NEOXRA MAP • CHINESE RESTAURANT

Neoxra Map
Chinese Restaurant Guide

For independent Chinese restaurant owners in the US: how to read your Google Maps health report, how to activate, how to print and place the table QR card, and how diners leave a content-rich review in 10 seconds after their meal.
Example restaurant: **Coal Mine Dragon Asian Bistro** (Colorado Springs, CO • 3.7★ • 774 reviews • lunch buffet • dine-in / takeout / delivery).

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

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> **For restaurant owners and managers**: this guide covers everything you need — how to read the report, how to activate, where to place the table QR, how customers scan. All screens show a public example restaurant; the flow is identical when you check your own restaurant.

01 Why your restaurant needs Neoxra Map

1 Diners look at Google Maps first

Star rating, review content, photos — these decide whether a diner walks in. Most restaurants know this matters but can't tell what's missing or what to fix first.

2 Low rankings usually mean reviews don't mention your dishes

Coal Mine Dragon has 774 reviews, but "General Tso Chicken" is mentioned 0 times. Not because the dish isn't good — because diners didn't think to write it. Google connects what diners write to search terms. If your signature dishes aren't mentioned, you miss "General Tso Chicken near me" searches.

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 Google Posts and review replies

Based on your menu items, restaurant info, and cuisine category, Neoxra Map drafts Google Posts and review replies — copy and paste, done. Saves the owner hours every week.

5 Diners won't type long reviews — but they will tap

Diners tap what they ordered, what they liked. The system turns those taps into a draft review; they can edit, then post it from their own Google account.

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

"The General Tso was crispy, the fried rice was fresh" has high keyword density and Google ties it to "General Tso" searches. 100 empty 5-star reviews add almost nothing in the algorithm's eyes.

7 No fake accounts, no bought reviews

Every review is from a real diner posting from their own Google account — avoiding review removals and the restaurant profile penalties that come with buying reviews.

8 No gifts for reviews

No discounts, no free appetizers in exchange for reviews. Fully compliant with Google's review policy — stable long-term, won't get flagged.

9 Results you can measure

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

10 Backed by the Google startup accelerator

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

Neoxra Map is an independent product by Neoxra. It is not an official Google product.

02 What Neoxra Map does

Neoxra Map helps your restaurant manage its Google Maps Business Profile: one report shows the gaps and how to fix them. A table QR card then makes it easy for diners to leave real reviews. **US$29/month per restaurant, cancel anytime.**

Feature	What your restaurant gets
Analysis Report	Profile completeness score, gaps, improvement suggestions, keyword strategy
Rank Radar	Searches "Chinese food near me" and your dish keywords from multiple grid points around your restaurant
Review Health	Last 90 days: review count, rating trends, reply rate
Content Generation	Unlimited Google Post drafts; review reply drafts — copy and paste
Table QR, Staff QR	Diners scan, tap what they ordered, get a draft review; see which server's QR drives the most scans
Monthly Performance	Google review total, Rank Radar top-3 changes month over month

The report shows a snapshot at scan time. Neoxra Map does not guarantee rankings.

Owner / Manager Read report → Activate → Set up table QR

↓

Diner Scan QR → Tap what they ordered → Get draft → Paste into Google

10/24 UI update: The old "activation review" step is gone — the owner clicks "This is my store" and goes straight to payment, no 1-business-day wait. The review page is also consolidated into a single page (experience selection + draft on one page).

03 Read your restaurant's free health report

The free plan includes 3 analyses per month. See your current score and gaps first, then decide whether to activate paid features.

> This example is an independent Chinese restaurant in Colorado with 3.7★ — a classic case of "good food, mediocre online reputation." Profile completeness 79/100, but **0/5 keyword coverage**: 774 reviews, none mention Lunch Buffet, General Tso Chicken, Won Ton Soup, Mongolian Beef, or Sweet & Sour Pork. The most common gap for Asian restaurants.

1 Sign up, paste your restaurant's Google Maps link

Go to **map.neoxra.com** and sign up with Google. Find your restaurant on Google Maps, click Share → Copy link, paste it into the Analysis Workbench. Fill in 3–5 signature menu items (e.g., Lunch Buffet, General Tso Chicken, Won Ton Soup, Mongolian Beef, Sweet & Sour Pork) and click Start Analysis. The report is ready in 1–2 minutes.

2 Report overview: see the score at a glance

At the top of the report: **Profile Completeness** score (0–100) and **Growth Potential** level. Left: basic store info (stars, review count, photos, owner reply rate). Right: diagnosis.

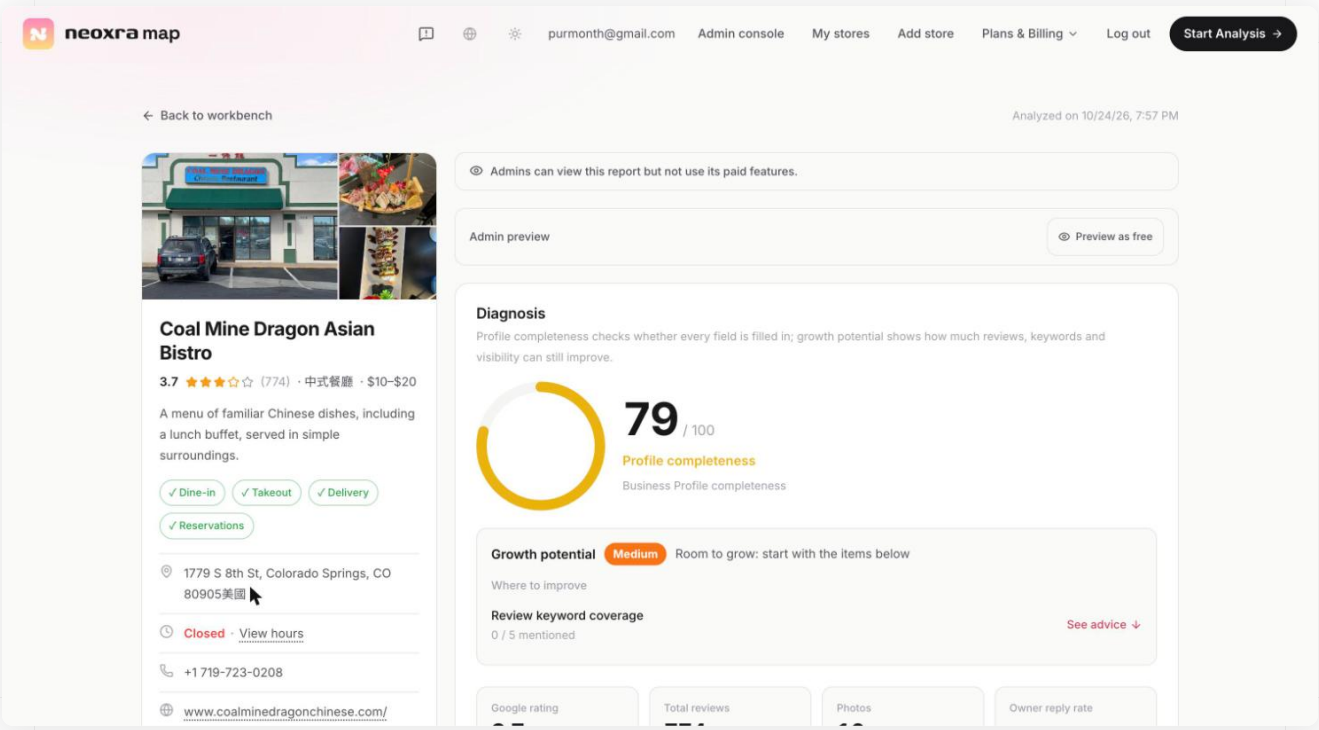


Fig. 2 Coal Mine Dragon report overview: Profile Completeness 79/100, Growth Potential Medium, Review Keyword Coverage 0/5 — with 774 reviews, your 5 signature dishes are mentioned 0 times.

3 Items to fix: sorted by impact

The report sorts items by impact. Top: **Start with these three**. Then categories: Basic Info, Content Richness, Service Options, Review Management — each with current score and total.

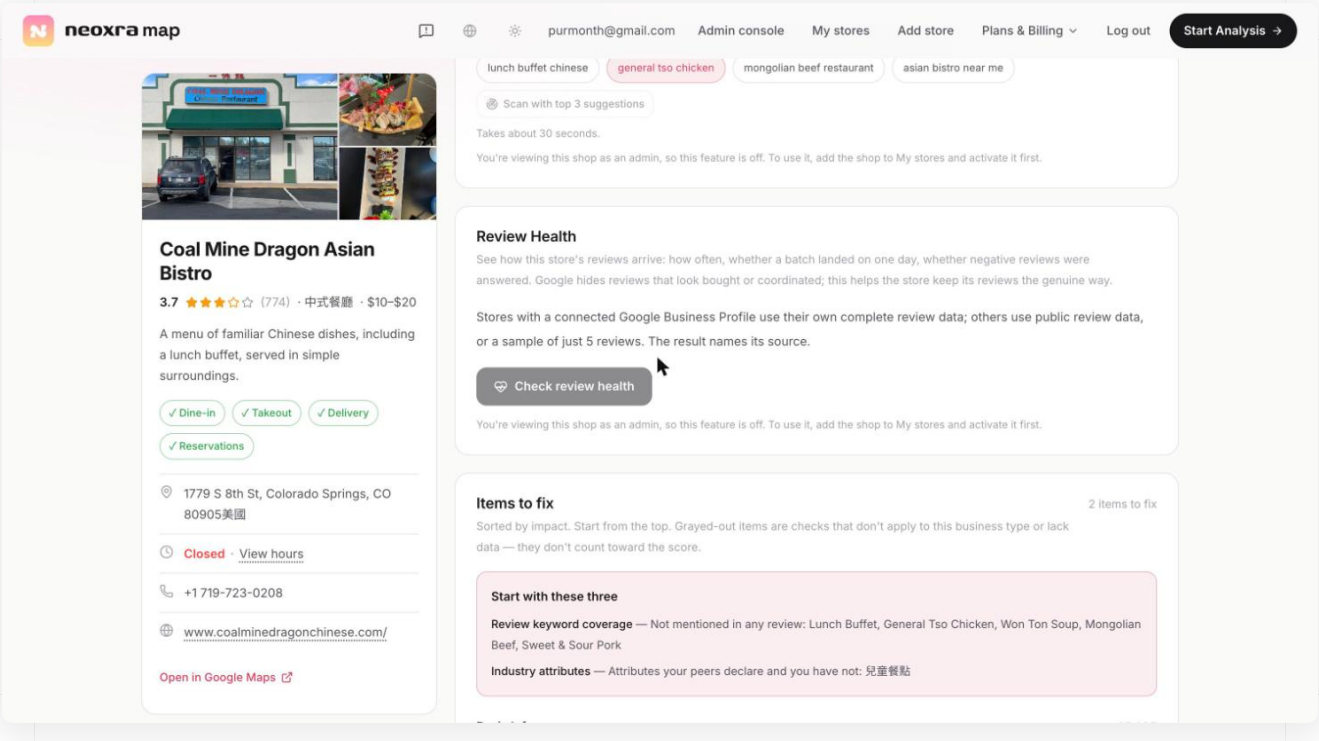


Fig. 3 Items to fix sorted by impact; "Start with these three" is top priority.

4 Keyword gap: do reviews actually mention your signature items?

Review Keyword Coverage matches customer-written reviews against your signature items (not your website copy). If your signature menu items aren't mentioned in reviews, Google won't match you to those searches.

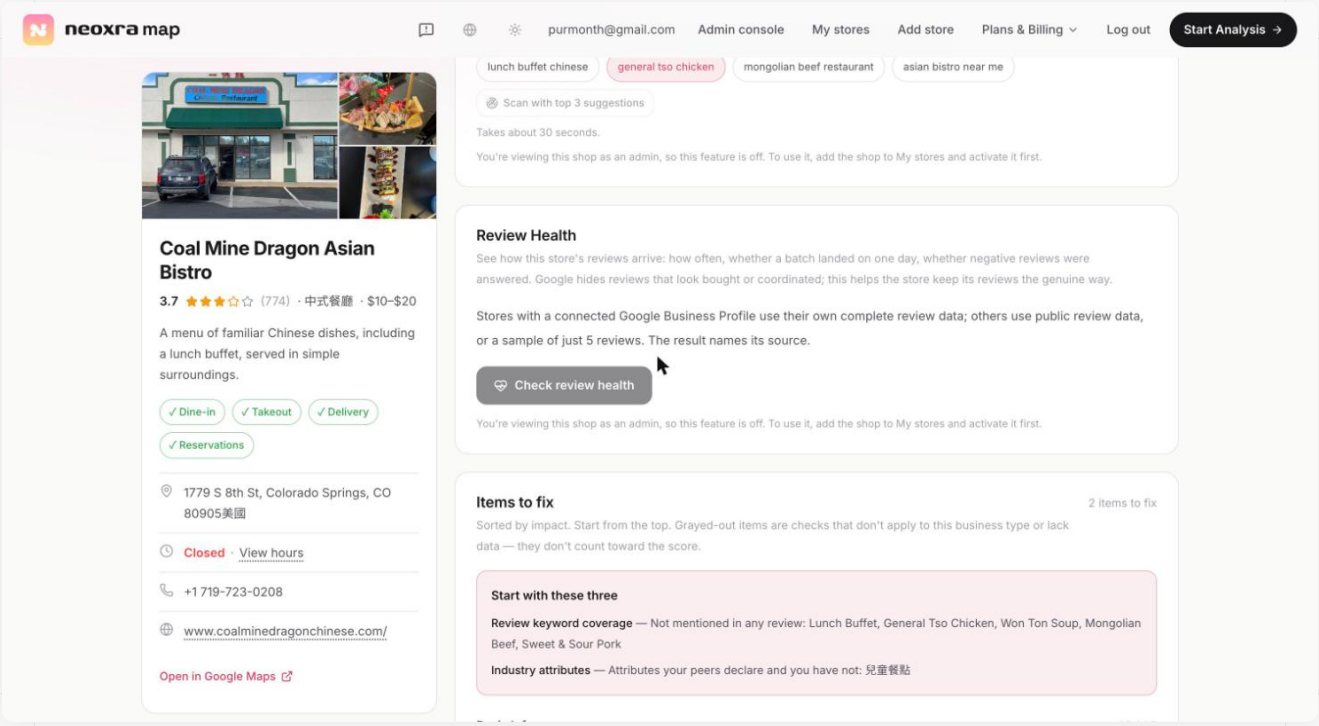


Fig. 4 Review keyword coverage (5 signature items vs what reviews actually mention) + keyword priority.

5 Detailed scoring: see every category

Content Richness, Service Options, Review Management, Review Keywords — each category is scored individually. See exactly which block is dragging down your total.

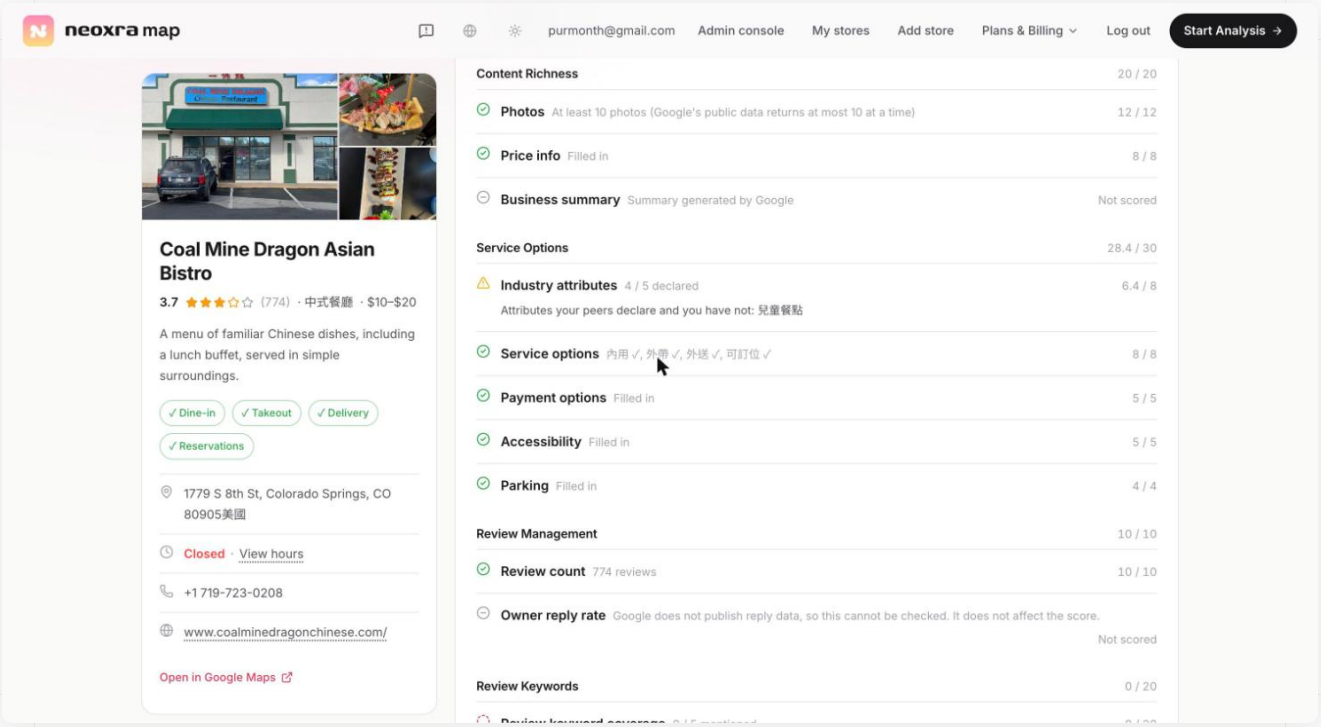


Fig. 5 Detailed scoring breakdown by category.

04 Activate and print the table QR

Activation: **4 steps** — Claim store → Pay → Set up services → Print table QR. Takes about 5 minutes.

1 Claim your store

Open your restaurant's analysis report. The top will show: **Is this your store? [This is my store, start using US$29/month]**. Click it to add this restaurant to your My Stores list.

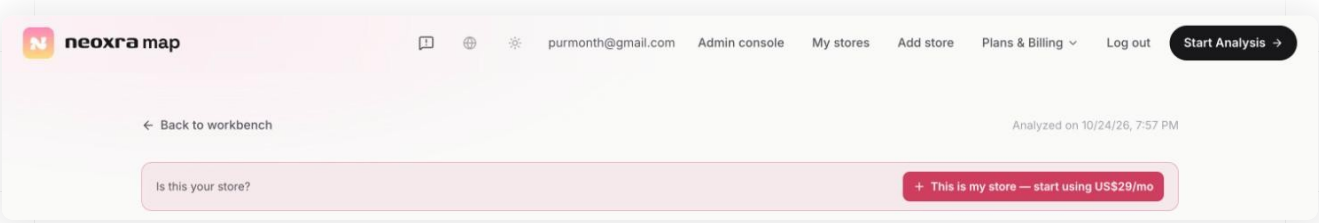


Fig. A The "This is my store" button at the top of the report (store-owner view).

2 Store detail page: Start using US$29/month

After claiming, you land on the restaurant detail page with status **"Not activated"**. Click **Start using US$29/month** and pay by credit card (handled by Stripe — Neoxra never sees your card number). After payment, improvement suggestions, keyword strategy, Rank Radar, and post generation all unlock.

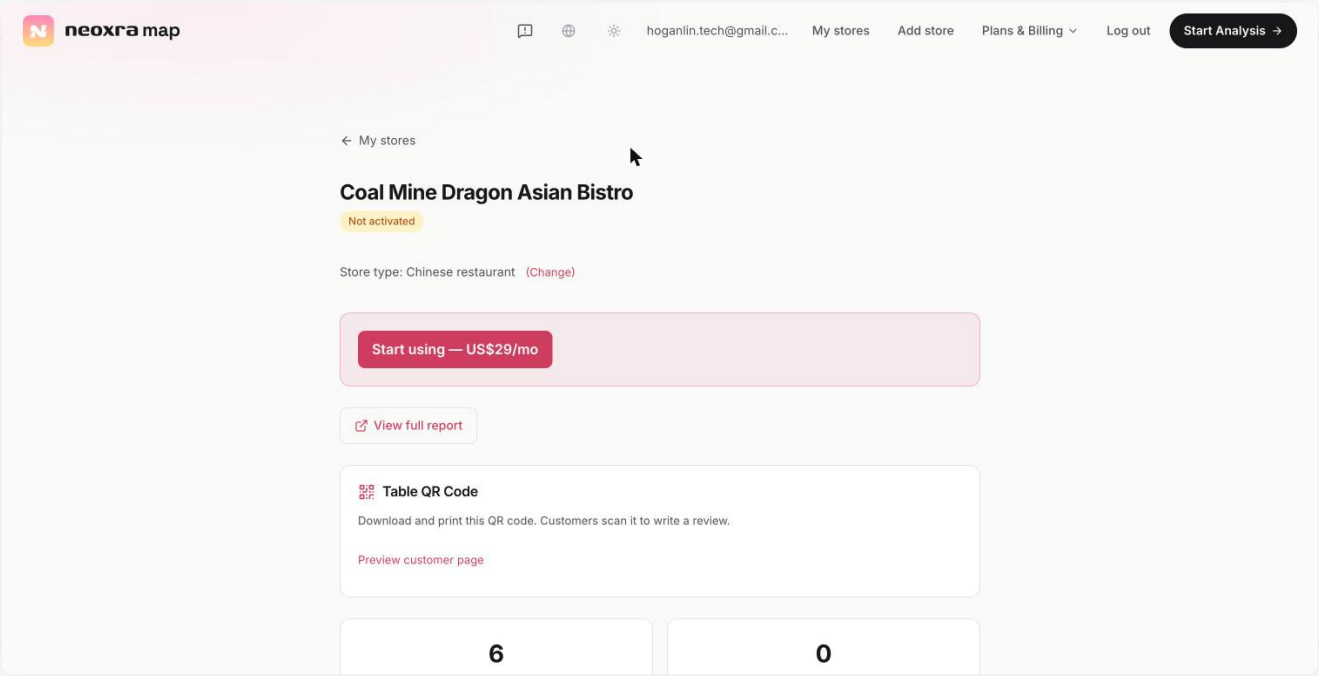


Fig. B Store detail page (not yet activated): includes "Start using US$29/month" button, Table QR Code preview, and customer page link.

Multiple locations? Go to Plans & Billing → Location Manager → Add Store, or claim from the new restaurant's report. Second and later locations: prorated for the remaining days this period, then all billed on the same day thereafter.

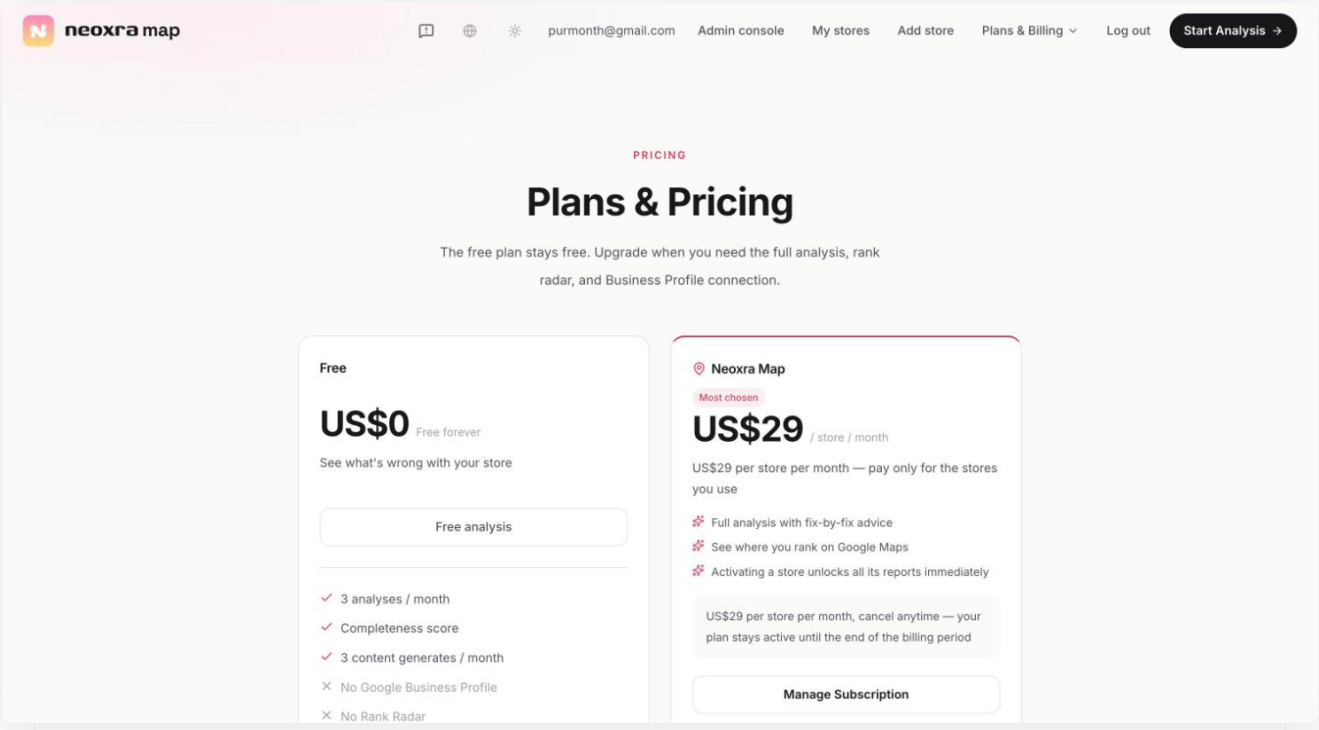


Fig. C Pricing: Free (3 analyses/month) and US$29/month per store (full features).

3 Set up store info and service items

1. **Upload logo**: Customers see your logo first after scanning.
2. **Fill menu items**: Menu Item names (e.g., Lunch Buffet, General Tso Chicken, Won Ton Soup, Mongolian Beef, Sweet & Sour Pork), up to 12. **Do not** fill keywords or things you want customers to write — Google forbids steering review content.

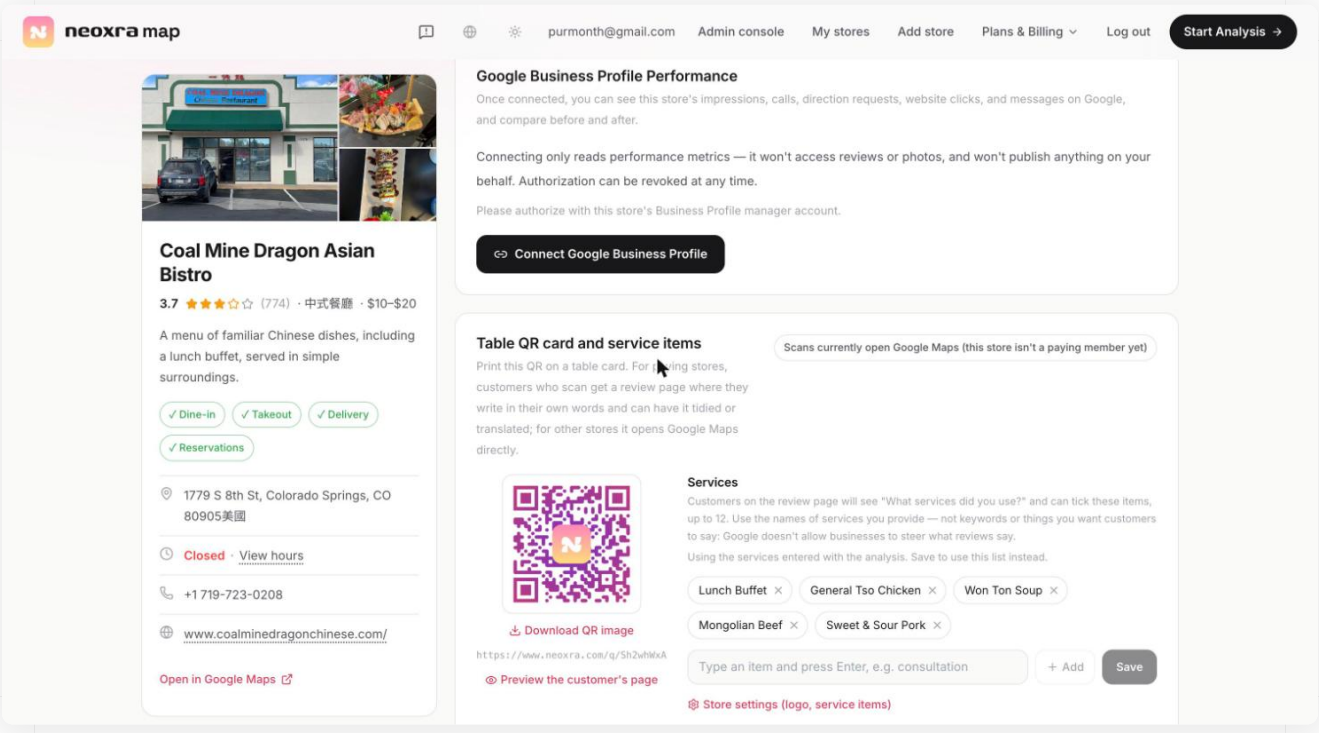


Fig. D Table QR download + menu items (filled: Lunch Buffet, General Tso Chicken, Won Ton Soup, Mongolian Beef, Sweet & Sour Pork).

4 Print table QR + add server-specific QR

1. **Download QR image**: Click Download QR image, print on table cards, counter stands, takeout bag stickers.
2. **Add server-specific QR**: Create one per server (up to 30). See who drives the most scans — but **don't** reward staff by review count (Google treats that as paid reviews).

After activation: daily tasks for the owner / manager

What you want to do	Where
See what to improve, re-analyze to compare before/after	That store's report

What you want to do	Where
See local rankings and competitors	Rank Radar (auto-scan weekly)
Generate Google Post drafts, unlimited	Content generation
Draft replies to reviews, copy and paste into Google	Reviews
See scan counts, each server's performance, monthly review total	Table QR & Service Items

Deactivation, billing

- **Pause a store**: On that store's report page, click Pause. Service continues until the end of the current period, then no charges; click Resume before expiry to continue.
- **Data retained 90 days**: Reactivate within 90 days and historical reports and rank data are preserved.
- **Change card, download receipts**: Billing page.
- **Payment failure**: 7-day grace period, features continue; service restored immediately after card update.

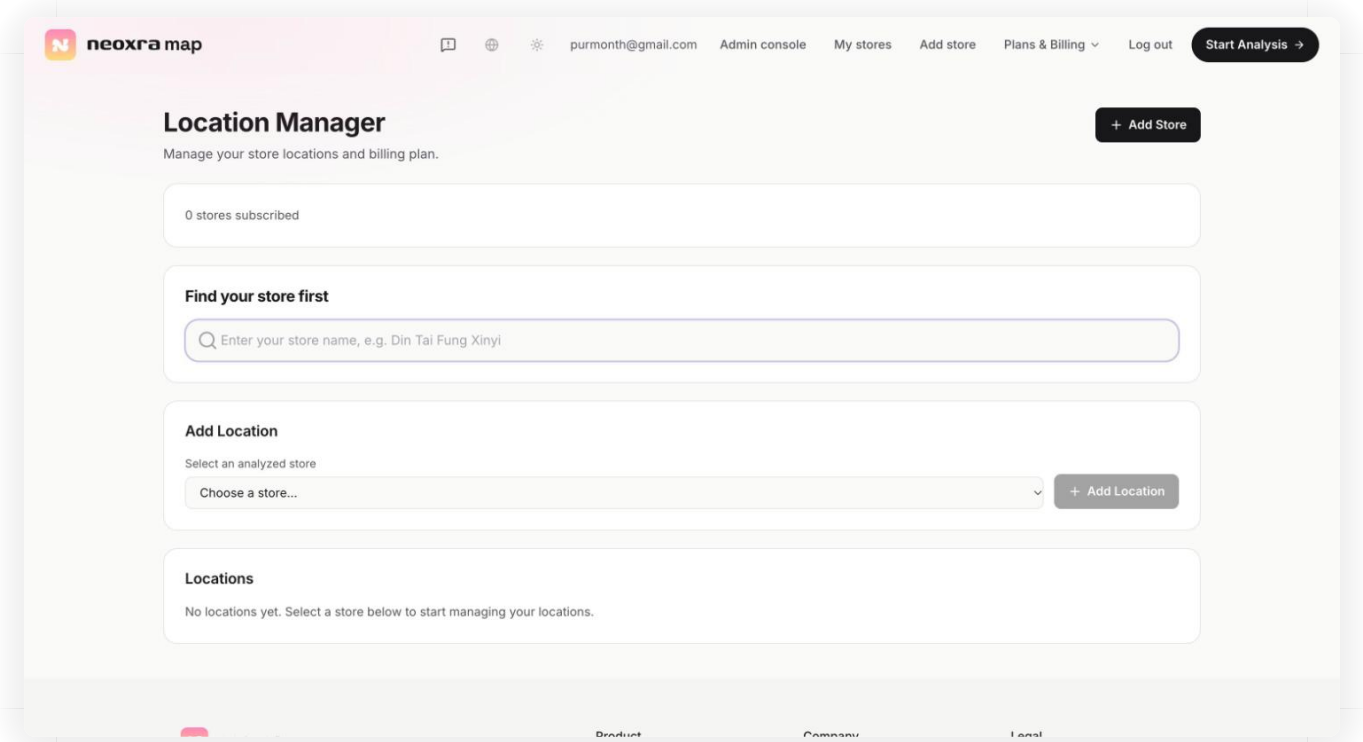


Fig. F Location Manager: all stores and subscription statuses at a glance.

05 What to do about malicious reviews

This is the one thing every restaurant cares about most. The bottom line first: **Google reviews cannot be deleted** — even clearly false reviews usually don't come down after you flag them. Neoxra can't fix that. No PR firm can. But that doesn't mean you're stuck. **Two methods will minimize the damage**, and Neoxra Map can do both.

> **Why can't they be deleted?** Google's policy: as long as the reviewer is real and the content doesn't violate community guidelines (hate speech, revealing personal info, promoting competitors), Google keeps it — even if the content is unfair or inaccurate. Deleting reviews would hurt Google's own trust. They'd rather leave false reviews up than become a platform where "pay to delete negative reviews" works.

A Dilute: push bad reviews down in search results

When someone searches "restaurant reviews" on Google, Google ranks reviews by **Review Quality × Keyword Relevance × Recent Activity** — not by date.

- If no new reviews come after a bad review, that bad review stays pinned at the top of search results.
- If you consistently generate **content-rich, keyword-dense 5-star reviews** every month, Google promotes those and pushes the bad one down.
- Reminder: **1 long content-rich 5-star beats 100 blank 5-stars**. The more words, the more specific menu item and experience details, the more credible Google considers the review — and the higher it ranks.

The Neoxra Map table QR is designed exactly for this — every diner can produce a content-rich review in 10 seconds. Over time, bad reviews get diluted naturally.

B Reply: turn bad reviews into a plus with a professional response

Google Maps' algorithm rewards **Owner Reply Rate** — reviews with replies rank higher than those without. More importantly, **diners read replies**. A calm, professional, empathetic reply often shapes the next diner's impression more than the bad review itself. Neoxra Map drafts **reply drafts** for every review (including bad ones). Copy and paste into your Google Business Profile. Drafts:

- Lead with acknowledging the diner's feelings — no defensiveness
- Briefly explain what the restaurant actually does or a possible misunderstanding (without revealing diner details)
- Invite the diner to contact the restaurant directly
- Avoid counterattacks, avoid revealing records, avoid "we were right" tone

The effect: the next diner who sees that bad review also sees your professional, accountable response — the overall impression shifts positive. And Google counts your reply text as part of the review when ranking search results.

> **Do both at the same time**. A alone (dilute) leaves the bad review in place but reduces its impact. B alone (reply) turns one bad review into a plus but doesn't move overall rankings. Together, malicious reviews shift from "keeps you up at night" to "noise the algorithm can ignore."

When to flag a review

The following cases can be flagged to Google (success rate is low but worth trying):

- Review contains **profanity, hate speech, or personal attacks** (violates community guidelines)
- Review **reveals diner personal info or records** (violates privacy policy)
- Reviewer **never actually visited** (but you need evidence — e.g., Google account was just created, posted 5 negative reviews of competitors the same day)
- Review **promotes a competitor** ("Don't go here, XX is better")
- Review content is **completely unrelated to your restaurant**

In other cases, even unfair or inaccurate content usually won't be removed. That's when A + B are the only real tools you have.

06 Diner: 10-second review

Diners don't need to download an app or sign up. A few taps and they leave a content-rich review.

1. **Scan the table QR**: Diner points their camera at the QR on your table / counter.
2. **System auto-drafts a review**: Based on your restaurant's menu items and what recent diners mention, a 50–150 character draft is generated.
3. **Highlight topics**: "Anything to highlight?" chips below — tap menu items, service, environment, etc. The draft adjusts.
4. **Copy & go to Google**: Click the button and jump straight to Google's review window. Diner picks their own star rating and submits.

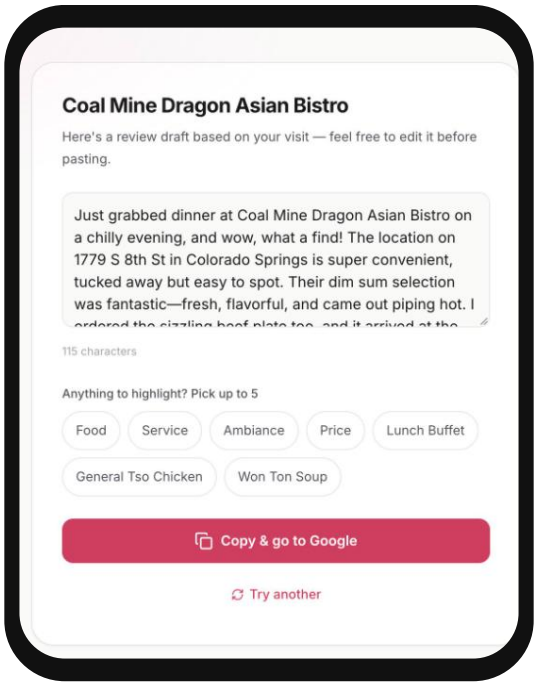


Fig. Coal Mine Dragon diner review page (10/24 UI: experience selection and review draft on one page)

> The star rating and final content are **entirely the diner's decision**. Neoxra does not filter good vs. bad, does not post on their behalf. **Stores that haven't activated or have paused**: scanning the QR goes straight to the Google Maps page — the diner can still leave a review, just without the "draft it for you" shortcut. Table cards don't need reprinting; the shortcut resumes automatically after re-activation.

How to invite reviews after the visit (compliant version)

Google forbids restaurants from exchanging reviews for discounts or gifts, or only asking satisfied diners. Here's what you can do:

- At checkout, say: "If today's visit was good, we'd appreciate a Google review — there's a QR code on your table, 10 seconds and you're done."
- Place table cards at **every table, the counter, in takeout bags** — every diner sees them, not just happy ones.
- Add a small card with a server-specific QR to takeout orders; the diner can scan from home.
- Don't send "please give us 5 stars" via SMS or messaging groups — that counts as steering and Google may flag it as paid reviews.

07 What you must know

Review rules: four things you CANNOT do

If Google catches violations, it will remove reviews — or penalize your restaurant profile (search ranking drops, reviews disappear).

Cannot do	Can do this instead
Trade discounts, gifts, or next-visit coupons for reviews	At checkout, say "If today's visit was good, we'd appreciate a Google review"
Only ask satisfied diners for reviews	Place table cards at **every table, the counter, and in takeout bags** so every diner sees them
Write content for diners, post on their behalf, or have every diner copy the same template	Let the diner tap their real experience to generate a draft, edit it themselves, and post it themselves
Reward staff by review count	Server QR is only to see which QR distribution method works best

Pricing at a glance

Plan	Price	What you get
Free	US$0	3 analyses/month; see score and issue list, improvement suggestions locked
One restaurant	US$29/month, billed monthly	Full report, Rank Radar, unlimited posts, review reply drafts, table + staff QR, monthly performance
Multiple restaurants / locations	US$29/month each	Same account, billed on the same day

Payments are handled by Stripe. Neoxra never sees your card number.

FAQ

- **If a restaurant pauses the subscription, do printed QR cards stop working?** No. After pausing, diners scanning the same QR go straight to the restaurant's Google Maps page and can still leave reviews — they just lose the "draft it for you" shortcut. No need to reprint. The shortcut resumes automatically after re-activation.
- **I can't find the "This is my store" button?** Sign in first, then open your restaurant's report. The button is at the top of the report.
- **Is there still an "activation review" step?** No. After the 10/24 UI update, the owner / manager clicks "This is my store" and goes straight to payment — no human review.
- **Scanning the table QR only opens Google Maps?** That restaurant hasn't paid for subscription yet. After activation, the review page appears.
- **Can diner reviews mention the chef or server by name?** Yes. Reviews that describe a real experience, including a chef or server's name, are allowed — these are the "content-rich" reviews Google values.
- **Where should we place the table QR?** On every table (acrylic stand next to the napkin holder), at the register, inside takeout bags with the receipt. Key principle: EVERY diner sees it — not just the ones who ate well.

Contact

Activation, billing, QR card printing, report questions: **Neoxra Hogan** (hogan@neoxra.com)

> Neoxra Map Chinese Restaurant Guide • October 24, 2026 edition • Example restaurant: Coal Mine Dragon Asian Bistro (Colorado Springs, CO) • All screens shown are from publicly available Google Maps data.