

Do it yourself

Software

Proprietary, industry-leading software **designed to save you time**. Best for marketers who have completed the Map Labs Coaching Program and are ready to manage the channel independently.




Pricing	
NUMBER OF PROFILES	PRICE PER PROFILE
1	\$30/mo
2-5	\$25/mo
6-10	\$20/mo
11-25	\$15/mo
26-50	\$10/mo
50+	Call Us

Features		
<ul style="list-style-type: none"> ✓ Performance Reports ✓ Archived Data ✓ Keyword Tracking ✓ Comparison Reports ✓ Export Data to CSV/PDF 	<ul style="list-style-type: none"> ✓ Review Assistant ✓ Review Tracking ✓ Post Scheduling ✓ Post Management ✓ Review Widgets 	<ul style="list-style-type: none"> ✓ Listing Defender ✓ Link Sharing ✓ Listing Grader ✓ Unlimited Users

Add Ons

Bulk Features for businesses with multiple locations, **designed to help you scale**.

Pricing	
NUMBER OF PROFILES	PRICE PER PROFILE
1	-
2-5	+\$20/mo
6-10	+\$15/mo
11-25	+\$10/mo
26-50	+\$5/mo
50+	Call Us

Features	
 Roll-up Reports	Aggregate insights and performance data from multiple locations.
 Bulk Updates	Change Hours, URLs, Attributes, Menus, Services, Photos, & more in bulk.
 Bulk Posting & Scheduling	Schedule posts in advance and publish across multiple locations with one click.

Grow your business with the only dedicated Google Maps marketing software. **Get results faster with Map Labs Coaching and Full Service plans.**

Start Free Trial →



Do it together

Coaching

For teams looking to manage Google Business Profiles internally. We teach you everything you need to know on how to grow your business with maps marketing.

Month 1-3

Bootcamp

Listing Management and Optimization

Meeting cadence: **4 hours per month**

- ✓ Organizing/verifying listings on Google Native
- ✓ Location info optimization
- ✓ Content strategy development and execution
- ✓ Review response and generation strategies
- ✓ Bulk updates and actions

\$1000 per month

Month 4-6

Special Training

Reporting and Attribution

Meeting cadence: **2 hours per month**

- ✓ How to read and evaluate Performance Insights
- ✓ How to read and evaluate Comparison Reports
- ✓ How to read and evaluate Keyword Reports
- ✓ How to read and evaluate Reviews data

\$500 per month

Month 6-12+

Refinement

Ongoing Strategy Refinement

Meeting cadence: **1 hour per month**

- ✓ Evaluation of channel strategies
- ✓ Alignment with business objectives and goals
- ✓ Google Maps and Apple Maps maintenance
- ✓ Google Ads: assess whether they would be a good fit for your business

\$250 per month

Coaching Results


Map Labs clients know that **Google Maps is their most valuable marketing channel**. Here are a few results from our Coaching program.


Wash Smart Laundry 

 *Year-over-year results.*

+46% Direction Requests	+38% Phone Calls	+39% Website Visits
+116% Total Views	+2,362% New Reviews	+21% Average Star Rating

Wash Smart Laundry chose to work with Map Labs because of our unique coaching and consultation program, designed for internal marketing teams.

Crunch Fitness 

 *Review results achieved in 90 days.*

+335% New Reviews	+11% Average Star Rating	+171% Discovery Searches
+44% Total Views	+38% Phone Calls	+19% Website Visits

Crunch Fitness increased Google Maps reviews by 335%, responded to 50,000 legacy reviews, and increased their overall star rating by 11% with Map Labs.



We do it for you

Full Service

End-to-end management of your Google Maps marketing, custom-built for your business's needs. Unlimited support, consultation, strategy, and execution from Map Labs.

Pricing	
NUMBER OF PROFILES	PRICE
Up to 5	\$1,500/mo
Up to 10	\$2,500/mo
Up to 25	\$3,500/mo
Up to 50	\$5,000/mo
50+	Call Us

Minimum 12 Months

We do all the heavy lifting and execution.

Experienced and results driven support team.


Weekly/monthly performance analysis and strategic review.

- Google Business Profile access and setup**
- ✓ Profile verification
 - ✓ Bulk verification
 - ✓ Ownership and profile transfers
 - ✓ Advanced troubleshooting
 - ✓ Suspensions and reinstatements

- Advanced monthly GBP management and optimization**
- ✓ Recurring performance reviews
 - ✓ Category research
 - ✓ Keyword research and analysis
 - ✓ Update monitoring and management
 - ✓ Monthly Post management
 - ✓ Services and service area management
 - ✓ Food Menu management
 - ✓ Photo and brand asset management
 - ✓ Reputation and review management

Full Service Results

Map Labs clients know that **Google Maps is their most valuable marketing channel.** Here are a few results from Full Service clients:

Altamarea Group 

 *Year-over-year results.*

+114% Total Bookings	+40% Direction Requests	+4393 Website Visits
--------------------------------	-----------------------------------	--------------------------------

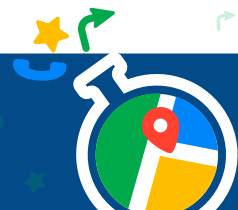
Map Labs generated more than \$907,257.22 in incremental gross revenue for an Altamarea Group restaurant location in 2023. Altamarea Group also increased the total number of bookings by 114% (+3,080).

Tire Discounters *TireDiscounters*

 *Results achieved from 2018-2022.*

+273% Discovery Searches	+123% Phone Calls	+117% Website Visits
+107% Total Views	+916% Post Views	+62% New Reviews

Map Labs increased Phone Calls by 123% for Tire Discounters 150+ retail locations by activating and optimizing all Google Business Profile features. With Map Labs' Full-Service management, Tire Discounters saw consistent year-over-year growth through Google Maps marketing.



Bulk Software

Proprietary, industry-leading software **designed to save you time**. Best for marketers who have completed the Map Labs Coaching Program and are ready to manage the channel independently.

Pricing	
NUMBER OF PROFILES	PRICE
Up to 75	\$675/mo
Up to 100	\$800/mo
Up to 200	\$1500/mo
Up to 300	\$2000/mo
Unlimited	\$2500/mo

*Contact us for custom pricing.




Features		
<ul style="list-style-type: none"> ✓ Performance Reports ✓ Archived Data ✓ Keyword Tracking ✓ Comparison Reports ✓ Export Data to CSV/PDF 	<ul style="list-style-type: none"> ✓ Review Assistant ✓ Review Tracking ✓ Post Scheduling ✓ Post Management ✓ Review Widgets 	<ul style="list-style-type: none"> ✓ Listing Defender ✓ Link Sharing ✓ Listing Grader ✓ Unlimited Users

Bulk Software + Bulk Features

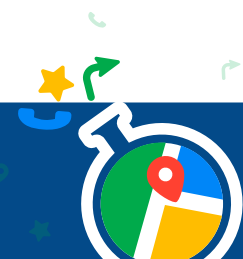
For businesses managing more than 50 Google Business Profiles who need Bulk Features.

Pricing	
NUMBER OF PROFILES	PRICE PER PROFILE
Up to 75	\$1,000/mo
Up to 100	\$1,250/mo
Up to 200	\$2,000/mo
Up to 300	\$2,500/mo
Up to 400	\$3,000/mo
Up to 500	\$3,500/mo

*Contact us for custom pricing.

Features	
All Software features +	
 Roll-up Reports	Aggregate insights and performance data from multiple locations.
 Bulk Updates	Change Hours, URLs, Attributes, Menus, Services, Photos, & more in bulk.
 Bulk Posting & Scheduling	Schedule posts in advance and publish across multiple locations with one click.

Contact Sales →



Google Ads Management

Management and optimization by our **in-house team of experts.**

Pricing

AD SPEND	PRICE
\$2500/mo	+\$500 /mo
\$5000/mo	+\$1000/mo
\$10,000/mo	+\$1500/mo

*All professional services are billed monthly.

[Contact Sales →](#)

Features

- ✓ Geo-targeting and geo-fencing campaigns
- ✓ Re-marketing/Re-targeting
- ✓ Custom reporting and attribution implementation
- ✓ Daily/weekly/monthly performance analysis and strategic review
- ✓ Campaign Support across all paid channels:
 - Google Search
 - PMAx
 - YouTube
 - Display
- ✓ Quarterly billing administration and budget allocation


More Client Results

Check out our Results Page to see even more Map Labs client results.

STARR Restaurants

"Map Labs has made our lives easier. They're an extension of STARR. They look out for my best interest and they tell me what I need to know. They've proven that they're not just providing a service, they're actually invested in our success. That is very important to me."

- STARR -



Results achieved from 2018 – 2023.


Discovery Impressions ↗ 435%

Website Visits ↗ 92%

Randi Sirkin,
VP Creative Services STARR Restaurants

New York Restaurant Group

"Map Labs' software and services are excellent. The reports make it easy to break down the data for Corporate yet still provide all the data for Marketing. They also take the time to answer questions and help solve problems. They are very helpful."



Results achieved in less than one year.


Bookings ↗ 166%

Reviews ↗ 78%

New York Restaurant Group,
Senior Manager

Fortune 500 Healthcare Firm

"Map Labs makes it easy to catch demand and expand our reach. The software and the services team evolves with us and keeps up with our needs. They teach us a ton and we have become better marketers."



Results achieved in less than one year.


Phone Calls ↗ 43%

Website Visits ↗ 34%

Fortune 500 Healthcare Firm,
Senior Marketing Executive

Crunch Fitness

Crunch Fitness increased Google Maps reviews by 335%, responded to 50,000 legacy reviews, and increased their overall star rating by 11% with Map Labs.



Results achieved in 30 days.

Reviews ↗ 335%

Average Star Rating ↗ 11%

CR Fitness Holdings,
Coaching Client

