

Coaching

Starting at \$250/hr

For teams looking to manage Google & Apple Maps business profiles internally. Map Labs will build a custom strategy and process to leverage Google & Apple Maps, you handle the execution.

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

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

Month 6-12+

Refinement

Ongoing Strategy Refinement

Meeting cadence: 1 hours 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

*Minimum 1 hr per month.

One-Time Profile Setup

\$500 per profile

Get your Google Business Profiles professionally set up and optimized in one go. No ongoing commitment required.

What's Included

- ✓ Up to 5 hours of onboarding
- ✓ Category selection & updates
- ✓ Attribute management
- ✓ Photo/video uploads
- ✓ Post scheduling
- ✓ Review activation

+ Full setup of core GBP features

Map Labs does all the heavy lifting to make sure your business is properly set up and optimized on Google Business Profile.

Once everything is in place, you'll take the reins to manage your profile moving forward. This service is ideal if you're not ready to commit to Full Service management but still want the confidence that your profile is complete, professional, and making full use of Google's diverse feature set.

Get Started

MapLabs.com

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Full Service

Starting at \$1,500/mo

End-to-end management of your Google & Apple Maps business profiles. Unlimited support, consultation, strategy, and execution from Map Labs.

We do all the heavy lifting and execution

Experienced and results driven support team.

Weekly/monthly performance analysis and strategic review

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

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

Paid Search Management

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

Pricing

FEE	AD SPEND
\$500/mo	\$2,500/mo
\$1,000/mo	\$5,000/mo
\$1,500/mo	\$10,000/mo

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
 - Bing Ads
- ✓ Quarterly billing administration and budget allocation

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