Local SEO Product Matrix

	LocalOne	Local Standard	LocalPro
Google Business Profile (GBP) Listing Optimization With access to GBP, the listing will be optimized for Google search. Core optimizations include name, address, phone (NAP), hours (including holidays and seasonal), categories, descriptions, and images. This includes the removal of items that violate GBP policy.	X	X	X
GBP Competitive Analysis Gain a proper understanding of where your business ranks amongst the local competition. Through review analysis and GBP category review, identify opportunities to outrank your competitors.	X	X	X
Top Tier Listing Submission, Maintenance, and Duplicate Suppression Submission of core business information (NAP data) to the top 60+ directories. NAP accuracy will be confirmed ongoing. Listing content is reviewed/added. Category and image management.	X	X	X
Schema Review and Suggestions Schema markup is code placed on a website to help search engines return more accurate results for users. Local schema recommendations will be provided.	X	X	X
Review Alerts and Monitoring The client will receive alerts when customers review the business.	X	X	X
Reporting and Audits Monthly reports monitoring map/search views, driving directions, calls, and clicks to the website. Campaign recaps and calls are available upon request.	X	X	X
Review Requests Generate more reviews on your online listings like Google and Facebook. A white-labeled email or text message will be sent to a provided list of recipients, asking them how their experience was.	Semiannually	Quarterly	Monthly
GBP Posting Feature offers, events, and promotions for additional category and keyword development. Some industries are excluded.	1/mo	2/mo	3/mo
Review Responses Responding to reviews submitted to your Google Business Profile	5/mo	10/mo	15/mo
Additional Listing/Citations Efforts Submit NAP to additional directories and aggregators.		X	X