
NAVIGATOR'S LOG R&D;

Fresno GBP Competitor Analysis

8 Competitors Profiled with Positioning Matrix

Analysis of the existing GBP management and local digital marketing competitive landscape in Fresno, identifying gaps, positioning opportunities, and the specific vulnerabilities of each current player.

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SECTION 1

The Competitive Landscape Overview

Who is playing in this market

Fresno has a fragmented local digital marketing market. Most existing providers fall into two categories: national platforms that charge high rates with low local knowledge, and part-time operators who offer inconsistent service without systematic methodology. There is no well-established, locally-operated GBP management service in Fresno.

COMPETITOR	TYPE	SERVICE	PRICE RANGE	KEY VULNERABILITY
Inpower Marketing	Local — Fresno	GBP + SEO + Web	\$500–2,000 +/mo	Only direct local GBP competitor. Higher price point, broader scope. Targets larger businesses.
WorldLight Media	Local — Fresno	Digital marketing	\$800–3,000 +/mo	Full-service agency. GBP is one of many services. Overkill for the SMB that needs GBP management only.
Angi (Angie's List)	National — lead gen	Paid lead referrals	\$300–800/mo in fees	Revenue fell ~18%/yr for 3 years. Cost-per-acquired-customer above average job ticket. Losing market share.
Yelp Ads	National	Paid visibility	\$300–1,000 +/mo	Pay-to-play model with high cost-per-lead. Services category grew 8% in 2025 — Yelp is not declining. Sells advertising placement, not profile management. No execution layer for day-to-day GBP work.
Thryv / Yodle	National SaaS	SMB all-in-one	\$199–449/mo	Growing SaaS platform — 34% revenue growth in 2025, ARPU \$373/mo. AI-enabled all-in-one tool: CRM, payments, marketing. GBP management is one feature among many, not a core focus. Execution depth and local knowledge are the differentiation.
BrightLocal (DIY)	SaaS Tool	DIY GBP platform	\$29–79/mo	A tool, not a service. Business owners still have to do all the work. No managed human layer.
Fiverr freelancers	Global / Remote	GBP optimization	\$50–200 one-time	One-time, non-local, no ongoing relationship. No knowledge of Fresno market.
Freelance local ops	Part-time local	GBP / social media	\$100–300/mo	Inconsistent, no methodology, no reporting, no tools infrastructure. Churn when life intervenes.

SECTION 2

Positioning Matrix

Where Navigator's Log fits

The positioning that no current competitor owns: local knowledge + systematic methodology + affordable pricing + transparent reporting. Most local operators have the local knowledge but lack the methodology. National platforms

have the methodology but lack the local knowledge and the price accessibility.

ATTRIBUTE	INPOWER	WORLDLIGN	ANGI	YELP	THRYV	BRIGHTLOCAL	AVERR	FREELANCE	BLR
LOCAL KNOWLEDGE	LOW	LOW	HIGH	LOW	LOW	LOW	HIGH	MED	HIGH
SYSTEMATIC METHODOLOGY	MED	HIGH	LOW	LOW	MED	HIGH	LOW	LOW	HIGH
TRANSPARENT REPORTING	MED	MED	LOW	LOW	MED	HIGH	LOW	LOW	HIGH
PRICE ACCESSIBILITY	LOW	LOW	LOW	MED	MED	HIGH	HIGH	HIGH	HIGH
FRESNO MARKET FOCUS	LOW	MED	HIGH	LOW	LOW	LOW	LOW	LOW	HIGH
GBP SPECIALIZATION	MED	LOW	LOW	LOW	MED	HIGH	MED	LOW	HIGH

SECTION
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The Angi and Yelp Collapse

Why the paid-lead model is
breaking down

Angi revenue declined 10–16% per year for several consecutive years. Q4 2025 revenue was \$240.8 million, down 10.1% year-over-year. In January 2026, Angi cut 350 employees. Yelp advertising produces cost-per-acquired-customer above the average job ticket for most service categories, meaning businesses are paying more per customer than they earn from them.

This collapse represents a direct opportunity. Every Fresno business currently paying for Angi leads or Yelp ads is a warm prospect for the GBP management pitch: "You are paying \$1,050 per customer on Angi. GBP management costs \$150 per month and puts you in front of the same customers searching directly on Google."