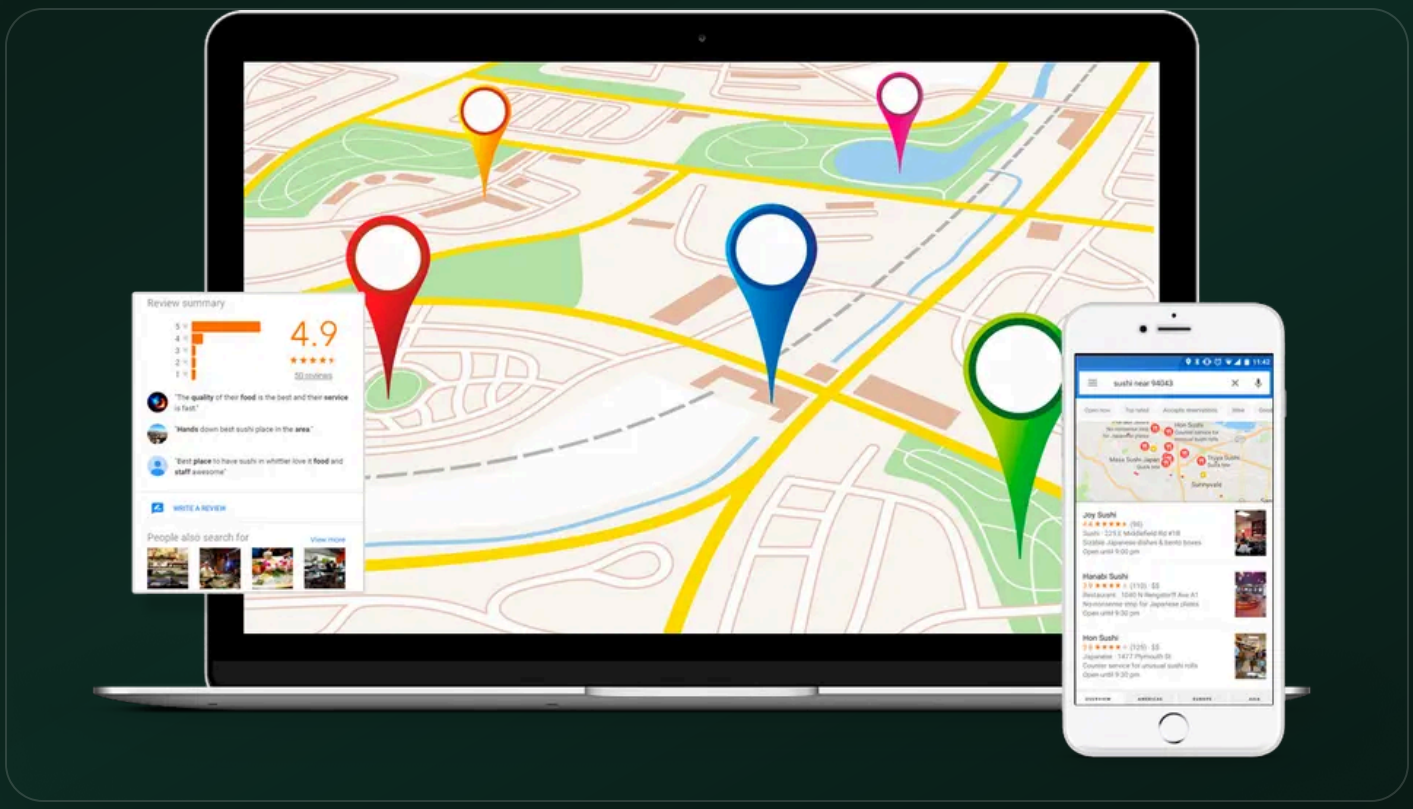
ToolGPA

NOVEMBER 2026

Map Ranks

The Insider's Guide

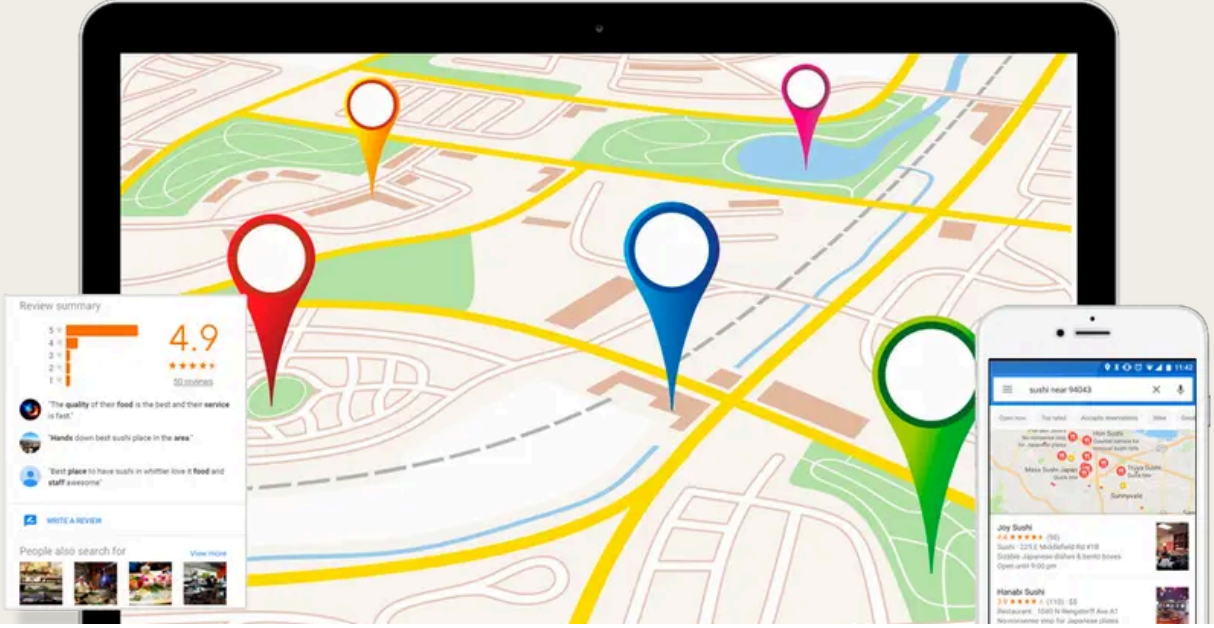
Done-for-you Google Business Profile and Maps ranking service



Every plan, grade, refund rule and rival among local SEO tools, read from Map Ranks's own pages.

Made by Map Ranks · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Map Ranks's own pages, its app-store listings and our grades. Every fact in it is on Map Ranks's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 4 of the 63 other local SEO tools we grade

Map Ranks is a San Diego company that manages a business's Google Business Profile for it, rather than selling software to run yourself. Its team researches keywords, completes the profile, posts weekly, answers reviews and sends weekly reports. Packages are billed monthly with no contract, and a free listing scan shows where a business ranks on Google Maps.

> "
>
> **It is done for you, so there is little to set up beyond giving access.**
>
> From our grade for ease of use

To get you started, here are **8 things to know about Map Ranks**, taken from its own pages and our grades.

1 **Best for paying someone to run your Google Business Profile**

MapRanks is a done-for-you service that runs your Google Business Profile, from $250 a month with no contract.

2 **Paid plans start at $250 a month**

As its pricing page puts it: $250 per month, no contract.

3 It runs on Web

Web.

4 Google Business Profile setup and upkeep

The team researches keywords and locations, brings the profile to a 100% completion score, lists products and services, and keeps it updated each week.

5 Weekly posts and photos

Each week it publishes a keyword-targeted post with an image and uploads photos with date stamps and EXIF keywords.

6 Review replies and collection

It replies to reviews by hand with keywords, flags negative ones, and supplies a QR code flyer and review tap cards for collecting new reviews.

7 A 1.8 GPA, above 4 of 63

That is against the other local SEO tools we grade, on value, the free plan, features, ease of use and platforms.

8 Keep it

To replace Map Ranks you would be making listings sent to dozens of directories and map apps, which takes an agreement with each. That is not a weekend's work, with an AI app builder or without one.

Map Ranks at a glance

PRICING Paid, from $250 per month, no contract	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Map Ranks	CATEGORY Local SEO Tools
OUR GRADE 1.8 GPA, weak	

The report card

Best for paying someone to run your Google Business Profile

MapRanks is a done-for-you service that runs your Google Business Profile, from $250 a month with no contract. Citations sit in the $500 package, Google Ads management in the $1,000 one, and it is not software you run.

TOOLGPA REPORT CARD — **Map Ranks** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	$250 a month for Starter is well above the $16 to $59 the category's subscriptions cost, though this is a managed service and the work is done by people.
Free plan and trial	F	The listing shows no free plan and no trial, so you pay before you can try it.
Features	C	Profile upkeep, weekly posts, review replies, geo-grid ranking and weekly reports. Citations and the NAP check are only in Pro and Super.
Ease of use	B	No store rating on record. It is done for you, so there is little to set up beyond giving access.
Platforms and integrations	B	Web, with six listed integrations and reports. No apps.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Map Ranks is for

- ✓ Fits if you run a local business and would rather pay than manage your listing
- ✓ Works for owners who want a no-contract monthly service

Who it is not for

- ✕ Pricey if you are a one-site shop, as the cheapest package is $250 a month
- ✕ Skip it if you want software to do this yourself, as it is a managed service
- ✕ Watch out: citations and the name, address and phone check are not in Starter
- ✕ Watch out: Google Ads management is only in the $1,000 package, and the pages do not say if ad spend is extra

Good to know

Good for

- ✓ Single-location businesses that want someone else to run their Google Business Profile
- ✓ Franchises and multi-location brands that need bulk listing management
- ✓ Owners who want a month-to-month service with no contract

Worth knowing

- ⓘ It is a managed service, not self-serve software: the team works inside your Google Business Profile, and you keep ownership of the listing.
- ⓘ The 100+ directory citations and the name, address and phone consistency check are in Pro and Super only; Starter does not list them.
- ⓘ Google Ads management is only in the $1,000 Super package, and the vendor's pages do not say whether ad spend is extra.
- ⓘ The pricing section lists three packages; multi-location and franchise pricing is not published.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$250

A month to start

Map Ranks is a paid product, starting at $250 per month, no contract.

> **The listing shows no free plan and no trial, so you pay before you can try it.**

From our grade for free plan and trial

STARTER PACKAGE

$250

per month, no contract

Managed Google Business Profile: keyword research, profile completion, weekly posts and photos, review replies, QR code flyer and review tap cards, and weekly reports.

PRO PACKAGE

$500

per month, no contract

Everything in Starter, plus a name, address and phone consistency check and 100+ manually created citations, including Apple Maps, Bing, Yahoo and Yellow Pages.

SUPER PACKAGE

$1,000

per month, no contract

Everything in Pro, plus Google Ads setup and management, competitor research, budget optimization, conversion tracking and weekly campaign reviews.

Read from mapranks.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Done-for-you Google Business Profile and Maps ranking service. Here is what it does, as its own site describes it, and what it covers: reports, rank tracking, review collection, local listings.

"

Profile upkeep, weekly posts, review replies, geo-grid ranking and weekly reports.

From our grade for features

Google Business Profile setup and upkeep

The team researches keywords and locations, brings the profile to a 100% completion score, lists products and services, and keeps it updated each week.

Weekly posts and photos

Each week it publishes a keyword-targeted post with an image and uploads photos with date stamps and EXIF keywords.

Review replies and collection

It replies to reviews by hand with keywords, flags negative ones, and supplies a QR code flyer and review tap cards for collecting new reviews.

Geo-grid ranking reports

On-demand geo-grid reports show where a listing ranks on Google Maps across an area, and a free listing scan checks a business's local ranking.

Weekly performance reports

Weekly emails report keyword rankings, phone calls, website clicks and direction requests, with monthly progress reports.

Citations and suspension help

Pro and Super add 100+ manually created directory listings. All packages include suspension and dispute resolution for the profile.

Where it runs

- Web

What it works with

- Google Business Profile
- Google Ads
- Apple Maps
- Bing
- Yahoo
- Yellow Pages

Map Ranks is made by Map Ranks.

Where it stands

Its grades against its category, and whether to keep it or make your own

4/63

Other local SEO tools it is graded above

Map Ranks's GPA of 1.8 is higher than 4 of the 63 other local SEO tools we grade, and level with 11.

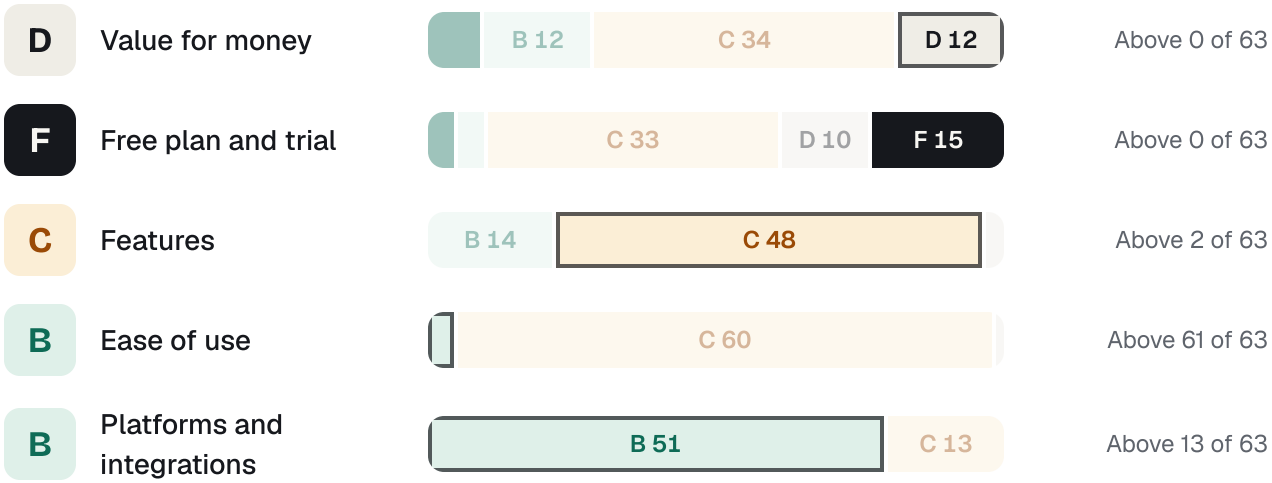
It stands best on ease of use (B, above 61 of 63) and worst on free plan and trial (F, above 0).

Its paid plans start at $250 a month, against a middle price of $30.50 for the category: 48 of the 49 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

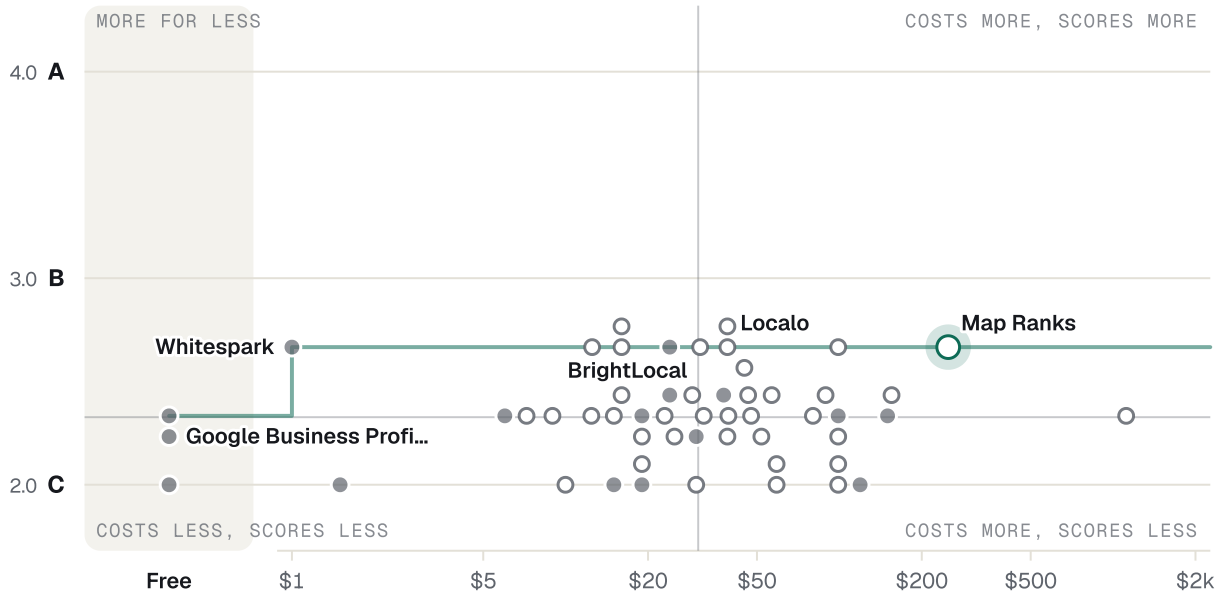
Each grade against the category

Every bar is all 64 local SEO tools we grade, cut by the letter each got. Map Ranks's own letter is outlined.



Price against what you get

Each dot is one of 53 local SEO tools. Further left costs less; higher up scores better on features, ease of use and platforms. Map Ranks is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Map Ranks you would be making listings sent to dozens of directories and map apps, which takes an agreement with each. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 48 of the 63 other local SEO tools grade higher. It costs $3,000 a year.

What you could make

- Review collection and reports: an app builder makes these well.

What you could not

- Listings sent to dozens of directories and map apps, which takes an agreement with each.
- Daily checks of where your pages rank in search results.
- It plugs into other products, Google Business Profile, Google Ads and Apple Maps among them.

What this rests on. Map Ranks's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Whitespark, BrightLocal, Merchynt, Localo and Local Falcon

The 5 tools Map Ranks is most often weighed against, with where each one differs from it.

2.6 GPA

Whitespark

Free plan · from $1/mo

Local SEO tools sold one by one: rank grids, citations and GBP control.

- Whitespark has a free plan. Map Ranks does not.

Map Ranks and Whitespark compared in full

2.4 GPA

BrightLocal

Free trial · from $31/mo

Local SEO platform for rankings, listings, reviews and AI visibility.

- BrightLocal also covers AI search visibility.

Map Ranks and BrightLocal compared in full

1.8 GPA

Merchynt

Free trial · from $99/mo

Paige, an AI agent that runs a Google Business Profile for you.

- Merchynt also covers AI search visibility.

Map Ranks and Merchynt compared in full



2.4
GPA

Localo

Free trial · from $39/mo

Google Business Profile tool with rank maps, posts, reviews and tasks.

- Localo also covers AI agents and schema markup.

Map Ranks and Localo compared in full



2.2
GPA

Local Falcon

Free trial · from $24.99/mo

Geogrid rank tracker for Google, Apple Maps and AI answers.

- Map Ranks also covers review collection and local listings.
- Local Falcon also covers AI agents, keyword research and AI search visibility.

Map Ranks and Local Falcon compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

12

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Map Ranks free?

No. Map Ranks is a paid product, starting at $250 per month, no contract.

How much does Map Ranks cost?

Map Ranks lists 3 plans. Starter Package: $250 per month, no contract.

What platforms does Map Ranks work on?

Map Ranks is available on Web.

Does Map Ranks have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Map Ranks is listed for Web.

Does Map Ranks have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Map Ranks is listed for Web.

Is Map Ranks open source?

Map Ranks is not described as open source on its own site, as read on Nov 13, 2026.

What does Map Ranks integrate with?

Map Ranks's listing names Google Business Profile, Google Ads, Apple Maps, Bing, Yahoo and Yellow Pages.

Who makes Map Ranks?

Map Ranks is made by a company of the same name.

What are the alternatives to Map Ranks?

The closest alternatives to Map Ranks in our directory are Whitespark, BrightLocal, Merchynt, Localo and Local Falcon.

How does Map Ranks compare with other local SEO tools?

Map Ranks's GPA of 1.8 is higher than 4 of the 63 other local SEO tools we grade, and level with 11.

Is Map Ranks good value for money?

ToolGPA grades Map Ranks D for value for money. Its paid plans start at $250 a month, against a middle price of $30.50 for the category: 48 of the 49 others that charge start lower.

Could I make my own version of Map Ranks?

To replace Map Ranks you would be making listings sent to dozens of directories and map apps, which takes an agreement with each.

Where this guide comes from

The prices, plans, platforms and features were read from Map Ranks's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Map Ranks's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Map Ranks. Prices change, so check mapranks.com before you buy.

mapranks.com/
mapranks.com/about-us/
mapranks.com/how-it-works/
mapranks.com/free-listing-scan/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Map Ranks, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/mapranks

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Map Ranks: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/mapranks
```

Know someone choosing between local SEO tools?

Send them this guide:
toolgpa.com/tools/mapranks/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded local SEO tools after Map Ranks, each with an Insider's Guide of its own.

Local SEO Tools Insider's Guide

Every one of the 64 local SEO tools we grade, compared

Bing Places for Business Insider's Guide

Free Microsoft listing for a business on Bing search and Bing Maps

3.0 GPA

Google Business Profile Insider's Guide

Free listing that sets how a business shows on Google Maps and Search

3.0 GPA

Apple Business Insider's Guide

Free Apple portal for a business's place card on Apple Maps

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Map Ranks's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Map Ranks is a trademark of its owner, and this guide is not made, paid for or approved by Map Ranks. Prices and plans change: check mapranks.com before you buy.