

# Auto Body Shop Website Checklist

Walk your live site top-to-bottom.  
30 items across 6 categories.

30

Total Items

6

Categories

5

Items Each

Use this checklist to audit any auto body shop website — your own or a competitor's. Every unchecked item is a conversion you are losing today.

## WHAT'S INSIDE

01

### HERO & TRUST

Does a driver believe you'll return their car the way the ...

02

### INSURANCE CLAIM NAVIGATION

Does the site make a rattled driver feel like you'll handl...

03

### REPAIR PROCESS & COMMUNICATION

Does a driver know what happens between drop-off and picku...

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### ESTIMATE & DROP-OFF FLOW

How fast can a driver with a dented fender get an estimate...

05

### GUARANTEES & LOGISTICS

Do you make losing a car for a week feel as painless as po...

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### SEO & POST-ACCIDENT MOBILE UX

Does Google find you right after a crash, and does the sit...

Does a driver believe you'll return their car the way the factory delivered it?

**Real local photo in the hero (not stock)**

Your paint booth, a recent repair, or a clean shop floor — proves the operation is legitimate and not a middleman.

**I-CAR Gold Class and ASE certifications shown**

These are the two credentials that consumers and insurers actually recognize — put them above the fold, not in the footer.

**Manufacturer / OEM certifications listed**

Tesla, BMW, Mercedes-Benz, Honda ProFirst, Ford Certified — aluminum and EV repair specifically require these certs to be done correctly.

**Lifetime workmanship warranty called out**

"Lifetime warranty on all repairs for as long as you own the vehicle" — missing it on the homepage is a red flag.

**Google reviews count near the fold**

4.9 from 320+ reviews — pulled live. Drivers trust recent, dated reviews more than old testimonials.

■ **Pro Tip: Displaying I-CAR Gold Class and OEM certifications above the fold can double your insurer referral rate — adjusters actively route claims to certified shops.**

Does the site make a rattled driver feel like you'll handle the insurance side?

- "You choose your shop, not your insurer" stated**  
Many drivers don't know this is their legal right — stating it directly differentiates you from preferred-shop networks pressuring the customer.
- "We work with all major insurance companies" shown**  
State Farm, GEICO, Progressive, Allstate, USAA, Liberty Mutual, Farmers — naming them reassures drivers mid-claim.
- Direct-repair-program (DRP) status disclosed honestly**  
If you're a DRP shop for certain insurers, say so. If not, explain why independence benefits the customer.
- Supplemental claim process explained**  
63% of collision repairs need a supplemental claim — educating drivers that this is industry norm, not a red flag, earns trust.
- Claim number intake field in the quote form**  
Let the driver drop their claim number on the first interaction — shows your systems talk to insurers, saves a round-trip phone call.

■ **Pro Tip:** Stating "You choose your shop, not your insurer" converts rattled drivers before they've even called — most competitors never say it, so saying it loudly is a moat.

Does a driver know what happens between drop-off and pickup?

 **Step-by-step repair process on-site**

Estimate → insurance approval → teardown → parts order → body repair → paint → reassembly → QC → delivery. Demystify the weeks.

 **Photo / text update commitment stated**

"You'll get progress photos and text updates at every major milestone" — customers hate silence more than they hate delays.

 **ADAS recalibration capability mentioned**

Modern vehicles require recalibration of cameras, radar, and lane-keep sensors after any collision — budget shops skip this, creating real safety issues.

 **OEM vs aftermarket parts policy explained**

State your default, explain the tradeoffs honestly, and empower the customer to choose — don't hide the debate behind technical jargon.

 **Paint-matching process described**

Paint code lookup, computerized color-match, spray-out cards, adjacent-panel blending — this is craftsmanship and customers respect hearing about it.

■ **Pro Tip: A progress photo texted at each repair milestone generates more 5-star reviews than almost any other operational change — customers who feel informed don't call to check in.**

How fast can a driver with a dented fender get an estimate and a plan?

 **Free written estimate offered**

Drive-in or by appointment — clearly state the typical turnaround (usually 30 minutes on-site) so drivers know what to expect.

 **Photo estimate option for minor damage**

Uploaded phone photos for small dents, scrapes, or paint chips — saves the customer a trip for jobs that don't require a teardown.

 **Online appointment scheduling with real slots**

Not a "we'll call you" form — real calendar slots for estimates and drop-offs.

 **Expected repair timeline given during the estimate**

"Your 2022 RAV4 bumper replacement typically takes 5–7 business days from parts arrival" — managing expectations is half the job.

 **After-hours drop-off / key drop explained**

Commuters need flexibility — a secure after-hours drop box is a small operational detail that wins surprising amounts of business.

■ **Pro Tip: A photo estimate tool for minor damage filters serious repair jobs from tire-kickers, and the upload itself signals you run a modern, organized operation.**

Do you make losing a car for a week feel as painless as possible?

**Free towing from the accident scene**

24/7 tow service to the shop — this is often the first decision point after a collision, and the shop that tows first usually gets the repair.

**Rental car / loaner coordination**

Enterprise or Hertz partnership on-site, or loaner vehicles available — one less thing the customer has to figure out on the worst day of their month.

**Lifetime warranty terms spelled out in plain language**

Exactly what's covered, what voids it, and for how long — plain language, not a PDF of legalese buried two clicks deep.

**Post-repair documentation and photos provided**

Final QC photos, alignment specs, and ADAS calibration reports — this is the proof of work for future resale and future claims.

**Detailing / wash on delivery included**

Vehicle returned cleaner than it arrived — a small standard that customers consistently mention in 5-star reviews.

■ **Pro Tip: Offering loaner coordination (even just an Enterprise partnership) removes the #1 logistical objection — "I can't be without a car all week."**

Does Google find you right after a crash, and does the site work from a cracked phone?

 **One landing page per city / suburb served**

Unique copy and local references per page — not a generic service-area list.

 **Schema markup for LocalBusiness + AutoRepair**

Unlocks map pack — most body shops skip this entirely, which is your opening.

 **NAP consistency (name / address / phone)**

Identical across site, GBP, Yelp, Carwise, Angi — mismatches hurt local rank.

 **Site loads under 2.5 seconds on 4G**

Roadside searches after fender-benders happen on cellular data, not office wifi.

 **Sticky "Call Now" and "Free Tow" CTAs on mobile**

Panic-mode drivers want two buttons visible at all times — don't make them hunt for either one.

■ **Pro Tip: Post-accident searches spike within 30 minutes of a collision — a sub-2-second mobile load time is the difference between being found and being invisible.**

# How Does Your Site Score?

<b>27 – 30</b>	<b>ELITE</b>	Your site converts at the top of the market. Competitors are benchmarking against you.
<b>21 – 26</b>	<b>STRONG</b>	Solid foundation with clear wins still available. Prioritize the unchecked SEO and booking items.
<b>13 – 20</b>	<b>AVERAGE</b>	You're leaving real revenue on the table. A focused sprint on Section 02 and 06 pays for itself fast.
<b>0 – 12</b>	<b>NEEDS WORK</b>	Urgent attention required. Begin with trust signals and mobile UX — these are table stakes.

This checklist was produced by **BleylDev** · [bleyl.dev](https://bleyl.dev) · You may use this checklist for your own business website audit. For a done-for-you implementation, visit [bleyl.dev/industry/auto-body-shop-website-checklist](https://bleyl.dev/industry/auto-body-shop-website-checklist)