NEOXRA MAP · GYM

Neoxra Map Gym Guide

For gym and fitness studio owners, managers and coaches: how to read your Google Maps health report, how to verify and activate your gym, where to place the QR stand, and how members leave a detailed review in 10 seconds.

Example: **Speakeasy of Strength** (Gym · 5.0★ · 427 reviews · New York, NY).

Start an analysis	map.neoxra.com
Plans & pricing	map.neoxra.com/pricing
Contact	hogan@neoxra.com

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> Report screens use the public Google data of an example gym. Activation screens were taken with a demo location; the steps are the same for every industry.

What changed in November

Clicking “This is my store” **does not charge you**. It sends a verification request. Once Neoxra confirms you run the business (about 1 business day), a “Subscribe now” button appears; you pay and the location is activated.

01 Why your gym needs Neoxra Map

1 People check Google before they pick a gym

Star rating, what reviews say, photos of the floor and equipment: these decide whether someone books a trial class. Most gyms know this matters but can't tell what's missing or what to fix first.

2 Low rankings usually mean reviews don't mention what you offer

Speakeasy of Strength has 427 reviews, yet “Strength Training” doesn't appear in any of the reviews in the report. Not because the service is bad; people just don't think to mention it. Google links the words in reviews to searches, so a missing key item earns you nothing.

3 Scored output: see exactly what to fix

The report gives you a 0–100 Profile Completeness score, a list of gaps, and the order to fix them. No guesswork.

4 AI drafts your Google Posts and review replies

Based on your classes, business info and category keywords, Neoxra Map drafts Google Posts and review replies. Copy, paste, done.

5 Members won't type long reviews, but they will tap

Members tap the class they took and what they liked. The system turns those taps into a draft; they edit it and post it from their own Google account.

6 1 content-rich 5-star beats 100 blank 5-stars

“The coach checked my form on every lift, and the group classes never made me feel like a beginner” is full of searchable words, and Google ties it to searches like “gym Hell's Kitchen”. 100 empty 5-star reviews add almost nothing.

7 No fake accounts, no bought reviews

Every review comes from a real member posting from their own Google account, so you avoid removed reviews and profile penalties.

8 No perks for reviews

No discounts, free classes or extra membership time in exchange for reviews. Fully in line with Google's review policy and the FTC's 2024 rule on consumer reviews.

9 Results you can measure

Scan counts, monthly review totals and Rank Radar top-3 changes every month. You can also see which coach's QR card drives the most scans.

10 Backed by the Google startup accelerator

Neoxra takes part in Google Project Hatcher × SparkLabs Taiwan. During product design we consulted the Google Maps team directly.

Neoxra Map is built independently by Neoxra and is not a Google product.

02 What Neoxra Map does

Neoxra Map helps you keep your Google Business Profile in shape: one report shows what is missing and how to fix it, and the QR stand makes it easy for members to leave genuine reviews. US$29/month per location, cancel any time.

Feature	What you get
Analysis report	Profile completeness score, items to fix, recommendations, keyword strategy
Rank radar	Simulates members searching “gym Hell's Kitchen” from 9 or 25 points around you: your rank, and who ranks ahead
Reviews	Recent reviews, review health, reply drafts you copy into Google
Keywords & content	Words members use, whether your key classes and services are mentioned, what to post
Review QR card	QR stand and per-coach QR codes; members write in their own words, we tidy it up, they post it on Google
Monthly results	Scans, copied reviews, visits to Google, total Google reviews, rank radar top-3 share

The report reflects results at the time of analysis. Neoxra Map does not guarantee rankings.

Activation: 6 steps

1	2	3	4	5	6
Joined	**Request verification**	**Under review**	**Verified**	**Subscribe**	**Active**
Click “This is my store”	Enter contact details	Neoxra checks, ~1 business day	You get notified	Pay with Stripe	Print the QR, collect reviews

Pink steps are yours; grey steps are handled by Neoxra.

owner / manager Read report → “This is my store” → verify → subscribe after approval → set up the QR stand

Members Scan QR → pick what to mention → get a draft → post it on Google themselves

03 Read your free health report

The free plan includes 3 analyses a month. Check your score and what to fix before deciding to activate.

> In this example, Speakeasy of Strength scores 70/100 for profile completeness, with review keyword coverage of 0/5. When your key classes and services never appear in reviews, Google doesn't connect you to those searches.

1 Sign in, find your business, add key items

Go to map.neoxra.com, sign in with Google and click “Analyze” at the top right. Type your business name and pick it from the list (or paste your Google Maps link).

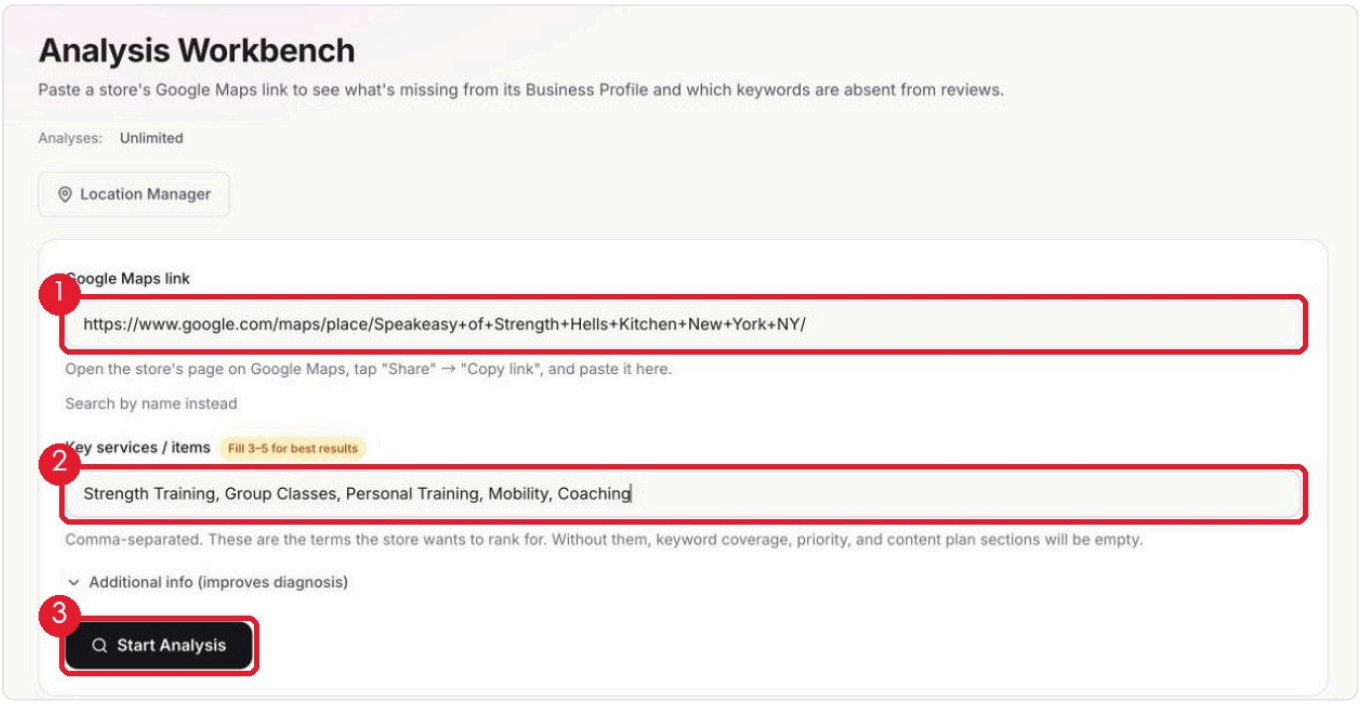

Fig 3–1 Workspace: pick the business, add 3–5 key classes and services, click Analyze.

1. Make sure the name and address are yours.
2. Add 3–5 key classes and services, separated by commas, e.g. Strength Training, Group Classes, Personal Training, Mobility, Coaching.
3. Click Analyze. The report is ready in about a minute.

2 Overview: your score at a glance

The left menu switches between Overview, Rank radar, To-do, Keywords & content, Reviews, Review QR card and Share. The overview starts with the profile completeness score (0–100) and growth potential.

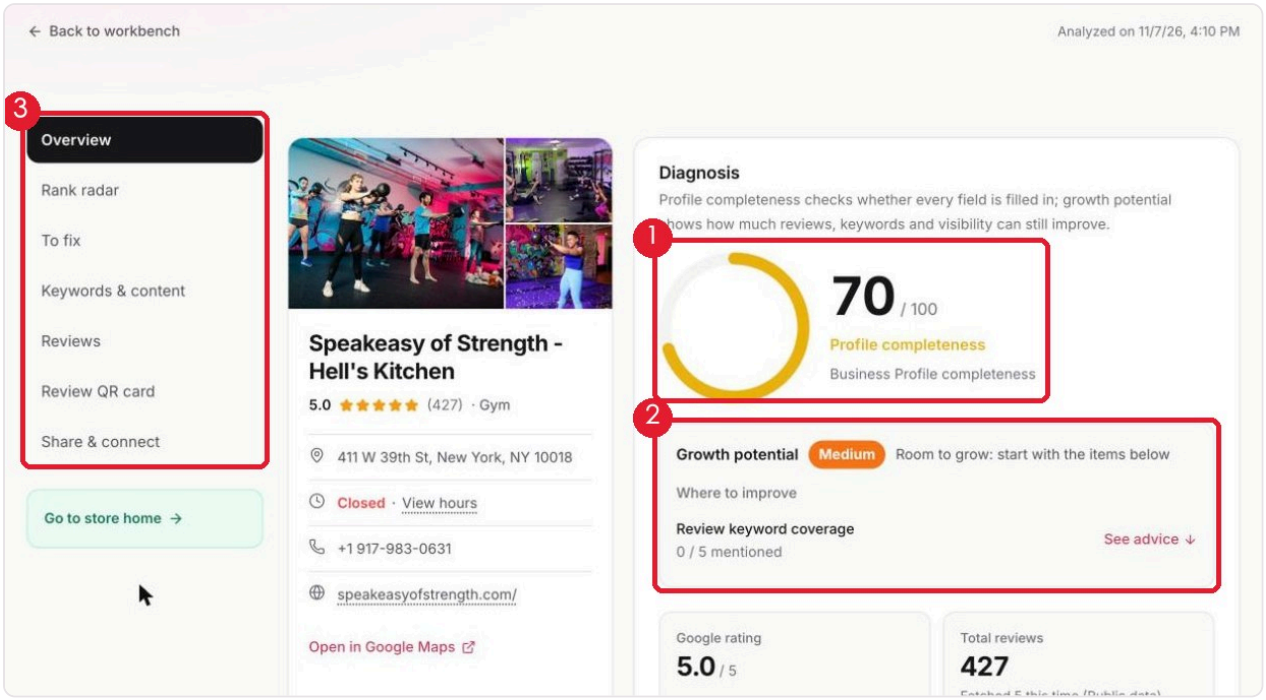

Fig 3-2 Report overview for Speakeasy of Strength.

1. Profile completeness: are the Google profile fields filled in.
2. Growth potential: room to improve reviews, keywords and visibility.
3. Report menu.

3 Rank radar: where you rank when members search nearby

Enter up to 5 search terms, pick 9 or 25 points and click Scan. In about 30 seconds you see your average rank, how close you are to the top 3, and the three things to do first.

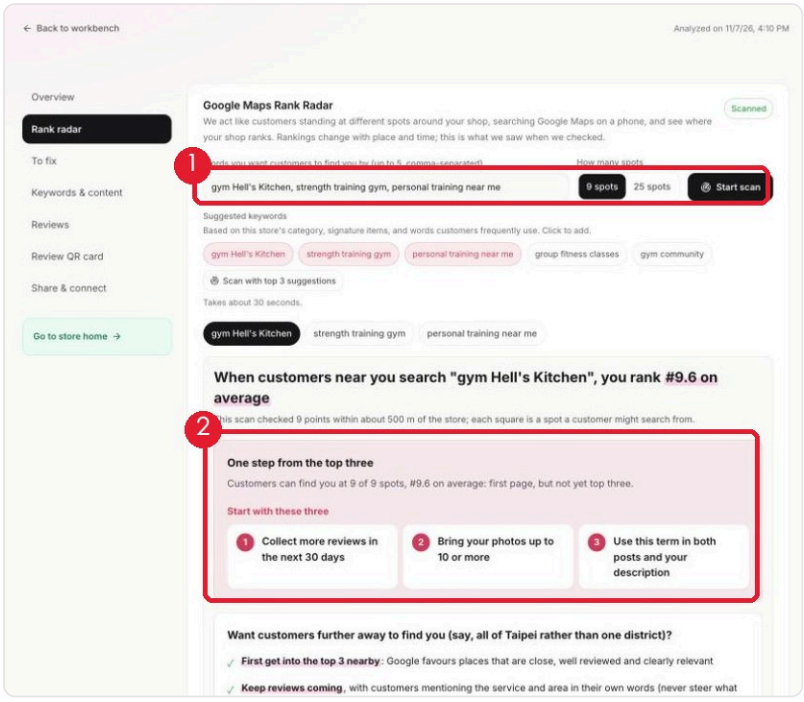

Fig 3–3 Rank radar: search terms, result summary and top 3 actions.

1. Search terms (tap a suggestion to add it).
2. Result summary.

4 The radar map

Your business is in the middle; each dot is a spot a customer might search from. Green = top 3, red = hard to find. The list on the right shows who ranks ahead of you.

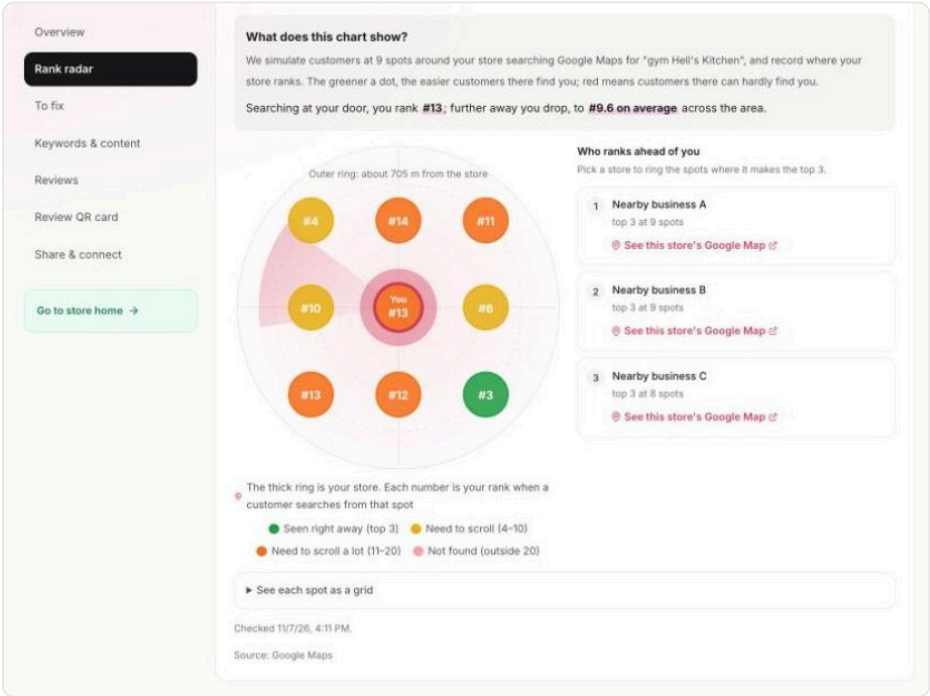

Fig 3–4 Radar map (ranking data in the demo environment is illustrative).

5 To-do: sorted by impact

“Do these three first” are the biggest gaps. Below, each item shows its score; completed or not-applicable checks are folded at the bottom.

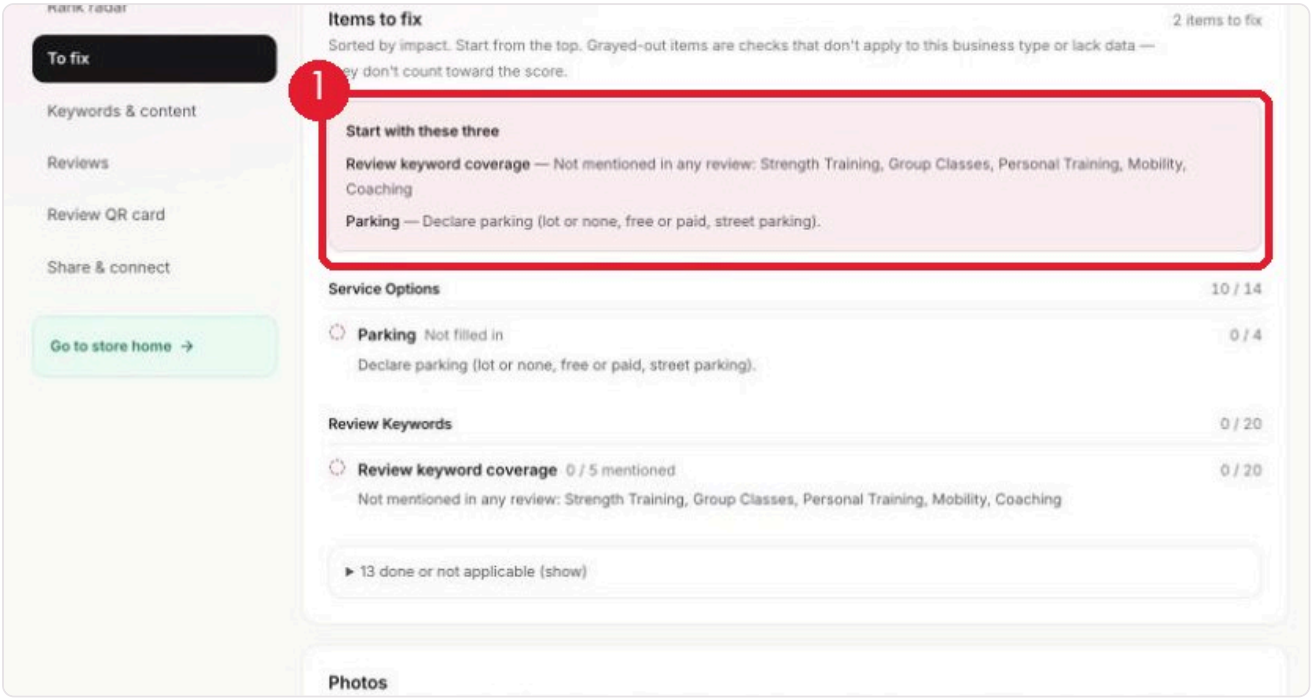

Fig 3-5 To-do list.

1. Do these three first.
2. Completed / not applicable.

6 Keywords: do reviews mention your key classes and services?

“What members talk about” lists the words that appear most in reviews. Review keyword coverage checks each key item you entered.

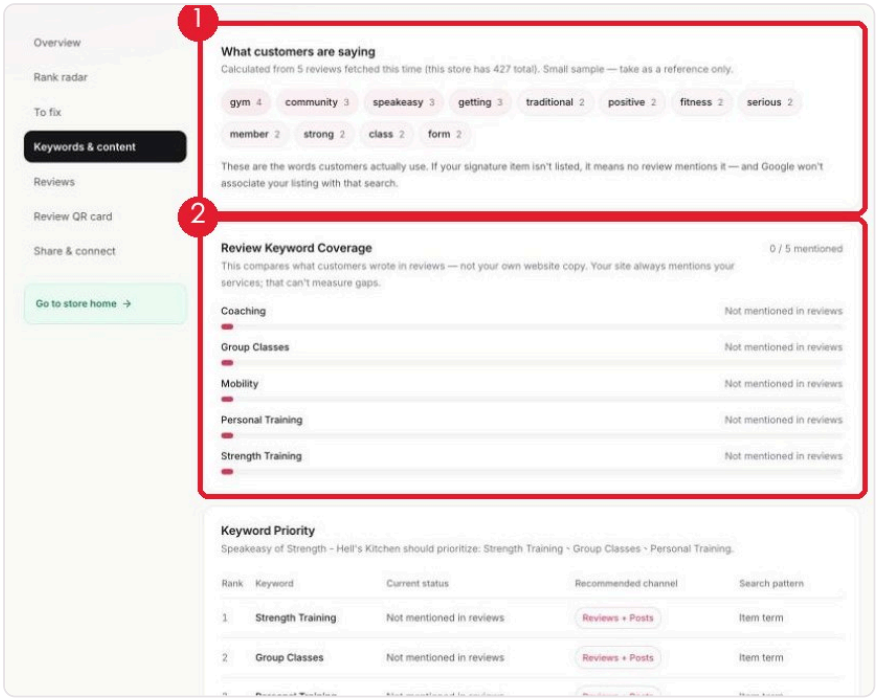

Fig 3–6 Keywords & content.

1. Words members use.
2. Coverage per key item.

7 Content suggestions

Ranked keywords split into post ideas and review topics. Use the keywords in your posts. For reviews, invite every customer to describe their real experience in their own words; you may not tell them what to write.

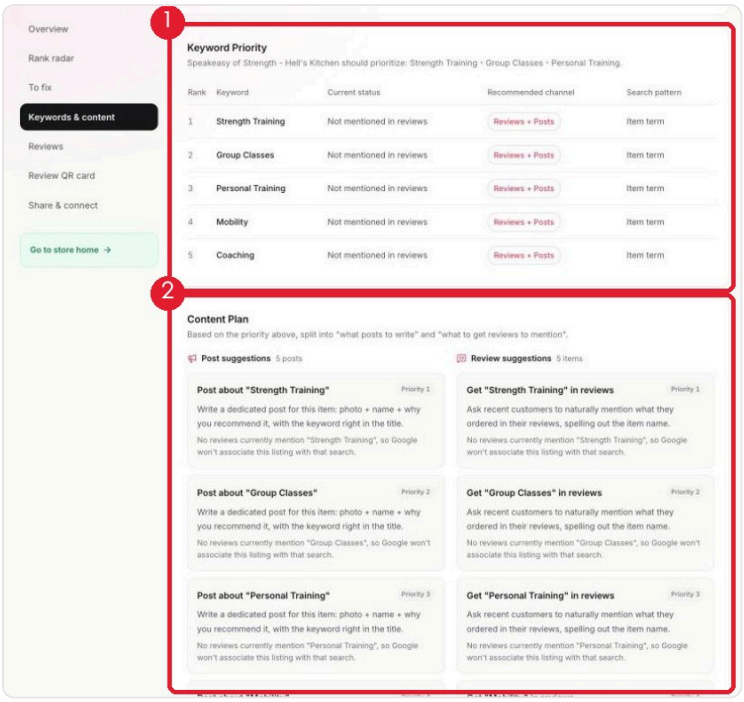

Fig 3–7 Keyword priority and content suggestions.

1. Keyword priority.
2. Post and review suggestions.

04 Verify, activate, print the QR stand

Activation has 6 steps, and you only do 4 of them: **click “This is my store” → fill in the verification form → after approval, click “Subscribe now” and pay → print the QR**. Neoxra reviews your request in between, usually within 1 business day.

> These screens were taken with a demo location. Your screens show your business name; the steps are identical.

1 Click “This is my store”

Sign in and open your gym's report. At the top you'll see “Is this your business?”. Click the button on the right. The location is added to your account and the verification form opens.

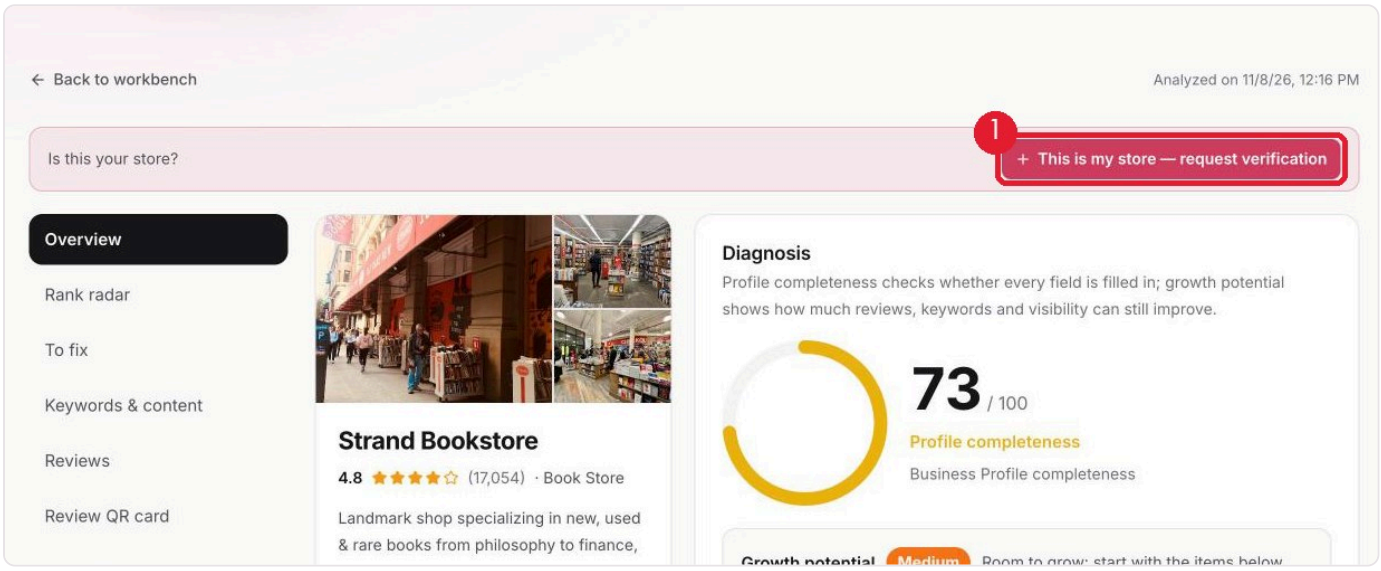

Fig 4–1 The “This is my store” button at the top of the report.

1 This step **does not charge you**; it only sends a verification request.

> Nothing happened? Refresh the page and click again.

2 Fill in the verification form

Enter the contact name, role and phone number (the note is optional), then click Submit. Neoxra uses this to confirm you run the business, so nobody else can claim it.

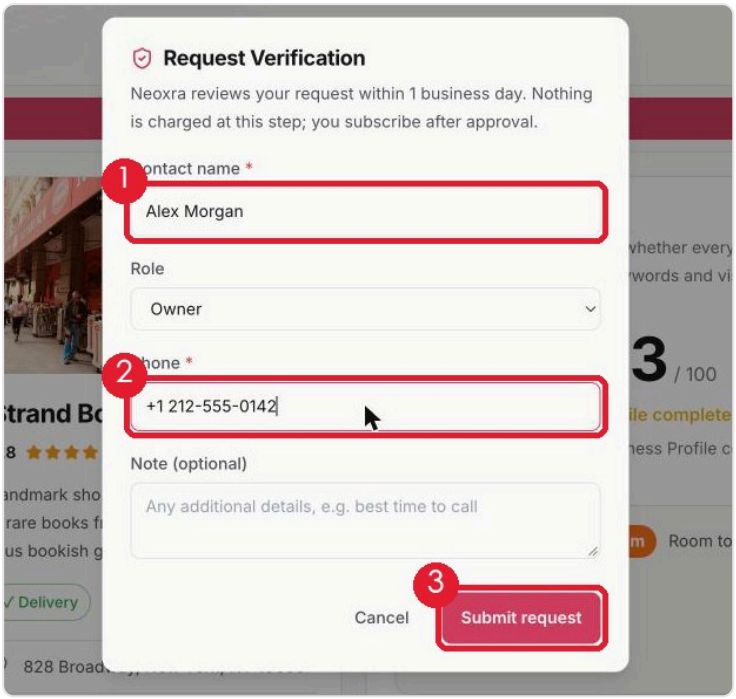

Fig 4–2 Verification form.

1. Contact name and role.
2. Phone: we may call to confirm.
3. Submit.

3 Under review: about 1 business day

After you submit, the report shows “Under review”. You can keep using the report meanwhile.

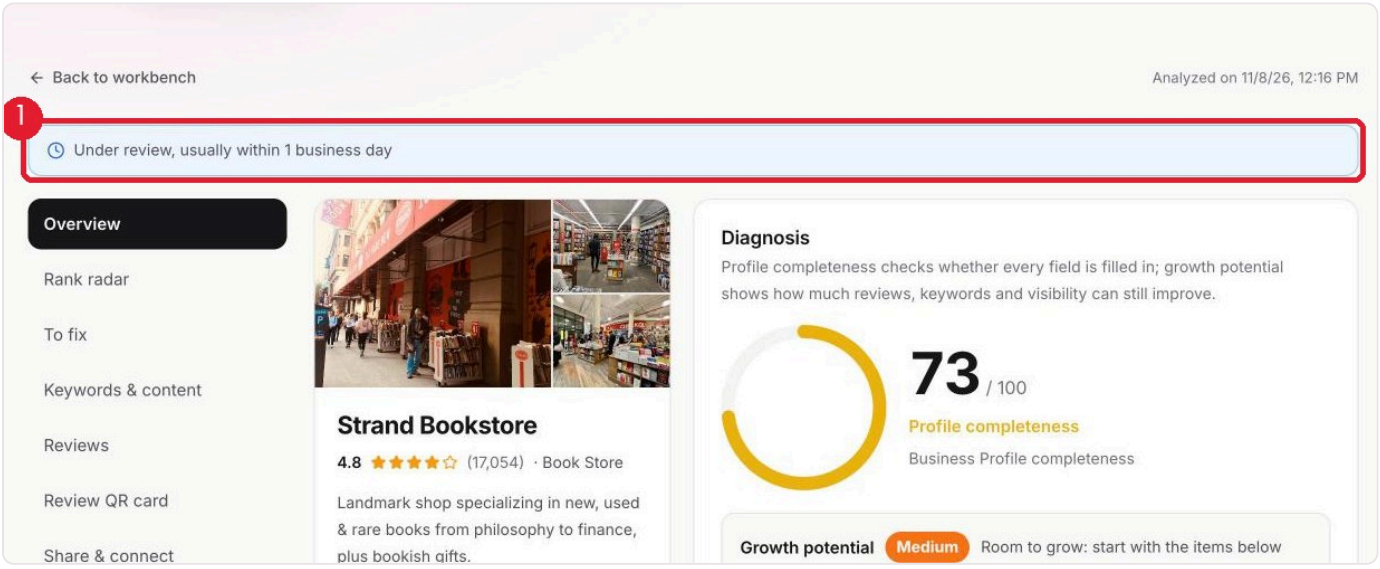

Fig 4–3 Under review.

1. Review notice.

4 Track progress on the location page

Open “My stores” at the top right and click your location to see the 6-step progress bar.

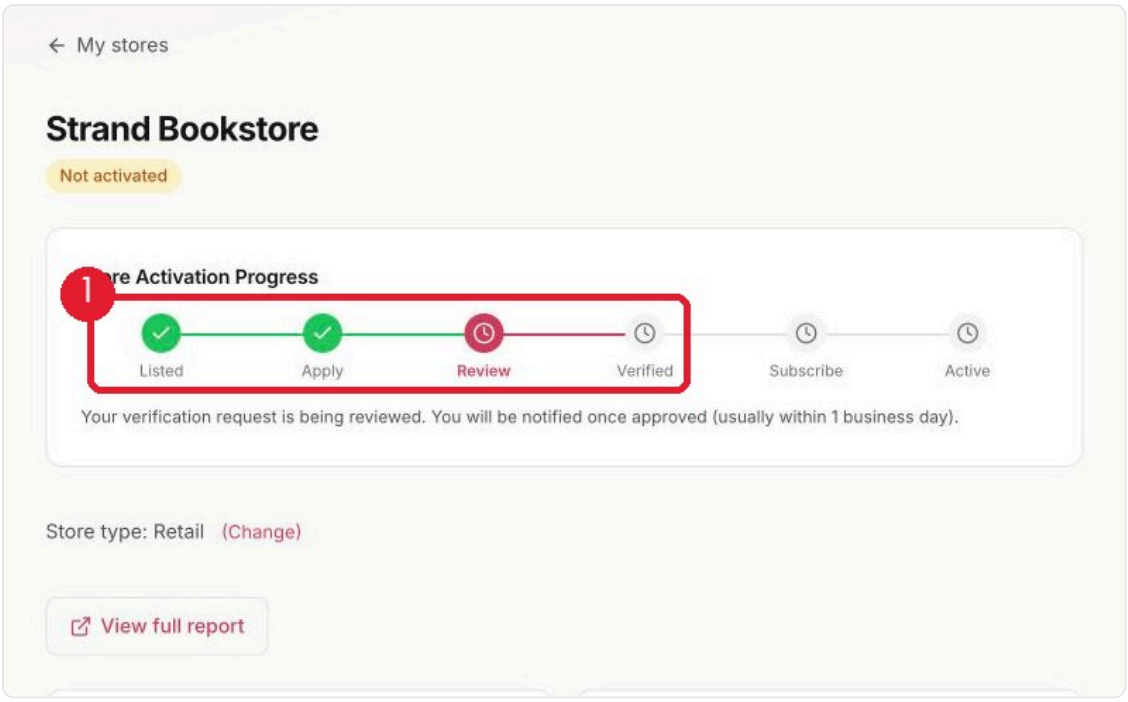

Fig 4-4 Progress bar at “Under review”.

1 Joined → Request verification → **Under review** → Verified → Subscribe → Active.

5 Approved → click “Subscribe now”

Once approved, the bar moves to Verified and a “Subscribe now” button appears.

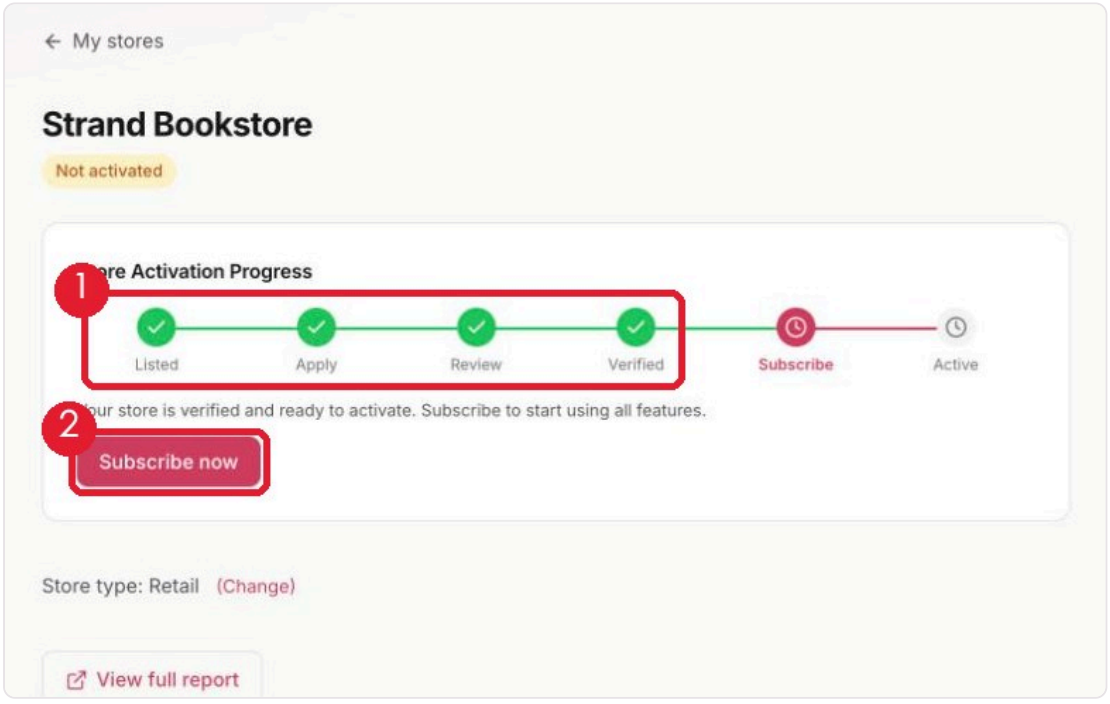

Fig 4-5 Verified, ready to subscribe.

1 Verified.

2 Subscribe now.

6 Pay with Stripe

Payments are handled by Stripe; Neoxra never sees your card number. Stripe may show the price converted to your local currency; you can switch to USD. The plan is US$29/month per location.

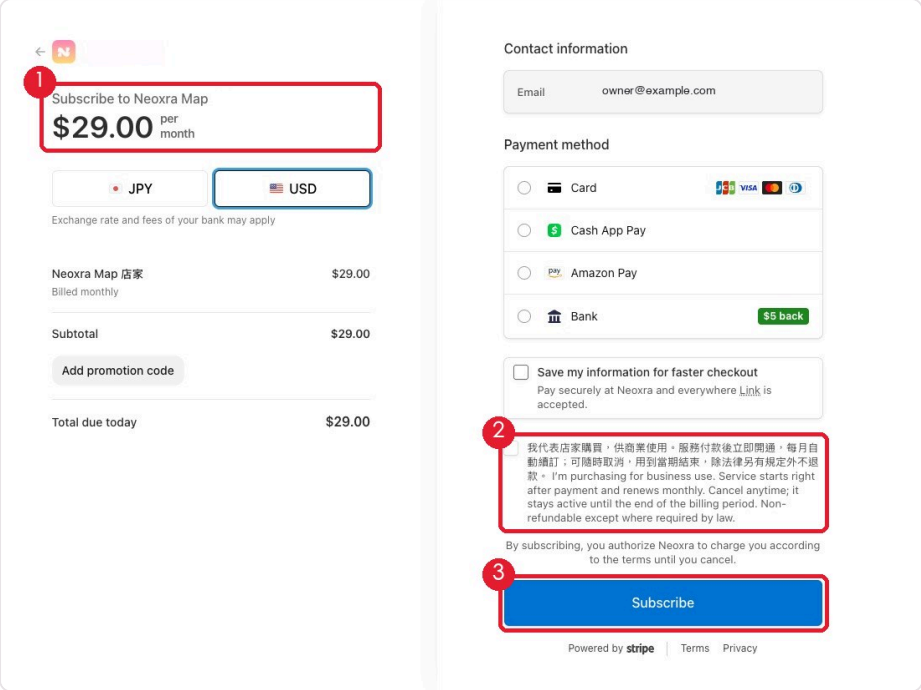

Fig 4–6 Stripe checkout.

1. Check the currency and amount.
2. Card details and cardholder name.
3. Accept the terms and click Subscribe.

7 Active: all 6 steps green

After payment you return to the location page with every step checked, and all paid features are unlocked. The checklist below reminds you what to do next: confirm the business type, download the QR stand, and test it with your phone.

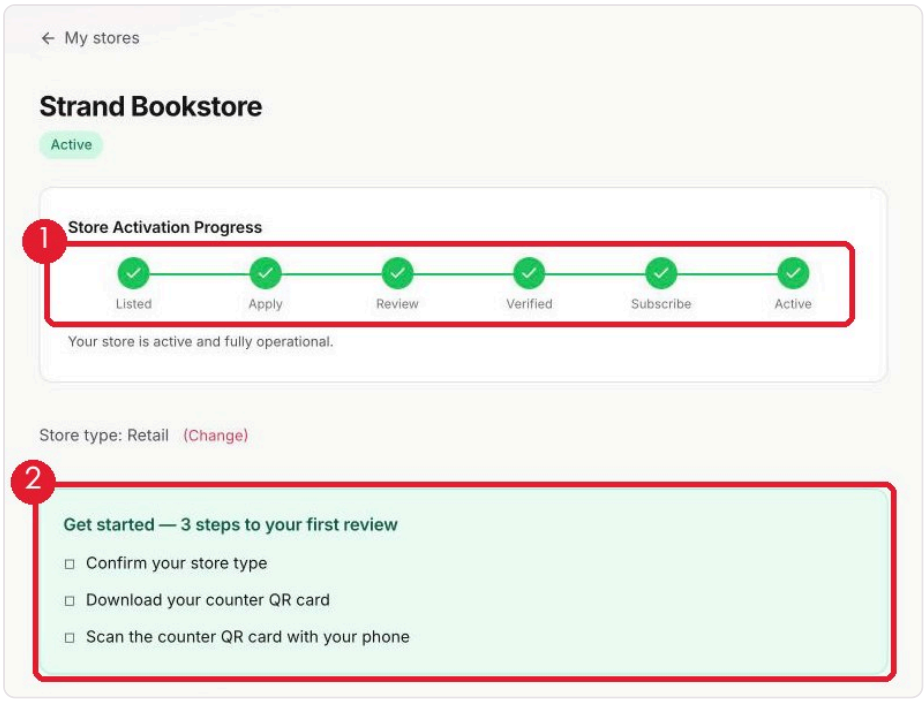

Fig 4–7 Activated.

1. All 6 steps done.
2. Next-steps checklist.

8 Set up classes and services and download the QR stand

Open “Review QR card” in the report menu. The QR is on the left; on the right are the classes and services members can tap (up to 12). Enter the classes and services you actually offer. **Don't enter keywords or phrases you want people to write**: Google does not allow businesses to steer review content.

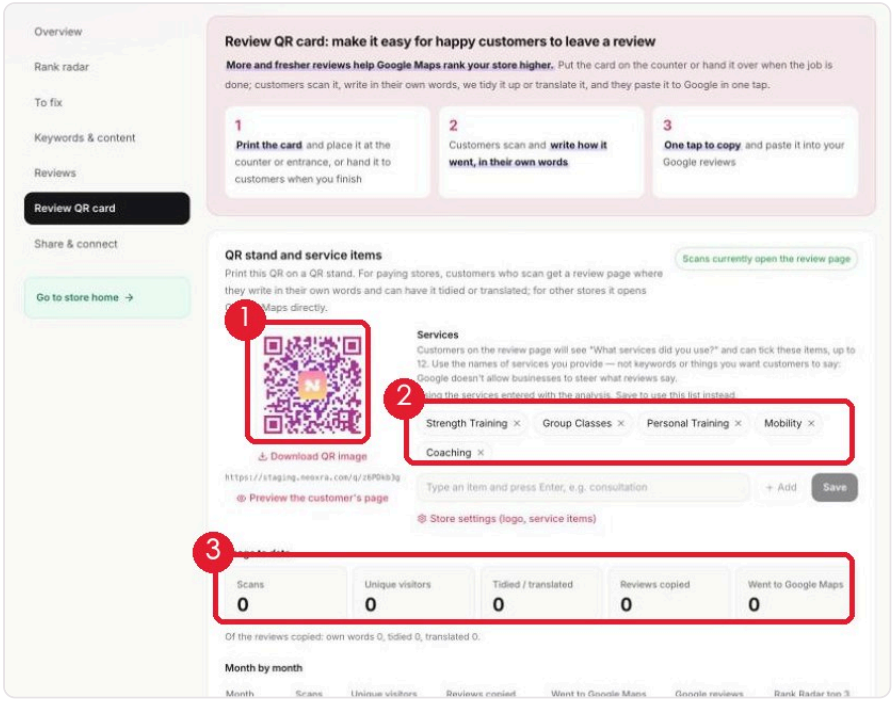

Fig 4–8 Review QR card (example: Strength Training, Group Classes, Personal Training, Mobility, Coaching).

1. Download the QR image and print it for the front desk, the locker room, by the water station, on the back of coach cards. “Preview the customer page” shows what people will see.
2. Add classes and services with Enter or Add, then Save.
3. Usage totals.

9 Monthly results and per-coach QR codes

Monthly results track scans, unique visitors, copied reviews, visits to Google Maps, total Google reviews and rank radar top-3 share. Per-coach QR codes show whose cards drive the most scans.

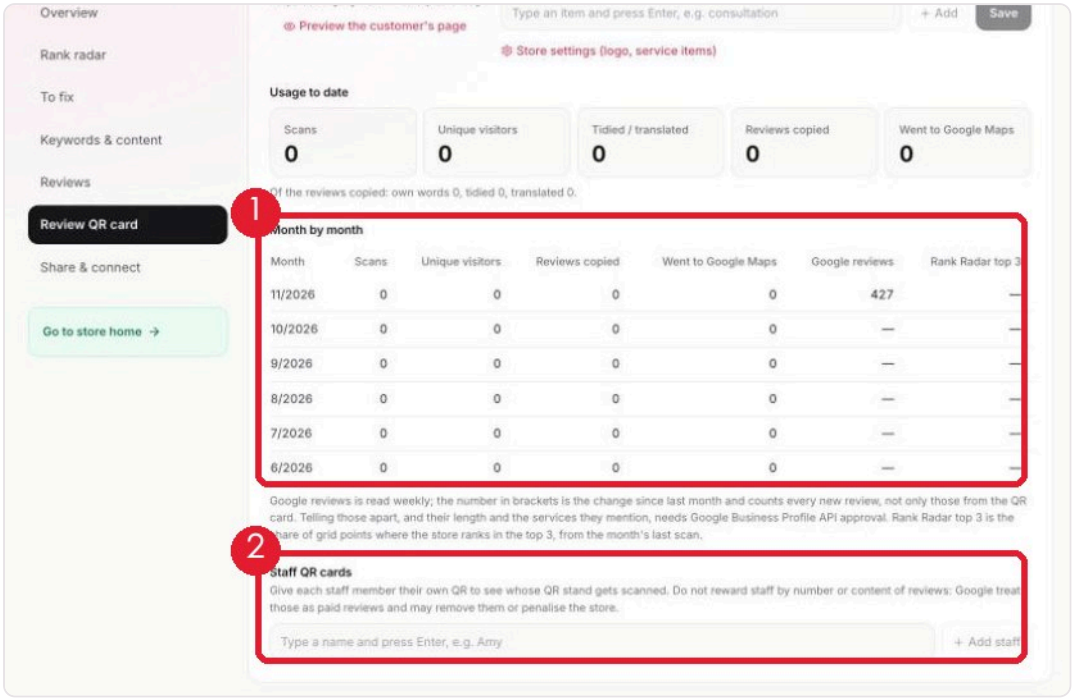

Fig 4-9 Monthly results and staff QR codes.

1. Monthly results.
2. Type a coach's name and press Enter to create their QR.

> Never pay staff bonuses based on review counts or content. Google treats this as paid reviews and may remove reviews or penalize your profile.

Multiple locations?

Each location is claimed, verified and subscribed separately (US$29/month each), all under one account. “My stores” lists every location and its status.

05 Dealing with malicious reviews

Bottom line: Google reviews can't be deleted. Even clearly false reviews usually stay up after you report them. No agency can change that, but two methods minimize the damage, and Neoxra Map supports both.

> Why can't they be removed? If the reviewer is a real person and doesn't break the content policy (hate speech, personal information, promoting a competitor), Google keeps the review, even if it's unfair.

A. Dilute: push negative reviews down

- If no new reviews follow a negative one, it stays on top.
- A steady flow of **detailed** five-star reviews moves quality reviews forward.
- One detailed review that names specific classes and services beats 100 star-only reviews.

That's what the QR stand is for: every customer can leave a detailed review in 10 seconds.

B. Reply professionally

Replied-to reviews carry more weight, and the next customer reads your reply. Neoxra Map drafts a reply for each review, including negative ones, that you paste into Google. Drafts:

- Start by acknowledging how the member feels; don't get defensive
- Briefly explain what the gym actually does or a possible misunderstanding (no health or contract details)
- Invite the member to talk to you at the front desk or by message
- Avoid counterattacks, avoid sharing contract terms, avoid a "we were right" tone

> Do both: diluting alone leaves the review there; replying alone doesn't move your ranking.

When to report a review

- Review contains profanity, hate speech or personal attacks (violates community guidelines)
- Review reveals a member's personal details, body or health information (violates privacy policy)
- Reviewer never actually visited (you need evidence, e.g. a brand-new account that posted 5 negative reviews of competitors the same day)
- Review promotes a competitor ("Don't come here, XX is better")
- Review has nothing to do with your gym

06 Members: a 10–second review

No app, no sign–up.

1. **Scan the QR stand** with the phone camera.
2. **See a draft review** and edit it into their own words.
3. **Anything else to mention?** Tap topics or your classes and services; the draft updates. “Try another” writes a new one.
4. **Copy & open Google**: the text is copied and the Google review box opens; they pick the stars, paste and post.

> Members choose the stars and the final text. Neoxra never filters or posts on anyone's behalf. If a location isn't active, the QR opens its Google Maps page instead, so people can still leave a review. No need to reprint.

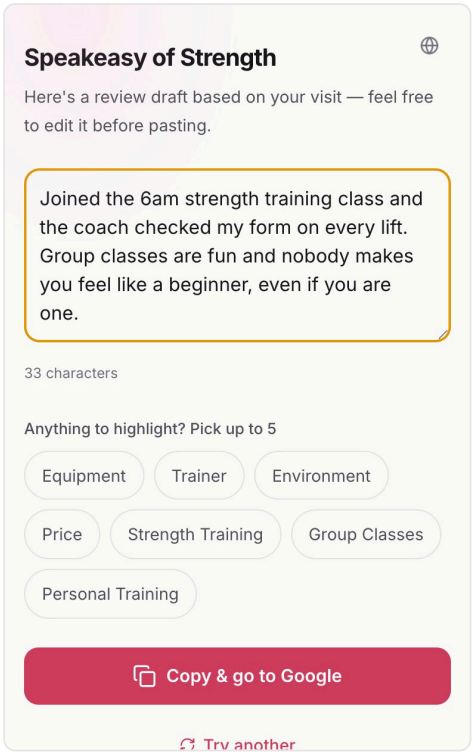

Fig 6–1 What members see after scanning (phone).

Inviting reviews the compliant way

- After class, as members rack their weights, say: "If you enjoyed today, we'd love a Google review. Scan the QR, it takes 10 seconds."
- Put the QR at the front desk, in the locker room, by the water station and on the back of coach cards, so every member sees it, not just the happy ones.
- No discounts, free classes or extra membership time for reviews, and don't ask only happy members.
- Don't message "please give us 5 stars". That's steering, and Google may treat it as solicited reviews.

07 What you must know

Review rules: four things not to do

Don't	Do instead
Offer discounts or gifts for reviews	At checkout, say “If you enjoyed today, we'd love a Google review”
Ask only happy members	Place the QR stand where everyone can see it
Write reviews for people, post for them, or hand out a template	Let members pick their real experience, edit and post themselves
Pay staff by review count	Use per-coach QR codes only to see which approach works

Pricing

Plan	Price	Includes
Free	US$0	3 analyses per month; score and issue list
One location	US$29/month	Full report, rank radar, reply drafts, review QR card and staff QR, monthly results
More locations	US$29/month each	One account; each location verified separately

Billing, pausing, cancelling

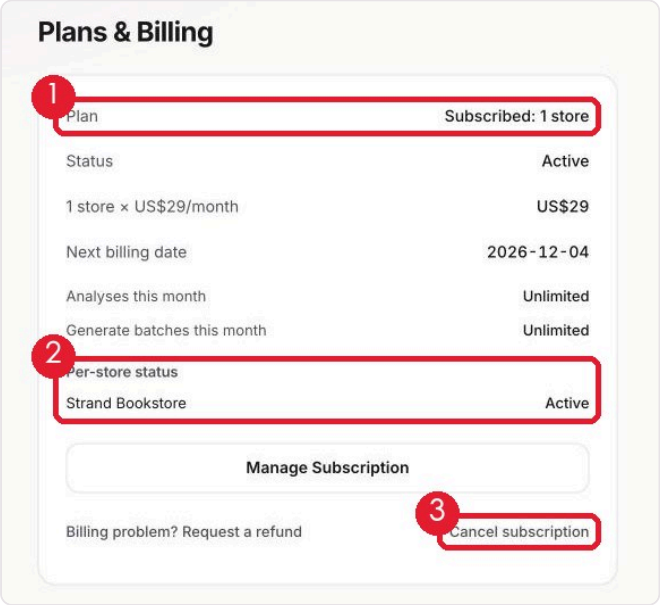

Fig 7–1 Account menu → Plans & billing.

- **Plans & billing**: status and next billing date; “Manage subscription” to change card or download receipts.
- **Deactivate a location**: click “Deactivate” at the top of its report, pick a reason and confirm. It stays active until the end of the period; click “Cancel” before then to keep it.
- **Cancel or request a refund**: at the bottom of Plans & billing. You'll be asked for a reason and offered help first.
- **Data kept 90 days** after deactivation.

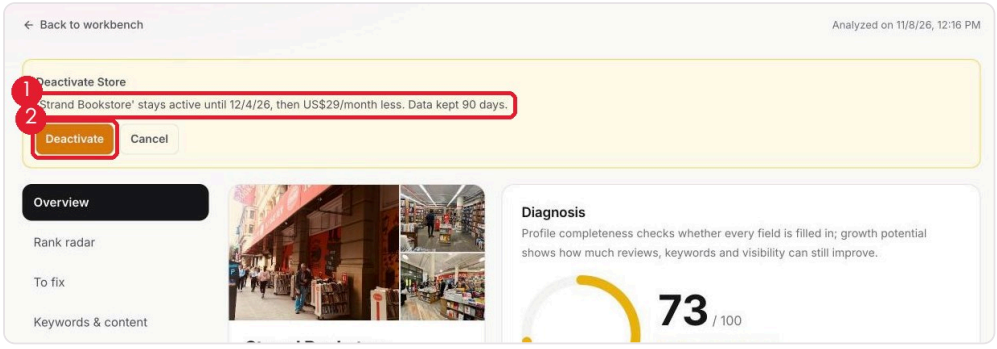

Fig 7–2 Deactivation stays active until the end of the period.

FAQ

Does “Get started US$29/month” charge me?

No. It adds the location and sends a verification request. Billing starts only after approval, when you click “Subscribe now” and pay on Stripe.

Why verify first, and how long does it take?

It confirms you actually run the business, so nobody can collect reviews under your name. Usually within 1 business day; you'll be notified.

I can't find “This is my store”, or nothing happens when I click it.

Sign in first, then open your gym's report; the button is at the top. If the form doesn't open, refresh the page and click again.

The checkout amount isn't US$29.

Stripe may show the price converted to your local currency. You can switch to USD on the checkout page.

If the gym pauses its subscription, do printed QR cards stop working?

No. Members scanning the same QR go straight to the gym's Google Maps page and can still leave a review; they just lose the "draft it for you" shortcut. No need to reprint. The shortcut comes back when you re–activate.

Can reviews mention a coach by name?

Yes. New members often ask for the coach they read about in reviews.

Can we offer a free class for a review?

No. Incentivized reviews break Google's policy and the FTC's 2024 rule. Ask every member the same way, with no reward.

We have more than one location. How does that work?

Each location is its own business on Google Maps, so each is analyzed and activated separately at US$29/month. One account manages them all, billed on the same day.

Contact

Verification, activation, billing, QR printing and report questions: Neoxra Hogan (hogan@neoxra.com)

Neoxra Map Gym Guide · November 5, 2026 · new activation flow (verify, then subscribe) · Example: Speakeasy of Strength · Report screens use public Google Maps data.