

Backyard Mobile Repair

24/7 mobile mechanic · St Paul, Minnesota · Full Package client

THE SITUATION

A 24/7 mobile mechanic covering St Paul and the greater Twin Cities, competing in a large metro against established shops. This was the site where GMScalez proved its architecture: a real, dedicated page for every single URL a customer might land on. The site carries 550 pages: 14 service pages, 35 city pages, 490 service-plus-city pages, and the core pages, every one serving full unique content to Google instead of the thin app shell most modern website builders serve.

THE ARCHITECTURE RESULT

We measured it directly. Pages built this way serve roughly 43,000 characters of unique content to Google's crawler, where template-routed pages on the same platform serve the same 8,000-character shell over and over. Backyard's site got indexed deeper and faster than sister sites built the older way, and this structure is now the template for every site we run.

THE BEFORE AND AFTER

2x

CUSTOMER ACTIONS ON THE PROFILE:
93 IN MARCH, THE MONTH BEFORE WE
STARTED, TO 192 IN JULY

1 → 99

MONTHLY WEBSITE CLICKS FROM THE
PROFILE, BECAUSE NOW THERE IS A
REAL SITE TO CLICK

12 → 47

GOOGLE REVIEWS SINCE MARCH,
HOLDING 4.9 STARS

We started April 8, so March is the clean baseline. On the search side the site brings in strangers: 71% of its Google clicks come from people who did not search the business name. Full month-by-month proof is at the end of this document.

THE DEEP PAGES EARN THEIR OWN TRAFFIC

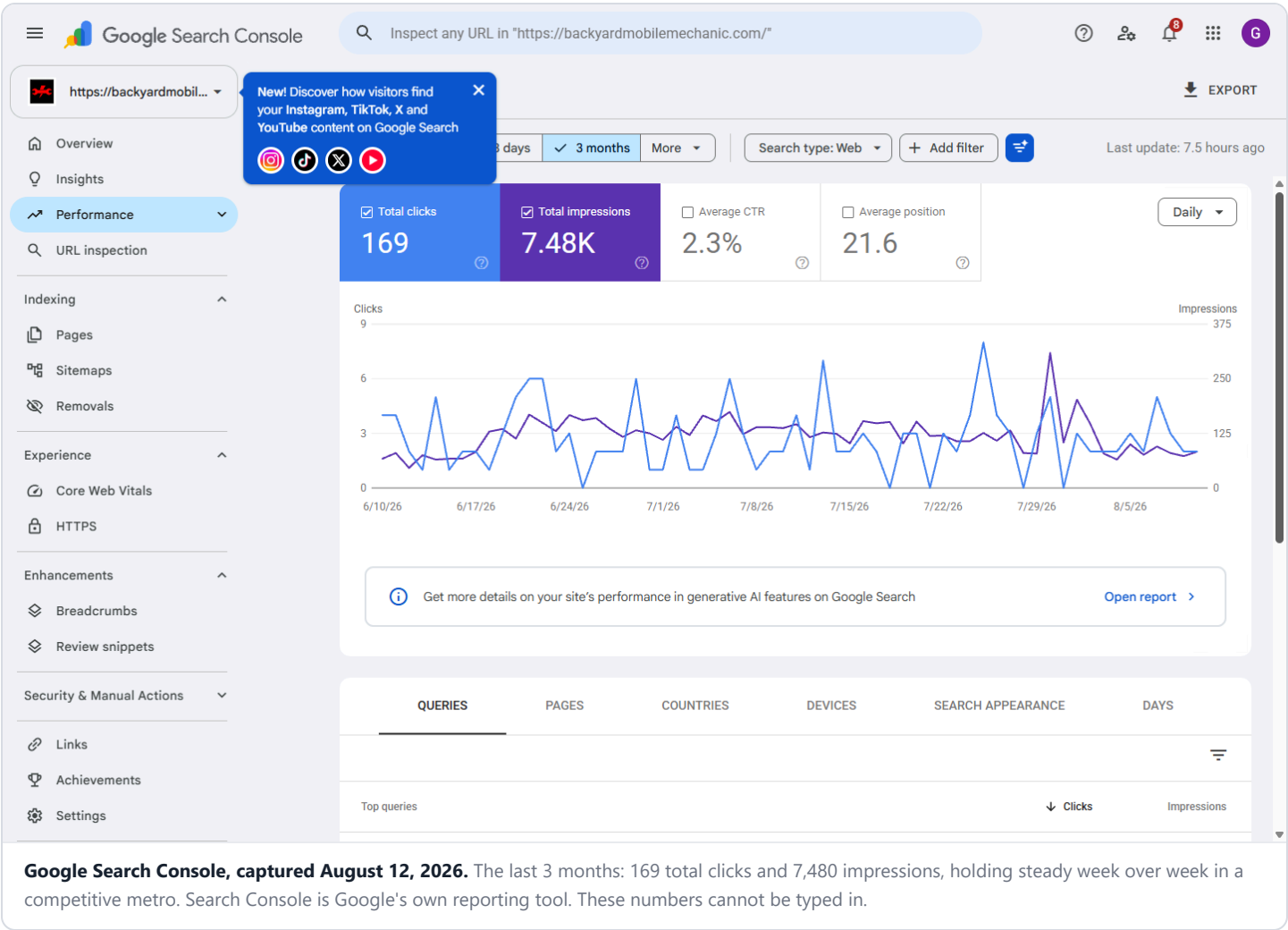
- Suburb pages are pulling their own clicks: Hastings, Inver Grove Heights, and South St Paul pages each earned clicks from Google last month. Those are searches like "mobile mechanic hastings mn" that a one-page website can never win.
- Search terms bringing strangers in: "mobile mechanic near me," "mobile mechanic st paul," and "mobile diesel mechanic near me" all delivered clicks.
- Steady content: 27 posts published from real job photos and counting, two per week, each pointing back at the exact page that answers that job's search.

WHY THIS ONE MATTERS TO A DESIGN AGENCY

Backyard is what the system looks like on a normal small business, not a standout. No ad spend, a \$50 to \$300 monthly package, and a compounding structure: every month adds content, every page is a hook for one more search, and the business owner does nothing but approve and answer the phone. The Texas case study shows the ceiling. This one shows the floor, and the floor is a site that keeps growing on its own.

THE PROOF, STRAIGHT FROM GOOGLE

Anyone can type numbers into a document. These are unedited screenshots of Google's own dashboards for this client, from the accounts we manage.



GOOGLE BUSINESS PROFILE: MARCH IS THE BEFORE PICTURE

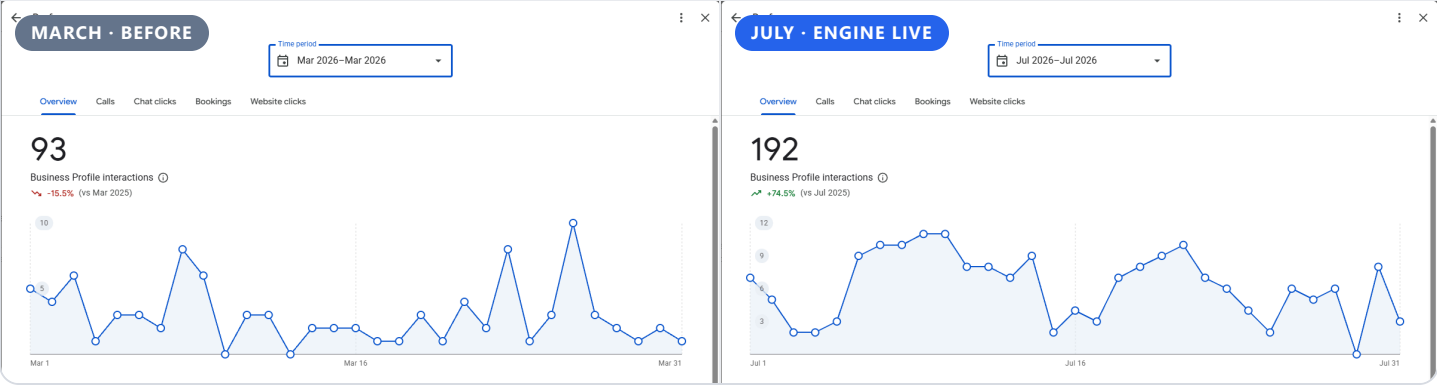
We keep the profile's whole history on file, captured from Google's own performance dashboard, so the before and after is not a memory, it is a screenshot. March 2026 is the last full month before we started on April 8. That March profile had no real website behind it: 93 customer actions all month, and all but one of them had to be a phone call, because a phone call was the only door. The engine opened three more doors.

PROFILE METRIC	MAR (BEFORE)	APR	MAY	JUN	JUL	CHANGE
Business Profile interactions	93	168	198	204	192	+106%
Website clicks from the profile	1	90	99	111	99	1 → 99
Messages from the profile	0	17	15	8	18	0 → 18
Calls from the profile	92	61	84	85	75	see note
Google reviews (running total)	12	14	22	30	44	12 → 47 today

About calls: in March a phone call was the only possible action, so that number started artificially high and total actions were still tiny. Customers now split across the website, messages, and calls, and total monthly actions doubled. Review counts are rebuilt from the dates on the profile's own reviews; today's total of 47 at 4.9 stars is confirmed in the screenshot at the end.

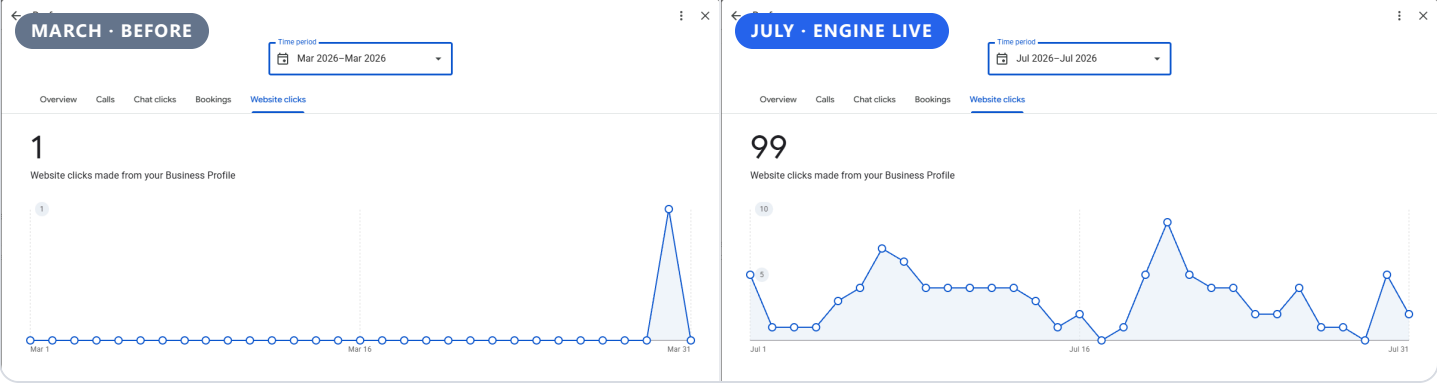
BUSINESS PROFILE INTERACTIONS

93 → 192, more than doubled



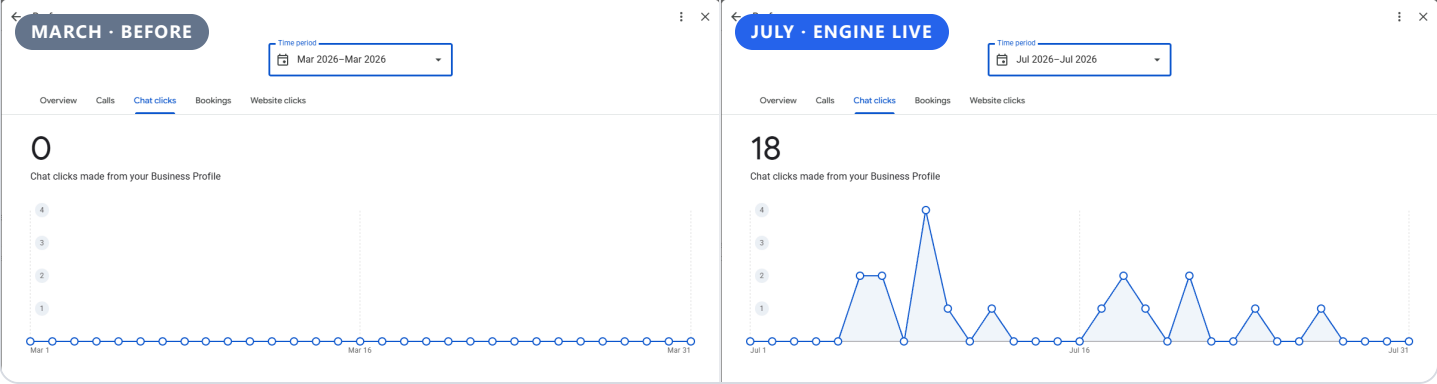
WEBSITE CLICKS FROM THE PROFILE

1 → 99



MESSAGES FROM THE PROFILE

0 → 18



The red vs-2025 line inside the panels is Google comparing the profile to itself a year earlier, before we existed for this client. The table above is the trend under management.

Your business on Google 902 customer interactions Profile Strength  Complete Info

[Edit profile](#) [Read reviews](#) [Photos](#) [Posts](#) [Performance](#) [Advertise](#)

[Edit products](#) [Edit services](#) [Bookings](#) [Ask for review...](#) [Profiles](#)

Customers added new photos

See what they shared to stay updated on how people are picturing your business

[View photos](#)

See how you did in July

See your latest profile stats and how people found you on Google

[View performance](#)

Claim your

Reach more customers with your \$500 in Google Ads credit

[Claim your](#)

Only managers of this profile can see this

Backyard Mobile Repair
<https://backyardmobilemechanic.com>

Backyard Mobile Repair

Backyard Mobile Repair is a mobile mechanic serving St Paul, MN. We come to your home, work, or roadside, no shop visit needed. Call (651) 888-9595.

Arden Hills, MN

Mobile mechanic in Arden Hills, MN. We work at your home ...

Eagan, MN

Backyard Mobile Repair serves Eagan, MN with fast on-site ...

Contact

Contact on Backyard Mobile Repair. Backyard Mobile Repair ...

White Bear Lake, MN

Backyard Mobile Repair provides on-site mechanic service in ...

Hudson

24/7 emergency mobile mechanic service providing on-site vehicle ...

Lakeville

Pages. About Us — About Us on Backyard Mobile Repair. 24/7 ...

More results from backyardmobilemechanic.com »



Backyard Mobile Repair

4.9 ★★★★★ 47 Google reviews

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Backyard Mobile Repair
on Google

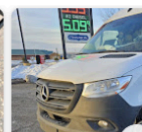
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That fresh rotor just went on a truck in a St Paul driveway. The old one was grooved past its...

Jul 18, 2026

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Sprinter van with a flat tire at a station lot, middle of run. We swapped the...

Jul 11, 2026

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Profiles

The live Google Business Profile manager view. 902 customer interactions on the profile, 47 Google reviews at 4.9 stars, our posts running in the profile feed, and the business in the first organic result. Look at the links Google chose to show under the site: Arden Hills, Eagan, White Bear Lake, Hudson. Those are the city pages we built, indexed and earning placement on the business's own search result.