

SEO Strategies: Juke Auto

SEO Strategies

Juke Auto is an auto repair shop on Austin's East Side and has been in business since 2004.

Search Terms

Juke Auto consistently ranks high on the SERPs and is in the local business feature. This site ranks on the first page for:

- Auto repair
- Auto repair shop (Third in the organic results)

A few keywords this company may want to consider pursuing are:

- Austin care care
- Car maintenance
- Brake repair
- Buyers check
- Buyers check Austin

For a few keywords that the site doesn't currently rank for, such as mechanic, it still shows up as an ad on the second page of results. Also, allowing Google Autocomplete to add "near me" to the end of the search caused this site to surface in a few more cases.

The keywords this site ranks consistently for are used in the copy throughout the website. In most cases, these tags are deployed naturally without feeling forced or awkward.

Answer the Public gave me some interesting possibilities for "auto maintenance" and "auto maintenance near me." There are a lot of questions around which maintenance is truly necessary, what tasks people can do themselves, and how much maintenance should cost. These

could all serve as a potential jumping-off point for new content. The questions around “auto mechanic” tended to focus on mechanics as people or becoming a mechanic.

Blog Content

While this business seems to have recently started a blog, it could be improved. First, there are multiple instances of duplicate content (see Figure 2), which is identical to the content of several other auto shops’ websites. Each of these websites seems to use the same site management company as the layout of the websites is nearly identical as well.

The content itself also could be improved. Each blog post is relatively short, and I didn’t find any that contained media of any kind other than a featured image. I think there’s a missed opportunity here, as a brief audio clip of an issue could provide a lot more value to a potential customer than a text description. I think some high-quality, long-form content could help this site rank when searchers start by searching for specific symptoms or services.

Few of the local competitors have blogs, but some provide Frequently Asked Questions (FAQ) pages, although none of a high enough quality to claim the snippet. While I think an FAQ could benefit Juke Auto, there may be more value in expanding these into ultimate guide-style blog posts instead. Including infographics or checklists could make these guides ideal for social sharing as well as boosting SEO. I’ve seen this done a number of times on the websites of national brands such as Bridgestone and Pep Boys. This strategy was also suggested in the SEMRush results.

Creating some longer, more valuable content could also boost this site’s authority, which, according to Ubersuggest, is pretty low (see Figure 3).

To go back to some of the keywords I suggested targeting, I think “buyer’s check” could be an excellent place to start with creating higher quality content. Google Trends shows an

overall upward trend for this keyword. Google autocomplete suggests “buyers checklist for used cars” (see Figure 4). That’s a topic that could be used to create a variety of content, including, of course, a checklist. There’s also the potential for video content.

Link Profile

Furthermore, likely because it is duplicate content, the blog doesn’t include any internal links. The blog posts end with a “contact us” CTA, but there’s no link to the contact page. I would recommend focusing on opportunities for internal linking when creating new content.

Moz’s Link Research Report (see Figure 5) showed several odd pages linking to Juke Auto. A couple had high spam scores, one was from the Spanish language Airbnb website, and one was from a childcare directory website. SEMRush’s backlink checker (see Figure 6) turned up 15 toxic domains linking to Juke Auto. My recommendation would be to request the removal of these links or request that Google ignore them.

Website Grader Results

Website Grader rates this site as just OK (see Figure 7); however, it scores high for SEO. What brings it down are its scores for performance, mobile, and security. As for performance, the page speed is not good, which I would guess is due to the image file sizes. Website Grader suggests improving the tap targets, which I would agree with after attempting to navigate the website on my phone.

Final Recommendation

I think this website follows the principles of SEO in the letter if not spirit. While keywords are included appropriately, and the site performs well in the SERPs, it provides little value to searchers. Especially in a city like Austin, which prides itself on being “weird,” I would recommend creating some long-form, shareable content and injecting a bit of personality into it.

This should help to build the site's authority, create a less toxic link profile, and go a long way toward creating a brand voice.

Appendix

Figure 1:

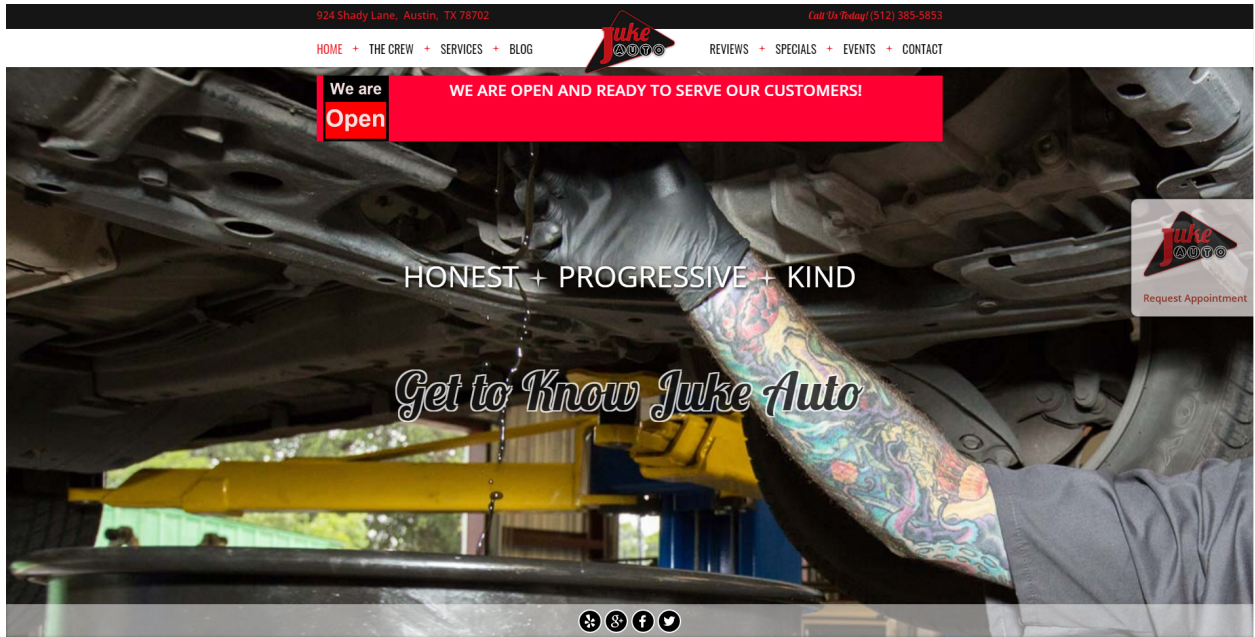
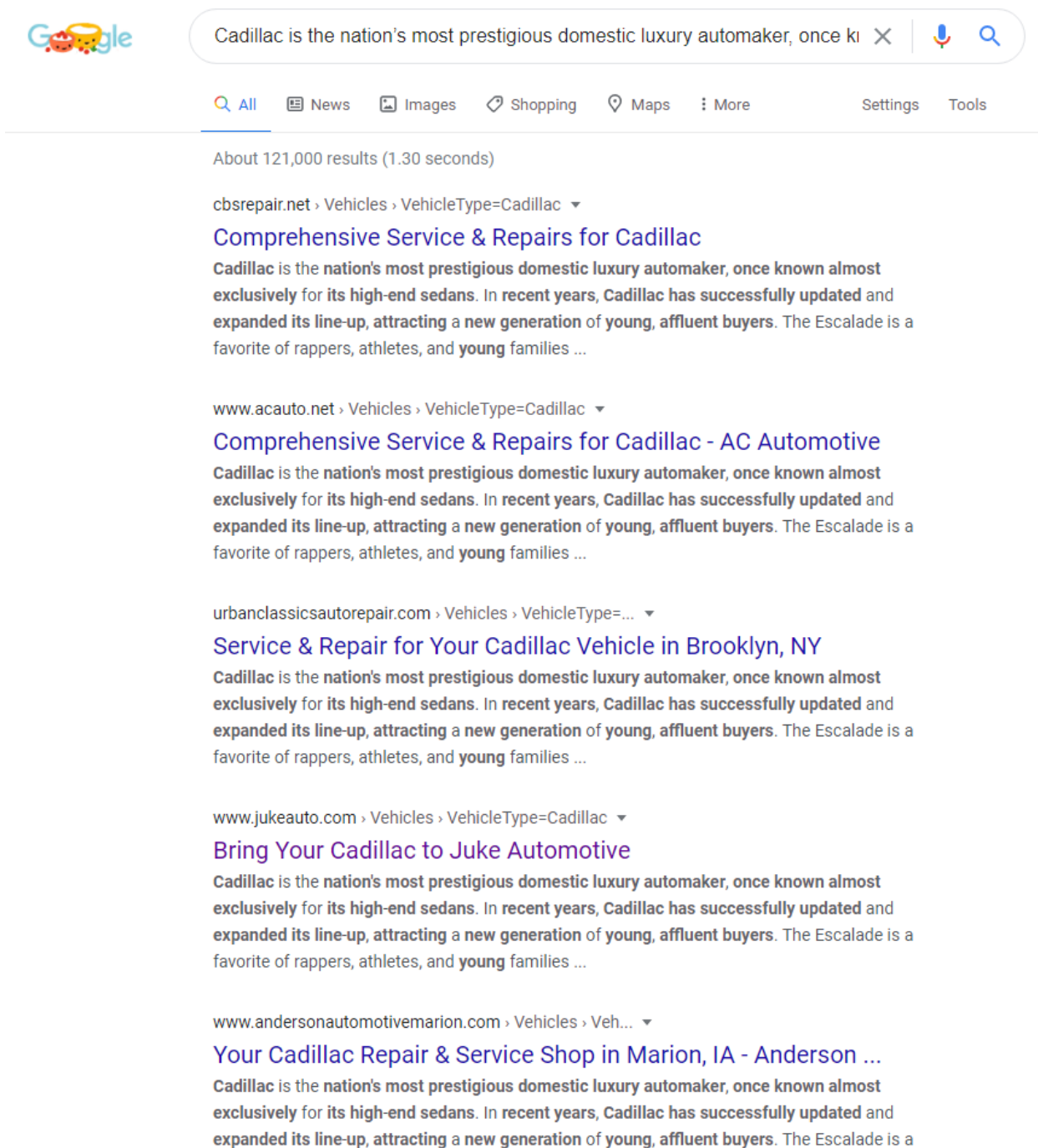


Figure 2:



The image shows a Google search results page. At the top left is the Google logo. The search bar contains the text "Cadillac is the nation's most prestigious domestic luxury automaker, once ki" with a close button (X) and a search icon. Below the search bar are navigation links: All, News, Images, Shopping, Maps, More, Settings, and Tools. The search results show "About 121,000 results (1.30 seconds)". The first result is from cbsrepair.net, titled "Comprehensive Service & Repairs for Cadillac", with a snippet: "Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a favorite of rappers, athletes, and young families ...". The second result is from www.acauto.net, titled "Comprehensive Service & Repairs for Cadillac - AC Automotive", with the same snippet. The third result is from urbanclassicsautorepair.com, titled "Service & Repair for Your Cadillac Vehicle in Brooklyn, NY", with the same snippet. The fourth result is from www.jukeauto.com, titled "Bring Your Cadillac to Juke Automotive", with the same snippet. The fifth result is from www.andersonautomotivemarion.com, titled "Your Cadillac Repair & Service Shop in Marion, IA - Anderson ...", with the same snippet.

Google

Cadillac is the nation's most prestigious domestic luxury automaker, once ki X

All News Images Shopping Maps More Settings Tools

About 121,000 results (1.30 seconds)

cbsrepair.net › Vehicles › VehicleType=Cadillac ▼

Comprehensive Service & Repairs for Cadillac

Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a favorite of rappers, athletes, and young families ...

www.acauto.net › Vehicles › VehicleType=Cadillac ▼

Comprehensive Service & Repairs for Cadillac - AC Automotive

Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a favorite of rappers, athletes, and young families ...

urbanclassicsautorepair.com › Vehicles › VehicleType=... ▼

Service & Repair for Your Cadillac Vehicle in Brooklyn, NY

Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a favorite of rappers, athletes, and young families ...

www.jukeauto.com › Vehicles › VehicleType=Cadillac ▼

Bring Your Cadillac to Juke Automotive

Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a favorite of rappers, athletes, and young families ...

www.andersonautomotivemarion.com › Vehicles › Veh... ▼

Your Cadillac Repair & Service Shop in Marion, IA - Anderson ...

Cadillac is the nation's most prestigious domestic luxury automaker, once known almost exclusively for its high-end sedans. In recent years, Cadillac has successfully updated and expanded its line-up, attracting a new generation of young, affluent buyers. The Escalade is a

Figure 3:

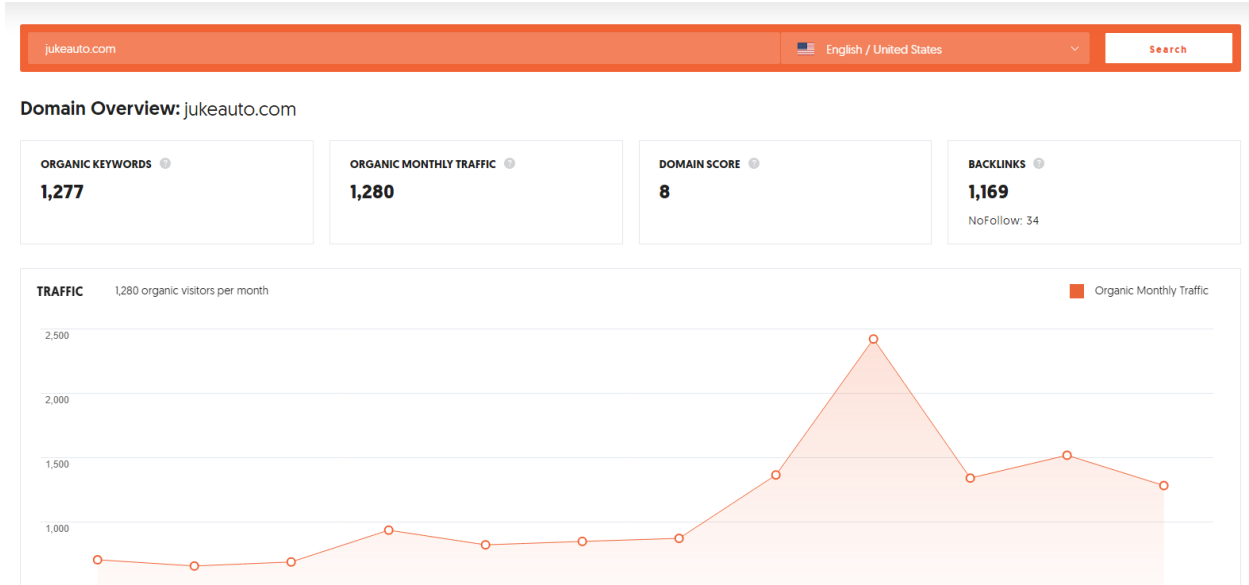


Figure 4:

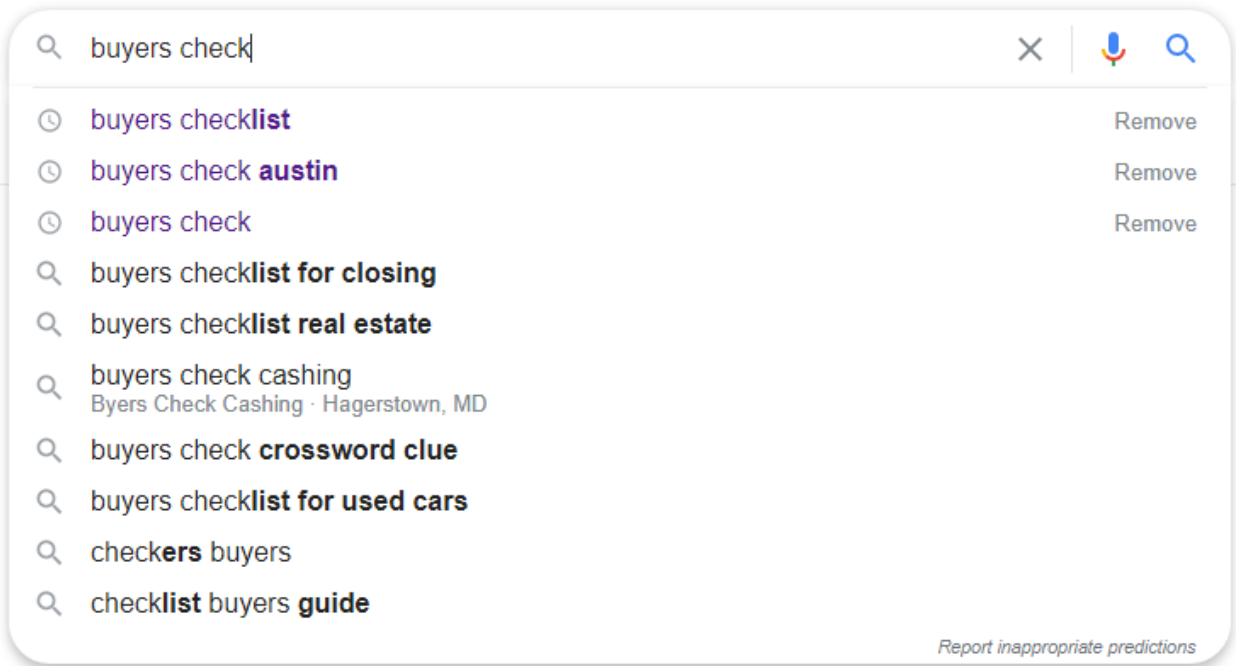


Figure 5:

<input type="checkbox"/>	local.yahoo.com	78	59,517	--	<input type="checkbox"/>
<input type="checkbox"/>	carfax.com	70	48,091	3%	<input type="checkbox"/>
<input type="checkbox"/>	web.app	60	10,151	--	<input type="checkbox"/>
<input type="checkbox"/>	cityvoter.com	56	9,741	21%	<input type="checkbox"/>
<input type="checkbox"/>	automd.com	56	3,737	1%	<input type="checkbox"/>
<input type="checkbox"/>	winnie.com	54	1,701	5%	<input type="checkbox"/>
<input type="checkbox"/>	airbnb.com.ar	53	1,121	5%	<input type="checkbox"/>
<input type="checkbox"/>	buzzfile.com	52	6,392	2%	<input type="checkbox"/>
<input type="checkbox"/>	yellow.place	49	10,320	13%	<input type="checkbox"/>

Figure 6:

SEMRUSH Features Pricing Resources Company Extra tools

Dashboard > Projects > Dashboard: jukeauto.com

Dashboard: jukeauto.com ☆ | [Go to SEO Dashboard](#)

SEO toolkit

Site Audit 48m ago

Site Health **80%** no change

Pages with issues **49** Out of 53 checked pages

Position Tracking 0h ago

Visibility **22.75%** 0%

Ranking change **↑ 0 ↓ 0** Out of 10

On Page SEO Checker

Optimization Ideas **50**

Pages to optimize **6** out of 6 analyzed pages

Backlink Audit

Toxic domains **15**

Referring Domains **60**

Link Building

Increase your rankings by acquiring high-quality backlinks from the most authoritative domains in your niche. Communicate with site owners and track your progress.

[Set up](#)

Organic Traffic Insights

Connect your GA and GSC accounts to unlock 'not-provided' keywords and see the actual organic traffic driven by them.

[Set up](#)

Figure 7:

