GOOGLE BUSINESS PROFILE AUDIT & GROWTH BLUEPRINT • PREPARED FOR MANNY

Drew's Vacuum & Sewing Center — GMB Upgrade Plan

818 E. Palmdale Blvd, Palmdale, CA 93550 • (661) 273-0765 • Google Place ID: `ChIJFfQLyydYwoARg1cMkpLmWDQ`

CURRENT GMB RATING	MAPS WEBSITE LINK	PRIMARY CATEGORY	TOP VALLEY COMPETITOR
4.8 ★	**Missing**	**"Services"**	**110+**
38 Google reviews (Strong trust base)	Zero click-through traffic from Maps	Too vague vs repair keywords	Al's Vac & Sew (4.9 ★, Lancaster)

1. What We Found Auditing Your Online Presence & Legacy Site

Critical Gaps Hurting Call & Walk-In Volume Today

- **Blank Google Maps Website URL:** Searchers on Google Maps see no website button, sending high-intent Miele & sewing machine owners back to Google results.
- **Generic "Services" Category:** Missing *Vacuum Cleaner Repair Shop* and *Sewing Machine Repair Service* primary/secondary relevance signals.
- **Unfinished Wix Shell on Legacy Domain:** Live homepage displays default builder prompt text ("as we transition to new ownership"), `/book-online` reads *"Nothing to book right now. Check back soon."*, `isSEO: false`, and a **"VACUUIM"** spelling typo in the header graphic.
- **Closed Hours Call Leakage:** Mon–Fri 9–5 schedule leaves Saturday & evening callers hitting voicemail—while Al's in Lancaster stays open Saturdays 9 AM–4 PM.

Your Immediate Competitive Advantage Under Manny

- **Strong 4.8-Star Legacy Equity:** 38 genuine Antelope Valley reviews give Drew's high click trust as soon as ownership, categories, and links are fixed.
- **Dedicated Palmdale Boulevard Location:** Only specialist bench at 818 E. Palmdale Blvd serving Palmdale, Rancho Vista, Quartz Hill & Acton without driving up to Lancaster.
- **New Option 1B Digital Stack Already Built:** Custom repair triage website, live bench status tracker, 1-tap review texts, and Clara 24/7 Voice AI at **(661) 952-4420**.
- **Exact Scope Filtering:** Clear messaging eliminates wasted calls asking for clothing alterations & garment hemming (machine repairs & parts only).

2. Direct Benchmark: Drew's vs. Al's Vacuum & Sewing (Lancaster)

RANKING & CONVERSION FACTOR	DREW'S CURRENT SETUP	AL'S VAC & SEW (LANCASTER)	DREW'S NEW AI PILOTS UPGRADE
Google Reviews & Velocity	38 Reviews (4.8 ★)	110+ Reviews (4.9 ★)	Target 120+ via 1-Tap Pickup SMS + Counter QR
Google Maps Website Link	Missing / Blank	Active website button	Linked to Fast Option 1B Bench Portal
Online Intake / Drop-Off	"Nothing to book"	Basic phone call only	60-Second Machine Triage & Express Pass (#DRV)
After-Hours & Weekend Capture	Voicemail Fri 5 PM–Mon 9 AM	Open Sat 9 AM–4 PM	24/7 Voice AI Clara (661) 952-4420 Captures Leads

3. New-Owner Google Business Profile Takeover Protocol (Zero Review Loss)

Important Rule Under New Ownership: Because Manny kept the legacy name **"Drew's Vacuum & Sewing Center"** at the exact same storefront (**818 E. Palmdale Blvd**) and landline (**(661) 273-0765**), we **never** delete the listing. We execute a Google Primary Owner transfer so all **38 reviews** and multi-year Map Pack authority stay intact.

Ownership Claim & Clean Management Steps

- **Step A — Request Ownership:** Submit Primary Owner access via Google Business Profile under Manny's account (3-day response window).
- **Step B — Add Manager:** Grant AI Pilots Manager access so updates, Q&A, and weekly photos run automatically.
- **Step C — Lock NAP:** Keep Name, `818 E. Palmdale Blvd, Palmdale, CA 93550`, and `(661) 273-0765` identical across Google, Yelp, Apple & Bing.
- **Step D — Attach Website Link:** Set GMB Website to `https://drews-vac-sew.pages.dev/?utm_source=google&utm_medium=organic&utm_campaign=gbp` and Appointment URL to `/drop-off/`.

Category & Keyword Hierarchy Upgrade

FIELD	OPTIMIZED GMB SETTING
Primary Category	**Vacuum cleaner repair shop**
Secondary 1	Sewing machine repair service
Secondary 2	Vacuum cleaner store
Secondary 3	Sewing machine store
Secondary 4	Appliance parts supplier

Triggers Maps visibility for *"Miele vacuum filter near me"* and *"Janome timing repair Palmdale"*.

4. Exact GMB Services Menu & Garment-Alteration Filter Strategy

Core GMB Services Catalog (8 High-Margin Entries)

- **Miele & Sealed HEPA Vacuum Repair** — Motors, cord reels, powerheads
- **Upright Belt, Brushroll & Suction Service** — Dyson, Sebo, Riccar, Kirby, Shark
- **Sewing Hook Timing & Tension Calibration** — Bernina, Janome, Brother, Singer
- **Clean, Oil & Adjust (COA) Tune-Up** — Domestic, quilting & serger benches
- **Genuine Miele Bags, HEPA Filters & Belts** — Exact OEM match in stock
- **Sewing Pedals, Bobbins, Needles & Cords** — Class 15 / L-style hardware
- **Mojave Desert-Dust Motor Cleanout** — Restores airflow & prevents burnout
- **Vintage Cast-Iron & Industrial Bench Service** — Juki, metal Singer, motors

How We Stop Garment Alteration Calls

Callers often confuse "Sewing Center" with tailors. Our 3-layer filter stops wrong calls:

- **GMB Description Lead:** *"Palmdale's in-shop repair & parts center for vacuum cleaners & sewing machines. (Machine service & parts only — no clothing alterations.)"*
- **Pre-Seeded Google Q&A #1:** *Q: Do you hem pants or alter clothes? A: No — Drew's strictly repairs sewing machines, sergers & vacuums and stocks HEPA filters, bags, belts & bobbins.*
- **Voice AI Clara Filter:** Politely informs tailoring callers in 10 seconds without interrupting Manny.

Weekly Photo & Post Cadence (Signals Google Active New Ownership)

Upload 3–4 workbench photos weekly: opened Miele HEPA canister, Bernina timing calibration, wall of OEM bags/belts, and Manny's counter at 818 E. Palmdale Blvd to boost Map Pack prominence over stagnant competitors.

5. The Option 1B Review Velocity Engine (Closing the Gap on Al's 110+ Reviews)

Al's Vacuum & Sewing currently sits at ~110+ reviews simply by being in business longer on Google Maps. Yet Drew's already holds an elite **4.8-star score** from 38 reviews without an automated review workflow. By tying your Google Review link directly to the moment customers feel maximum relief—when their tuned-up machine is ready for pickup—Drew's can realistically add **10–15 verified 5-star reviews every month**.

Channel 1: 1-Tap "Machine Ready + Review" SMS

Inside Manny's new Portal (`drews-vac-sew.pages.dev/dashboard/`), flipping a ticket to **Ready for Pickup** pre-writes a warm pickup text:

> *"Hi Sandra, your Miele Complete C3 (Ticket #DRV-1042) is tuned up & ready for pickup at Drew's Vacuum & Sewing (818 E. Palmdale Blvd, Mon–Fri 9AM–5PM). Love how it runs? Tap here for a quick Google review: https://drews-vac-sew.pages.dev/gmb/"*

- **Short, Clean Link:** `/gmb/` instantly redirects customers straight into Google's 5-star composer for Place ID `ChIJFfQLyydYwoARg1cMkpLmWDQ` .
- **Why It Converts 4x Higher:** Customers actually test their repaired vacuum or sewing stitch at home, remember the saved $600 replacement cost, and tap back to your text link.

LIVE SCANNABLE COUNTERTOP QR CODE

Scan Me to Test Manny's Google Review Redirect

https://drews-vac-sew.pages.dev/gmb/

A printable 8.5×11 Countertop Stand is built right into Manny's `/dashboard/` portal.

6. Teaching Customers What to Mention (Keyword-Rich Google Signal)

Google Maps ranks profiles higher when reviews naturally mention your specific machines and neighborhoods. When handing over a receipt at 818 E. Palmdale Blvd, Manny can simply say:

> **"If you have 20 seconds to scan our counter card or tap the link in your pickup text, mentioning the brand we fixed—like Miele, Janome, or Bernina—really helps other Palmdale neighbors find us under new ownership."**

Target Vacuum Review Keywords

- "Miele canister repair Palmdale" • "HEPA filter replacement"
- "Dyson / Riccar brushroll & belt" • "restored suction"

Target Sewing Review Keywords

- "Bernina / Janome sewing machine tune-up" • "hook timing"
- "Palmdale serger repair" • "stitched smoothly on heavy denim"

7. Owner Review Response Playbook (Rebuilds Local Freshness)

Reply to every new review within 48 hours mentioning Manny's personal welcome, the city, and the exact machine serviced: *"Thank you Denise! Manny enjoyed getting your Miele Complete C3 sealed up and running strong with a genuine HEPA filter here in Palmdale. Reach us anytime at (661) 273-0765!"*

8. 30-Day Execution Roadmap for Manny & AI Pilots

TIMELINE	ACTION ITEM	MEASURED OUTCOME
Week 1 Takeover & Link	Claim Primary Owner access on Google Business Profile; add AI Pilots as Manager; set Primary Category to *Vacuum cleaner repair shop*; attach live site URL + UTM parameters.	All 38 legacy reviews preserved under Manny; Google Maps Website button starts sending local repair clicks immediately.
Week 2 AI & Services	Publish all 8 machine-repair & HEPA services, machine-only description, and Q&A filtering garment calls; dial `*716619524420` on shop Spectrum phone for busy/after-hours AI capture.	Zero Saturday or after-5:00 PM missed repair leads; tailoring callers routed politely before taking Manny's shop time.
Week 3 Review Engine	Place printed Countertop QR Stand by register; begin sending 1-Tap Ready-for-Pickup + Review SMS texts via Option 1B `/dashboard/` on every completed machine.	Steady stream of keyword-rich 5-star reviews mentioning Palmdale, Miele, HEPA, Bernina, and Janome.
Week 4 Citations & Photos	Sync clean NAP across Apple Business Connect, Bing Places, Yelp & Antelope Valley directories; upload fresh workbench photos and update domain DNS from Wix to new Option 1B build.	Top-3 Palmdale/Lancaster Maps visibility across "vacuum repair", "sewing machine repair", and "HEPA filters".

9. Manny's Live AI Pilots Demo Ecosystem (Ready to Test Today)

LIVE WEBSITE & BENCH PORTAL

- **Customer Website:** https://drews-vac-sew.pages.dev
- **Express Pass Intake:** /drop-off/ (Generates Ticket #DRV)
- **Customer Bench Tracker:** /repair-status/?ticket=DRV-1042
- **Owner Bench & SMS Portal:** /dashboard/ (PIN `2730` or 1-Click Demo Login)
- **Google Review Shortlink:** /gmb/ (Redirects to Place ID)

LIVE 24/7 VOICE AI RECEPTIONIST

- **Dedicated AI Line:** **(661) 952-4420** (Caller ID: DREWS VAC SEW)
- **AI Assistant Persona: Clara** (Vacuum & Sewing Triage; Machine-Only Rule)
- **Live AI Call Feed App:** https://phoneanswer.app/drews
- **Spectrum Landline Forwarding On:** Dial `*716619524420` on `(661) 273-0765`
- **Disable Forwarding Anytime:** Dial `*73`

PREPARED & ENGINEERED BY

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Antelope Valley Websites, 24/7 Voice AI Receptionists & Google Maps Dominance

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All demo infrastructure stays strictly non-intrusive on `(661) 273-0765` until go-live.