



MapTriage

A turnkey, pre-revenue Google Business Profile funnel: buyer prospectus

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At a glance

MapTriage is a complete, faceless digital product funnel, ready to launch. It sells a \$27 Google Business Profile audit tool to agency owners who serve local businesses, then moves them up to a full white-label package.

This is a pre-revenue business

It has no sales, customers, traffic, ad history or email list. You would be buying the finished build and handover support, not a track record. The figures below are benchmark math, not results or a forecast.

The angle

Most Google Business Profile services sell posting. In Whitespark's 2026 Local Search Ranking Factors, a survey of 47 experts, post frequency ranked #148 of 187 local pack factors, and primary category ranked #1. The offer is built on that gap: **know what to fix first**.

The funnel

Step	Offer	Price	Benchmark take rate	Value per customer
Front-end	Fix-First Audit (3 clients) + 3 bonuses	\$27	100%	\$27.00
Bump 1	Done-For-You Post Pack	\$27	30%	\$8.10
Bump 2	Review Request Kit	\$17	15%	\$2.55
Upsell 1	Agency License (unlimited clients)	\$97	10%	\$9.70
Downsell 1	10-Client License	\$47	6%	\$2.82
Upsell 2	White-Label + Client Outreach Kit	\$197	7%	\$13.79
Downsell 2	Outreach Kit Lite	\$67	5%	\$3.35
Modeled average order value				\$67.31

Bump 1, Upsell 1 and Upsell 2 rates are Funnel Calculator benchmarks. The other three are my assumptions.

What it needs to work

Metric	Value
Break-even cost per customer, after 2.9% fees and 1% refunds	\$64.68
Cost per click at a \$35 CPM and 1.75% link CTR	\$2.00
Front-end conversion rate needed to break even	About 3.1%

At \$1,000 a day	2% conversion	3%	4%	5%
Customers a day	10	15	20	25
Revenue	\$673	\$1,010	\$1,346	\$1,683
Profit after ad spend, fees and refunds	-\$353	-\$30	\$294	\$617
ROAS	0.67	1.01	1.35	1.68

The training's benchmark for front-end conversion is 1 to 3% average and 3 to 8% great, so **this funnel needs a better-than-average front-end at those ad costs**. Lower CPMs or higher CTRs bring the requirement down. At a \$25 CPM and 1.75% CTR, it's about 2.2%. No back-end revenue is included, and no back-end has been built.

What you get

- ✓ **Software:** a 40-point audit with weighted scoring and a ranked fix list, client PDF reports, a 90-day post planner with a policy checker, CSV and calendar export, and tiered unlock codes. No server and no monthly costs. The source and build scripts are included.
- ✓ **Products:** Quick Start, Field Guide, Suspension-Safe Checklist, Auto-Publish Setup Guide, Post Pack (120 posts), Review Request Kit, Agency Rollout Playbook, Client Outreach Kit, Outreach Kit Lite, and proposal and agreement templates.
- ✓ **Funnel:** sales page, four upsell and downsell pages, thank-you page, members area, access pages and legal templates.
- ✓ **Marketing:** 4 ad creatives in 2 sizes, ad copy and campaign setup, 8 post-purchase emails and 2 abandoned-checkout emails.
- ✓ **Brand:** name, logo files, palette, pen-name options and Facebook page kit.
- ✓ **Support:** [14] days of technical support and [30] days of consulting.

Ways a strategic buyer could use it

- **Upgrade inside the tool:** point the upgrade link at your product.
- **Final upsell:** replace Upsell 2 with your software or service.
- **Front-end "how to", back-end "improve":** the audit shows people what's wrong. Your product helps them fix it or track it.
- **Lead generation for your own sales team:** add a book-a-call step on the thank-you page.

Market signals, and their limits

- US searches for "google business profile" have a median of about 450,000 a month (Keyword Planner, October 2025 to September 2026). Many are people looking for the login page, not agency owners, so this shows category size rather than direct demand.
- "local seo" has a median of about 6,600 searches a month and top-of-page bids up to about €28, but it was down 70% year on year in the latest month.
- The monthly tool plans I checked in October 2026 ranged from about \$25 to \$150 a month.
- A vendor in the market publishes agency pricing of \$150 to \$1,500 a month per location. Treat that as a rough guide.

What's been tested, and what hasn't

Tested	Not tested
The software, with 61 automated checks in Chrome at desktop and phone widths: scoring, exports, license limits, backup and restore	Paid traffic, conversion rates and take rates
Links, images and page layouts on every funnel page	Live checkout and one-click upsells, which depend on your platform
The formulas in the financial model	Make and Zapier publishing on a live account. The guide comes from their published documentation

Good to know

- The tool doesn't connect to Google. Users answer the checks by looking at the profile. There's no rank tracking.
- Customer data stays in each person's browser. Unlock codes are soft locks, not server-side licensing.
- Some materials were created with AI assistance, which can limit copyright protection.
- Trademark clearance on the name hasn't been done, and the domain may not be registered yet.