

How to Google Your Car Symptoms Effectively and Use AutoTechIQ to Know What to Do Next

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Google is the go-to website to find auto repair shops. This article shows car owners the importance of using the right search queries and sites to diagnose car symptoms online. Some owners aim to educate themselves on the what (is it?), why (do I need it) and when (do I really need to take care of it) before they talk to the auto repair shop.

Do-it-yourself (DIY) motorists look to do repairs themselves without a shop's help. Although the number of repairs a DIY can perform has dropped drastically because of the increasing complexity and computerization of today's vehicles, people still search for this information.

After Google aggregates billions of search queries, its ability to detect the intent of a particular search is so successful that the results for similar searches differ significantly depending on intent. This article will show the significance of search intent and how [AutoTechIQ's](#) information leverages intent-based results for the success of motorists.

Three Different Search Intents

Google varies its search results based on three types of [search intents](#).

1. Informational intent ([AutoTechIQ](#) calls it educational intent): Finding out more about the subject matter at hand, such as looking up a recipe, finding out what a timing belt is, or any other topic
2. Navigational intent: Searching for a place online (a website) or a place in the real (brick-and-mortar) world.
3. Transactional intent: Finding a firm to provide services, such as an auto repair shop. Google has created Google Business Profiles to satisfy the desire to purchase goods or services online and conduct the online purchase right there.

The Slightest Search Query Change Can Make a Big Difference

Pull up a Google search page to follow along with this brief exercise. It will show how impactful small changes in your search query can be.

The first keyphrase to use is “Timing Belt Repair.” Looking at the result, Google clearly interpreted your intent as navigational. You want to find a trusted auto repair shop to perform a timing belt repair. The first result visible is a list of auto repair businesses, links to their websites, directions, office hours, the phone number, the number of reviews and the average ranking. Right next to it or above it is the map with the listed businesses. It makes it easy for you to select the right business. Scrolling down will reveal other websites, mostly parts websites or providers of automotive repair.

The second keyphrase to try is “Timing Belt Replacement.” Although it is not much different than the first one, the search results satisfy informational intent. The results list videos and articles about how to replace a timing belt and at what cost. In addition, Google ads selling timing belts appear.

Finally, try just “Timing Belt.” You’ll see Google ads promoting the purchase of a timing belt kit and other e-commerce websites offering to purchase them, an example of transactional intent.

Google constantly changes the results based on its assessment of how effectively the results serve your intent and how they can monetize it. Often, results for more than one intent are visible, with one intent prioritized over the others.

How Is AutoTechIQ Helping You as a Car Owner?

Car owners like you who either want to know more about how to get their car issues fixed or want a second opinion after they consulted their auto repair shop might jump on Google and end up confused. Often the search results in articles and videos about how to replace the part or auto repair franchises' websites that tell them to bring their car to the nearest location. Neither serves the intent of education.

You can find a better place for the answers you need. If you search the AutoTechIQ website, you’ll find articles like [this one](#) if you search for the symptom “my power steering light is on.” Car owners will find probable causes, inspection result images and potential fixes right on the AutoTechIQ site. This information creates the confidence to search for the [right auto repair shop nearby](#) that will perform the repair needed and document the findings with inspection results for the specific vehicle before and after the repair.

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