

Phase	Feature	Details	Basic	Growth	Performance
		Pricing	\$300/mo	\$600/mo	\$900/mo
		Timeline Start	Week 1	Week 1	Week 1
		Est. Time to Rank (Top 3)	5-7 months	4-6 months	3-5 months
I. Initial Setup & Completeness (Foundation Setup)	Claim & Verify GBP	Initial setup or transfer of GBP ownership and full verification for all client locations.	✓	✓✓	✓✓✓
	Complete Business Info Audit and Setup	Thorough audit of existing profile or complete setup from scratch. Ensures all foundational information is accurate and fully optimized. Accurate NAP, website, phone, hours.	✓	✓✓	✓✓✓
	Primary & Secondary Categories	Strategic selection of primary and up to 9 additional categories for maximum relevance. Choose best-fitting categories	1 Primary, 3 Secondary	1 Primary, 5 Secondary	1 Primary, 9 Secondary
	Attribute Selection & Enhancement	Selection of all relevant GBP attributes (e.g., accessibility, amenities, services offered) to enhance filter search visibility. Select attributes like Wi-Fi, Accessibility	✓	✓✓	✓✓✓
	Business Name Setup	Ensure accurate, compliant business name.	✓	✓✓	✓✓✓
	Address & Services Area Configuration	Accurate physical address setup for storefronts. For SABs, strategic definition of service areas with address hidden for compliance. Add detailed keyword-rich items	1 Location, 5 Services Areas	1 Location, 8 Services Areas	1 Location, 10 Services Areas
	Contact & Hours of Operation	Accurate open hours + holiday updates	✓	✓✓	✓✓✓
II. Ongoing Optimization & Engagement (Profile Optimization)	Strategic Photo/Video Upload (High-Quality Images)	Regular uploads of high-quality images and videos (exterior, interior, products, team, work-in-progress) to enhance visual appeal and signal activity.	2 per month	4 per month	6 per month
	Add Products Services Listings	Comprehensive listing and optimization of all products and services offered, including detailed descriptions and links to specific website pages where applicable.	✓	✓✓	✓✓✓
	Website & UTM Setup	Track traffic using UTM codes	✓	✓✓	✓✓✓
	Messaging Enablement and Setup	Configuration and setup of the GBP messaging feature to allow direct customer inquiries. (Client responsible for timely responses). Enable instant chats from profile	✓	✓✓	✓✓✓
III. Advanced & Ongoing Strategies (Reputation & Engagement)	Google Review Management	Request reviews with templates. Proactive solicitation of new reviews using a shareable link. Professional.	5/mo	10/mo	Unlimited
	Review Management & Response Strategy	Respond to each review. Personalized responses to ALL reviews (positive & negative) to build trust and prominence..	✓	✓✓	✓✓✓
	Q&A Monitoring + Seeding	Add FAQs and answers to GBP. Monitoring and answering new questions in the GBP Q&A section. Proactive seeding of FAQs with optimized answers to pre-empt common queries and boost relevance.	✓	✓✓	✓✓✓
	Google Posts (Updates/Offers)	Post deals, offers, events, news. Regular creation of engaging Google Posts (Updates, Offers, Events, Products)	2 posts/mo	4 posts/mo	8 posts/mo
	Call-to-Actions on Posts	Use buttons like Call Now, Learn More. Add compelling visuals and calls-to-action (CTAs) to drive engagement and highlight business activity.	✓	✓✓	✓✓✓
	Social Media Links	Boost digital presence via links	1 link	2 links	5 links

	Monthly Review Generation Strategy	Get reviews regularly using strategy	✓	✓✓	✓✓✓
	Review Keywords Monitoring	Track recurring keyword use in reviews	Bi-monthly	Monthly	Weekly
IV. III. Advanced & Ongoing Strategies Local SEO & Citations	NAP Consistency Check & Correction	Check consistency across platforms. Comprehensive audit of Name, Address, Phone (NAP) across major online directories (Yelp, Yellow Pages, etc.) and correction of inconsistencies for improved ranking signals.	5 Major Directories	15 Major Directories	30+ Major Directories
	Local Citation Building	Submit to 30+ directories. Manual creation of new business listings in relevant local and industry-specific online directories to enhance local prominence and build authority.	5 Citations	10 Citations	20+ Citations
	Duplicate Citation Cleanup	Remove bad/duplicate listings	✓	✓✓	✓✓✓
	Competitor Analysis & Keyword Research (GBP)	In-depth analysis of top local competitors' GBP strategies and ongoing keyword research to identify new opportunities for optimization and content.	Quarterly	Bi-monthly	Monthly
	GBP Insights & Performance Reporting	Regular monitoring and analysis of GBP Insights (views, search queries, actions) to track performance. Customized reports provided to clients.	Monthly Report	Bi-weekly	Weekly
	City/Industry Specific Citations	Niche and local relevant listings	2 Listings	4 Listings	8 Listings
Advanced SEO & Link Building	Local Schema Markup	Add schema.org structured data	✓	✓✓	✓✓✓
	High-Quality Backlinks	Local niche backlinks monthly	2	5	10+
	Geo-tagged Image Submissions	Share local-tagged photos	3 images	6 images	Unlimited
	Google Maps Pin Optimization	Manual adjustments and verification of Google Maps pin accuracy for precise location targeting.	✓	✓	✓
	Website Optimization Consultation (Local SEO)	Guidance and recommendations for on-page local SEO elements (local keywords, location pages, schema markup) to ensure website aligns with GBP strategy.	Initial Consultation	Quarterly Consultations	Bi-monthly Consultations
Performance Tracking	Customized Strategy Updates	Adjust strategy with trends & data	Quarterly	Monthly	Bi-Weekly
	GBP Insights & Performance Reporting	Regular monitoring and analysis of GBP Insights (views, search queries, actions) to track performance. Customized reports provided to clients.	Monthly Report	Bi-weekly	Weekly
Support	Dedicated Support Channel	Access to our team for questions and assistance regarding your GBP.	Email	Email + Chat	Email + Chat + Phone
	Strategic Consultation	Direct consultation with our lead SEO experts to discuss performance, adapt strategy, and explore new opportunities.	None	30-min Quarterly	60-min Quarterly
	What is a Google Business Profile (GBP), and why is it important?	A Google Business Profile is a free tool from Google that lets businesses manage how they appear in Google Search and Maps. A well-optimized profile boosts visibility, attracts more local customers, and increases trust by showcasing verified information, reviews, photos, and posts.			
	Is it a one-time or monthly service?	GBP optimization is an ongoing process. A dynamic online presence (reviews, posts, updates) significantly impacts local ranking. We recommend ongoing monthly engagement for sustained results.			
	Which package is best for me?	The best package depends on your business's current standing, competitive landscape, number of locations, and desired growth rate. We recommend the			
	How will I get reports?	You will receive comprehensive performance reports (details vary by package) delivered via email, typically in PDF or spreadsheet format. We will also schedule calls			
	Can I switch between packages later?	Yes, you can upgrade or downgrade your package at any time based on your business growth and evolving needs. We'll help ensure a smooth transition without disrupting your profile's performance.			

FAQs	What happens if I have more than 1 location?	We offer custom enterprise packages for businesses with more than 1 location. These plans are tailored to your specific scale and include bulk optimization, multi-location reporting, and enterprise-level support.
	How soon can I expect to see results?	You'll start seeing improvements in profile completeness and engagement within the first 30 days. However, sustained local SEO impact, such as improved rankings and lead generation, typically occurs over 2–3 months with consistent effort.
	What kind of businesses do you work with?	We work with local service providers, storefronts, franchises, and home-based businesses across industries like real estate, healthcare, legal, home services, retail, and more.
	Is this service compliant with Google's guidelines?	Yes. All our strategies and optimizations are 100% white-hat and fully compliant with Google's policies and terms of service. We focus on long-term, sustainable results.
	Do I retain ownership of my GBP after the service ends?	Absolutely. Your Google Business Profile remains your property. We help manage and optimize it, but you retain full access and ownership at all times.