Competitive Comparison Chart

Compare industry leaders for price and features in GMB Optimization tools for local SEO, rank tracking, citations, call tracking, and GMB concierge services.

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GMB Optimization Tools	Yext	Moz Local	Bright Local	Whitespark	Synup	Uberall	SweetIQ	Vendesta	Our Service
	Custom Quotes	$299/yr	$96/yr	No	$360/yr	Custom Quotes	Custom Quotes	$3588/yr	$132/yr
Listing Dashboard	✅	✅	✅	❌	✅	✅	✅	✅	✅
Listing Optimization	❌	✅	❌	❌	✅	✅	✅	✅	✅
GMB Location Data Lock	❌	✅	❌	❌	✅	✅	✅	✅	✅
GMB Post Scheduler	❌	✅	❌	❌	❌	✅	❌	✅	✅
GMB Post Scheduler (+10 locations)	❌	❌	❌	❌	❌	❌	❌	❌	✅
Review Management	❌	✅	✅	❌	✅	✅	✅	✅	✅
Photo Scheduler	❌	❌	❌	❌	❌	✅	❌	✅	✅
Photo Geotag & Metatag Optimizer	❌	❌	❌	❌	❌	❌	❌	❌	✅
GMB Q&A Management	❌	❌	❌	❌	❌	❌	❌	❌	✅
Enhanced Reporting	❌	✅	✅	❌	✅	✅	✅	✅	✅
Data Export	✅	✅	✅	❌	✅	✅	✅	✅	Upgrade Required
White Label Reporting	❌	❌	✅	❌	✅	✅	✅	✅	✅
Citation Package Included	✅	✅	❌	❌	✅	✅	✅	✅	✅
SWIS/Surfaces Inventory	❌	❌	❌	❌	❌	❌	❌	❌	$50/mo add-on

Local Rank Tracker	Yext	Moz Local	Bright Local	Whitespark	Synup	Uberall	SweetIQ	Vendesta	Our Service
	Within Package	$99/mo	$49/mo**	$30/mo**	No	No	Within Package	No	$25/mo
Basic (traditional) - 1 point tracking	✅	✅	✅	✅	❌	❌	✅	❌	✅
Enhanced (grid layout, multi-point tracking)	❌	❌	❌	❌	❌	❌	❌	❌	✅
Competitor Tracking	✅	✅	❌	❌	❌	❌	❌	❌	✅
Whitelabel Reporting	Upgrade Required	Upgrade Required	✅	✅	❌	❌	❌	❌	✅

**2nd Tier Plan

Citations	Yext	Moz Local	Bright Local	Whitespark	Synup	Uberall	SweetIQ	Vendesta	Our Service
	Automated	Automated	Hybrid	Hybrid	Hybrid	Automated	Automated	Automated	Automated
Sites in Network	90	10	1600	1800	70	125	30	50	75
Price	$499/yr	$199/yr	Custom Package	Custom Package	$360/yr x5	$500+/yr	Not separate	Not separate	$240/yr
Ongoing Costs	$499/yr	$199/yr	Varies	Varies	$360/yr x5	$500+/yr	Varies	$600/yr	$240/yr
Permanent Data	❌	❌	✅	✅	✅	❌	❌	✅	✅
White-label	✅	❌	✅	✅	✅	✅	❌	✅	✅
GPS Navigators	❌	❌	✅	✅	❌	✅	✅	✅	✅

Call Tracking	Yext	Moz Local	Bright Local	Whitespark	Synup	Uberall	SweetIQ	Vendesta	Our Service
Price	❌	❌	❌	❌	❌	❌	❌	❌	$2/mo
Call data export	❌	❌	❌	❌	❌	❌	❌	❌	✅
Own the number (easily portable)	❌	❌	❌	❌	❌	❌	❌	❌	✅
Minutes included	❌	❌	❌	❌	❌	❌	❌	❌	First 100
SMS capable number	❌	❌	❌	❌	❌	❌	❌	❌	✅
Local area code numbers	❌	❌	❌	❌	❌	❌	❌	❌	✅
GMB integration	❌	❌	❌	❌	❌	❌	❌	❌	✅

GMB Full Management Service	Yext	Moz Local	Bright Local	Whitespark	Synup	Uberall	SweetIQ	Vendesta	Our Service
	No*	No*	No	$349/mo	No	No	No	No	$85/mo
Listing Optimization	❌	❌	❌	✅	❌	❌	❌	❌	✅
GMB Posting	❌	❌	❌	Weekly	❌	❌	❌	❌	Weekly
GMB Photo Upload	❌	❌	❌	Weekly	❌	❌	❌	❌	Weekly
Review Management	❌	❌	❌	✅	❌	❌	❌	❌	✅
Whitelabel	❌	❌	❌	✅	❌	❌	❌	❌	✅
Reporting	❌	❌	❌	✅	❌	❌	❌	❌	✅
Q&A Management	❌	❌	❌	✅	❌	❌	❌	❌	✅
Spam Fighting	❌	❌	❌	✅	❌	❌	❌	❌	❌

*Offers "GMB Management," which is a tool set. Not comparable to concierge service.