

**Contact:**

Janet Dayton
Mitchell 1
858-391-5251
Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488
lkonsbruck@maxmarketing.com

MEDIA ALERT

Mitchell 1 Shares 2025 Best of the Blogs

SAN DIEGO, Calif., Jan. 8, 2026 – The Mitchell 1 team has been busy blogging over the past year, sharing valuable information on their website geared towards empowering technicians and shop owners to optimize efficiency and enhance the overall value of their businesses.

Below is a list of the best blogs of 2025 for Mitchell 1's award-winning solutions including Manager™ SE, ProDemand®, SocialCRM and TruckSeries.

1. [Lost in Typo Translation? Not Anymore with the new 'Did You Mean' Feature in 1Search Plus](#)
Tired of “No results found” due to typos? The new “Did You Mean” feature in 1Search™ Plus helps auto repair pros find the right fix faster. Now available in ProDemand, ShopKey® Pro and TruckSeries, it corrects misspelled terms instantly, saving time, boosting accuracy and improving shop productivity.
2. [Introducing 'Review Insights: See What Customers Really Think About Your Auto Repair Shop](#)
Managing online reviews just got easier. With the new Review Insights feature and SocialCRM, shops can track customer feedback across platforms like Google and Facebook in one dashboard. Discover trends, recognize employees and improve service – all while boosting your shop's reputation. Learn how Review Insights turns reviews into a powerful marketing tool.
3. [Boost Efficiency with Manager SE 9.1: Explore the Game-Changing 'Job View' Set of Features](#)
Discover Job View, the latest feature in the Manager SE 9.1 shop management software suite. Streamline workflows with job-centric organization for orders, revisions and history. Deliver clear, professional estimates and invoices, secure faster approvals and boost efficiency.
4. [Maximize Efficiency with 1Search Plus: A Powerful Search Engine that Streamlines Auto Repair](#)
When performing diagnostics and repairs on vehicles, it is essential to have quick access to relevant and consistent auto repair information. Mitchell 1 has made it effortless to find the necessary information with the help of ProDemand's exclusive 1Search Plus feature – the industry's most powerful search engine.
5. [Why Wiring Diagrams Are Critical for Diagnosing Electrical Problems in Today's High-Tech Vehicles](#)
Modern vehicles are packed with complex electronics, making diagnostics tough. Mitchell 1's advanced interactive wiring diagrams simplify the process with wire-to-wire navigation and searchable components, helping techs pinpoint issues faster, reduce errors and minimize downtime. It's the smarter way to troubleshoot today's high-tech cars, including EVs and ADAS-equipped models.

6. [Introducing OneProfile: A Unified Navigation System to Quickly Access Mitchell 1/Snap-on Software Tools](#)
Introducing OneProfile, a unified navigation launcher for Mitchell 1 and Snap-on® software that simplifies access to repair applications. With one click, move between ProDemand, TruckSeries, ALTUS Drive, SureTrack and more – fewer logins, faster workflows and more time for repairs.
7. [What Is LocalSearch & How Can It Help My Auto Repair Business?](#)
Ready to reach new customers through a new website and Google optimization tools? With SocialCRM's premium LocalSearch auto repair shop marketing program, we'll provide you with a professional, custom-built website that is sure to boost your Google search results, increase 5-star shop reviews and much more.
8. [Boost Your Shop's Reputation with Customer Review Management](#)
Online customer reviews hold great power in shaping a customer's perception of your shop... but the question is, are you leveraging those shop reviews to get the most out of them? Unleash the full power of reviews to drive in new customers and enhance loyalty for reputation boost.
9. [Get It Right the First Time with Mitchell 1's Plate-to-VIN Decoder](#)
Mitchell 1's Plate-to-VIN decoder feature delivers fast, accurate vehicle details with just a license plate and state. Built into ProDemand and TruckSeries, it eliminates manual VIN entry, saves time, reduces errors and ensures you always start repairs with the right information.
10. [ProDemand Wiring Diagrams: Leading the Transformation in Electrical Diagnostics & Repairs](#)
As electric vehicles become more popular, auto repair shops face new challenges when it comes to diagnostics and repair. The advanced interactive wiring diagrams provided by ProDemand are specifically designed to make it easy for technicians to understand and work on EVs and other modern electrical vehicles.
11. [Electrify Your Business and Online Reputation with Shop Marketing](#)
LocalSearch expands on the standard SocialCRM shop marketing services with powerful digital tactics designed to help auto repair shops build their brand online and boost their selling opportunities.
12. [Unlock a new level of customer engagement: Introducing our Enhanced Email Templates](#)
Email marketing remains a vital tactic in today's digital age. Mitchell 1 SocialCRM is enhancing its email templates to captivate customers and boost engagement. With customizable features and vibrant designs, these revamped templates will elevate your brand's presence and keep your customers coming back for more.
13. [ADAS in the Auto Repair Shop: What You Need to Know Now](#)
ADAS features such as lane keeping and emergency braking rely on sensors easily disrupted during common repairs. Even minor misalignments can cause major issues. Auto shops must recalibrate ADAS components like alignments or windshield replacements after work to ensure safety. Staying informed and using tools like ProDemand is essential.
14. [Auto Repair Shop Website Design that Drive Business](#)
Want more customers at your auto repair shop? Mitchell 1's LocalSearch helps you stand out online with SEO-optimized websites, review management and automated content. Track performance, showcase your team and attract new business with tools designed for repair shops. Discover how LocalSearch drives visibility and growth in your local market.
15. [The Power of Online Scheduling with Mitchell 1's SocialCRM & Manager SE](#)
Online scheduling is no longer optional – it's essential for auto repair shops. Mitchell 1's SocialCRM Online Appointment feature, integrated with Manager SE, streamlines booking, reduces no-shows and improves workflow, giving customers 24/7 access while boosting shop efficiency and profitability. Learn why online scheduling is a game-changer for modern repair shops.

About Mitchell 1:

As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company's website at mitchell1.com.

#