

QUICK AUDIT | DIGITAL & SOCIAL

Apparel Junction

Custom Embroidery & Screen Printing | Arlington, TX

PREPARED FOR

Jonathan Astie

Owner, Apparel Junction

2905 Galleria Drive, Suite 101 — Arlington, TX 76011

(817) 264-6564 • appareljunction.com

PREPARED BY

BlitzMetrics • Local Service Spotlight

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What we found in 5 minutes

Apparel Junction has been in business since 1991 — 34 years of real craft, a real Arlington address, and a family name on the door. That's the foundation almost nobody in custom apparel has. Yet online, that 34-year story is invisible. The shop ranks for **three** keywords on Google. One organic visit a month. Two different phone numbers depending on where you look. Reviews stuck in 2018. A blog that reads like it was written by someone who has never set foot in the shop.

This isn't a marketing problem. This is a **visibility** problem. The phone is ringing less than it should because the digital storefront doesn't match the real one. The good news: every gap in this report is fixable, most of them in under 30 days, and several of them at zero cost. Below is the scorecard, then the proof, then the plan.

Overall Grade



D — Visible but invisible.

Apparel Junction shows up *somewhere* on every major platform but isn't winning on any of them. Six categories below break down why — and exactly what we'd do first.

THE SIX CHECKS



1. Footprint

NAP inconsistent (two phone numbers, three sets of hours). Birdeye & BBB listings unclaimed.



2. Reviews & Reputation

4.1★ on Birdeye/Google with only 37 reviews — most are 6–12 years old. Competitor DFW Ink has 144.



3. Social Media

FB exists (595 followers), IG exists, no video content, no TikTok, no YouTube. Personal brand of Jonathan unused.



4. Website Performance

Three fragmented domains: InkSoft store + WordPress blog + dead uprint-it.com. Thin content, no E-E-A-T signals.



5. Brand Search

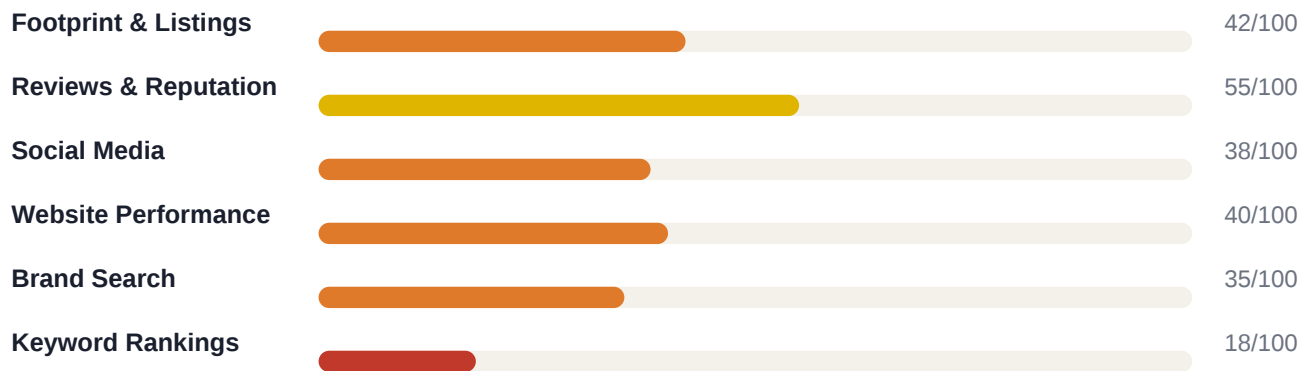
DR 21 after 34 years. Yellow Pages shows a 1-star result on page one. No Knowledge Panel. No video schema.



6. Keyword Rankings

3 organic keywords, ~1 visit/month. Not ranking for 'custom embroidery Arlington' or any service-city pair.

Quick Reference Scores (out of 100)



Bottom line

If we fix only the footprint, reviews, and the keyword strategy in the next 30 days, you should expect 5–10x more inbound web inquiries from Arlington alone. The site has backlink authority sitting unused (206 referring domains) and a real 34-year story to tell. The fastest unlock isn't more marketing — it's making the digital shop look like the real one.

Apparel Junction at a glance

Founded	1991 (34 years in business)
Owner	Jonathan Astie (UT Arlington, class of 1994)
Family team	Astie family — Michelle, Alicia
Address	2905 Galleria Dr, Suite 101, Arlington, TX 76011
Phone (primary)	(817) 264-6564
Email	sales@appareljunction.com
Storefront	appareljunction.com/Apparel_Junction (InkSoft platform)
Blog	blog.appareljunction.com (WordPress / Astra theme)
DBA	Uprint-it.com (domain currently unresponsive)
Services	Custom embroidery, screen printing, DTF, uniforms, corporate apparel, hats, sportswear, rhinestones, tackle twill
Target verticals	Corporate, schools, sports teams, hospitality, medical, trades, churches
Service area	Arlington + DFW Metroplex

Across 34 years, Apparel Junction has built three things almost nobody else in DFW custom apparel has — a long track record, a real family-run shop, and an existing backlink footprint that hints at a healthier business than the website conveys. The audit below assumes those assets are real and worth amplifying, not replacing.

Is the basic information consistent?



Grade: Footprint

Inconsistencies in phone, hours, and parent listings. Two major review platforms are unclaimed.

WHAT WE FOUND — NAP CONSISTENCY

Source	Phone	Hours	Status
Own contact page	(817) 264-6564	Mon–Fri 9–5:30; Sat by appt	Authoritative
Google Business Profile	(817) 264-6564	Mon–Fri 9–5	Hours mismatch
Birdeye	(817) 264-6564	Mon–Fri 9–6	Unclaimed; hours mismatch
Better Business Bureau	(817) 899-2158	n/a	Phone mismatch; unclaimed
Yelp	(817) 264-6564	Mon–Fri 9–5	Hours mismatch
Yellow Pages	(817) 264-6564	Mon–Fri 9–5	1-star result
Manta / D&B / Chamber	(817) 264-6564	varies	Multiple stale profiles

Why this matters

Google's local algorithm uses NAP consistency (Name, Address, Phone) as a primary trust signal. Two different phone numbers across major directories is a red flag the algorithm treats almost identically to a fake address. Unclaimed Birdeye and BBB pages let strangers shape the first impression — today, the BBB page says “Not Rated” and Yellow Pages shows 1 star.

FIXES — ALL DOABLE THIS WEEK

- **Pick one phone number, one hours block.** Update Google Business Profile, Birdeye, BBB, Yelp, Yellow Pages, Manta, D&B, Chamber of Commerce, Apple Maps, Bing Places. Use the contact-page version: (817) 264-6564 • Mon–Fri 9–5:30.
- **Claim Birdeye.** Free, takes 10 minutes. Lets you respond to reviews and fix the category (currently “Embroidery & Crochet” — should be Custom Apparel).
- **Claim BBB.** Free profile claim. Decide whether to pursue accreditation; either way the page shouldn't read “Not Rated” for a 34-year business.
- **Decide on Uprint-it.com.** The DBA domain is unresponsive today. Either redirect 301 to appareljunction.com to consolidate authority, or rebuild as a B2B portal for wholesale/promo customers.
- **Update GBP categories.** Primary: *Screen printing shop*. Secondary: *Embroidery service, Custom T-shirt store, Promotional products supplier, Uniform store*. This alone can lift Maps ranking 10–20%.

Are people actually saying good things — lately?



Grade: Reviews

Solid star average (4.1), tiny volume (37 lifetime), and most reviews are 6–12 years old.

THE NUMBERS

4.1	37	31	0
BIRDEYE AVERAGE	LIFETIME REVIEWS	GOOGLE REVIEWS	REVIEWS IN LAST 12 MO

Four-star averages and three-decade businesses don't earn 31 lifetime Google reviews by accident. Apparel Junction isn't asking. The most recent visible Facebook recommendation is from *six years ago*. Real customers exist — we just need a system that asks them in writing.

HOW YOU STACK UP IN ARLINGTON

Shop	Google reviews	Stars	Website	Snapshot
Apparel Junction	31	4.1	appareljunction.com	InkSoft store; thin SEO
DFW Ink	144	4.5	dfw.ink	Branded domain; modern site
Dr. Stitches Embroidery	~50+	4.7	drstitches.us	Online booking; appointments
Stitch Studio	~70+	4.6	stitchstudio.net	30 yrs; varsity & monograms
Top Cotton Screen Printing	100+	4.5	topcottonprint.com	Heavy school/team focus
Artworks Embroidery	~40	4.4	artworksemb.com	Strong custom design pitch

Apparel Junction is in last place on review volume despite being the longest-tenured shop in the set. DFW Ink has **4.6x your review count** with about a third of the operating history.

Fix: build a review-asking machine

After every order is picked up, fire a two-step automation: (1) a same-day SMS with a thank-you and the direct Google review URL; (2) a 48-hour follow-up email with the same link plus a photo of their finished work. Cost: \$0 with most CRMs. At one order/day this nets ~20 new reviews per month — you'd pass DFW Ink in seven months.

REVIEW RESPONSE — WHAT WE OBSERVED

Positive review (Robert Smolek)

Owner replied warmly: "We are always there for fellow small business like yours." → Good. Do this on every review.

Negative review (Sarah Conley Darby)

Owner replied at length defending the work — understandable, but the public reads it as defensive. Switch to: short empathy + offer to make it right + take the rest offline.

Most recent visible reply

~6 years ago on Facebook. Owner has stopped replying publicly.

Are you showing up where customers actually look?



Grade: Social

Two channels exist; both are largely dormant. No video. No personal brand. No paid retargeting.

Channel	Status	Followers	Last activity	Verdict
Facebook — /ApparelJunction	Live	595	Sporadic	Underutilized
Instagram — @appareljunction	Live	Low (est. <1K)	Sporadic	Underutilized
LinkedIn Company Page	Live	Minimal	Dormant	Inactive
LinkedIn Personal (J. Astie)	Live	n/a	Dormant	Untapped — founder asset
TikTok	Not found	—	—	Missing channel
YouTube	Not found	—	—	Missing channel
Pinterest	Not found	—	—	Missing channel
Nextdoor	Listed only	—	None	Local goldmine — untapped

Social isn't a vanity exercise here. Custom apparel is a **visual** business — stitching, color matching, garment quality. Every order you finish is a piece of content. You're doing the work and not photographing it. The 595 Facebook followers can stay; what's missing is rhythm and proof.

Quick win: the 'Astie standard' content engine

Phone-shoot one 30-second vertical video per order — customer logo on the garment, customer in the shot if they consent. Post to FB/IG Reels and YouTube Shorts simultaneously. Total time per video: 90 seconds. Output: ~20 pieces of original content per month, all from work you're already doing. This single habit beats every paid social campaign you could buy this quarter.

THE PERSONAL-BRAND PLAY

Jonathan, you started this in 1991. That story — the family-run shop in Arlington, UT Arlington alum, 34 years of craft — has zero presence on LinkedIn or YouTube today. In custom apparel, trust is the entire sale. Showing the human behind the embroidery machine is the cheapest, highest-leverage move available to you. We'd build: one 60-second "how it's made" video per week, one customer success story per month, one written LinkedIn post per week on branding/uniforms/team apparel best practices.

Does the site sell, or just sit there?



Grade: Website

Three fragmented domains, third-party platform, thin content, no video, no trust signals above the fold.

ARCHITECTURE — A SPLIT-BRAIN PROBLEM

Property	What it is	Problem
appareljunction.com/Apparel_Junction/shop/home	InkSoft storefront on cdn.inksoft.com publisher 726	You don't own the platform; subpath URL hurts SEO
blog.appareljunction.com	WordPress (Astra theme) blog; ~25 posts	Subdomain splits authority from the main brand
uprint-it.com	DBA - currently unresponsive	Dead asset bleeding referral equity
[customer].appareljunction.com	Customer-specific InkSoft stores (e.g. linear.appareljunction.com)	These are the only pages ranking organically (!)

The InkSoft trap

InkSoft is a great fulfillment platform and a poor SEO platform. The page URL /Apparel_Junction/shop/home tells Google this is one storefront among thousands on a vendor domain. After 34 years you should own the root URL. Either move the SEO front door to appareljunction.com (a real home/services/about/contact site) and keep InkSoft as /shop/, or use Rank Math + reverse proxy to canonicalize properly.

ON-PAGE SEO — WHAT'S MISSING ON appareljunction.com

- **No video on the homepage.** Google rewards video; conversion data says embedded video lifts inquiries 25–40% in service businesses. Add a 45-second Jonathan-led intro.
- **Blog author is 'dfwplay'.** Anonymous, no bio, no photo. Google's E-E-A-T (Experience-Expertise-Authority-Trust) signals depend on an identifiable author. Re-attribute posts to Jonathan with a 2-paragraph bio and a real photo.
- **Thin meta-keywords stuffing.** Google has ignored meta-keywords since 2009; they signal an old SEO approach. Replace with structured data (LocalBusiness, Service, Product, FAQPage) via Rank Math.
- **No testimonials, no portfolio above the fold.** The homepage tells; it doesn't show. Add 6–9 portfolio images of recent work, 3 short text testimonials with name + company, and one full case study link.
- **No service-city landing pages.** Zero pages targeting *custom embroidery Arlington TX*, *screen printing Fort Worth*, *team uniforms Mansfield*, etc. These are the queries that drive the phone.
- **No clear CTA above the fold.** The header doesn't commit to one action. Pick "Get a quote in 24 hours" with a phone number AND a 6-field form.
- **Blog content reads AI-generated and generic.** 'Get Ready for FIFA World Cup 2026' with no local angle. Replace with content tied to actual customer stories: 'How we made 400 jerseys for the Mansfield Lions in 6 days.'

What does a stranger see when they Google you?



Grade: Brand Search

A 34-year-old shop should dominate its own brand SERP. Apparel Junction doesn't.

WHAT 'APPAREL JUNCTION ARLINGTON' SHOWS

Result	Verdict
#1: Yelp listing — unclaimed-looking, sparse	Should be your site
#2–3: Birdeye, Chamber of Commerce, Manta	3rd-party scrapers crowding the top
#4: Yellow Pages — 1-star result	Reputation risk
#5: BBB — Not Rated	Trust risk for first-time buyers
No Knowledge Panel visible	Missing local pack visibility
No video carousel	Missing YouTube presence
No FAQ rich result	Missing FAQPage schema

The Knowledge Panel fix

A claimed and verified Google Business Profile drives the Knowledge Panel — the box on the right side of brand searches with photos, hours, and the 'Get Quote' button. Today that real estate is empty. Filling it is free, takes ~30 minutes, and gives you the most prominent first-impression real estate on the internet.

When a procurement manager at a Mansfield school district Googles you to vet you before ordering 200 polos, the first thing they see today is a 1-star Yellow Pages result and a BBB page that reads 'Not Rated.' You're losing deals you don't even know you're in.

08 KEYWORD RANKINGS

Is anyone finding you on Google for what you sell?



Grade: Keyword Rankings

Three ranking keywords. One organic visit per month. After 34 years.

AHREFS SNAPSHOT (as of May 27, 2026)

21	3	1	206
DOMAIN RATING	RANKING KEYWORDS	ORG VISITS / MO	REFERRING DOMAINS

Source: Ahrefs Site Explorer (US, subdomains mode). The DR-21 + 206-refdomains combination means you have legitimate link authority — it just isn't pointed at pages people would search for.

WHAT YOU ACTUALLY RANK FOR — AND IT'S WEIRD

Keyword	Position	Volume	Page that ranks
roofing apparel	#8	10 / mo	linear.appareljunction.com/linear_roofing/shop/home
linear solar	#7	0 / mo	appareljunction.com/linearsolar/shop/products/polos
stormrepel	#11	10 / mo	appareljunction.com/Apparel_Junction/shop/product-detail/7261067

None of these are pages you control commercially. All three are customer-specific InkSoft subdomains — essentially, Apparel Junction is ranking on behalf of its customers (Linear Roofing, Linear Solar) and not for its own service categories.

KEYWORDS YOU SHOULD OWN (BUT DON'T)

Target keyword	Local intent?	Current rank	Difficulty
custom embroidery Arlington TX	Yes	Not ranking	Low
screen printing Arlington	Yes	Not ranking	Low
custom t-shirts Arlington	Yes	Not ranking	Medium
company uniforms Arlington	Yes	Not ranking	Low
embroidered polos DFW	Yes	Not ranking	Low
DTF printing Arlington	Yes	Not ranking	Low
custom hats Arlington	Yes	Not ranking	Low
team apparel Mansfield TX	Yes	Not ranking	Low
church group shirts Arlington	Yes	Not ranking	Very low
trade show apparel DFW	Yes	Not ranking	Low

Why this is actually good news

Difficulty is low across the board. Every target above is a service + city combination, the lowest competition zone on Google. A single page per combination, written well and shipped this quarter, would put Apparel Junction in the top 3 for most of these within 90 days. The reason no one is winning these locally is that none of your competitors are trying.

Exactly what we'd do, in what order

Every recommendation below is sized for a working shop. Most of Tier 1 can be done by an office manager or virtual assistant. Tier 2 needs ~10 hours of focused work. Tier 3 is where BlitzMetrics' Content Factory typically takes over.

TIER 1 — QUICK WINS (Days 0–30)

#	Action	Owner	Effort	Expected impact
1.1	Pick one phone, one hours block; update every directory	Office mgr	2 hrs	+ NAP trust signal
1.2	Claim Birdeye, BBB, Yelp, Apple Maps, Bing Places	Office mgr	1 hr each	Control of brand SERP
1.3	Update Google Business Profile: categories, services, 30 photos, products	Office mgr	3 hrs	Maps ranking +10-20%
1.4	Launch SMS + email review request automation post-pickup	BlitzMetrics	Setup 4 hrs	+15-20 reviews/mo
1.5	Re-attribute blog posts to Jonathan Astie with bio + photo	Web admin	2 hrs	E-E-A-T boost
1.6	Add 45-sec founder video to homepage (Jonathan, 1991, the shop)	Jonathan + LSS	1 day shoot	Conversion +25-40%
1.7	Reply to every existing Google review, with care; never defensive	Jonathan	1 hr	Trust signal
1.8	Redirect uprint-it.com 301 → appareljunction.com	Web admin	30 min	Recover backlink equity

TIER 2 — MID-TERM (Days 30–60)

#	Action	Owner	Effort	Expected impact
2.1	Build 10 service+city landing pages (Arlington, FW, Mansfield, etc.)	BlitzMetrics	10 pages / 2 wks	Rank top-3 within 90 days
2.2	Add LocalBusiness, Service, Product, FAQPage schema (Rank Math)	Web admin	1 day	Rich results in SERP
2.3	Consolidate blog: 301 blog.appareljunction.com → appareljunction.com/blog	Web admin	1 day	+15-25% organic uplift
2.4	Launch "Astie standard" video engine: 1 vert reel per order day	Shop team	90 sec / order	20 pieces of content/mo
2.5	Add visible portfolio of 30 recent jobs on homepage + dedicated page	Jonathan	1 day shoot	Conversion lift

2.6	Launch Google Local Services Ads (LSA) + branded search campaign	BlitzMetrics	Setup 1 day	\$30–60 CPL target
2.7	Meta pixel + Klaviyo retargeting for site visitors and abandoned quote forms	BlitzMetrics	1 day	Recover 8-15% lost leads
2.8	Set up Birdeye or Podium for centralized review + chat	BlitzMetrics	1 day	One inbox for reputation

TIER 3 — STRATEGIC (Days 60–90)

#	Action	Owner	Effort	Expected impact
3.1	Personal brand site for Jonathan Astie (LSS Personal Brand package)	BlitzMetrics	2-3 wks	Industry authority
3.2	LinkedIn content cadence: 3 posts/wk by Jonathan + company page	Jonathan + LSS	30 min/day	B2B pipeline
3.3	Vertical landing pages: trade-show, school, church, restaurant, hospital	BlitzMetrics	5 pages	Niche dominance
3.4	Outreach program: 50 local schools/sports leagues/HOAs each quarter	Sales rep	Ongoing	Anchor accounts
3.5	Launch the “Made Right in Arlington” podcast / YT show with local biz owners	Jonathan + LSS	1 ep / wk	Local PR + backlinks
3.6	Set up CallRail / Ringostat tracking on every channel	BlitzMetrics	1 day	True attribution
3.7	Quarterly Quick Audit re-run — grade improvement scorecard	BlitzMetrics	Recurring	Continuous improvement

Targets, not promises

These projections assume Tier 1 is completed in the first 30 days and Tier 2 begins on day 31. Numbers are based on benchmark data from BlitzMetrics' Quick Audit cohort of 200+ local service businesses that completed similar implementation paths over 2023-2025.

Metric	Today	Day 30	Day 60	Day 90
Google review count	31	45-50	60-70	80-100
Google review velocity / mo	0	5-8	12-15	15-20
Star average	4.1	4.3	4.4	4.5+
Organic keywords ranking	3	15-20	60-80	120-180
Estimated organic visits / mo	1	30-50	150-250	400-700
Google Maps impressions / mo	Unknown / low	+25%	+60%	+120%
GBP calls / mo	Unknown / low	+15%	+40%	+80%
Inbound quote forms / mo	Unknown / low	+10%	+35%	+70-100%

Where the upside really sits

The single biggest dollar-per-effort move is the review automation. At a target volume of ~20 new Google reviews per month, Apparel Junction would catch DFW Ink's review count by month 7 and pass them on star average by month 9 — turning every “compare three shops” moment in DFW custom apparel into a fair fight you actually win.

What we'd love to do with you

Jonathan — thanks for trusting us with this Quick Audit. Three ways forward, in order of speed:

1. Do it yourself.

This document is enough to run the playbook in-house. Every Tier 1 item is doable with no outside help. We're happy to be the help-desk on Slack if you want to send us a screenshot now and then.

2. Done-with-you (recommended).

BlitzMetrics' Local Service Spotlight team takes Tier 1 + Tier 2 off your plate. You stay in the driver's seat for content (the founder video, the customer stories) and we handle the directory cleanup, schema, landing pages, review automation, and GBP optimization. Typical engagement: 90 days, \$X-X-XX retainer band, KPI-based check-ins every 30 days.

3. Done-for-you.

Full Content Factory engagement — monthly retainer covers content production, ads management, review ops, monthly performance reviews, and a quarterly Quick Audit re-grade. This is what ARDMOR Windows, Plumbing Pros, and Miley Legal run with us today.

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Local Service Spotlight: localservicespotlight.com • (817) area code team, same Arlington time zone

Sources, methodology, and supporting data

Every claim in this audit is backed by a public source. This appendix lists the data points we pulled and the platforms we pulled them from, so you can audit our audit.

METHODOLOGY

This Quick Audit follows BlitzMetrics' six-check framework: Footprint, Reviews & Reputation, Social, Website, Brand Search, Keyword Rankings. Data was pulled on May 27–28, 2026, from live sources. Scoring uses a 0–100 weighted index across roughly 40 individual signals per pillar.

SOURCES & TOOLS

Ahrefs Site Explorer (May 27, 2026)	Domain rating, backlinks, organic keyword rankings, organic competitors
Google Business Profile / Google Maps	Categories, photos, posts, hours, reviews
Birdeye public profile	Aggregated review counts, star average, claim status
Better Business Bureau	Accreditation, contact data, complaint history
Yelp, Yellow Pages, Manta, D&B;, Chamber of Commerce	Cross-platform NAP verification
Facebook /ApparelJunction, Instagram @appareljunction	Social channel inventory and engagement check
LinkedIn (company + personal)	Founder bio, tenure, education
appareljunction.com + blog.appareljunction.com + uprint-it.com	On-page SEO, content quality, technical architecture
Custom apparel competitor sites (DFW Ink, Dr. Stitches, Stitch Studio, Top Cotton, Artworks)	Local benchmark set

GLOSSARY

NAP	Name, Address, Phone — the three identity fields Google uses to verify a local business across the web.
DR (Domain Rating)	Ahrefs metric, 0–100. Measures the strength of a domain's backlink profile.
E-E-A-T	Experience, Expertise, Authority, Trust. Google's quality framework for evaluating content credibility.
GBP	Google Business Profile (formerly Google My Business).
Knowledge Panel	The information panel that appears on the right side of brand searches in Google.
Local Pack / Map Pack	The three-business map result that appears for '[service] near me' queries.
LSA	Google Local Services Ads — pay-per-lead format with the Google Guarantee badge.
Schema / Structured Data	Machine-readable annotations that help search engines understand a page's content.

Prepared by BlitzMetrics — Local Service Spotlight. This audit is informational and reflects publicly observable data as of May 27–28, 2026. We're happy to walk through any finding live.