NEOXRA MAP · POSTPARTUM DOULA

Neoxra Map
Postpartum Doula Guide

For postpartum doula agencies and independent doulas: how to read your Google Maps health report, how to activate, where to place the QR, and how familys leave a content-rich review in 10 seconds.
Example: **New Family Needs - Postpartum Doula** (Boston, MA · 5.0★ · 59 reviews).

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

Contents

01	Why your agency needs Neoxra Map	10 reasons
02	What Neoxra Map does	What it does
03	Read your agency's free health report	Score, gaps, keywords
04	Activate and print the QR	Join, pay, QR setup
05	What to do about malicious reviews	Dilute + boost, not delete
06	Familys: 10-second review	Mobile view
07	What you must know	Rules, pricing, FAQ

> **For agency 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 agency; the flow is identical when you check your own agency.

01 Why your agency needs Neoxra Map

1 Familys check Google before they choose a agency

Star rating, review content, photos — these decide whether a family reaches out. Most businesses 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 sell

New Family Needs - Postpartum Doula has 59 reviews, yet "Overnight Newborn Care" is mentioned 0 times. Not because the work isn't good — because familys didn't think to write it. Google connects what reviewers write to search terms. If your key 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, business info, and category keywords, Neoxra Map drafts Google Posts and review replies — copy and paste, done.

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

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

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

"Our doula's Overnight Newborn Care meant we finally slept through the night" is keyword-dense, and Google ties it to "postpartum doula near me" 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 family posting from their own Google account — avoiding review removals and profile penalties.

8 No gifts for reviews

No discounts, no free add-ons in exchange for reviews. Fully compliant with Google's review policy and the FTC's 2024 rule on consumer reviews.

9 Results you can measure

Scan counts, monthly review totals, Rank Radar top-3 changes — real numbers every month. You can also see which doula'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 agency manage its Google Business Profile: one report shows the gaps and how to fix them. A QR then makes it easy for familys to leave real reviews. **US$29/month per location, cancel anytime.**

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

↓

Family Scan QR → Tap what they had → 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 agency'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 Boston, MA agency with 5.0★ and 59 reviews. Profile Completeness **52/100**, keyword coverage **1/5**: reviews never mention Overnight Newborn Care, Lactation Support or Newborn Care Classes. When someone searches "postpartum doula near me," Google has no reason to show this agency.

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

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

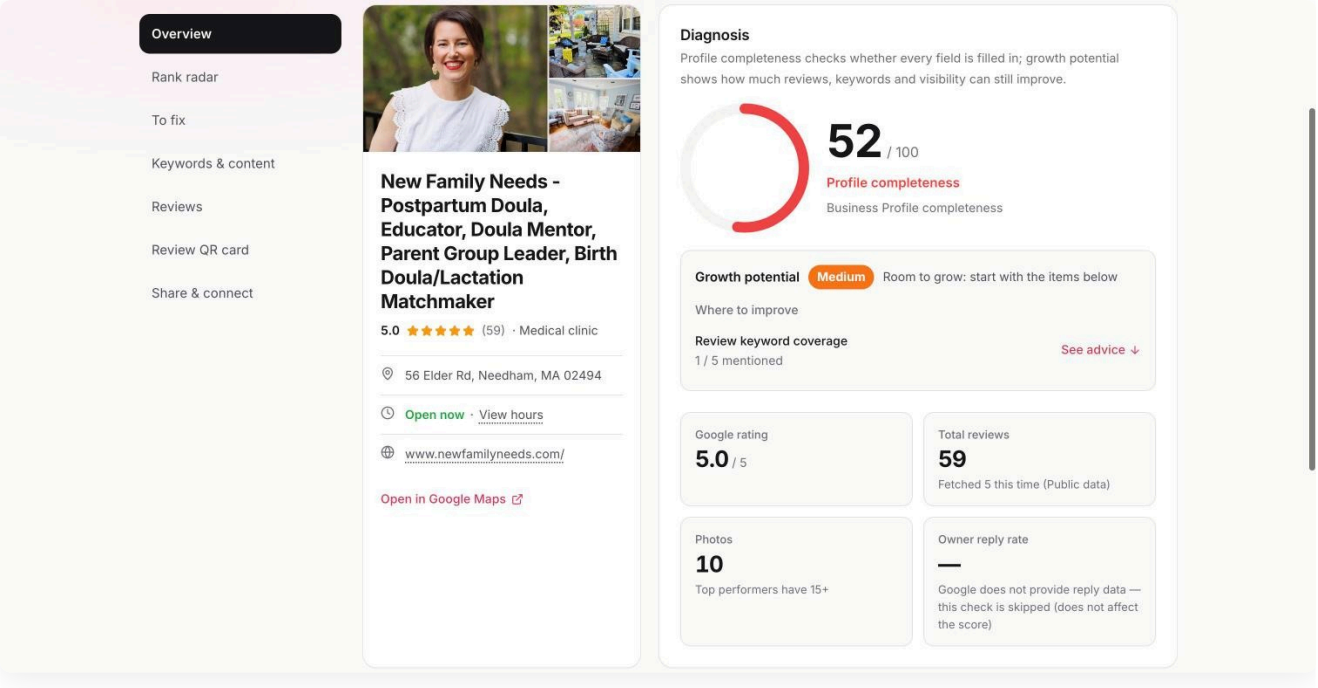


Fig. 1 New Family Needs - Postpartum Doula report overview: Profile Completeness 52/100, Review Keyword Coverage 1/5.

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.

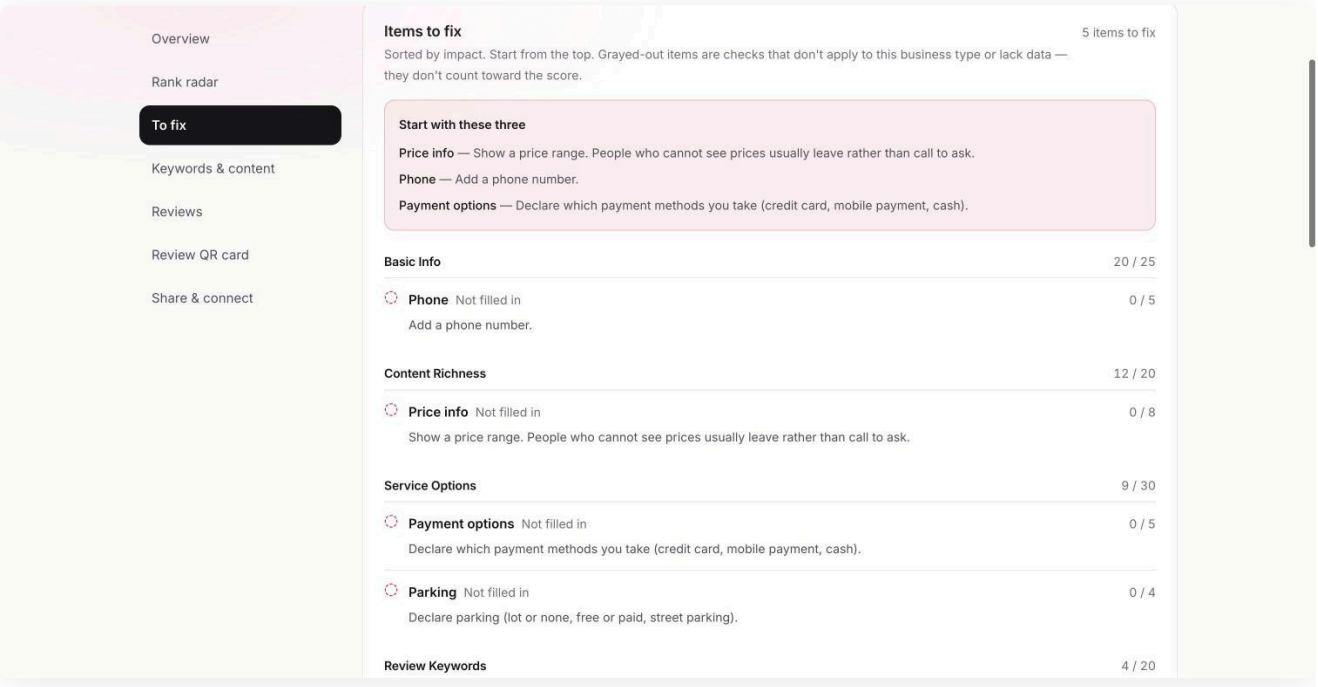


Fig. 2 Items to fix sorted by impact; "Start with these three" is top priority.

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.

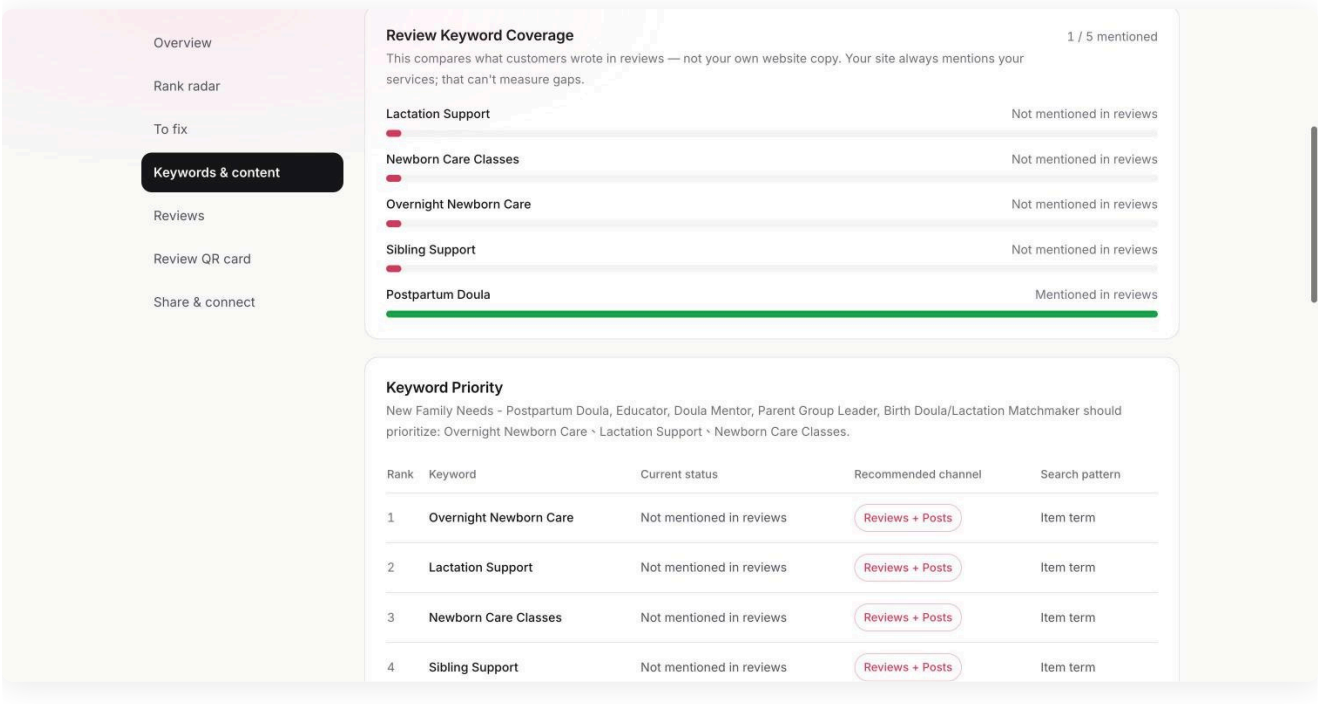


Fig. 3 Review keyword coverage (5 signature items vs what reviews actually mention) + keyword priority.

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.

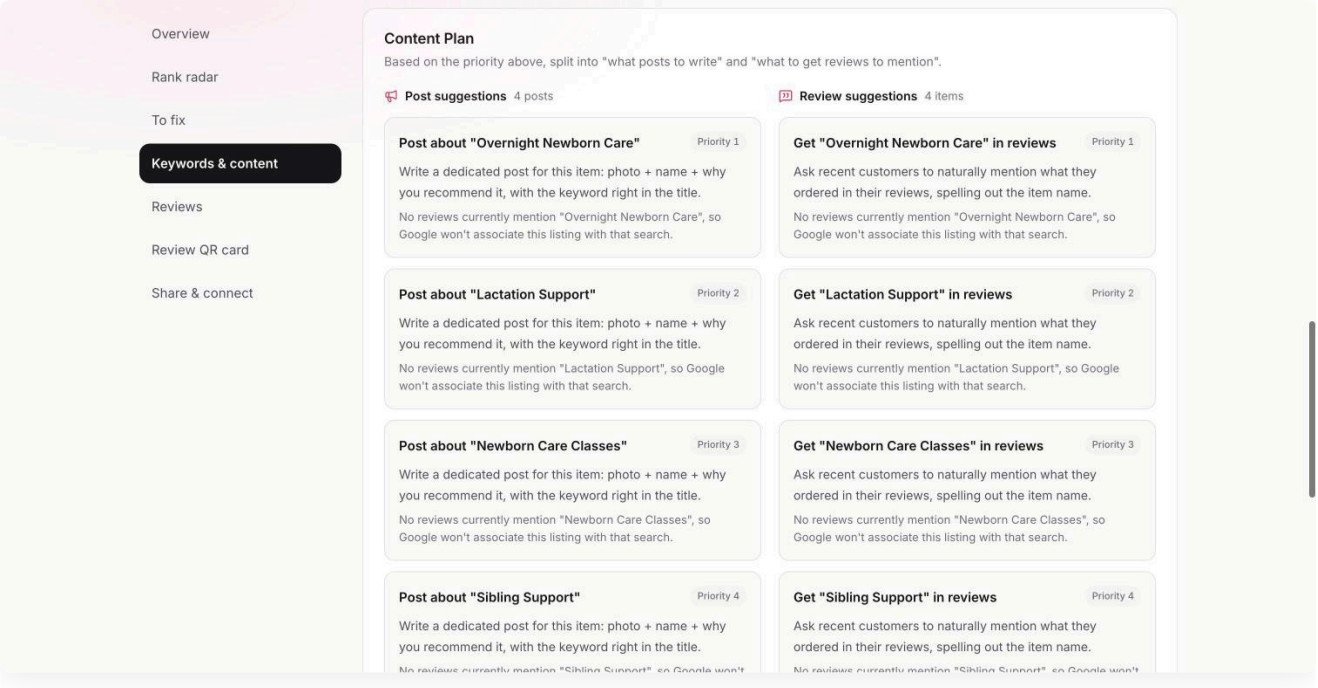


Fig. 4 Content Plan: post ideas and review ideas aligned with keyword gaps.

6 Monthly Performance + doula QR

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

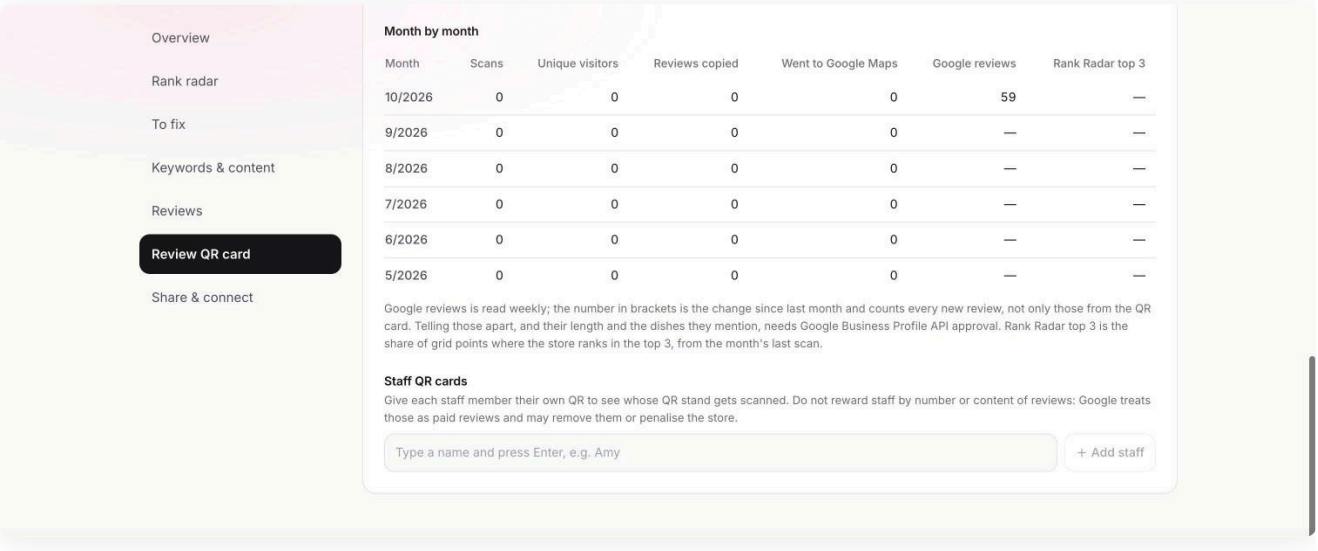


Fig. 5 Monthly Performance table + doula QR (up to 30 members).

04 Activate and print the QR

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

1 Claim your store

Open your agency'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 agency to your My Stores list.

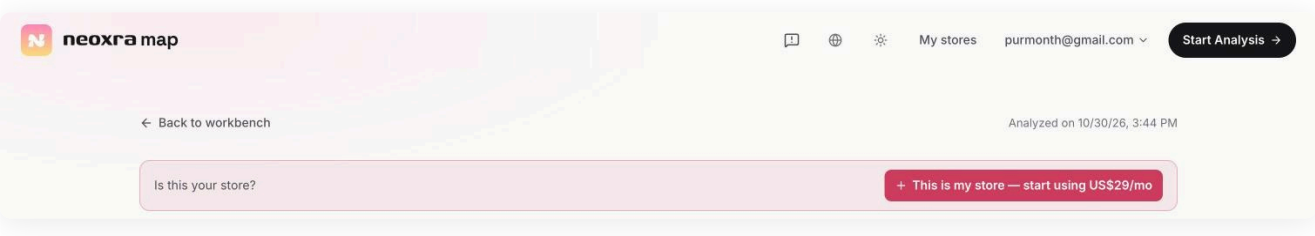


Fig. 6 The "This is my store" button at the top of the report (store-owner view).

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

After claiming, you land on the agency 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.

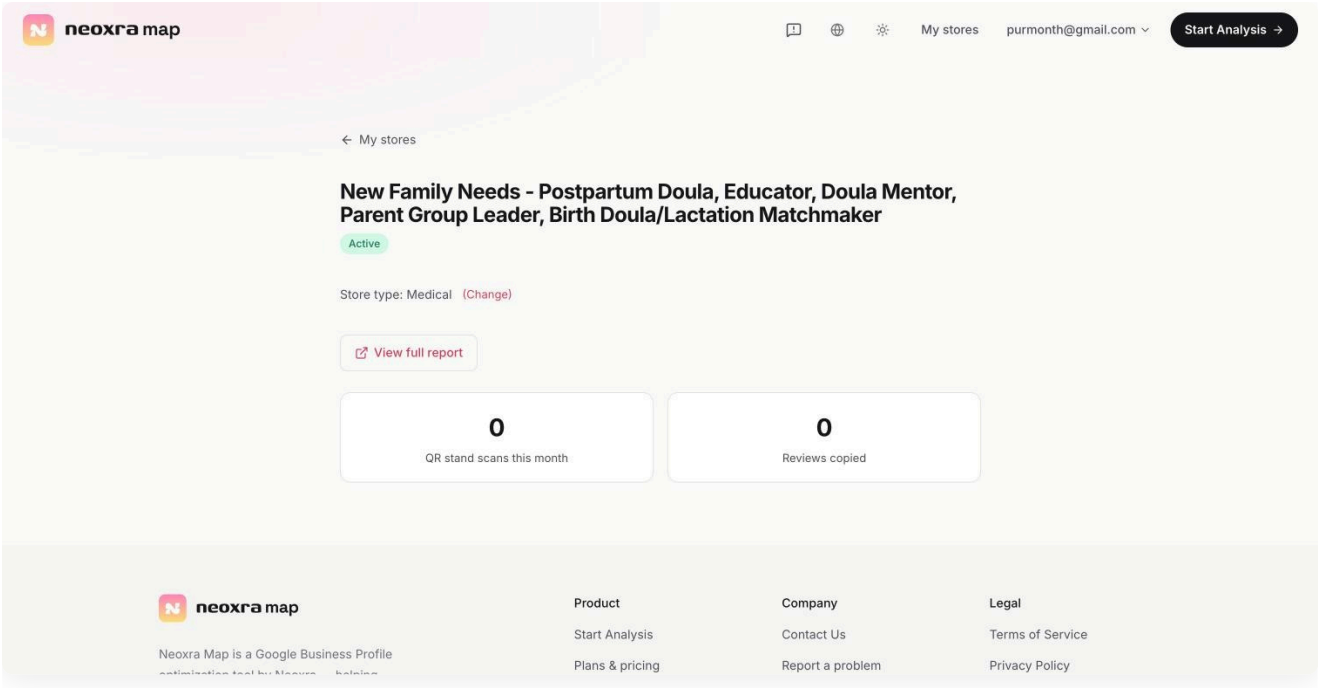


Fig. 7 Store detail page after activation: status "Active", store type, View full report, and this month's scans and review copies.

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

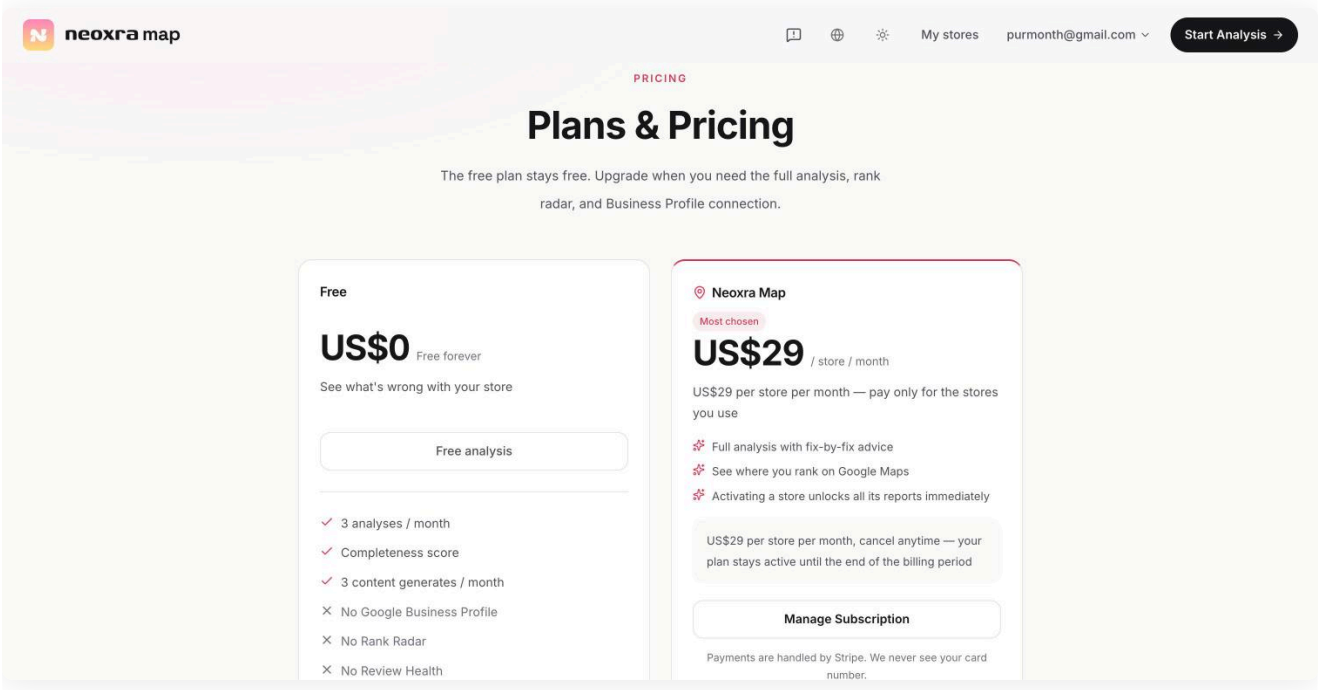


Fig. 8 Pricing: Free (3 analyses/month) and US$29/month per store (full features).

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 Doula, Overnight Newborn Care, Lactation Support, Newborn Care Classes, Sibling Support), up to 12. **Do not** fill keywords or things you want customers to write — Google forbids steering review content.

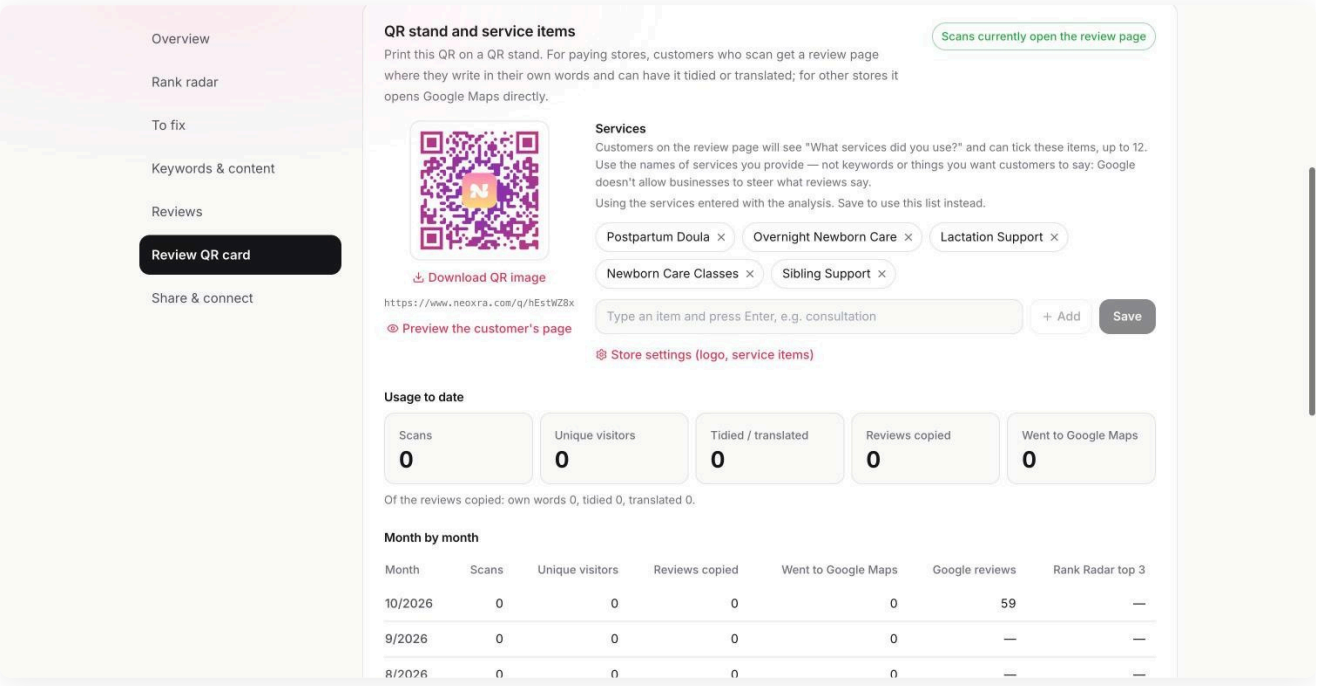


Fig. 9 QR download + services (filled: Postpartum Doula, Overnight Newborn Care, Lactation Support, Newborn Care Classes, Sibling Support).

4 Print the QR + add doula-specific QR

1. **Download QR image**: Click Download QR image, print on the service agreement, the closing visit summary, doula business cards.
2. **Add doula-specific QR**: Create one per doula (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 / lead doula

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 doula'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.

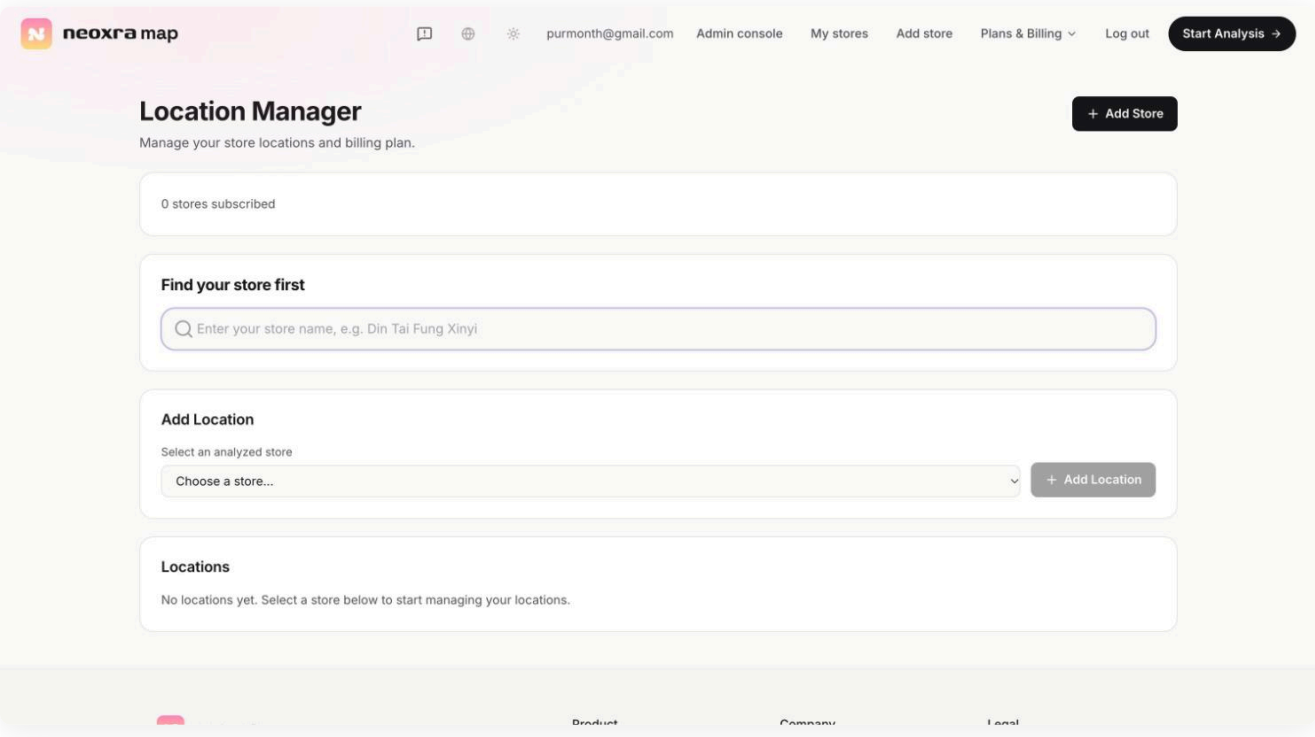


Fig. 10 Location Manager: all stores and subscription statuses at a glance.

05 What to do about malicious reviews

This is the one thing every agency 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 "agency 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 family 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, **familys read replies**. A calm, professional, empathetic reply often shapes the next family'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 family's feelings — no defensiveness
- Briefly explain what the agency actually does or a possible misunderstanding (without revealing family details)
- Invite the family to contact the agency directly
- Avoid counterattacks, avoid revealing records, avoid "we were right" tone

The effect: the next family 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 family 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 agency**

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 Familys: 10-second review

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

1. **Scan the QR**: Family points their camera at the QR at your front desk.
2. **System auto-drafts a review**: Based on your agency's services and what recent familys 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. Family picks their own star rating and submits.

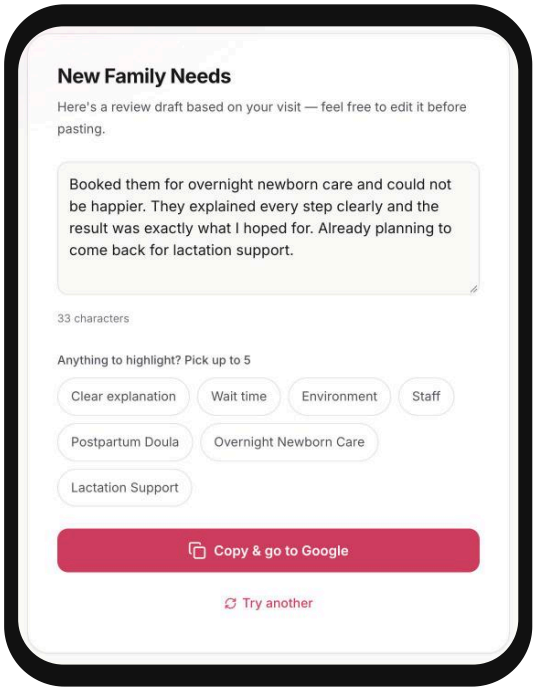


Fig. 11 New Family Needs - Postpartum Doula review page, shown after the family rewrote the draft in their own words (the draft box is fully editable).

> The star rating and final content are **entirely the family'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 family 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 on the last day of service (compliant version)

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

- On the last day of service, say: "If everything went well, we'd love a Google review — scan the QR, it takes 10 seconds."
- Place the QR on **the service agreement, the closing visit summary, doula business cards** — every family sees it, not just the happy ones.
- No discounts, gifts, or free add-ons in exchange for reviews, and don't ask only happy customers.
- 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 agency profile (search ranking drops, reviews disappear).

Cannot do	Can do this instead
Trade discounts, gifts, or free add-ons for reviews	On the last day of service, say "If everything went well, we'd love a Google review"
Only ask happy familys for reviews	Place the QR on **the service agreement, the closing visit summary, doula business cards** so every family sees it
Write content for familys, post on their behalf, or have every family copy the same template	Let each family tap their real experience to generate a draft, edit it, and post it themselves
Reward doulas by review count	Doula 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 agency	US$29/month, billed monthly	Full report, Rank Radar, unlimited posts, review reply drafts, QR card + staff QR, monthly performance
Multiple agencys / 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 agency pauses the subscription, do printed QR cards stop working?** No. After pausing, familys scanning the same QR go straight to the agency'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 agency'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 / lead doula clicks "This is my store" and goes straight to payment — no human review.
- **Scanning the QR only opens Google Maps?** That agency hasn't paid for subscription yet. After activation, the review page appears.
- **We work in clients' homes. Where does the QR go?** On the closing visit summary and the doula's business card — hand it over on the last day.
- **Can reviews mention the doula by name?** Yes. It's allowed and helps the next family request the right doula.

Contact

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

> Neoxra Map Postpartum Doula Guide · November 2026 edition · Example agency: New Family Needs - Postpartum Doula (Boston, MA) · All screens shown are from publicly available Google Maps data.