NEOXRA MAP • JEWELRY RETAIL

Neoxra Map Jewelry Retail Guide

For jewelry retail owners, managers, and front-desk staff: how to see your store's Google Maps health report, how to activate, how to print and place the table QR card at the counter, and how customers leave a content-rich review in 10 seconds after their visit.
Example store: **KAY Jewelers** (200 Baychester Ave, Bronx, NY • 4.6★ • 341 reviews).

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

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

01 Why your store needs Neoxra Map

1 Customers look at Google Maps first

Star rating, review content, photos — these decide whether a customer walks through your door. Most jewelers 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 products

KAY Jewelers has 341 reviews but mentions of "engagement rings" = 0. Not because they don't sell them — because customers didn't think to write it. Google connects the words customers write to search terms. If your signature items aren't mentioned, you miss the match.

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 service list, store info, and category keywords, Neoxra Map drafts Google Posts and review replies — copy and paste, done. Saves the owner hours every month.

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

Customers tap what they bought, 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 staff helped me pick the perfect engagement ring" has high keyword density and Google ties it to "engagement ring" 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 in-store customer posting from their own Google account — avoiding the review removal and profile penalties that come with buying reviews.

8 No gifts for reviews

No discounts, no freebies 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 staff member'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 store 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 customers to leave real reviews. **US$29/month per store, cancel anytime.**

Feature	What your store gets
Analysis Report	Profile completeness score, gaps, improvement suggestions, keyword strategy
Rank Radar	Searches "jewelry store near me" and your keywords from multiple grid points around your store — see where you rank and where competitors beat you
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	Customers scan, tap what they bought, get a draft review; see which staff member'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

↓

Customer Scan QR → Tap what they bought → 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 store'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 national jewelry chain with Profile Completeness 57/100 and **0/5 keyword coverage**: with 341 reviews on file, none mention Engagement Rings, Wedding Bands, Diamond Earrings, Fine Watches, or Jewelry Repair. This is the most overlooked gap in jewelry retail.

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

Go to **map.neoxra.com** and sign up with Google. Find your store on Google Maps, click Share → Copy link, paste it into the Analysis Workbench. Fill in 3–5 signature product categorys (e.g., Engagement Rings, Wedding Bands, Diamond Earrings, Fine Watches, Jewelry Repair) 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.

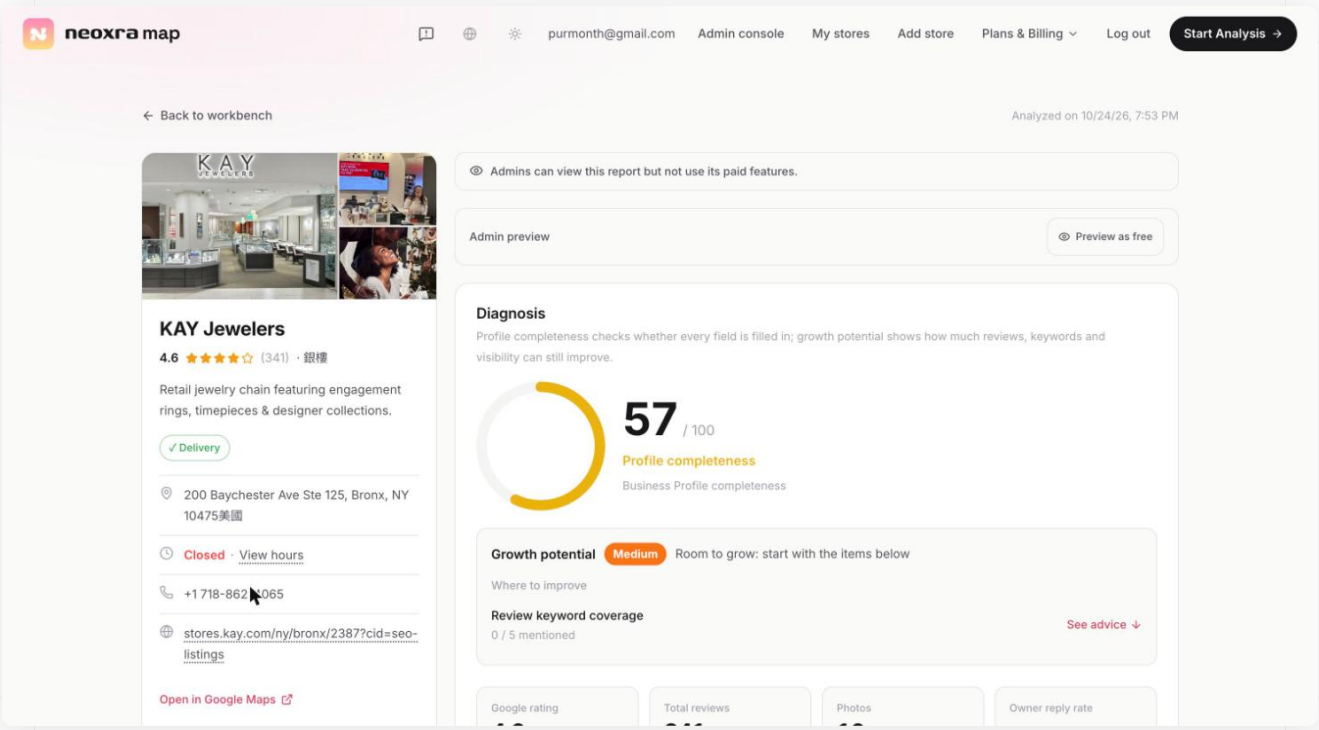


Fig. 2 KAY Jewelers report overview: Profile Completeness 57/100, Growth Potential Medium, Review Keyword Coverage 0/5 — with 341 reviews, your 5 signature items are mentioned 0 times.

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.

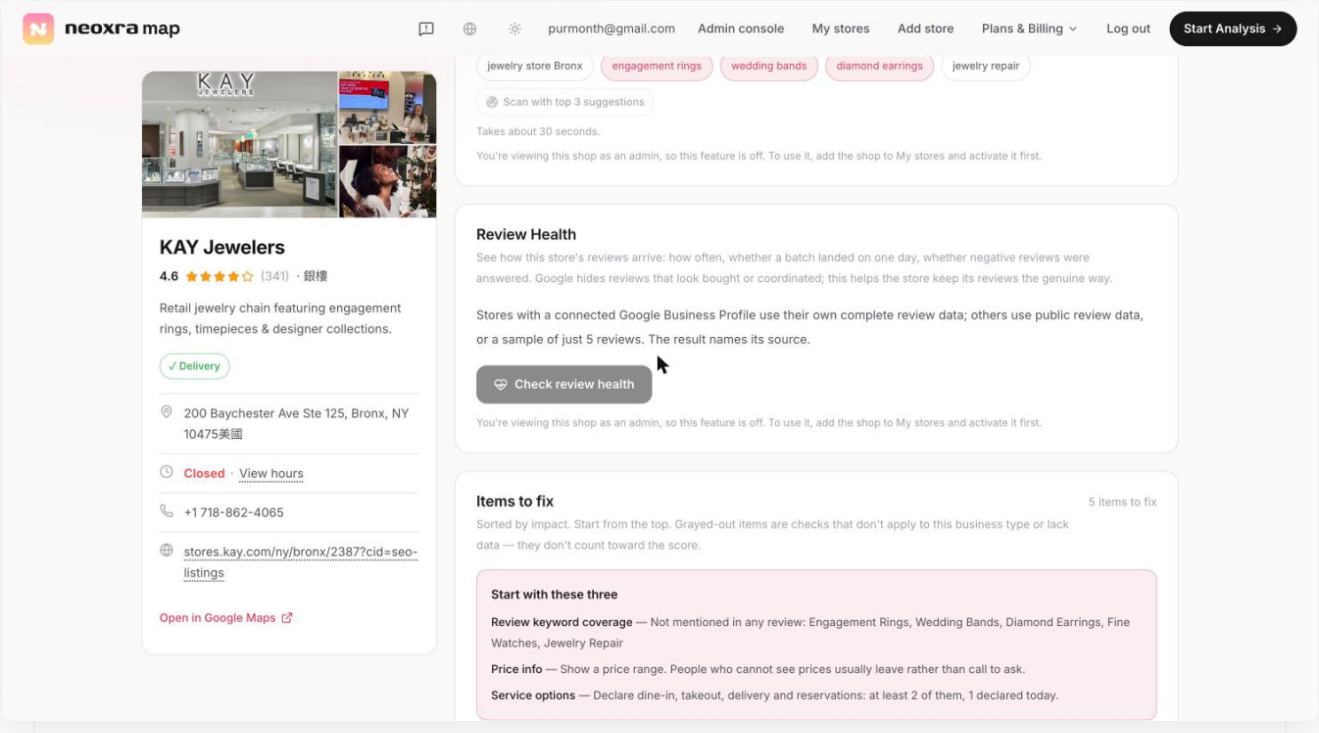


Fig. 3 Items to fix sorted by impact; "Start with these three" is top priority.

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

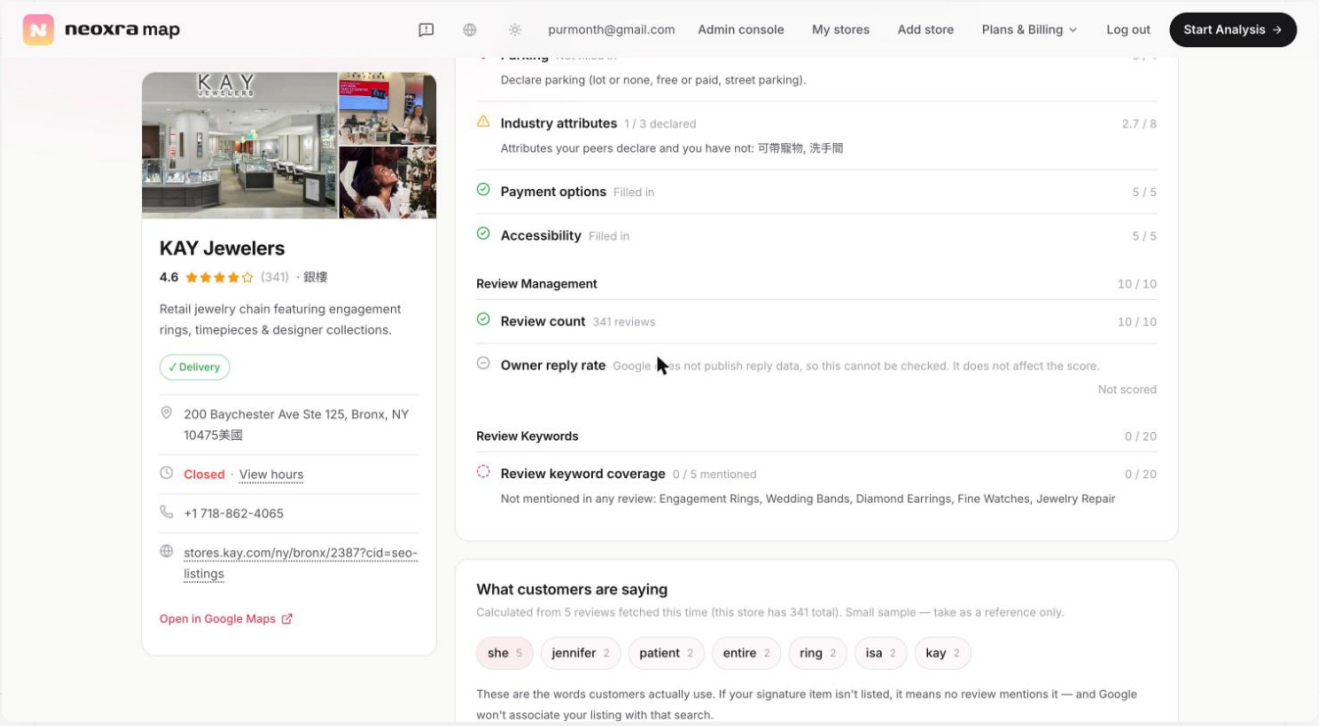


Fig. 4 Review keyword coverage (5 signature items vs what reviews actually mention) + keyword priority.

5 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.

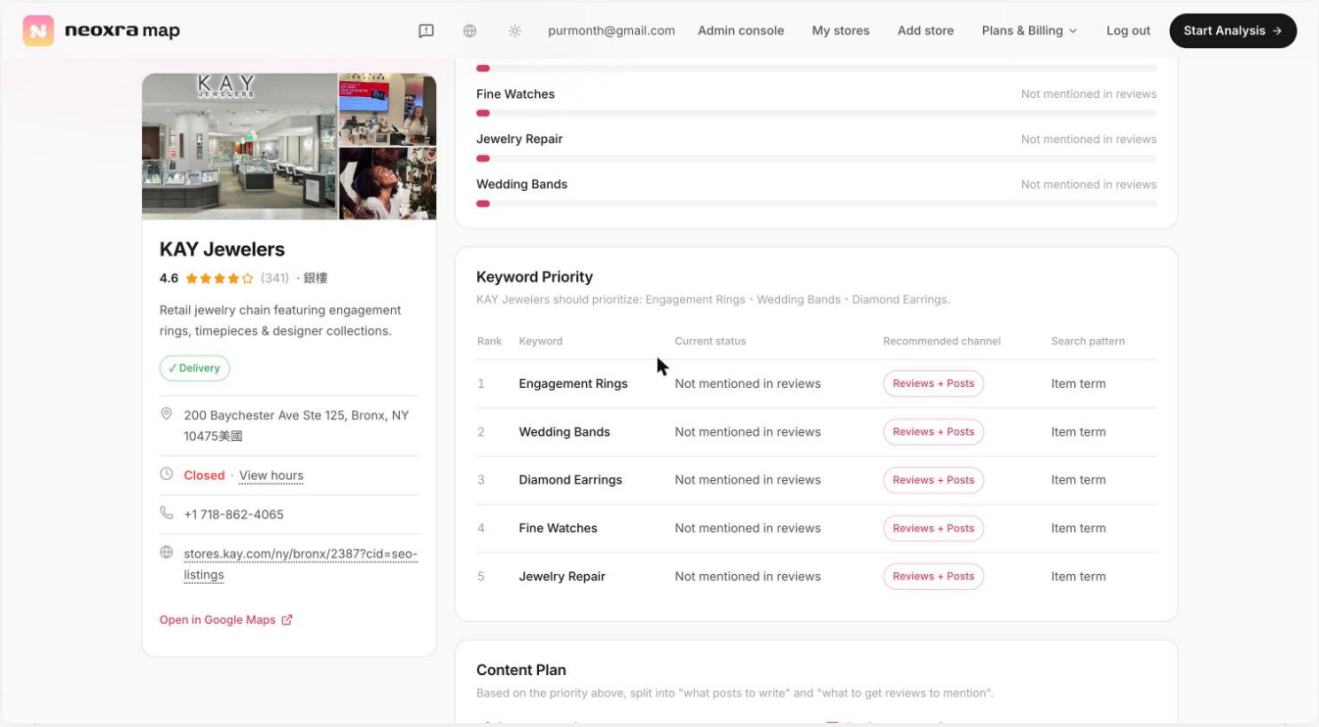


Fig. 5 Content Plan: post ideas and review ideas aligned with keyword gaps.

6 Monthly Performance + sales associate QR

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

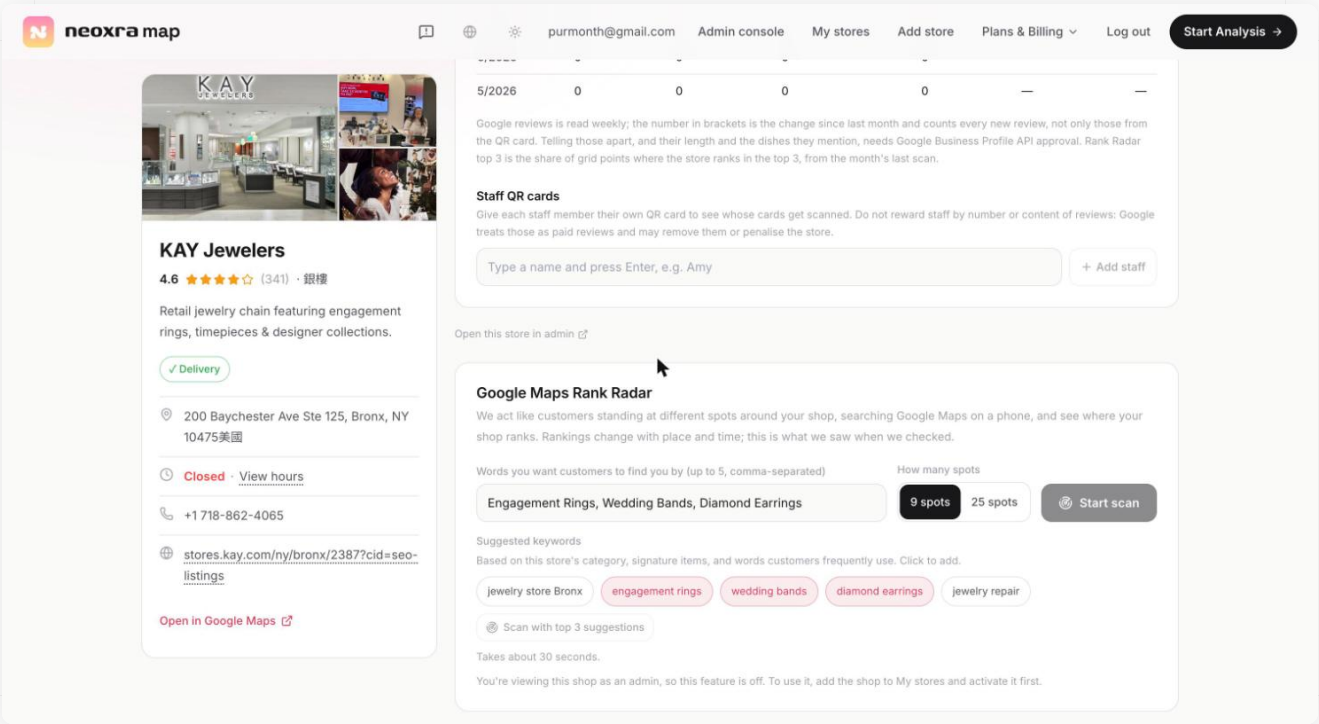


Fig. 6 Monthly Performance table + sales associate QR (up to 30 members).

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 store'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 store to your My Stores list.

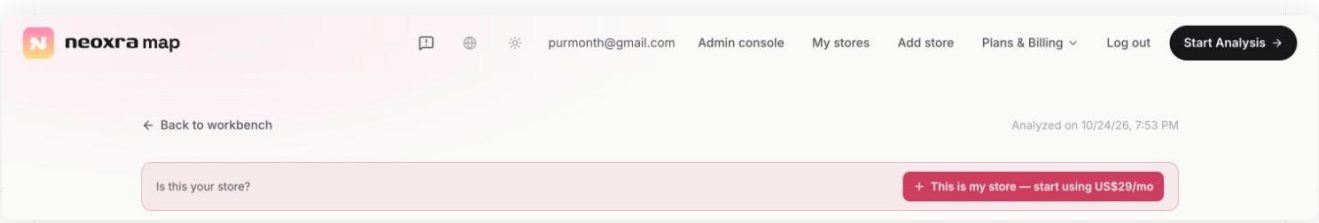


Fig. A The "This is my store" button at the top of the report (store-owner view).

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

After claiming, you land on the store 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.

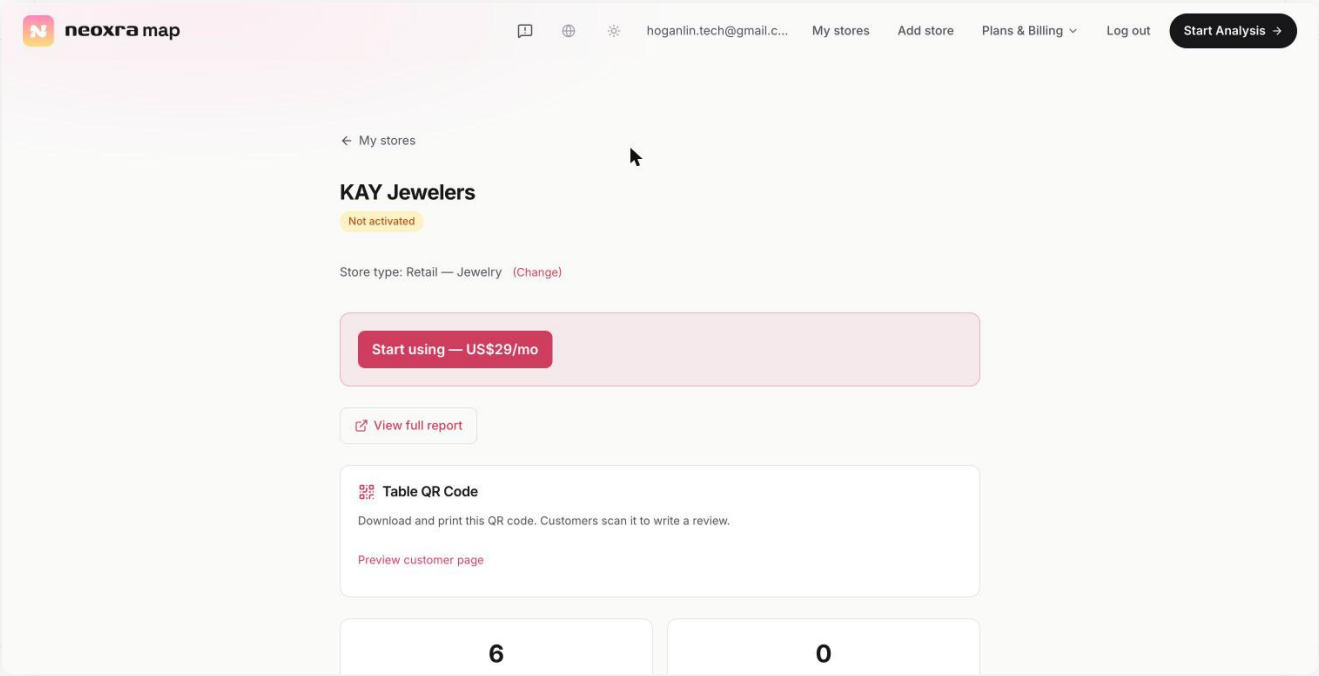


Fig. B Store detail page (not yet activated): includes "Start using US$29/month" button, Table QR Code preview, and customer page link.

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

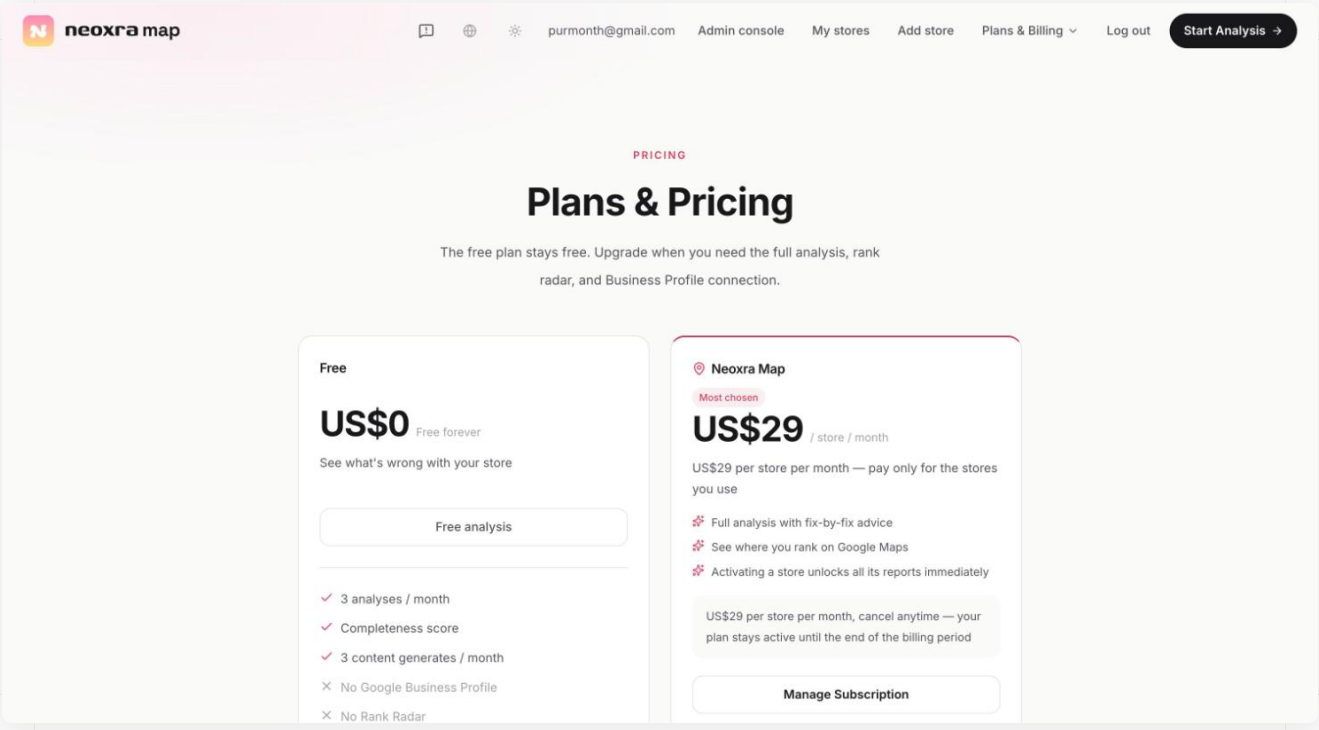


Fig. C Pricing: Free (3 analyses/month) and US$29/month per store (full features).

3 Set up store info and service items

1. **Upload logo**: Customers see your logo first after scanning.
2. **Fill product categorys**: Product Category names (e.g., Engagement Rings, Wedding Bands, Diamond Earrings, Fine Watches, Jewelry Repair), up to 12. **Do not** fill keywords or things you want customers to write — Google forbids steering review content.

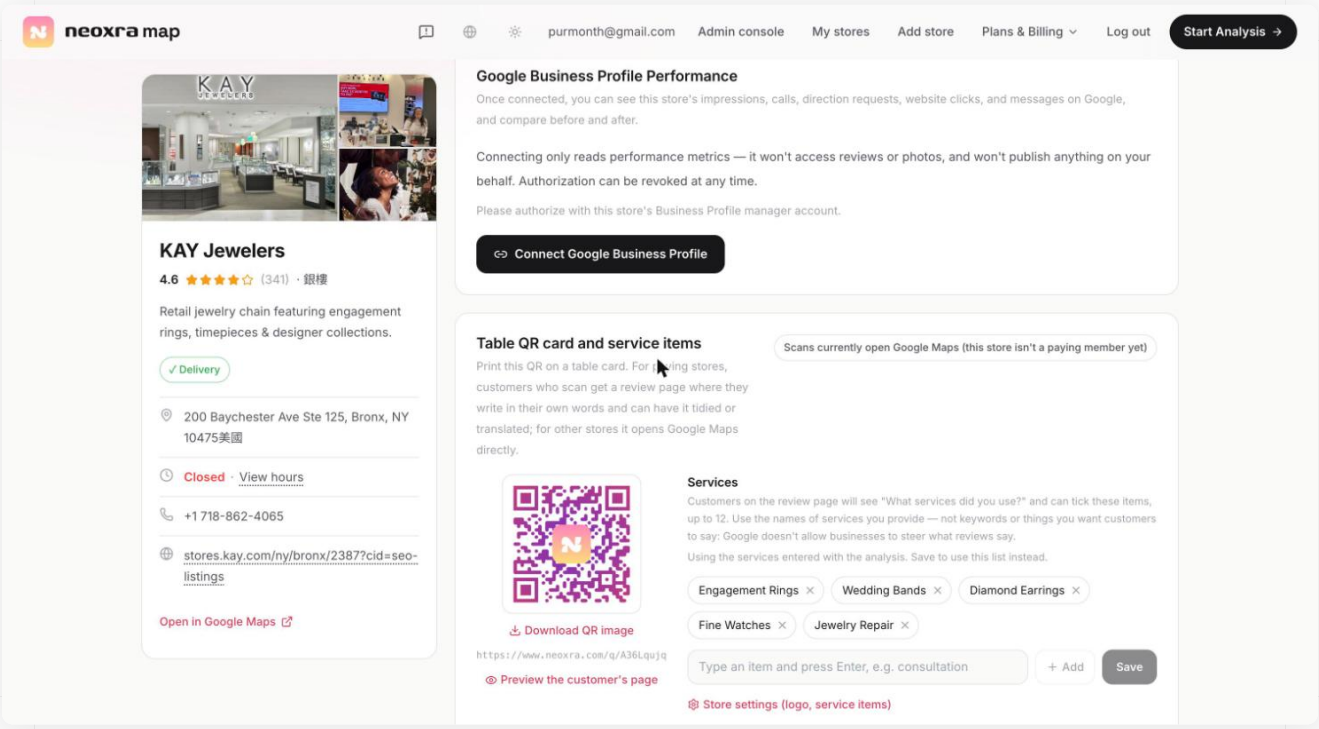


Fig. D Table QR download + service items (filled: Engagement Rings, Wedding Bands, Diamond Earrings, Fine Watches, Jewelry Repair).

4 Print table QR + add sales associate-specific QR

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

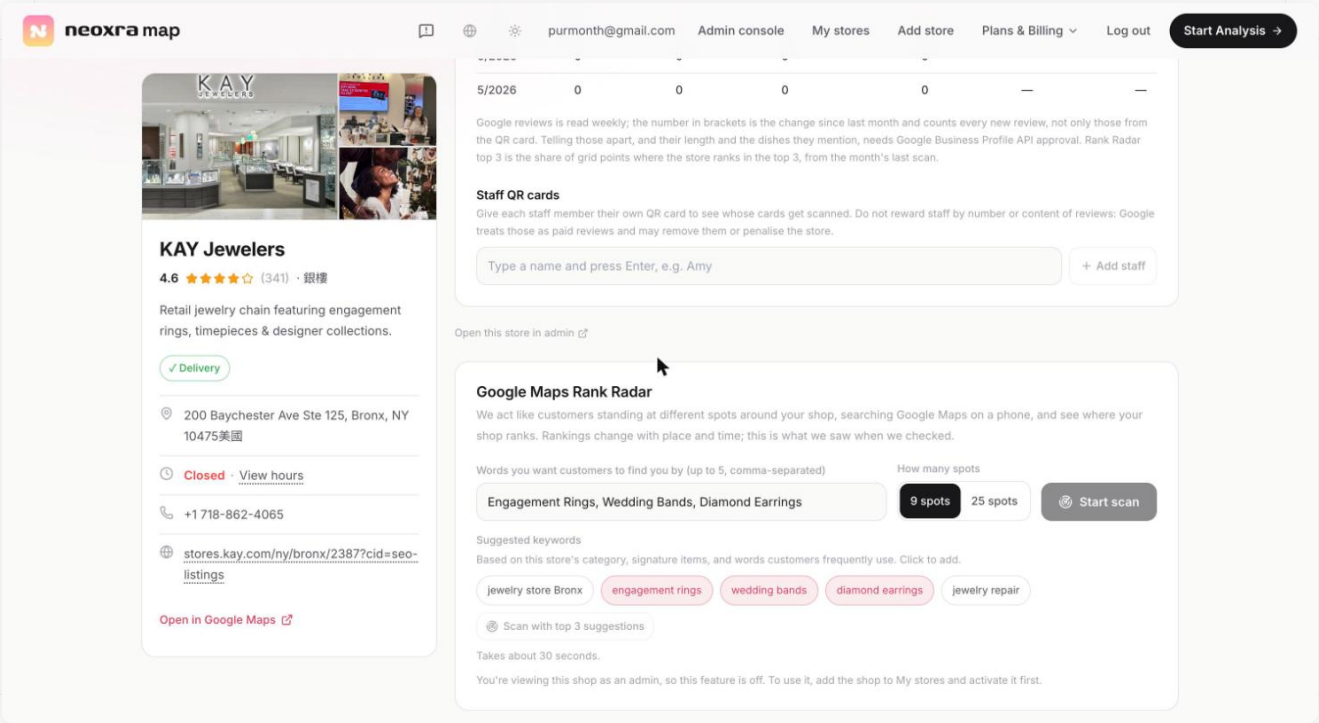


Fig. E Sales Associate-specific QR + monthly performance table.

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
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 sales associate'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.

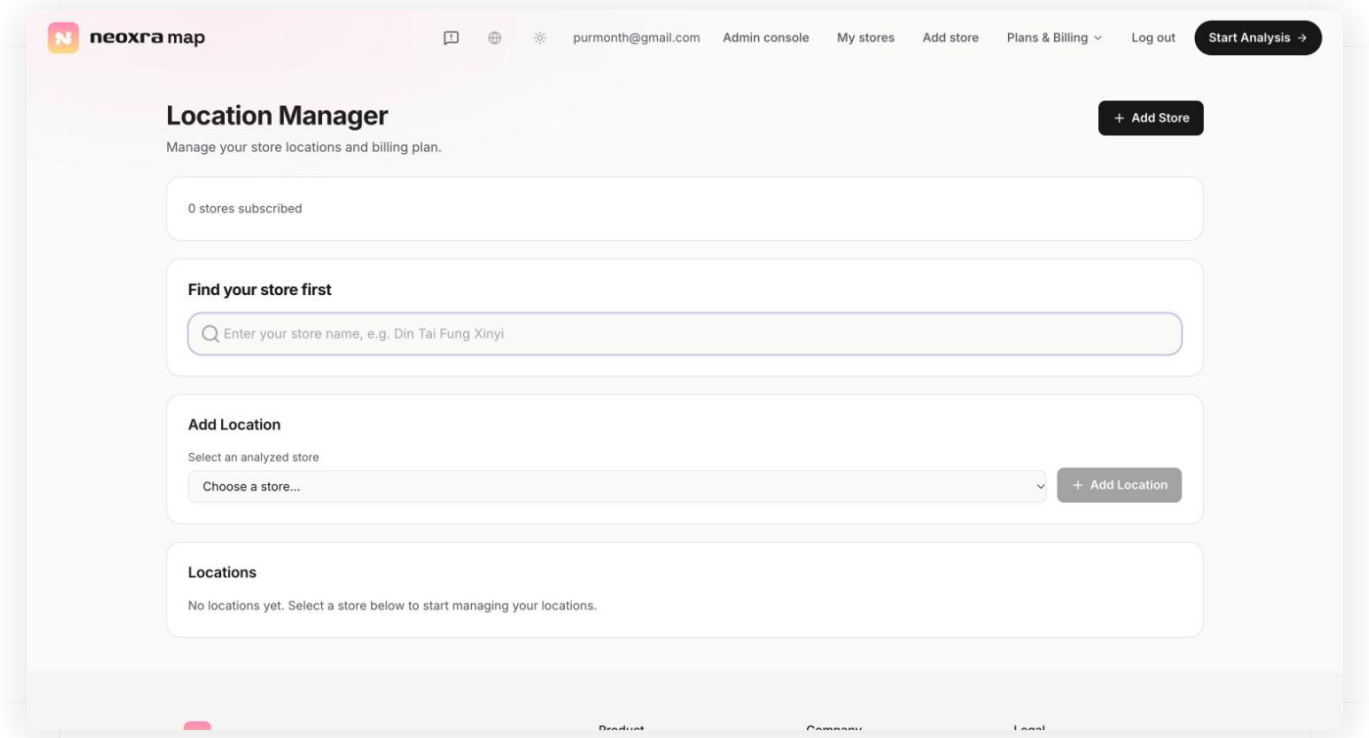


Fig. F Location Manager: all stores and subscription statuses at a glance.

05 What to do about malicious reviews

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

The effect: the next customer 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 customer 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 store**

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 Customer: 10-second review

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

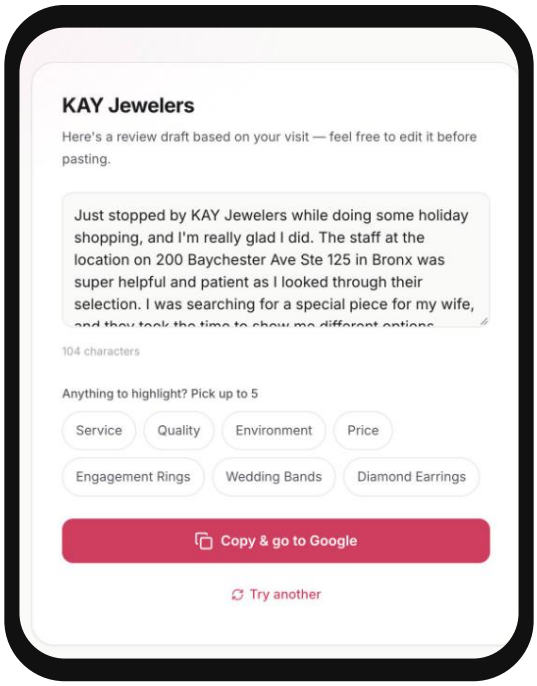


Fig. KAY Jewelers customer review page (10/24 UI: experience selection and review draft on one page)

> The star rating and final content are **entirely the customer'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 customer 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 stores from exchanging reviews for discounts or gifts, or only asking satisfied customers. 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 customer sees them, not just happy ones.
- Add a small card with a sales associate-specific QR to takeout orders; the customer 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 store 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 customers for reviews	Place table cards at **every table, the counter, and in takeout bags** so every customer sees them
Write content for customers, post on their behalf, or have every customer copy the same template	Let the customer tap their real experience to generate a draft, edit it themselves, and post it themselves
Reward staff by review count	Sales Associate 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 store	US$29/month, billed monthly	Full report, Rank Radar, unlimited posts, review reply drafts, table + staff QR, monthly performance
Multiple stores / 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 store pauses the subscription, do printed QR cards stop working?** No. After pausing, customers scanning the same QR go straight to the store'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 store'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 store hasn't paid for subscription yet. After activation, the review page appears.
- **Can customer reviews mention our sales associate by name?** Yes. Reviews that describe a real experience, including an associate's name, are allowed — these are the "content-rich" reviews Google values.
- **Where should we place the table QR?** At the counter checkout, next to the ring sizer, in the gift bag with a thank-you card, on the back of business cards. Key principle: EVERY customer sees it — not just the ones who leave happy.

Contact

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

> Neoxra Map Jewelry Retail Guide • October 24, 2026 edition • Example store: KAY Jewelers (200 Baychester Ave, Bronx, NY) • All screens shown are from publicly available Google Maps data.