

Software Pricing

Proprietary, industry-leading Google & Apple Maps software.

Best for marketers who have completed the Map Labs Coaching program and are ready to manage the channel independently.

Number of Profiles	Price per Profile	With Bulk Add-On
1	\$45 /mo	-
2 - 5	\$40 /mo	\$80 /mo
6 - 10	\$30 /mo	\$60 /mo
11 - 25	\$25 /mo	\$45 /mo
26 - 50	\$15 /mo	\$25 /mo

Bulk Add-On includes roll-up reports, bulk updates, and bulk posting and scheduling so you can manage every location at once from a single dashboard.

50+ locations? See Enterprise pricing below.

Enterprise Software Pricing

Flat monthly pricing that scales with your portfolio.

Best for businesses with more than 50 locations on Google & Apple Maps. Bulk Add-On included in all Enterprise plans.

Number of Profiles	Price with Bulk Add-On
Up to 75	\$1,700 /mo
Up to 100	\$2,100 /mo
Up to 200	\$3,250 /mo
Up to 300	\$4,000 /mo
Up to 400	\$4,750 /mo
Up to 500+	\$5,500 /mo

Software is just the start.

**Get results faster
with Coaching or
Full Service.**

Start Free Trial

MapLabs.com

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Coaching

Starting at \$250/hr

MOST POPULAR!

For teams who want to own Maps Marketing, *not* outsource it.

We'll teach you everything. From account setup and verification to optimization, strategy, and ongoing management.

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.*

Cadence is flexible - we meet at the pace that matches your team's bandwidth.

One-Time Profile Setup

\$500 per profile

Google Business Profiles and Apple Maps 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 & Apple Maps.

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 & Apple's diverse feature set.

Get Started

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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

Direct access to Maps Marketing specialists

Regular performance reviews with dedicated account team

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
Up to 75	\$7,500/mo
Up to 100	\$10,000/mo
Up to 200	\$15,000/mo

*Minimum 12 months

Google & Apple Maps Profile Access and Setup

- ✓ Profile verification
- ✓ Bulk verification
- ✓ Ownership and profile transfers
- ✓ Advanced troubleshooting
- ✓ Suspensions and reinstatements

Ongoing Profile Management

- ✓ 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

Meaningful results on Maps take time, and we're committed to delivering them.

Paid Search Management

Pair your organic Maps presence with paid search. Managed by the same experts that already know your profiles.

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
 - Apple Ads
 - PMAX
 - YouTube
 - Display
 - Bing Ads
- ✓ Quarterly billing administration and budget allocation

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