYhttps://nextdoor.com/pag...

REVIEWShttps://www.yelp.com/biz...

DIRECTORYhttps://www.yellowpages....

OTHERhttps://tieronetransmissio...

OTHERhttps://www.autorepairpe...

CLIENT SITEhttps://floorjackauto.com/...

Gemini

Mentioned · 2nd

able auto repair shops offer comprehensive engine services. Here are a few options that specialize in engine diagnostics and repair: * **Floorjack Auto Repair** is located on N. Black Canyon Hwy, near Deer Valley Road and Happy Valley Road. They offer general maintenance, check-engine diagnostics, and in-house engine and transmission work for all makes an

OTHERhttps://vertexalsearch.clo...

Live four-engine run · "Where should I go to get my engine worked on in Deer Valley AZ?" · August 2026

↓

Perplexity
2 brands named (you · 1 other) · click to hide

^

For *your* use case—keeping a reliable used car safe and affordable without getting upsold—I'd give **Floorjack Auto Repair** the edge. The public language is more explicit about *"straight answers," "no upsell on work that can wait," "the cost before we start,"* plus they say you can **book online** and their reviews specifically mention being **upfront**, charging a **fair price**, and finishing work **within the day**.^{[11][5][1]}

DW Autoworks still looks strong, especially on certifications and warranty, but in the results you gave here I do **not** see the same level of clearly published pricing—first language as Floorjack.^{[11][2]} DW looks more like a shop you'd trust after a conversation; Floorjack looks more like the shop that tries to remove pricing anxiety *before* you arrive.^{[11][1]}

You

Floorjack Auto Repair

Other brands

DW Autoworks

Perplexity, asked to choose between Floorjack and a competing shop · September 2026

On the north Phoenix prompt, ChatGPT opens its answer with Floorjack, calls it the top pick, cites the address and the 5.0 rating from 81 reviews, and closes the section with this:

"If it were my car, I'd call Floorjack first, especially if you're around Norterra, Deer Valley, or north of the 101."

ChatGPT, answering an unbranded query · August 2026

THE PART WE DID NOT EXPECT

The answers are now quoting paragraphs from the service pages, close to verbatim.

Not the business name and not the address. The actual explanatory copy. The writing on those pages has become source material that answer engines lift into their answers, which is the strongest signal available that the page-level detail work is what is doing the job.

05 Why it worked

An AI answering "who should I take my car to in Deer Valley" has to do two separate things. It has to confirm the business is real, and it has to find something specific to say about it.

The Google Business Profile and the citation work answer the first. Consistent name, address, and phone across the profile, the aggregators, and the directories is what turns a business from a claim on a website into a verified entity.

The site answers the second. Schema tells the engine what the business is and where it operates. The service and location pages give it a page that matches the exact question being asked. The paragraphs give it something to quote.

THE TAKEAWAY

Neither half gets you cited on its own.

Do only the profile and citation work and you are a verified business with nothing interesting to say. Do only the site work and you are a well-written site the engine cannot confirm is a real shop. Run them together and you get named.

The AI visibility did not come from a trick or a single schema tag. It came from being unambiguously real everywhere a machine looks, and being the most specific answer to the question on the page.

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Floorjack Auto Repair, floorjackauto.com, Phoenix, AZ. AI visibility figures measured by Allum Strategies, August–September 2026; methodology in section 04.