NEOXRA MAP · POSTPARTUM CARE

Neoxra Map Postpartum Care Center Guide

For postpartum care center owners, directors, and nursing leads: how to read your Google Maps health report, how to activate, where to place the QR stand, and how moms leave a content-rich review in 10 seconds before they check out.

Example: **Zette Postpartum Care Center** (238 Westmoreland Ave, Los Angeles, CA · 4.6★ · 39 reviews).

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

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

01 Why your center needs Neoxra Map

1 Expecting parents read Google reviews before they book

Before booking a tour, almost every expecting mom and her family compares star ratings and reads reviews on Google Maps. Most centers know this matters but can't tell what's missing or what to fix first.

2 Few reviews, and they don't mention your services

Zette has 39 reviews — and "lactation support" is mentioned 0 times. Not because the care isn't there — because moms didn't think to write it. Google connects what reviewers write to search terms. If your services aren't mentioned, you miss those searches.

3 Scored output — see exactly what to fix

The report hands 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 services, center info, and category keywords, Neoxra Map drafts Google Posts and review replies — copy and paste, done.

5 New moms are exhausted — but they can tap

Moms tap what stood out during their stay. The system turns those taps into a draft review; she can edit it, then post it from her own Google account.

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

"The night nursery let me finally sleep, and the lactation nurse checked on us every morning" is keyword-dense, and Google ties it to "postpartum lactation support" searches. 100 empty 5-star reviews add almost nothing in the algorithm's eyes.

7 No fake accounts, no bought reviews

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

8 No gifts for reviews

No discounts, no free add-ons 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 nurse'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 center manage its Google Business Profile: one report shows the gaps and how to fix them. A QR stand then makes it easy for moms to leave real reviews before they go home. **US$29/month per location, cancel anytime.**

Feature	What your center gets
Analysis Report	Profile completeness score, gaps, improvement suggestions, keyword strategy
Rank Radar	Searches "postpartum care center near me" and your service keywords from multiple grid points around your center
Review Health	Last 90 days: review count, rating trends, reply rate
Content Generation	Unlimited Google Post drafts; review reply drafts — copy and paste
QR Stand, Staff QR	Moms scan, tap what stood out, get a draft review; see which nurse'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 / Director Read report → Activate → Set up QR stand

↓

Mom Scan QR → Tap what stood out → Get draft → Post on 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 center'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 a Los Angeles postpartum care center with 4.6★ but only **39 reviews**. Profile Completeness **61/100**, keyword coverage **2/5**: reviews mention Newborn Care and Postpartum Recovery, but never Lactation Support, Postpartum Meals, or Night Nursery. When expecting parents search for those services, Google has no reason to show this center.

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

Go to **map.neoxra.com** and sign up with Google. Find your center on Google Maps, click Share → Copy link, paste it into the Analysis Workbench. Fill in 3–5 signature services (e.g., Postpartum Recovery, Newborn Care, Lactation Support, Postpartum Meals, Night Nursery) 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.

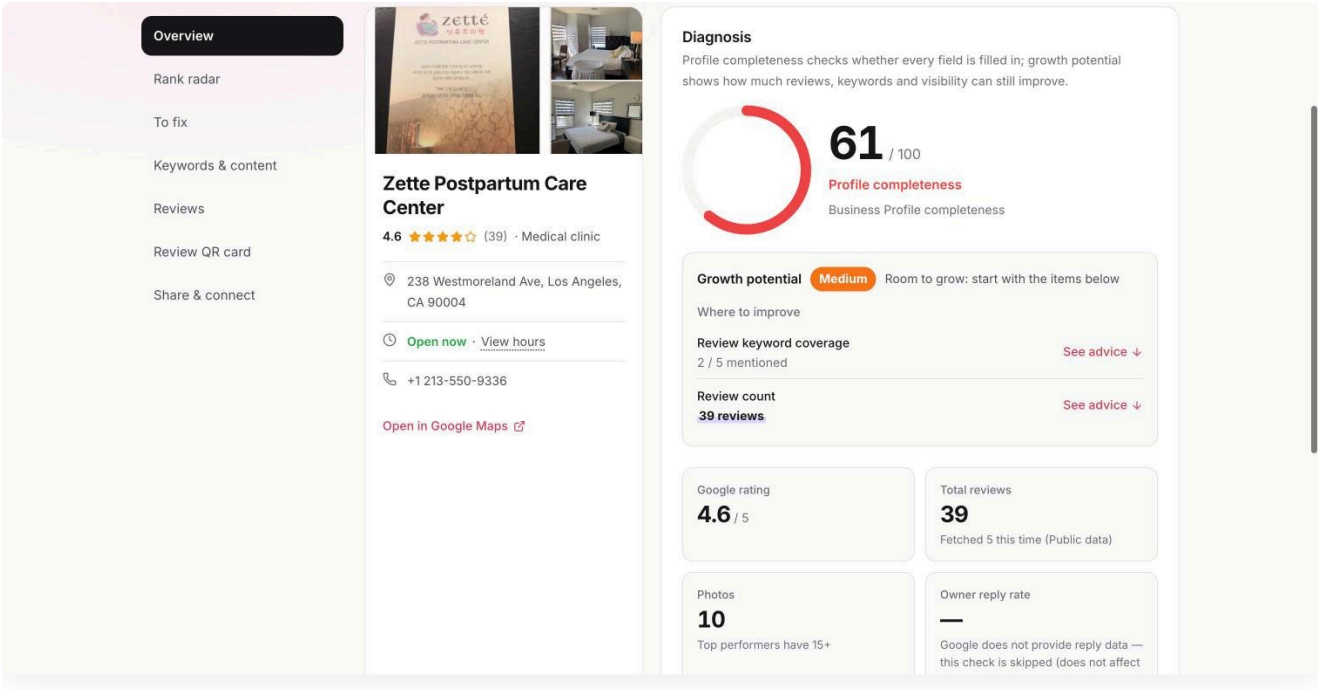


Fig. 1 Zette Postpartum Care Center report overview: Profile Completeness 61/100, Growth Potential Medium, Review Keyword Coverage 2/5.

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.

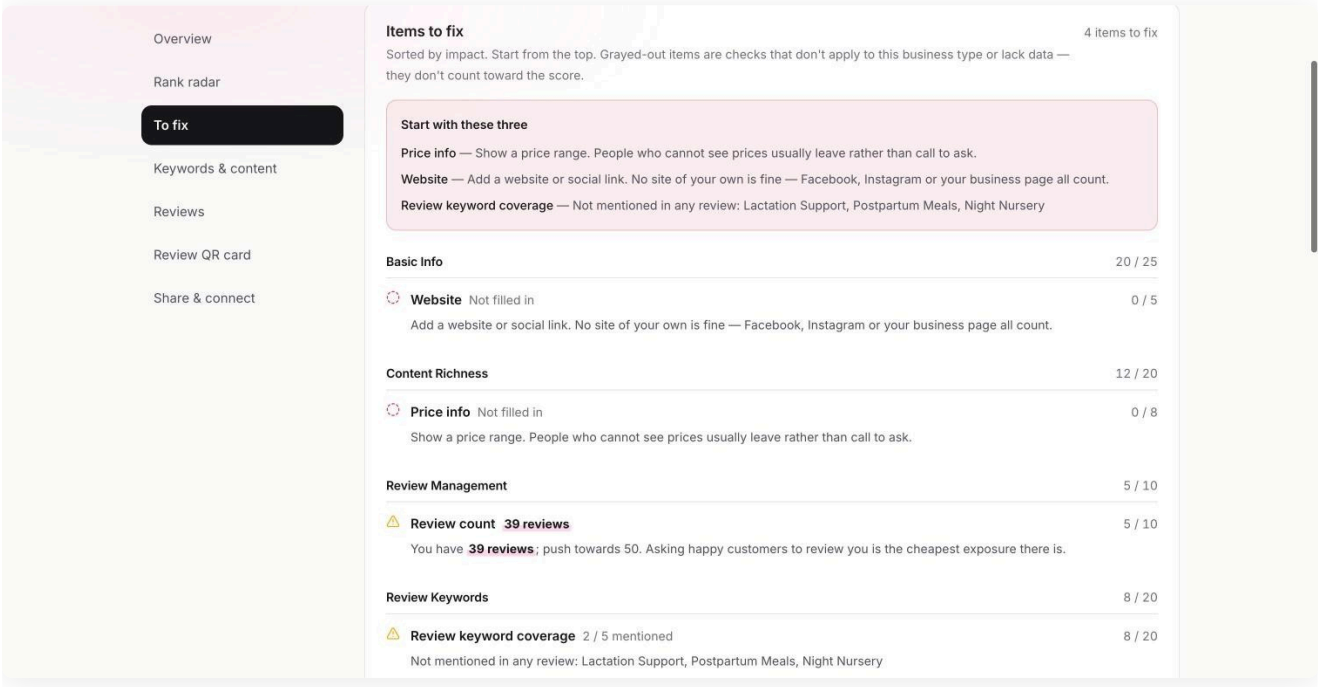


Fig. 2 Items to fix sorted by impact; "Start with these three" is top priority.

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 services aren't mentioned in reviews, Google won't match you to those searches.

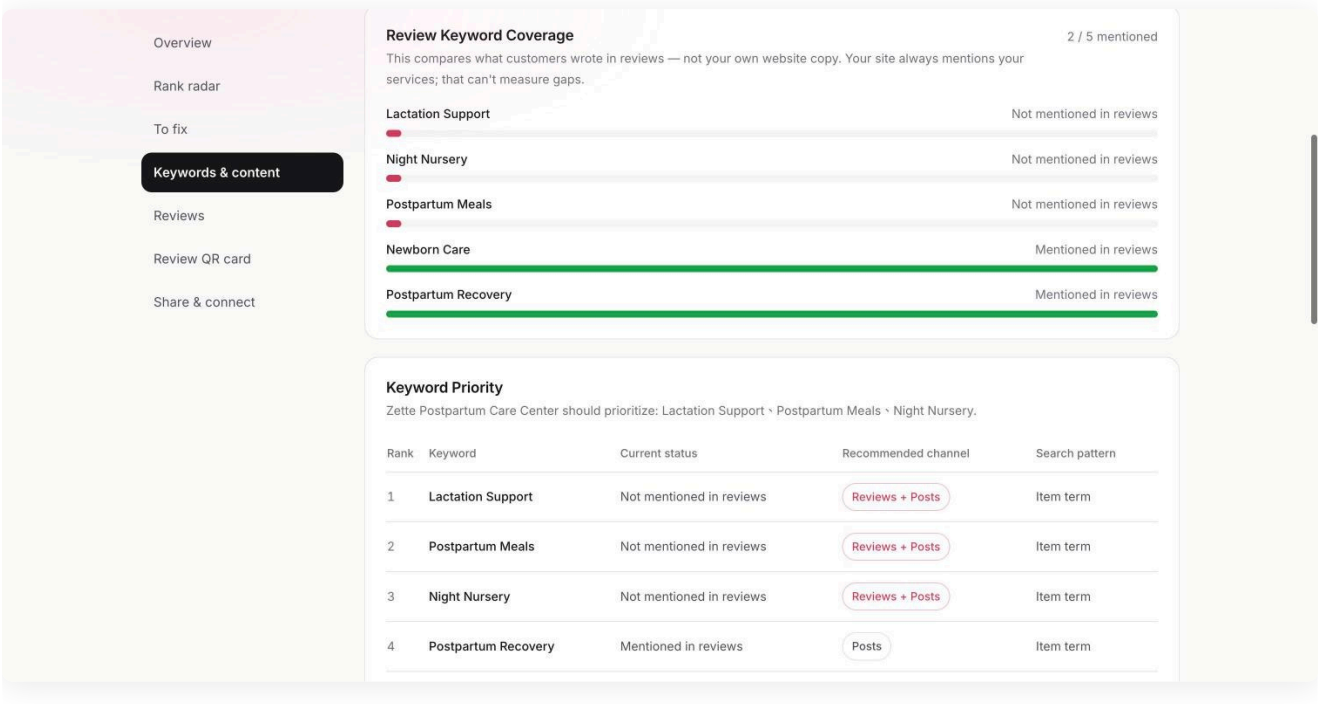


Fig. 3 Review keyword coverage (5 signature items vs what reviews actually mention) + keyword priority.

5 Content Plan: what to post, what reviews should mention

Based on the keyword gaps above, split into "**What to post**" and "**What reviews should mention**" — two lists. After activation, draft generation is one click.

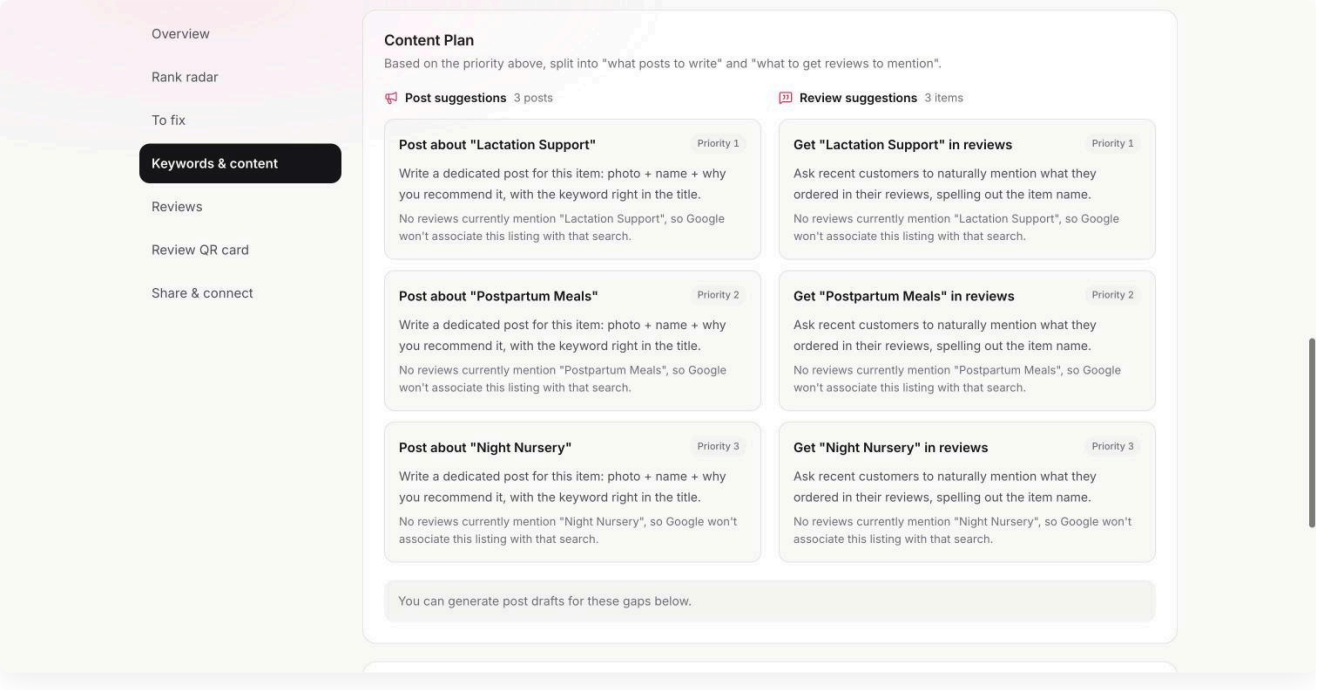


Fig. 4 Content Plan: post ideas and review ideas aligned with keyword gaps.

6 Monthly Performance + nurse QR

Monthly Performance table tracks: scans, unique visitors, review copies, Google Maps visits, Google review totals, Rank Radar top-3. Nurse QR shows which staff member drives the most scans.

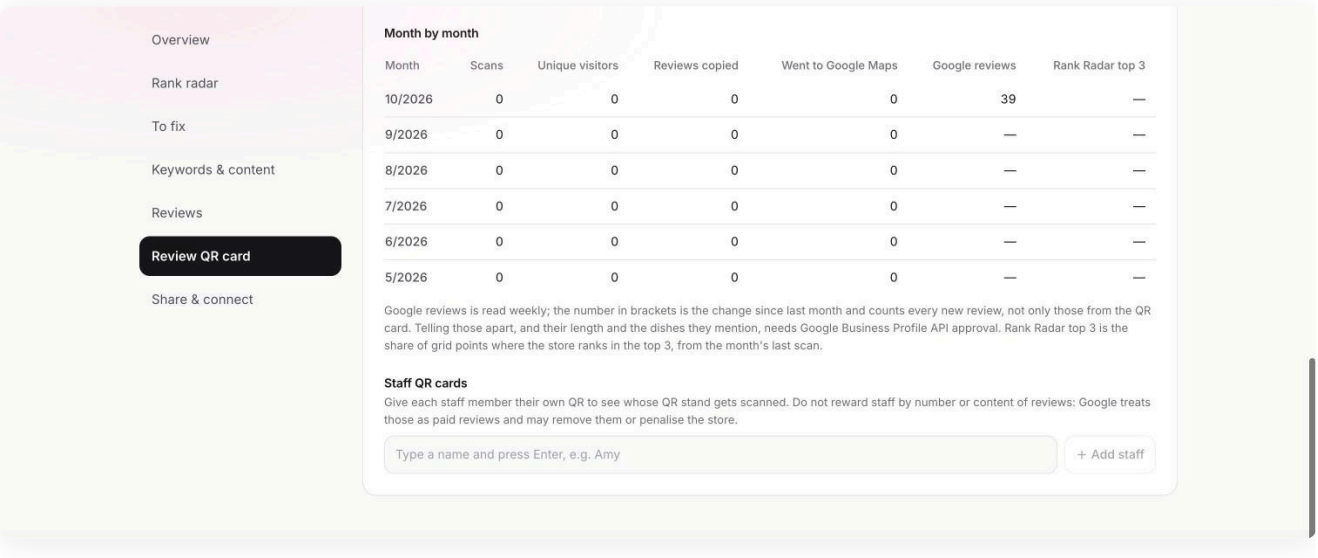


Fig. 5 Monthly Performance table + nurse QR (up to 30 members).

04 Activate and print the QR stand

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

1 Claim your store

Open your center'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 center to your My Stores list.

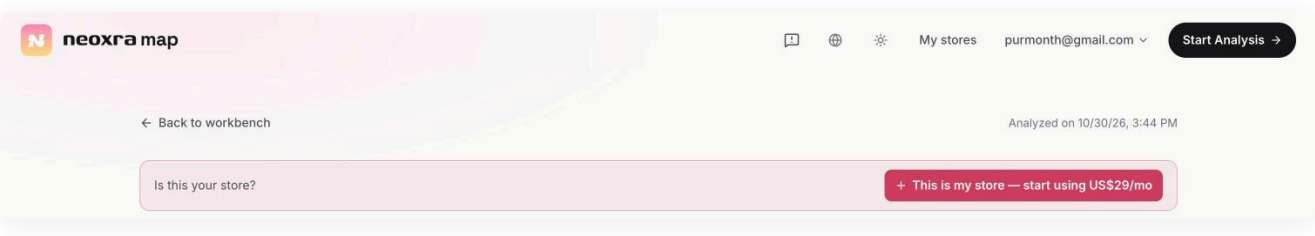


Fig. 6 The "This is my store" button at the top of the report (store-owner view).

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

After claiming, you land on the center detail page with status **"Not activated"** (the figure below shows the same page after activation). 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.

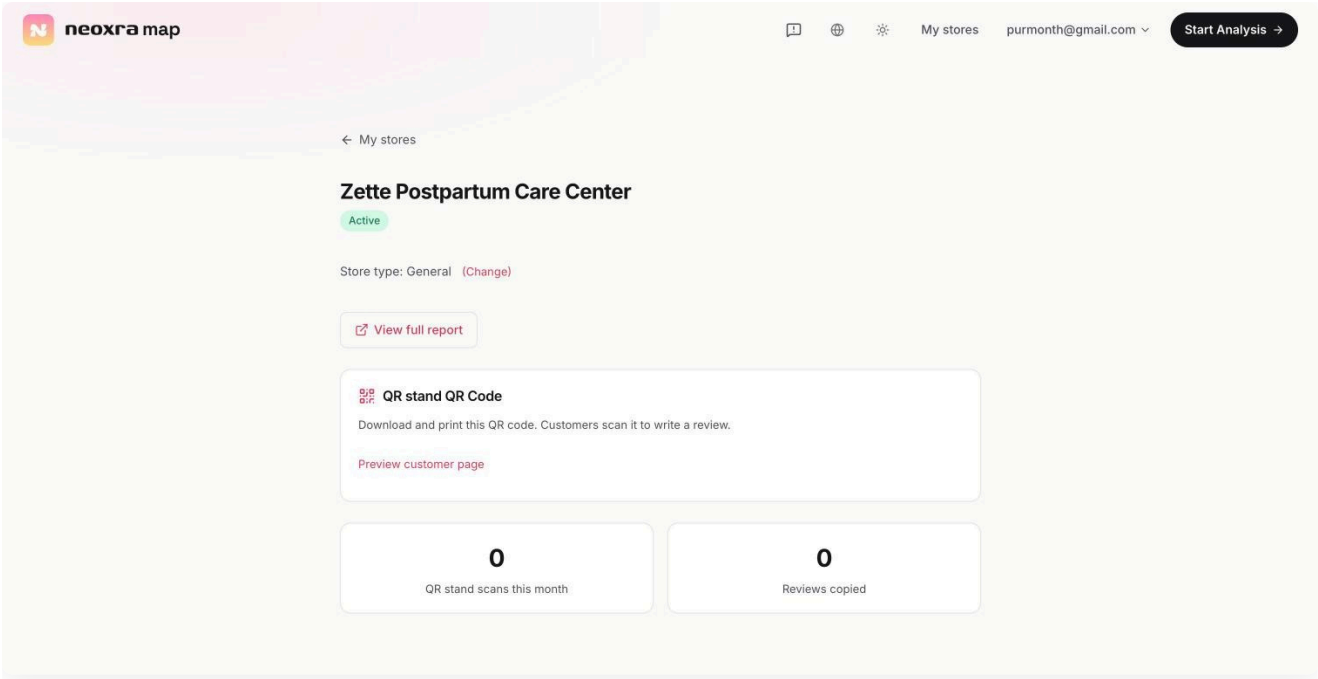


Fig. 7 Store detail page after activation: status "Active", store type, View full report, and this month's scans and review copies.

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

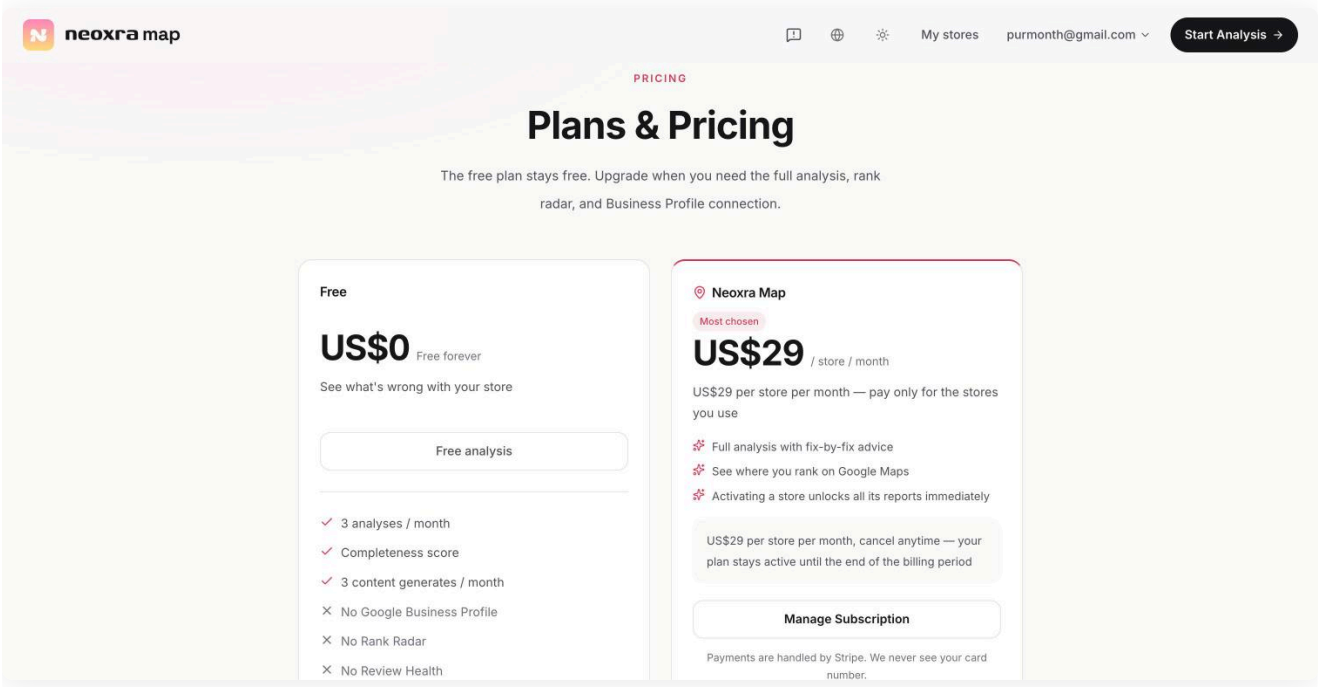


Fig. 8 Pricing: Free (3 analyses/month) and US$29/month per store (full features).

3 Set up store info and service items

1. **Upload logo**: Customers see your logo first after scanning.
2. **Fill services**: Service names (e.g., Postpartum Recovery, Newborn Care, Lactation Support, Postpartum Meals, Night Nursery), up to 12. **Do not** fill keywords or things you want customers to write — Google forbids steering review content.

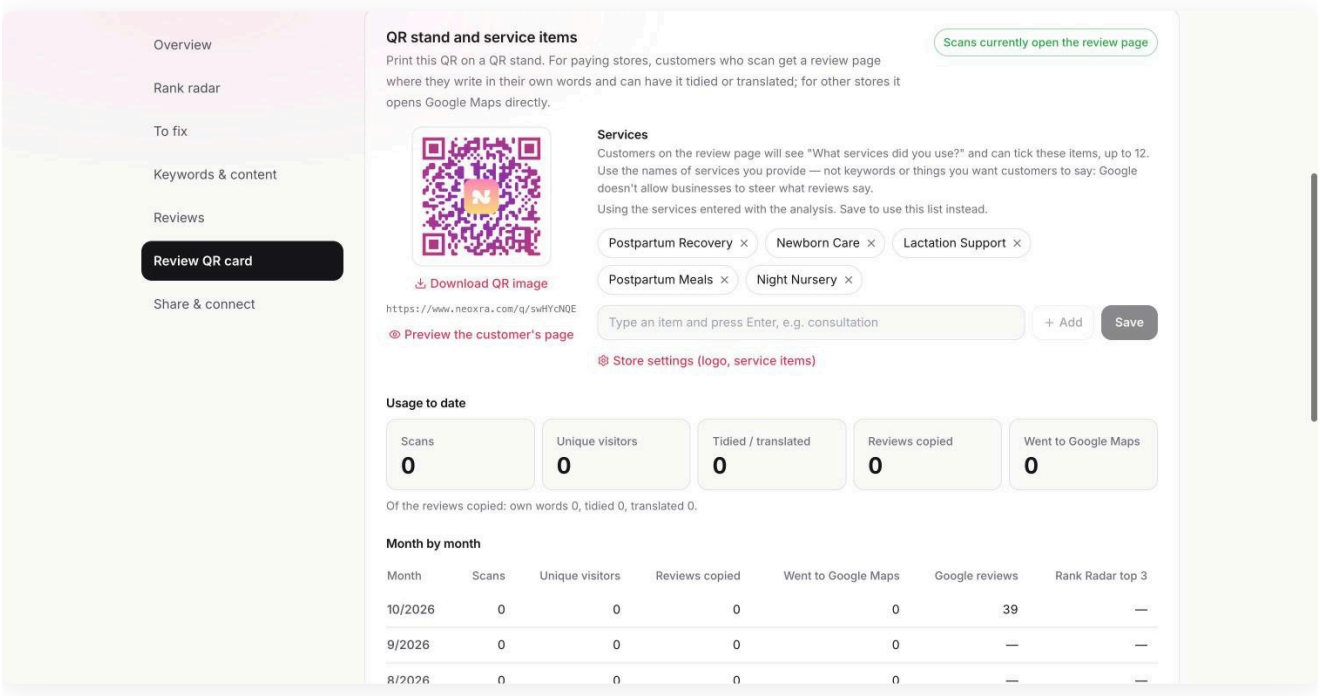


Fig. 9 QR download + services (filled: Postpartum Recovery, Newborn Care, Lactation Support, Postpartum Meals, Night Nursery).

4 Print the QR + add nurse-specific QR

1. **Download QR image**: Click Download QR image, print on acrylic stands in each suite, the last page of the welcome binder, the checkout gift bag, the front desk.
2. **Add nurse-specific QR**: Create one per nurse (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 / director

What you want to do	Where
See what to improve, re-analyze to compare before/after	That store's report
See local rankings and competitors	Rank Radar (auto-scan weekly)

What you want to do	Where
Generate Google Post drafts, unlimited	Content generation
Draft replies to reviews, copy and paste into Google	Reviews
See scan counts, each nurse's performance, monthly review total	Review QR card

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.

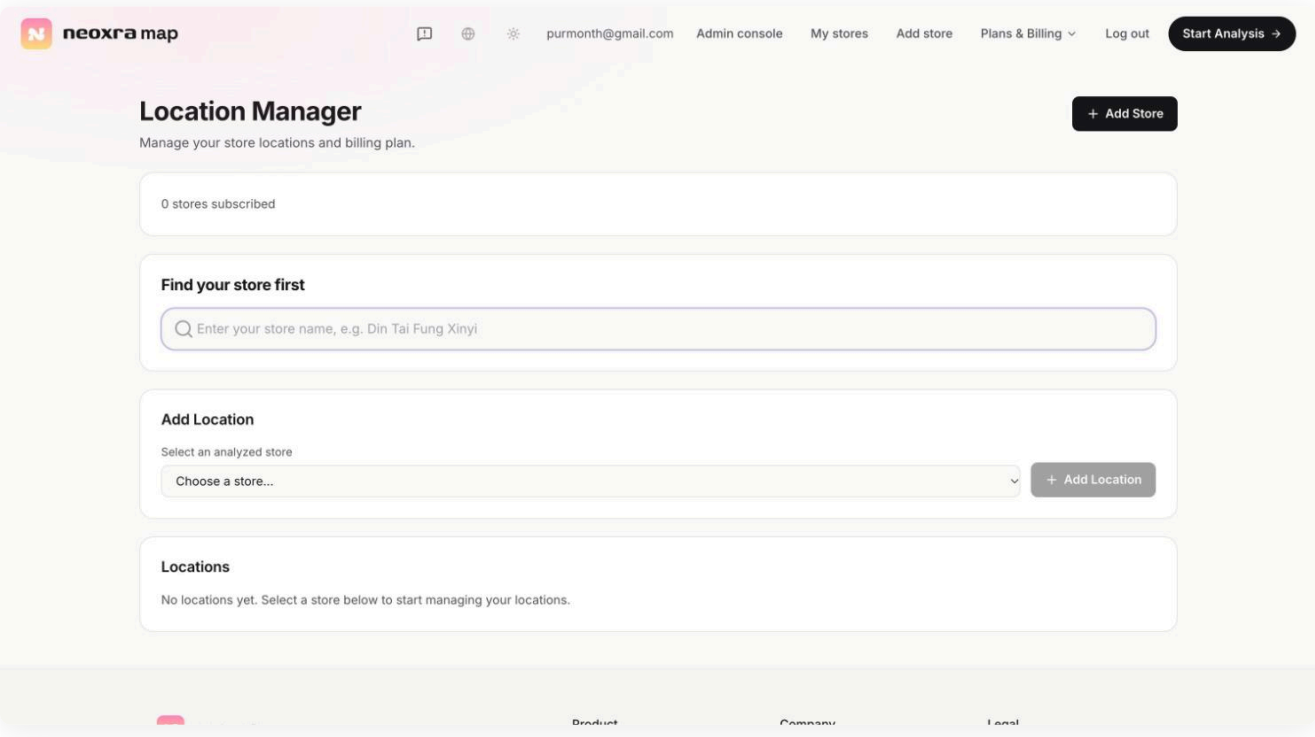


Fig. 10 Location Manager: all stores and subscription statuses at a glance.

05 What to do about malicious reviews

This is the one thing every center 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 "center 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 service and experience details, the more credible Google considers the review — and the higher it ranks.

The Neoxra Map QR is designed exactly for this — every mom 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, **moms read replies**. A calm, professional, empathetic reply often shapes the next mom'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 mom's feelings — no defensiveness
- Briefly explain what the center actually does or a possible misunderstanding (without revealing mom details)
- Invite the mom to contact the center directly
- Avoid counterattacks, avoid revealing records, avoid "we were right" tone

The effect: the next mom 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 mom 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 center**

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 Moms: 10-second review

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

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

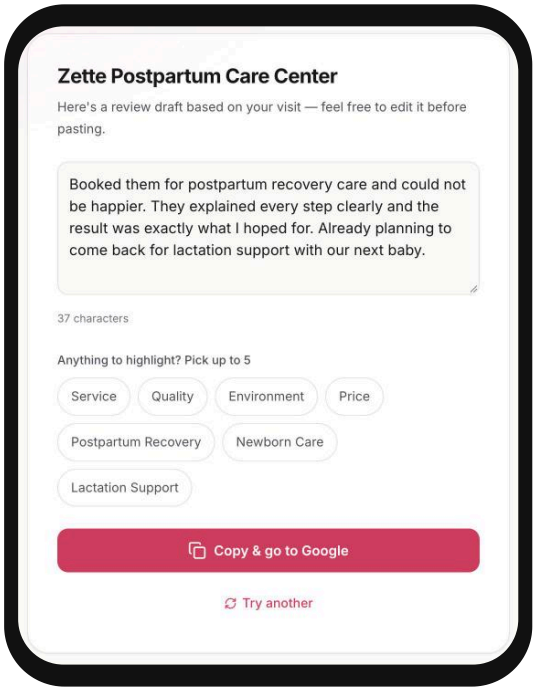


Fig. 11 Zette Postpartum Care Center review page, shown after the mom rewrote the draft in their own words (the draft box is fully editable).

> The star rating and final content are **entirely the mom'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 mom can still leave a review, just without the "draft it for you" shortcut. Printed QR cards don't need reprinting; the shortcut resumes automatically after re-activation.

How to invite reviews at checkout (compliant version)

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

- On checkout day, the director or a nurse says: "If your stay went well, we'd love a Google review — there's a QR in your suite, it takes 10 seconds."
- Place QR stands in **every suite, at the front desk, and in the checkout bag** — every mom sees them, not just the happy ones.
- Don't rush it during the stay. One or two days before checkout, or a follow-up at the one-month mark, is when moms are most willing to write.
- Don't text "please give us 5 stars" — that counts as steering, and Google may treat it as solicited reviews.

07 What you must know

Review rules: four things you CANNOT do

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

Cannot do	Can do this instead
Trade gifts, discounts, or extra nights for reviews	At checkout, say "If your stay went well, we'd love a Google review"
Only ask happy moms for reviews	Place QR stands in **every suite, at the front desk, and in the checkout bag** so every mom sees them
Write content for moms, post on their behalf, or have every mom copy the same template	Let each mom tap her real experience to generate a draft, edit it, and post it herself
Reward staff by review count	Nurse QR is only to see which 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 center	US$29/month, billed monthly	Full report, Rank Radar, unlimited posts, review reply drafts, QR card + staff QR, monthly performance
Multiple centers / 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 center pauses the subscription, do printed QR cards stop working?** No. After pausing, moms scanning the same QR go straight to the center'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 center'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 / director clicks "This is my store" and goes straight to payment — no human review.
- **Scanning the QR only opens Google Maps?** That center hasn't paid for subscription yet. After activation, the review page appears.
- **Can a review mention a nurse by name?** Yes. Reviews describing a real experience, including a nurse's or chef's name, are allowed — these are exactly the content-rich reviews Google values. In your replies, never mention a mom's or baby's health details.
- **Can family members leave a review too?** Yes. A partner or relative who actually visited can post from their own Google account.

Contact

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

> Neoxra Map Postpartum Care Center Guide · November 2026 edition · Example center: Zette Postpartum Care Center (Los Angeles, CA) · All screens shown are from publicly available Google Maps data.