



**Jeffrey Smith Marketing**

**GBP SEO, Website SEO & AI SEO + More!**



[www.JeffreySmithMarketing.com](http://www.JeffreySmithMarketing.com)



## **Google Business Profile Management — Pricing & Deliverables (Monthly)**

<https://jeffreysmithmarketing.com/gbp-management/>

**Pricing: \$497 Per Month**

**Deliverables:**

### **1. Initial Setup (Included at Start)**

- Full GBP audit (baseline analysis)
- On-profile optimization and structural cleanup
- Category, services, and profile alignment
- Profile readiness for ongoing management

---

### **2. Ongoing Google Posts (Activity Layer)**

- Regular GBP post publishing
- Service updates, offers, and informational posts
- Keyword-aligned content for local relevance
- Structured posting to maintain activity signals

---

### **3. Review Monitoring & Response Support**

- Ongoing review monitoring
- Response strategy and guidance
- Reply drafting (if requested)
- Identification and flagging of inappropriate reviews

---

#### **4. Profile Monitoring & Protection**

- Monitoring for unauthorized or incorrect edits
- Category drift detection and correction
- Attribute changes and accuracy checks
- Listing health monitoring
- Competitor spam observation (when applicable)

---

#### **5. Business Information Management**

- Business hours updates (including holidays)
- Service updates and additions
- Description adjustments as needed
- Ongoing profile accuracy maintenance

---

#### **6. Engagement Oversight**

- Q&A section monitoring
- Messaging feature guidance
- Recommendations to improve conversion clarity
- Identification of engagement opportunities

---

#### **7. Ongoing Optimization Adjustments**

- Minor on-profile optimizations over time
  - Adjustments based on performance trends
  - Alignment with Google updates and changes
  - Continuous refinement of profile structure
-

## **8. Monthly Reporting**

- Summary of posts published
  - List of updates and changes made
  - Review activity overview
  - Ongoing recommendations
  - Visibility and performance insights
- 

## **9. Strategic Oversight**

- Ongoing alignment with local ranking factors
  - Monitoring of keyword and visibility shifts
  - Recommendations for additional growth opportunities
  - Guidance on next steps (SEO, authority, expansion)
- 

## **10. Service Structure**

- Month-to-month service (no contracts)
  - Flat monthly pricing
  - Continuous management and oversight
- 

## **Scope Clarification**

### **Included**

- On-profile activity
- Profile management
- Engagement handling
- Ongoing updates and monitoring

### **Not Included**

- Off-page GBP SEO (citations, backlinks, authority building)

- Full local SEO campaigns
- Suspension recovery
- Guaranteed review removal