

Own the Map

Google Business Profile, local SEO and reviews for local and service businesses — the Map Stack, 14 industries.

HOTELS & TOURISM

RESTAURANTS, BARS & CAFÉS

HEALTH & CLINICS

BEAUTY

GENERAL SMB

LAW FIRMS

REAL ESTATE

LOCAL RETAIL, GYMS & BOUTIQUES

AUTOMOTIVE

EDUCATION

EVENTS & WEDDINGS

FINANCIAL SERVICES

HOME SERVICES

WINE & AGRICULTURE

About this series

Five playbooks, one operating system. Each book covers one system in full and then applies it to all 14 industries NetWebMedia serves, so you read the method once and then only the section written for your business.

1. **Get Cited by AI** — The Answer Engine Optimization playbook
2. **Own the Map** — Google Business Profile, local SEO and reviews — **this book**
3. **The 30-Day Content Engine** — Reels, TikTok, blog, email and WhatsApp, run with AI
4. **Paid Ads That Pay** — Google and Meta ads for local businesses
5. **From Click to Client** — Lead capture, follow-up and retention systems

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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section.

Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Statistics are reported as published by the sources listed in the Sources section, with their dates. Where a source is a vendor, a PR firm or a modeled estimate, the text says so. Benchmarks are medians or averages measured on other businesses; they describe a range, not a forecast for your business. NetWebMedia does not guarantee rankings, citations, leads, costs or revenue. Results vary.

Company, product and platform names are the property of their respective owners and are used for identification only. Worked examples are hypothetical unless a source is cited.

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Start Here

This playbook is for the owner or manager of a business people can walk into, drive to, or book locally: a hotel, a restaurant, a clinic, a salon, a law firm, a workshop, a school, a venue, a winery, a plumbing company. It assumes you are not a marketer, that your hours are already spoken for, and that you would rather fix five things that move the needle than eighty things that might.

By the end of it you will have four assets.

First, a Google Business Profile built around the fields that actually rank, and a clear line between those and the ones that only convert. Most owners spend their attention on the second group.

Second, a review engine: a weekly routine that produces new reviews without incentives, without filtering, and without breaking FTC rules or Google policy. Volume is not your problem. Asking is.

Third, a page structure that gives every service in every city you serve its own address on the web — the top-scoring factor in local organic results.

Fourth, a one-page monthly scorecard, built from numbers you can pull yourself in ten minutes.

How to use this book. Read Part 1 in full and in order — it is the method, and the industry playbooks assume it. Then read only your own section in Part 2; the other thirteen are for different businesses with different categories, platforms and rules. Then work from Part 3, which holds the checklists, scripts and prompts you will reuse every month. Part 1 takes an evening, the first pass through Part 3 takes a weekend, and after that it is roughly two hours a week.

Every number here comes from a named study linked in the Sources list. Where the research is old or contested, the sentence says so.

What this playbook does not do. It will not promise you a ranking. Every benchmark here is a median or a share from a survey of consumers, not a forecast of your results; your city, your competition and your category all move the outcome. It does not cover paid advertising; Local Services Ads appear only because they change what a map page looks like. It will not teach you the three tactics that still work and can cost you your listing: keywords stuffed into your business name, review gating, and reviews written by staff or family without disclosure. You will find all three named and explained, so you can recognize them when a vendor sells them to you.

INDUSTRY PLAYBOOK 1 OF 14

1. Hotels & Tourism

► Where the money leaks

Most hotel groups treat the Business Profile as a duplicate of the Booking.com listing, which hands the direct-booking moment — and the commission — to the OTA. The review economics here are steep: Cornell found a one-point increase in TripAdvisor score generates a 39% increase in revenue from OTA referrals, with each additional review adding 0.49%.¹¹ TripAdvisor still sits in the top five platforms consumers read, at 27%.³ Hotels also carried a median of 150 images versus 11 for the average listing — BrightLocal's Google My Business Insights Study, published 2019 on 2017–18 data, so an old benchmark.¹⁸

► The five moves

1. Set primary category `Hotel`, with `Resort hotel`, `Boutique hotel` or `Guest house` behind it. Tour businesses use `Tour operator` with `Sightseeing tour agency`; vacation rentals use `Vacation home rental agency`.
2. Fill every hotel attribute and amenity — pool, free breakfast, pet-friendly, accessibility. Google filters on these: an unfilled attribute removes you from the filtered result entirely.
3. Add the official booking link and Reserve with Google so the direct path sits above the OTA links.
4. Build the photo library out: rooms by type, bathrooms, breakfast, common areas, the view. Shoot the rooms you sell, not the suite.
5. Respond on the Cornell rule — every negative, a share of positives, none auto-generated.¹¹

► Watch out

Staff and owner-family reviews are endemic in small hotels and are what the FTC's rule targets: insider reviews require a clear and conspicuous disclosure.¹⁴ Keep safety and licensing claims verifiable — they are advertising claims. And do not auto-respond to everything: Cornell found revenues declined where response rates exceeded 85%.¹¹

► First 30 days

- ☐ Attributes and amenities completed to 100%
- ☐ Direct booking link live above OTA links
- ☐ 40+ current photos, tagged by room type and space

The number that matters: One point of TripAdvisor score is worth 39% more revenue from OTA referrals.¹¹ Review response is not service overhead. It is revenue management.

Domina el mapa

Perfil de Negocio de Google, SEO local y reseñas para negocios locales y de servicios — el Map Stack, 14 industrias.

HOTELES Y TURISMO

RESTAURANTES, BARES Y CAFETERÍAS

SALUD Y CLÍNICAS

BELLEZA

PYME GENERAL

ESTUDIOS JURÍDICOS

BIENES RAÍCES

RETAIL, GIMNASIOS Y BOUTIQUES

AUTOMOTRIZ

EDUCACIÓN

EVENTOS Y MATRIMONIOS

SERVICIOS FINANCIEROS

SERVICIOS PARA EL HOGAR

VINO Y AGRICULTURA

PLAYBOOK POR INDUSTRIA 1 DE 14

1. Hoteles y Turismo

► Dónde se fuga el dinero

La mayoría de los hoteles trata el Perfil de Negocio como un duplicado de su ficha de Booking y le regala a la OTA el momento de la reserva directa. Cornell encontró que un punto más en el puntaje de TripAdvisor genera 39% más ingresos desde referencias de OTA, y que cada reseña adicional suma 0,49%.¹⁴ TripAdvisor sigue entre las cinco plataformas más leídas, con 27%.³ Los hoteles tenían además una mediana de 150 imágenes contra 11 de una ficha promedio (BrightLocal, 2019, datos de 2017–18).²² En Chile ese peso lo cargan Booking y TripAdvisor; Yelp no aparece.

► Las cinco jugadas

1. Categoría principal Hotel, con Resort hotel, Boutique hotel o Guest house (hostal) detrás. Los tours usan Tour operator; los arriendos vacacionales, Vacation home rental agency.
2. Llena cada atributo: piscina, desayuno, mascotas, accesibilidad. Google filtra por esto y un atributo vacío te saca del resultado filtrado.
3. Agrega la reserva directa y Reservar con Google, sobre los enlaces de las OTA. Si cobras en línea, el pago va con Webpay, Mercado Pago o Flow.
4. Amplía las fotos: habitaciones por tipo, baños, desayuno, áreas comunes, la vista. Fotografía las que vendes, no la suite.
5. Responde con la regla de Cornell: todas las negativas, parte de las positivas, ninguna automática.¹⁴

► Ojo con esto

Las reseñas de personal y familiares son endémicas en hoteles chicos y son lo que ataca la regla de la FTC en Estados Unidos: exigen declaración clara y visible.¹⁶ En Chile no hay regla equivalente, pero el SERNAC persigue la publicidad engañosa y Google prohíbe la práctica en todo el mundo.¹⁸ No respondas todo en automático.¹⁴

► Primeros 30 días

- ☐ Atributos completados al 100%
- ☐ Reserva directa arriba de los enlaces de OTA
- ☐ Más de 40 fotos actuales, por tipo de habitación
- ☐ Clic a WhatsApp activo

El número que importa: un punto de TripAdvisor vale 39% más de ingresos desde referencias de OTA.¹⁴ Responder reseñas es gestión de ingresos, no gasto de servicio.

YOUR NEXT STEP

Want us to run this for you?

Everything in this playbook is work you can do yourself. If you would rather have it done, NetWebMedia runs it as a monthly service — in English and Spanish, for businesses in the United States and Latin America.

1

Run the free instant checker

At netwebmedia.com: see in one minute whether AI engines currently find your business.

2

Get the \$49 AI Visibility Scan

A written report within 48 hours: real queries across ChatGPT, Claude, Perplexity and Google AI, an AEO score and a 10-point fix list. The \$49 is credited in full toward the AEO Starter plan.

3

Pick a plan

AEO plus SEO and content strategy from \$249 a month. Elsewhere, AEO/GEO retainers start at \$1,000–2,500 a month according to The Digital Elevator's 2026 pricing guide.

AEO Starter

\$249/mo

AEO + SEO + content strategy

CMO Growth

\$999/mo

+ paid ads + social media

CMO Premium

\$2,490/mo

Full-stack marketing department

NetWebMedia

www.netwebmedia.com
WhatsApp +1 (442) 385-4585

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