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| Blog Brief | | | |
| Order Date | **11/07/2016** | Cycle: | **1** |
| SEO Consultant | **Shefali Rao** | | |
| Publish Date | **15/07/2016** | | |

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| Business Information | |
| Business Name | **Cruise Automotive Service** |
| Website | **http://www.cruiseautomotive.com.au/** |
| Industry | **Automotive** |
| Target Audience | **European Car Owners** |
| Business Description | Over 15 years’ experience. Local Reputation.  One stop European auto shop, everything is done on site – auto repairs, tyres, child restraints, air conditioning, engine rebuild etc… everything |
| Brand Description | * Expertise in European cars * “A” grade, trustworthy, local mechanic for your luxury car * Honest, traditional, focus on building trust, provide a warranty on all work, workmanship guarantee. * Provide knowledgeable service by our mechanics (they know their stuff). |
| Brand Voice | Easy for eyes to read and understand |

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| Blog 1 | Helpful Car Care Tips for smooth functioning of your luxury Car – Brake & Clutch services |
| Your Primary objective is… | Appealing to European car enthusiasts. Engaging customers to get car service and maintain regularly especially brake and clutch service on a regular service |
| Topic is… | Significance of Changing filters, lighting, wipes and batteries for smooth functioning of your car. Reliability of the other services like brake and clutch provided and issues created by failing any of it. |
| Readers are… | Consumers – middle to upper class, as well as some pensioners. |
| Reader’s learning… | Readers should feel comfortable after reading the article knowing some extra tips about their caring after their car that they didn’t know before. |
| Reader’s actions… | To get in touch with Cruise Automotive and speak with an experienced automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | Brake repair  Clutch repair  Brakes & clutch Service  Brake pads repair |
| Keyword Group 2 |  |
| Extra Notes |  |
| Estimated Publish Date for Blog 1 | 10th Sept 2016 |

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| Blog 2 | How to maintain your luxury car perfectly: Choose the best Mercedes Benz Service Centre |
| Your Primary objective is… | Appealing to Mercedes Benz car enthusiasts. Hopefully be engaging enough to share on social media. |
| Topic is… | List how to maintain your Mercedez car? How do you hire the best Mercedes Benz service centre? Benefits of choosing Cruise Automotive over other dealership |
| Readers are… | Consumers – middle to upper class, as well as some pensioners. |
| Reader’s learning… | Readers should feel comfortable after reading the article, and be able to learn new tips about their caring after their Mercedes Benz car that they didn’t know before. |
| Reader actions… | To get in touch with Cruise Automotive and speak with an experienced Automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | Mercedes Benz lane cove, Artarmon,  Mercedes car service Artarmon, Lane Cove  Mercedes service centre Artarmon, lane Cove  Mercedes Benz auto repairs Artarmon, Lane Cove  Mercedes car mechanics Artarmon, Lane Cove  Mercedes Benz service Lane Cove, Artarmon |
| Keyword Group 2 | Mercedes Benz Repair Artarmon, Lane Cove  Mercedes benz auto repairs Artarmon, Lane Cove  Mercedes benz car service Lane cove, Artarmon |
| Extra Notes | Balance keyword density for Mercedes and Mercedes Benz as keywords across the blogs |
| Estimated Publish Date for Blog 2 | 15- Jul – 2016 |

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| Blog 3 | Useful Tips For Your Volkswagen Car’s Best Service |
| Your Primary objective is… | Answer a commonly asked question. Provide guidance to the VW’s owner customers to choose certified car mechanics who can identify exact problem with your VW car. |
| Topic is… | Handy tips to keep your VW in optimum condition most of times – maintaining right tyre pressure, avoid revving up engine, checking fluids regularly, wear and tear on tyres, when to change belt.  Talk about how to save on your Volkswagen service bills? Mentioning service checks and maintenance off course but also choosing right dealer that can provide you great bargain and offers on your VW service. |
| Readers are… | Owners of VW, Car enthusiasts, Local NSW – lane cove and Artarmon. |
| Reader’s learning… | Tips for looking after their VW car, and also checks to do before planning on long trips. When they should have regular checks and maintenance schedule, what they need to be aware of (critical issues). |
| Reader actions… | To get in touch with Cruise Automotive and speak with an experienced Automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | vw service Artarmon  volkswagen artarmon service  volkswagen service artarmon  volkswagen car service Lane cove  volkswagen car mechanics Lane Cove  volkswagen Artarmon, Lane Cove  volkswagen Repair Lane Cove, Artarmon  VW mechanics Artarmon, Lane Cove |
| Keyword Group 2 | VW service agents  VW repairs |
| Extra Notes | Balance keyword density for Volkswagen and VW as keywords across the blogs |
| Estimated Publish Date for Blog 3 | 10-Aug-2016 |

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| Blog 4 | Why is it important to get to your Alfa Romeo car serviced at Authorized service centre |
| Your Primary objective is… | Primary focus – How to choose right service station or who to trust for your luxury car. Dealer vs authorized non dealer  Secondary focus- Encourage European car owners specifically Alfa Romeo to service and maintain their car regularly |
| Topic is… | What certain things to look for when searching for a service station or centre. The main thing that needs to be pointed out here is that- For servicing you’re Alfa Romeo car it doesn’t necessarily has to be an Alfa Romeo dealer that not only has experience in servicing an Alfa Romeo but also must hold a certificate in doing so.  Mention loyalty/premium membership discounts, offers and promotions. |
| Readers are… | Consumers – middle to upper class, as well as some pensioners. |
| Reader’s learning… | Transmission problems can be quite common. Readers should learn not only what some of these problems are, but also how they can be avoided in the future. |
| Reader’s actions… | To get in touch with Cruise Automotive and speak with an experienced automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | Primary:  Alfa Romeo car service Artarmon  Alfa Romeo service centre Lane Cove  Alfa Romeo Repair Lane Cove  Alfa Romeo mechanics Artarmon, Lane Cove  Alfa Romeo Artarmon, Lane Cove |
| Keyword Group 2 | Alfa Romeo |
| Extra Notes |  |
| Estimated Publish Date for Blog 1 | 10-Aug-2016 |

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| Blog 5 | Get your Volvo checked with individually trained mechanics |
| Your Primary objective is… | Pre checks before buying new/old Volvo. FAQ’s to ask certified mechanics who can provide right guidance for your luxury car. |
| Topic is… | List of benefits for your Volvo services from the specialists  Why trust certified European car specialist to get your Audi pre-check or car service |
| Reader’s actions… | To get in touch with Cruise Automotive and speak with an experienced automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Reader’s actions… | To get in touch with Cruise Automotive and speak with an experienced automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | Volvo service Artarmon, lane Cove  Volvo Artarmon, Lane Cove  Volvo Car service Artarmon, Lane Cove  Volvo auto repairs  Volvo car mechanics  Volvo repairing service Lane Cove, Artarmon  Volvo repair Lane Cove, Artarmon |
| Keyword Group 2 |  |
| Extra Notes |  |
| Estimated Publish Date for Blog 5 | 10 th Sept 2016 |

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| Blog 6 | Multiplying Gas Savings with Vehicle Maintenance this Winter |
| Your Primary objective is… | Answer a commonly asked question. Provide guidance to the clients customers. |
| Topic is… | Expand on the above headings -  H1: Car Care Month Checklist – Winter is on the way  H1: Auto Service - it Doesn't Have to be a Nightmare  H2: Driving smart to save Gas money – Vehicle care directly impact fuel efficiency  H2: How to improve Fuel Economy in Winter  Targeting NSW specifically Artarmon, Willoughby, Lane Cove, St Leonards, Chatswood suburbs which is an affluent middle class suburbs of Lower North shore of Sydney.  Talk about what to expect at each service, expanding on winter tips. Focusing on the European brands we cover on the site. Benefits about getting your luxury car service regularly from non-dealership including – affordable price, no comprise on quality in fact better service as you get personal attention and in-depth and true knowledge about your vehicle. |
| Readers are… | Consumers – middle to upper class, as well as some pensioners. |
| Reader’s learning… | Many people are worried about servicing their luxury cars at non dealership – this article should aim to rid readers of this anxiety. Instead, it should make them feel more comfortable, ultimately leading them to enquire with Cruise Automotive for a service.  Should be provided with tips on how to improve fuel efficiency during the winter time.  Should be provided with tips on how to improve fuel efficiency during the winter time. |
| Reader actions… | To get in touch with Cruise Automotive and speak with an experienced automotive service professional. |
| Writing style… | Content should be formal yet conversional – and focus on providing information to the reader in an easy to understand way. Avoid passive voice. |
| Keyword Group (target keyword theme, please use natural synonyms) | Mechanics Artarmon  Mechanics lane cove  Car service Artarmon  Luxury car service Artarmon  Artarmon automotive  Lane Cove mechanics |
| Keyword Group 2 | Car service  Car repairs  Brake repairs  Tyre repairs  etc |
| Extra Notes |  |
| Estimated Publish Date for Blog 6 | 15 July 2016 |