

NAVIGATOR'S LOG R&D;

PLAN A

GBP Management Service

Google Business Profile Management + Citation Cleanup

Fastest path to recurring revenue — starting with the market already on Google Maps

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Timeline Disclaimer: All timelines in this document are rough estimates based on industry benchmarks, local market conditions, and the specific constraints of this partnership. They carry meaningful uncertainty. The service industry does not move on a schedule. Adjust expectations accordingly as ground truth emerges.

EXECUTIVE SUMMARY

The Venture

A Google Business Profile (GBP) management and local citation service targeting small-to-medium businesses in Fresno County and the broader Central Valley. Services range from one-time GBP audits and setup to ongoing monthly management, review response, and local SEO maintenance.

The Partnership Structure

Steve Richardson (Palm Plaza, Fresno) contributes: existing local business relationships, directory infrastructure (fresnobusinesses.com, cencalbusinesses.com), and Central Valley network credibility. Christopher Head contributes: strategy, copywriting, GBP optimization methodology, AI-assisted content production, and Clear-Point Technical's industrial/trades sector footprint as an adjacent market.

The Core Problem We Solve

The 93 verified businesses in the accompanying prospect database represent a sample of the Fresno County market. An estimated 40–70% of small local service businesses have incomplete, unmanaged, or inaccurate Google Business Profiles. This includes wrong hours, no photos, zero post activity, unanswered reviews, and in some cases GBP data errors that actively cost them customers (see La Dama Salon: GBP lists Monday hours as 3:00 AM — a real example from live data). These businesses earn between \$150K and \$4M per year and are actively losing customers to better-managed competitors or national platforms. They do not have time to fix this themselves and most do not know it needs fixing.

Revenue Target

\$2,000–\$3,500/month gross by month 9–12 from the launch of active service delivery. This is not guaranteed. It depends on consistent effort, a clean service model, and at least one anchor client demonstrating results.

THE PROBLEM IN DETAIL

Why GBP Management Is a Real Service With Real Demand

Google owns the local search moment. When a Fresno homeowner searches "HVAC repair near me" or "best dentist Fresno," Google's local pack — the map block at the top of search results — is the first interaction. Businesses that appear there with complete profiles, recent activity, and managed reviews convert at dramatically higher rates than those without.

The problem: most small businesses set up a GBP once and never return to it. They do not post. They do not respond to reviews. Their photos are years old. Their hours are wrong. Their business description is blank or generic. Their service list is incomplete.

The result: the business exists on Google Maps but is essentially invisible to the algorithm that determines who ranks in the local pack.

Our service fixes this systematically, on a monthly basis, for a flat recurring fee.

What the Market Looks Like in Fresno County

From the 93-business database built from live Google Maps data:

- **Estimated GBP completeness 4 or below:** ~15 businesses (16%) — these are near-invisible or have active errors
- **GBP completeness 5–7:** ~45 businesses (48%) — present but underoptimized
- **GBP completeness 8–9:** ~33 businesses (36%) — well-managed but still improvable
- **Priority A outreach targets (high opportunity):** approximately 38 businesses identified
- **Priority B targets:** approximately 35 businesses
- **Priority C (already well-marketed, low opportunity):** ~20 businesses

The Priority A and B targets — 73 businesses from a single 10-category sample across one county — represent the addressable market within a conservative first phase of outreach.

SOLUTION: THE SERVICE MODEL

Service Tiers

Tier 1 — GBP Audit + Report (One-Time)

Flat fee: \$75–\$150

Full audit of existing GBP: hours accuracy, photo count and quality, business description completeness, service list, review response rate, post history, Q&A; section. Delivered as a written report with prioritized recommendations. This is both a standalone product and a sales tool for converting clients to recurring management.

Tier 2 — GBP Starter Management (Monthly Recurring)

Fee: \$125–\$175/month

Monthly scope: verify and maintain accurate hours and contact info, write and post 2 Google Posts per month, respond to all new reviews (positive and negative), add 2–4 new photos per month, monitor for GBP data errors or third-party edits, monthly 5-metric report.

Tier 3 — GBP Full Management (Monthly Recurring)

Fee: \$200–\$325/month

All of Tier 2 plus: Q&A; population (seed relevant questions and answers), Google Products or Services list management, monthly competitor GBP comparison, citation consistency audit and cleanup across 10 directories (Yelp, BBB, Bing Places, Apple Maps, etc.), and quarterly strategy call.

Tier 4 — GBP + Content Package (Monthly Recurring)

Fee: \$350–\$500/month

All of Tier 3 plus: one 400–600-word blog post or service page update per month (hosted on client's website or delivered as standalone asset), seasonal campaign content, and AI-assisted review trend analysis. This tier is where Christopher's writing skills and Clear-Point Technical's content infrastructure become directly billable.

Clear-Point Technical Integration

Clients in construction, trades, HVAC, electrical, and agricultural supply are natural Clear-Point Technical accounts. For those clients, the Tier 4 package includes the option of safety-compliant, technically accurate content written to OSHA-adjacent plain-language standards — a differentiator no generic GBP agency can match.

TARGET MARKET

Primary Segment: Fresno County Service Businesses, \$300K–\$3M Revenue

Based on the 93-business database, the highest-opportunity sectors by priority score are:

- **Landscaping** — Most underdigitized category. Solo operators with 5–30 reviews and no web presence. High impact per dollar of service.
- **Electricians** — Many small owner-operated shops with strong reputations and near-zero digital presence. Right Method Electric, Brothers Electrician, and Cosmic Comfort are examples.
- **Roofing** — Project-based revenue means a single well-placed GBP post during storm season can be worth thousands in closed jobs. High GBP ROI.
- **Auto Repair** — Year-round demand, strong loyalty culture, but several shops with reputation risks that review management directly addresses.
- **Pest Control** — Recurring monthly contracts make the CAC/LTV math favorable for the client. Seasonal content around Fresno's spring pest activity is ready-made.
- **Hair Salons** — Highly visual business with poor GBP photo management in most cases. Before/after and stylist profile content would drive meaningful booking increases.

Secondary Segment: Industrial and Agricultural Businesses (Clear-Point Overlap)

This is less mapped in the current database but represents the natural Clear-Point Technical market: Central Valley ag supply, food processing, construction, and logistics companies that need both GBP presence and technical content accuracy. These clients would be higher ticket and more complex but significantly more aligned with Chris's background.

OPERATIONS PLAN

Tools Required

- **GBP Management:** Google Business Profile Manager (free), BrightLocal or Moz Local for citation management (~\$30–\$60/month for agency tier)
- **Content Creation:** Claude AI via Navigator's Log API integration, Canva for graphics (\$15/month), Unsplash/Pexels for supplemental images
- **CRM:** Notion or Airtable to track clients, deliverables, and review cycles (free–\$20/month)

- **Reporting:** BrightLocal or Semrush Local (~\$50/month) for rank tracking and GBP insights export
- **Review Monitoring:** Google Alerts + BrightLocal review monitoring

Estimated Monthly Tool Cost: \$95–\$145 at full operational capacity

Service Delivery Workflow

Week 1 of new client:

- GBP access granted (verified via Google Business Profile manager)
- Full audit completed and documented
- Hours, contact info, and category corrections applied immediately
- Business description rewritten (500 characters, keyword-optimized)
- Photo audit — identify gaps, request assets from client or schedule photo capture

Weeks 2–4:

- Post schedule set (2 posts per month minimum)
- All existing unanswered reviews responded to
- Service/product list populated
- Q&A; section seeded with 5–10 relevant questions
- Monthly report template populated and delivered on the last day of the month

Ongoing Monthly:

- 2 Google Posts written and published (seasonal, promotional, or educational)
- All reviews responded to within 48 hours
- 2–4 new photos added
- Citation consistency check
- Monthly report delivered

Time Estimate Per Client Per Month

- Tier 2: 2.5–4 hours/month per client
- Tier 3: 4–6 hours/month per client
- Tier 4: 6–9 hours/month per client

At 15 clients averaging 5 hours each, this is roughly 75 hours/month of production work. That is manageable at 15–20 dedicated hours per week but tight. The AI-assisted content workflow reduces writing time significantly.

SALES AND MARKETING STRATEGY

Phase 1: The Warm List (Months 1–2)

Steve's existing directory clients and contacts are the first call list. These businesses already have a relationship with Steve and understand (or at least accept) the concept of paying for digital visibility. The pitch is not "here is a new thing" — it is "we can upgrade what you are already trying to do."

Specific pitch for these contacts:

"Your Google Business Profile is the most important thing about your business that you have the least control over. We manage it for you — photos, posts, reviews, hours — so you always look professional to anyone searching for what you do in Fresno. Monthly, flat rate, no contract."

Target: 3–5 clients from warm list in months 1–2.

Phase 2: Cold Outreach to Priority A Targets (Months 2–4)

Using the 38 Priority A businesses in the database as the cold outreach list. The outreach lead is a free GBP audit report — a two-page document showing the specific gaps in their current profile, what it costs them in visibility, and what a managed profile looks like vs. theirs. This is not a pitch deck. It is a diagnostic.

Steve handles delivery and relationship. Christopher handles production of the audit document and the follow-up content. The audit functions as a loss leader that converts to a paid tier.

Target: 2–4 additional clients per month during Phase 2.

Phase 3: Content-Led Inbound (Months 4–9)

Begin populating fresnobusinesses.com or cencalbusinesses.com with educational content targeting small business owners: "How to set up a Google Business Profile in Fresno," "What your HVAC contractor's Google reviews actually tell you," "Why your Fresno landscaper's GBP doesn't rank." These articles are written by Christopher, SEO-optimized, and drive organic traffic to a landing page for the GBP audit service.

This takes time to work. Organic content compounds over 6–18 months but does not produce immediate leads. It is the long play that pays later.

FINANCIAL MODEL

Revenue Projection (Rough Estimates — High Uncertainty)

Assumptions:

- Client acquisition rate: 2–4 new clients/month in months 1–4; 1–2/month thereafter as capacity fills
- Average revenue per client: \$175/month (blended Tier 2/3)
- Monthly churn: 5–8% (1 client lost per 12–20)
- Fixed costs: \$150/month (tools) + Steve and Chris split

Month	Estimated Clients	Gross Revenue (est.)	Note
1	1–3	\$175–\$525	Warm list conversion, slow start likely
3	5–8	\$875–\$1,400	Outreach producing; first cold converts
6	10–15	\$1,750–\$2,625	Compounding referrals; possible
9	14–20	\$2,450–\$3,500	Target zone
12	18–25	\$3,150–\$4,375	If churn managed and referrals active

These are not guarantees. Month 1 could produce nothing. Month 6 could be significantly higher if a referral loop activates from a well-networked client (e.g., a real estate agent or a general contractor).

Revenue Split (To Be Negotiated)

The revenue split structure is as follows — specific percentages are subject to agreement with Steve before any client is signed:

- **Steve-originated clients:** Steve receives an agreed percentage of monthly revenue for clients he brings in through field work, referrals, or his existing relationships. These clients represent Steve's direct sales contribution.
- **NLR-originated clients:** Steve receives a lower agreed percentage for clients Christopher sources independently through Navigator's Log channels. This reflects the difference in acquisition effort.
- **Review structure:** Either party may request a split review at the \$2,000/month gross revenue milestone or after six months of operation, whichever comes first.
- **Minimum terms:** No split is locked in until both parties sign the service agreement. Either party may propose alternative structures before signing.

Break-Even Analysis

With tool costs of ~\$150/month and near-zero other overhead, break-even is approximately \$150/month gross — achievable with 1–2 paying clients. The real threshold is whether the time investment is worth the revenue, which becomes favorable at 10+ clients.

RISKS AND MITIGATIONS

Risk 1: Steve Does Not Convert His Existing Contacts

This is the highest single-point failure risk. If Steve cannot close even 2–3 clients from his existing warm list, the warm phase stalls and all revenue must come from cold outreach, which takes longer.

Mitigation: Set a 60-day milestone. If zero clients by day 60 from the warm list, Christopher leads outreach independently with Steve in a support role only.

Risk 2: GBP Algorithm Changes

Google continues to evolve GBP capabilities and ranking factors. A major change could reduce the ROI of managed profiles.

Mitigation: The service stays human-readable (responds to reviews, corrects info, adds content). That value is durable regardless of algorithm specifics.

Risk 3: Client Churn Before Results Are Visible

GBP results take time. A client who signs in January may not see ranking improvement until March. They may cancel in February.

Mitigation: Set expectations explicitly at onboarding. The monthly report should show leading indicators (impressions, profile views, action counts) even before ranking changes, so clients see movement early.

Risk 4: Christopher's Capacity

At 20+ clients, this becomes a substantial time commitment. If health, other Navigator's Log projects, or other income sources create competing demands, service quality will slip.

Mitigation: Build a service playbook that allows partial delegation. The audit template, post templates, and response templates can be handed to a part-time VA at scale.

TIMELINE (ROUGH ESTIMATES — UNCERTAINTY ACKNOWLEDGED)

Month 1 (possibly longer): Service playbook built, onboarding documents created, first 2–3 warm-list clients signed if available. The playbook may take longer than expected. First clients may take longer to close than expected.

Months 2–4 (order of events may shift): Cold outreach to Priority A list active. Audit reports produced for 10–15 businesses as lead generation. Expect some non-responses, some "not interested," and potentially 2–5 conversions.

Months 4–6: Referral loop begins to activate if service quality is strong. Content marketing on fresnobusinesses.com begins producing indexed articles. First case study documented (anonymized or with permission).

Months 6–12: Scaling toward 15–20 clients. Revisit pricing for newer clients based on market response. Evaluate whether to add Tier 4 (content package) or stay focused on Tiers 2–3.

Month 12 and beyond: Evaluate whether to formalize as a standalone Navigator's Log service offering, bring on a part-time contractor to handle delivery, or position for an agency pivot (Plan C).

APPENDIX: QUICK-START CHECKLIST

- ☐ Build onboarding Google Form for new clients (hours, services, photos, target keywords)
- ☐ Write GBP audit template (2-page PDF format)
- ☐ Build 30-day post calendar template (seasonal, evergreen, promotional)
- ☐ Build review response library (positive, neutral, negative, 3–5 templates each)
- ☐ Set up BrightLocal agency account
- ☐ Build client tracking sheet (Notion or Airtable)
- ☐ Build monthly report template (1 page: 5 metrics + narrative)
- ☐ Select first 10 cold outreach targets from Priority A database list
- ☐ Draft outreach email (lead with free audit offer)
- ☐ Identify first case study candidate from warm list

This document is confidential and intended for internal planning between Christopher Blake Head (Navigator's Log R&D;) and Steve Richardson (Businesses in Fresno Area). Not for external distribution without consent of both parties.
