LOCAL PLATFORM

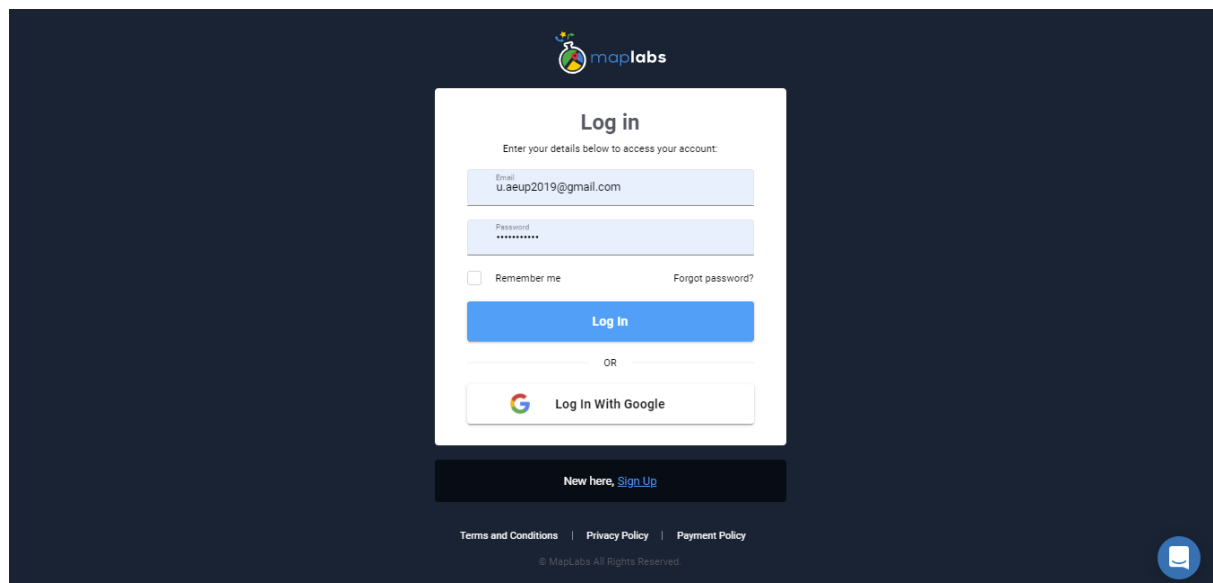I need to create a web platform to manage my Seo Local clients.
This platform will be connected or will use google APIs (Google My Business, Google Places, ...) and it would need to be on a wordpress.

This platform (like the website that I have given you https://maplabs.com/) the first thing to do is to be able to link the google accounts that manage the Google My Business profiles, and to be able to manage them from the platform.
After this, I would like the platform to perform many more services.

These are the characteristics or services that the platform has to do, they contain much of the example web, but above all, they increase it in many aspects:
- Login

It is important that it allows you to manage several accounts at the same time, it is about creating a platform or HUB where you can manage all the GMB company profiles. For example, I have several accounts, and I can manage them all from here.
In the image you see for now only 3 accounts.

- Lateral Menu

LOGO	

Client	1GMAIL
DashBoard	
Insight	
Location Info	Edit Listing
	Photos
	Reviews
	Q&A
	Post
	Reports
	Quality Test
	Local Audit
	RoadMap
	Advanced Data
Reports	GeoGrid
	Local audit
	RoadMap
Optimization	Location Info
	RankMap
	DrivingMap
	Citation Tracker
	Citation Master
	MagicKeyword
	LocalCTR
Hunter Leads	

Extra Services	Buy Reviews
	Buy Power Reviews
	Build a Entity
	PLN

Resources	Local Webs
	Local Spinner
How to	Videos
	Post

Configuration	White Label

	Billing
	Settings

- Dashboard
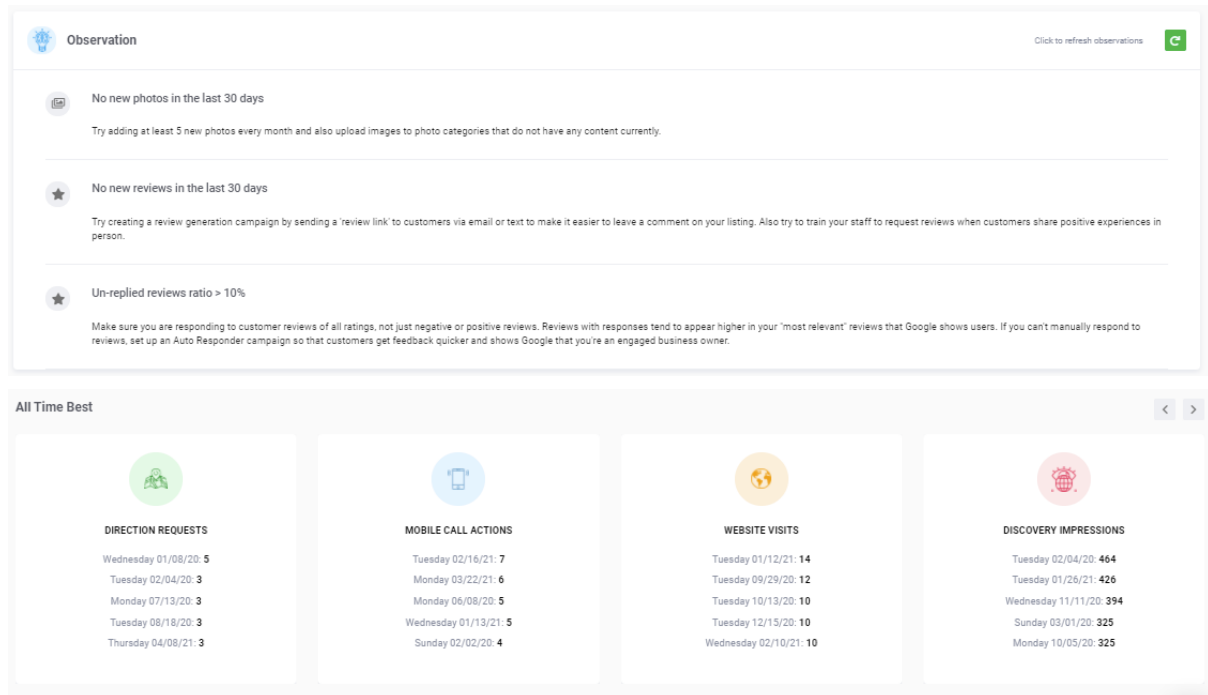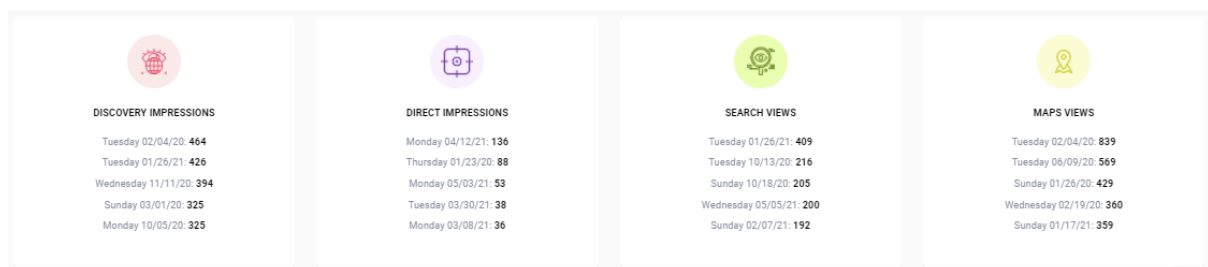
- Insight
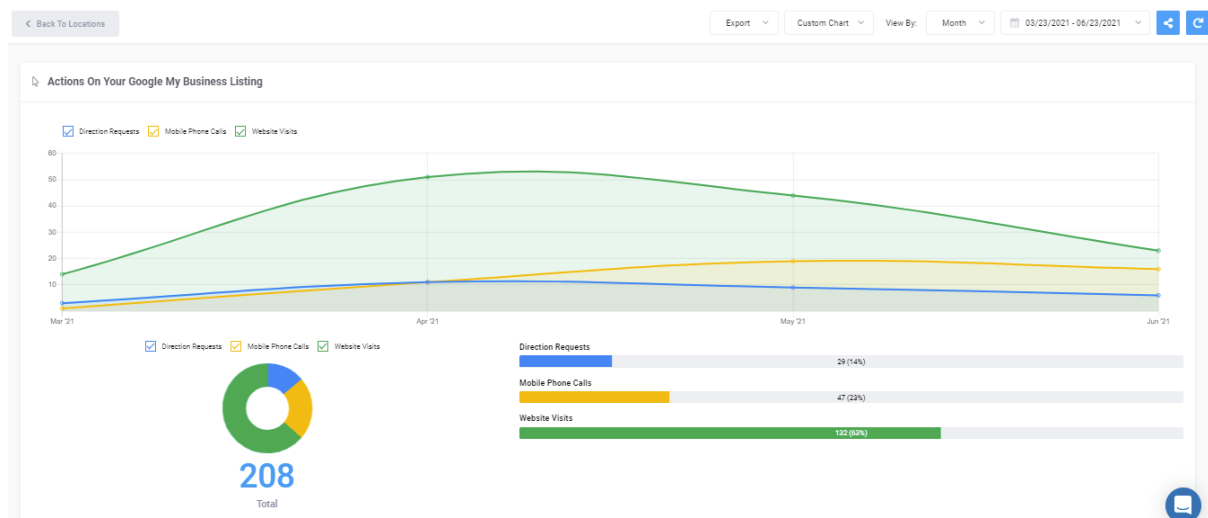
Total Photo Views On Your Google My Business Listing
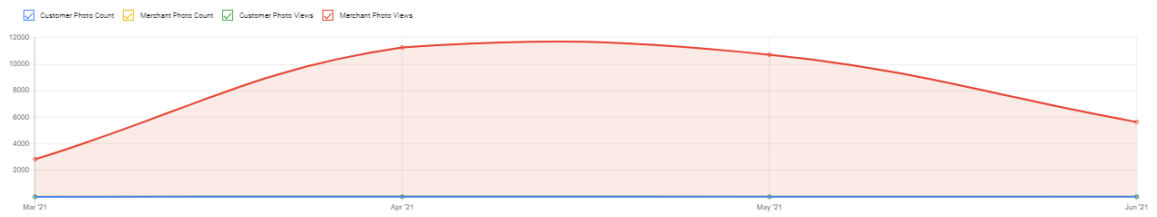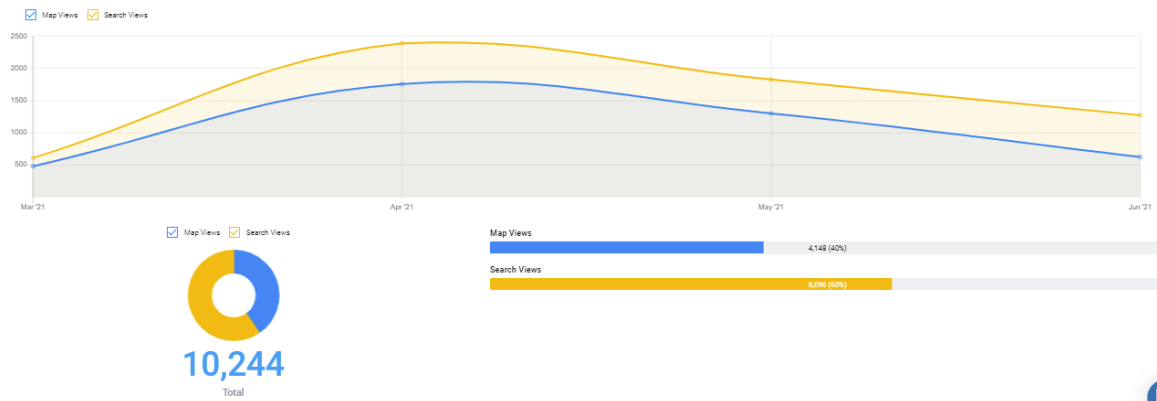
☑ Customer Photo Count ☑ Merchant Photo Count ☑ Customer Photo Views ☑ Merchant Photo Views

12000
10000
8000
6000
4000
2000

Mar '21   Apr '21   May '21   Jun '21

Total Views On Search

☑ Map Views ☑ Search Views

2500
2000
1500
1000
500

Mar '21   Apr '21   May '21   Jun '21

☑ Map Views ☑ Search Views

10,244
Total

Map Views
4,148 (40%)

Search Views
6,096 (60%)

Search Impressions

☑ Direct Searches ☑ Discovery Searches

3000
2500
2000
1500
1000
500

Mar '21   Apr '21   May '21   Jun '21

☑ Direct Searches ☑ Discovery Searches

8,082
Total

Direct Searches
795 (10%)

Discovery Searches
7,287 (90%)
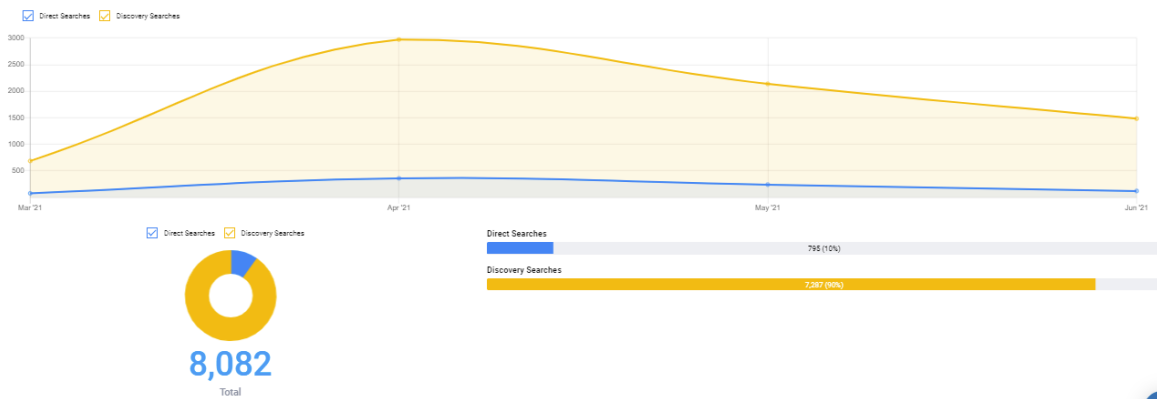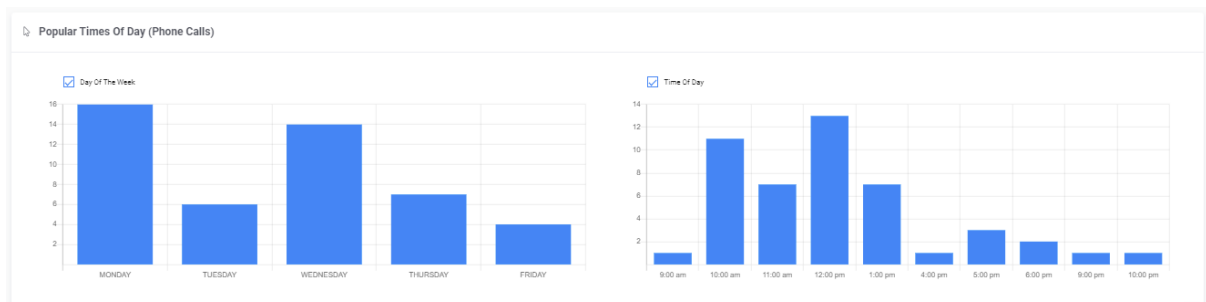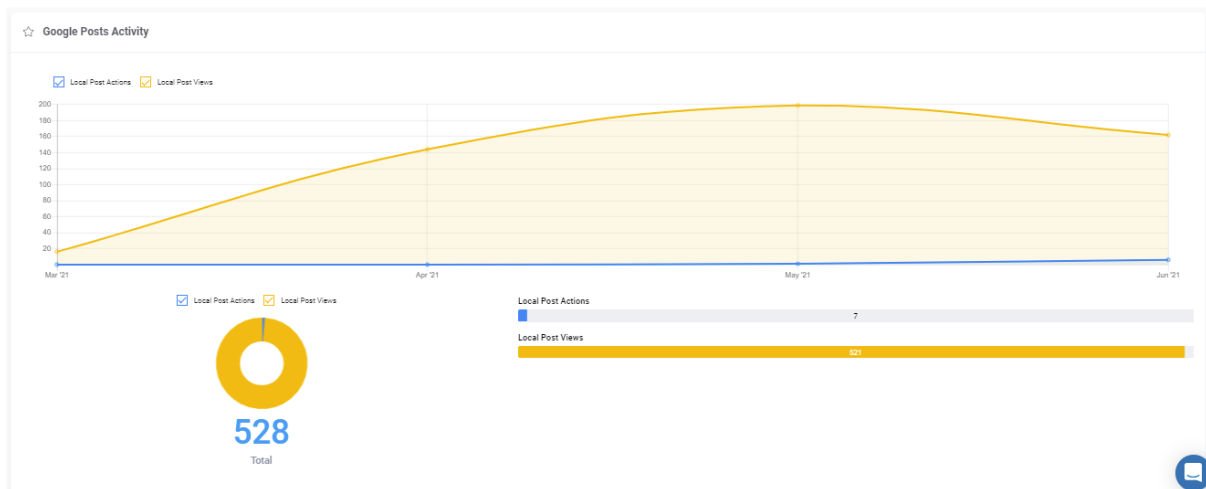
- Location Info

LOCK DATA - Locking a location will periodically update GMB with the locked data. Any changes you make directly in GMB will be overwritten.

Website URL
https://www.aflaredo.com/

Appointment links
https://aflaredo.com/cita-previa/

From the business
Identifies as women-led
Service options
Online appointments
Health & safety
Staff wear masks
Staff required to disinfect surfaces between visits
Accessibility
Wheelchair accessible entrance

Business Description
En la Administracion de Fincas Laredo Garrido ofrecemos servicios de administracion de de fincas en Madrid y de Administrador de Fincas Online para el resto del Territorio Español. Administración de Fincas Madrid | Administrador de Fincas Madrid

Opening Date & Status
Opened on March 11, 1995

Services of GMB

Administrador de la propiedad
Main Category
+ Add Item

Abogado administrativo
+ Add Item

Empresa de administración de propiedades
+ Add Item

Servicios de empresa a empresa
+ Add Item

- Photos

COVER	VIDEO	PROFILE	EXTERIOR	INTERIOR	PRODUCT	AT WORK	TEAMS PHOTOS

Note: Adding photos here are published immediately to Google.

Description

Publish

Upload an image to your media library

Minimum Size: 250 x 250
Maximum Size: 2120 x 1192
Formats: PNG, JPG, JPEG Or WEBP
Aspect ratio: 4:3
File Size min/max: 10KB/5MB

Media

This section is about uploading photos and videos to the GMB profile.
You must enable the option to geolocate images as it appears on the map.
Could you upload a photo or 20

- Quality Test

Listing Status ℹ   100.00% (3/3)

✅ Verified 1   ✅ No Updates pending 1   ✅ No Duplicate listing 1

Basic Business Information ℹ   100.00% (7/7)

✅ Phone Number 1   ✅ Website URL 1   ✅ Hours of Operation 1
✅ Opening Date 1   ✅ Additional Categories 1   ✅ Attributes selected 1
✅ Business Description 1

Reputation and Reviews ℹ   65.00% (13/20)

✅ Average rating 5   ❌ Total Number of Reviews 1
❌ Reputation Management 2   ✅ New Review Frequency 5

Photos ℹ   18.18% (2/11)

✅ Cover 1   ✅ Profile 1   ❌ Interior 0   ❌ Exterior 0
❌ Videos 0   ❌ New Image By Owner Last 30 Days 0   ❌ Total Quantity 0

Content ℹ   62.50% (5/8)

✅ Posted in Last 30 days? 3   ❌ Used images or video? 0
✅ Used action button? 1   ❌ Published an "Offer"? 0   ❌ Published an "Event"? 0
✅ Services Added? 1

Performance (5/35) ℹ

Direct Searches	0/5	-119 ↘ -33%
Discovery Searches	0/5	-836 ↘ -28%
Search Views	0/5	-566 ↘ -24%
Map Views	0/5	-458 ↘ -26%
Direction Requests	0/5	-2 ↘ -18%
Mobile Phone Calls	5/5	8 ↗ 73%
Website Visits	0/5	-7 ↘ -14%

Direct Searches
05/01/2021 - 05/31/2021 Vs 04/01/2021 - 04/30/2021

-119   -33 %

Total Range A: 240   vs   Total Range B: 359

☑ range A   ☑ range B

	Concepto	Estado	Valor		
Q u a l it	Estado Listado	Verificado	Si	1	33,00 %
			No	0	
		Actualizaciones Pendientes	Si	0	33,00 %
			No	1	
		Listado Duplicado	Si	0	33,00 %
			No	1	
	Informacion Comercial Básica	Kw en NAP	Si	1	7.69 %
			No	0	
		Nº Telefono	Si	1	7.69 %
			No	0	
		URL Web	Si	1	7.69 %
			No	0	

(Estado Listado total: 100% — Informacion Comercial Básica total: 100%)

y T e st		URL Menu	Si	1	7.69 %	
			No	0		
		URL Pedido Anticipado	Si	1	7.69 %	
			No	0		
		URL Reservas	Si	1	7.69 %	
			No	0		
		URL Cita	Si	1	7.69 %	
			No	0		
		Horario	Si	1	7.69 %	
			No	0		
		Descripcion	Si	1	7.69 %	
			No	0		
		Descripcion KW Localizada	Si	1	7.69 %	
			No	0		
		Fecha Apertura	Si	1	7.69 %	
			No	0		
		Categorias Adicionales	Si	1	7.69 %	
			No	0		
		Atributos Seleccionados	Si	1	7.69 %	
			No	0		
	Reseñas	Puntuacion Media	Si > 4.5	5	20%	100%
			Si >4 < 4.4	4		
			Si > 3.5 < 3.9	3		
			Si > 3 < 3.4	2		
			Si > 2.5 < 2.9	1		
			Si < 2.8	0		
		Numero de Reseñas	Si > 100	5	40%	
			Si > 75	4		
			Si > 50	3		
			Si > 25	2		
			Si > 10	1		
			Si < = 10	0		
		Frecuencia De Reseñas	Si => 20 por mes	5	30%	

			Si => 15 < 19 por mes	4		
			Si =>10 <=14 por mes	3		
			Si => 5 <= 9 por mes	2		
			Si >2 <= 4 por mes	1		
			Si <= 1 por mes	0		
		Tasa de respuesta	Si => 75%	5	10%	
			Si => 50% =< 74%	4		
			Si => 25% =< 49%	3		
			Si => 10% <=24%	2		
			Si < 9%	1		
			Si =0%	0		
	Fotos	Foto de Portada	Si	1	5%	100%
			No	0		
		Logotipo	Si	1	5%	
			No	0		
		Fotos Subidas por el Propietario		5 4 3 2 1 0	10%	
		Fotos Subidas por Clientes		5 4 3 2 1 0	10%	

		Fotos 360	Si	1	5%	
			No	0		
		Videos	Si	1	5%	
			No	0		
		Fotos Interior	Si	1	5%	
			No	0		
		Fotos Exterior	Si	1	5%	
			No	0		
		Fotos en el Trabajo	Si	1	5%	
			No	0		
		Fotos de Equipos	Si	1	5%	
			No	0		
		Cantidad Total	Si => 100	5	40%	
			Si => 75 =< 99	4		
			Si => 50 =< 74	3		
			Si => 25 =< 49	2		
			Si => 10 =< 24	1		
			Si < 9	0		
	Contenido	Frecuencia Publicacion	Ultimos 30 dias	3	50%	100%
			ultimos 60 dias	2		
			Ultimos 90 dias	1		
			No	0		
		Publicacion con Fotos	Si	1	10%	
			No	0		
		Publicacion con CTA	Si	1	10%	
			No	0		
		Publicar Oferta	Si	1	10%	
			No	0		
		Publicar Evento	Si	1	10%	
			No	0		
		Publicar Servicios	Si	1	10%	
			No	0		

			Si es => 51%	5		
			Si es =>26% =< 50%	4		
		Comportamiento Solicitud de Direccion Comparativa con Año Anterior	Si es =>11% =< 25%	3	14.28 %	
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		
			Si es =< 0%	0		
	Interacciones		Si es => 51%	5		
			Si es =>26% =< 50%	4		
		Comportamiento Visitas a la Web Comparativa con Año Anterior	Si es =>11% =< 25%	3	14.28 %	100%
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		
			Si es =< 0%	0		
			Si es => 51%	5		
			Si es =>26% =< 50%	4		
		Comportamiento Llamadas Telefonicas Comparativa con Año Anterior	Si es =>11% =< 25%	3	14.28 %	
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		

			Si es =< 0%	0		
		Comportamiento Busquedas Indirectas Comparativa con Año Anterior	Si es => 51%	5	14.28 %	
			Si es =>26% =< 50%	4		
			Si es =>11% =< 25%	3		
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		
			Si es =< 0%	0		
		Comportamiento Busquedas Directas Comparativa con Año Anterior	Si es => 51%	5	14.28 %	
			Si es =>26% =< 50%	4		
			Si es =>11% =< 25%	3		
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		
			Si es =< 0%	0		
		Comportamiento Visualizaciones en Mapas Comparativa con Año Anterior	Si es => 51%	5	14.28 %	
			Si es =>26% =< 50%	4		
			Si es =>11% =< 25%	3		
			Si es =>6% =<10%	2		

			Si es =>1% =<5%	1		
			Si es =< 0%	0		
		Comportamiento Visualizaciones en Busquedas Comparativa con Año Anterior	Si es => 51%	5	14.28 %	
			Si es =>26% =< 50%	4		
			Si es =>11% =< 25%	3		
			Si es =>6% =<10%	2		
			Si es =>1% =<5%	1		
			Si es =< 0%	0		

Si =<16.66%	F
Si =<33.32%	E
Si =<50%	D
Si =<66,64%	C
Si =< 83.30%	B
Si=> 83,31%	A

This section is a profile analysis.
Make a series of averages based on the table that I attached, and give a quality value.
sorry that the table is in Spanish.

- Local Audit

Directrices de auditoría

✓ ☑ Mostrar óptimo
❗ ☑ Mostrar advertencias
✗ ☑ Mostrar errores

Título de negocios

Largo ✓   Mostrar detalles

Tiene la longitud óptima del nombre comercial.

Términos destacados   Mostrar detalles

Debe incluir frases de uso común en su título. Elija los que sean más relevantes para su negocio.
Asegúrese de que su título no exceda el recuento de palabras recomendado.

seca express   lava seca express   lugo   lavanderia   tintorería

> Lavanderia Autoservicio Lugo | Do Laundry

Su contenido solo se almacena localmente   5 words, 41 characters

Descripción del negocio

Largo ✗   Mostrar detalles

Tiene una longitud de descripción comercial óptima.agregue al menos 9 palabras a la descripción de su empresa.

Términos destacados   Mostrar detalles

Debe incluir frases de uso común en su descripción. Elija los que sean más relevantes para su negocio.
Asegúrese de que su descripción no exceda el recuento de palabras recomendado.

lavandería autoservicio   servicio a domicilio   lavandería

> lavandería autoservicio, con servicio a domicilio en lugo

Su contenido solo se almacena localmente   8 words, 57/750 characters

Categoría de negocios

Categoría principal   Mostrar detalles

Debe establecer Lavandería de autoservicio como la categoría principal de su negocio.

Categorías adicionales

Puede considerar el uso de algunas de las siguientes categorías adicionales si son relevantes para su negocio.

Lavandería   Tintorería   Servicio de lavandería   Servicio de limpieza de alfombras   Servicios de limpieza   Servicio de limpieza de conductos de aire   Servicio de limpieza de canalones   Servicio de limpieza doméstica   Servicio de limpieza de piscinas

Imagenes

Contar   Mostrar detalles

Debes tener al menos 15 imágenes .

Reseñas

Contar   Mostrar detalles

Debes tener al menos 44 reseñas .

Clasificación   Mostrar detalles

Debe tener una calificación de al menos 4.5 ⭐ .

Términos destacados   Mostrar detalles

Debe incluir frases de uso común en sus reseñas. Elija los que sean más relevantes para su negocio.

ropa   buen servicio   lavar y secar   limpio   bien   máquina de café   dejan la ropa   servicio   buen   buenos precios   venta de ropa   buen precio   ropa queda   lavado y secado   lavadoras y secadoras

Su contenido solo se almacena localmente   0 words, 0 characters

Publicaciones

Largo ❌   (Mostrar detalles)

Debes agregar al menos 287 palabras a tu publicación.

Términos destacados   (Mostrar detalles)

Debes incluir frases de uso común en tu publicación. Elija los que sean más relevantes para su negocio.
Asegúrese de que su publicación no exceda el recuento de palabras recomendado.

implantes dentales | dientes | carillas de porcelana | aprender | Odontología cosmetica | alineadores transparentes | salud bucal | asociación dental americana | reserva tu cita hoy | último blog | apnea del sueño | dentista general

dentista | Nueva York | llama a nuestra oficina | rayos X | sonrisa | llamada | echar un vistazo | enderezamiento de dientes | emergencia dental | salud | implante | claro | diente | nuevo | oficina | opciones | implantes

hace años que | profesional | calendario | mayo | uno | mandíbula | por ciento | derecho | ayuda | emergencia | trabaja | necesitar | enderezamiento | cena | como | adultos | beneficios | blanco | Mira | hora

reemplazo | apariencia | mejorar | raíz | visita | sintomas | York | difícil | ver | correo | sucede | espalda | incluso | proceso | limpiezas | opción

Su contenido solo se almacena localmente   0 words, 0/1500 characters

This section does two things:

first a scraper of the competition's profiles.

After doing this scraper, take an average, and indicate in each section, what are the things to improve, giving hints or tips for improvement.

- Post

In this section it recovers all the posts created in the profile.

It also allows you to post, just like the GMB profile.
But I need that when it allows uploading photos, as in the photos section, it allows geolocation of the photos.
in the text field, you should enable a text spinner button (it would provide you spinner API)

It should also allow for self-publishing.
In the images that I put, there is an application (Metricool) that allows to do it, using the RSS of any website and self-publishing it in the GMB profile, allowing it to do it with a programming, and modifying to a certain extent the initial and final text to the copy that it will make .

- Q&A

In this section, you will be allowed to ask questions and answers on the GMB profile and post them.
- RoadMAP
This section is in the process of devising it and being able to transmit it to you.
Basically it is like an audit, where according to all the previous points and others, ... it is a "traffic light" or a "path towards perfection" to have the GMB profile as optimized as possible. If you can think of how to do it, that would be great.

- RankMap

I had a web platform that would do a job for me, but I can't contact the person who requested it and I don't have access to the platform. It was a basic website, where I put this information:

a) latitude and longitude of a point on a map.

b) Latitude and longitude of another point on the map.

C) selected between 500, 1000, 2000 and 4000. These values generated 500, 1000, 2000 or 4000 coordinate points in a list, between the two geographical points that you indicated above.

I need this section to do this.

After this, with that list and a bot that I have in UIPATH I generate a map, I show you a screenshot of the map so that you can see the points.

The first data that I enter is the upper left starting point, and the end is the lower right.

If I select 500 points, it generates 500 equidistant points that fill the "square" between both points.

I have this bot on a VPS and it is created with UIPATH, would there be any way to implement it on the platform? because the process is "generate list of coordinates" go to vps and start the bot, which creates the map.

Could it be automated in any way?

The idea of the platform is to monetize it, so I would like it to be the most automatic and transparent for the client.

- DrivingMap

This section is in process.

but it would be very similar in concept to the previous one.

Instead of a coordinate map, a point-to-point address map would be created.

- Citation Tracker

It is a report, basic. What is intended with this is to give a quick and simple picture of the business situation in the directories and its consistency of NAP

It would be a run button, and it would show a loading or searching bar or icon. To then show a result.

The result is nothing more than the search in the 580 directories, and the positive or negative result of whether it is or not. so that at the end a% Consistency or Citations is shown. If 580 are 100% and you only have 5 Directories made, then the result, either a graph, or something ... would be less than 5% effective.

- Citation Master

I have the listings or directories, and it would be to do a Google search in each directory, and if it gives a result of the profile created in the directory, it would be positive, and if it shows that there is no profile, it would be a negative result. and we'd get that final consistency score from NAP.

- Magic KeyWord

This is a business finder in directories.

To do this, what is involved is to generate 2 searches for the business. One in Google, and one in the Directory

As I have told you, it would be to make a list of those 580 business directories that I have. and give the option with buttons:

- SEARCH. google if done.
- FIND IT. Find it in the directory (like the previous section, but one by one)
- DO IT. I would link to the page where to do it.
- BUY IT. Order it to do it myself.

This part will be charged, so the platform should have a payment gateway, with PAYPAL or credit card.

I would have to think about it calmly, how to monetize it.

this is an aspect that will be developed later.

- Local CTR

This is in process.

- Buy Reviews

order reviews, with a form. I would give you the form.

- Buy Power Reviews

order reviews, with a form. I would give you the form.

- Build an Entity

order reviews, with a form. I would give you the form.

- PLN

order reviews, with a form. I would give you the form.

- Local Webs

This is in process.

- Local Spinner

it is a text spiner. I would look for an api of a spiner to be able to use it.

- Videos

This would be a help section, tutorial, on how to use each section.

- Post

A blog or news

- WhiteLabel

As I have told you, I want to monetize it in the future, so in this section everything concerning "White Labels" must be enabled, for example logo for reports, invoices, ... in this aspect you will know better than me.

- Billing

I have to develop this more.

Basically, as you have seen in all the above, I want to monetize it in the future, for now I will only use it and test it.

but the idea is to set a monthly fee, and for certain services, which are commissions, price them.

Therefore, the invoices will vary according to the orders and the quota.

- Settings

typical configuration tab