PRIME PLUMBING · RETURN ON GOOGLE MAPS · JULY 2026

What your Maps spend is actually doing.

The honest picture in three layers: what you are getting, what it is worth, and what we need to make that exact.

PREPARED FOR ALANA AND MIKE · GOOGLE BUSINESS PROFILE SINCE JULY 2025

You asked a fair question: what is the $1,000 a month on Google Maps actually returning? This answers it as far as the data honestly allows, and is upfront about the last step we cannot take without you.

This looks at the **Maps and local visibility line only**, separate from the newer AI content work, so you can judge each on its own.

Every figure in layer one comes straight from your Google Business Profile reporting and the spend to date. Nothing is estimated. Where a number needs an assumption, it is marked, and we would rather ask you than guess it.

1 What you are getting

A steady stream of local leads, at a low cost per lead

904
Lead actions from your profile
131 calls · 534 directions · 239 clicks

131
Phone calls counted on the profile

$91.60
Cost per phone call, on Maps spend

4.9
Star rating across 72 Google reviews

Figures to date across roughly twelve months of the Maps programme, at $1,000 a month.

61.5%

You now own the map in Papamoa

Prime appears in the local top three across 61.5% of your Papamoa area for "plumber Papamoa", up from just 3.5% a year ago. That is a seventeen-fold lift, and it is the difference between being invisible on the map and owning your own suburb.

And the calls keep climbing

7	→	8	→	9	→	11
early		then		May		June

Monthly phone calls counted on the profile. The trajectory matters as much as the total: coverage keeps expanding outward from your address, so the cost per call keeps falling and the return improves the longer the profile runs.

GOOGLE MAPS

$91.60 per call

And it compounds. The profile, the rankings and the reviews keep earning every month. This is a local asset you own, not a tap that switches off.

GOOGLE ADS, YOUR OTHER SPEND

$___ per lead

Add your ad cost per lead here and the comparison writes itself. Ads stop the moment you stop paying. If you can send us that figure, we will drop it straight in.

2 What it is worth

Turning those calls into a dollar return

This part is simple maths. We already know the calls and we know the spend. Two numbers from you turn it into a real return, and we do not want to guess them, so they are marked.

Calls counted		Calls that book		Value per job		Your return
131	×	**your %**	×	**confirm $164.50**	=	**live below**

Why we are not just handing you a number. Any return figure is only as honest as the close rate behind it. We would rather give you a real one than a flattering guess, so the calculator below runs on your inputs, not ours.

The live calculator

Adjust the figures in blue to your own numbers and the return recalculates instantly. The defaults are our honest estimates, and each one is flagged to confirm.

Return on the Maps investment

Based on $12,000 of Maps spend and 131 counted phone calls to date

Average value of a job **$164.50**

Alana's figure. Please confirm whether this is gross revenue or gross profit per job, because it changes the answer significantly.

Calls that turn into a booked job **60%**

Inbound service calls usually close high, but yours is the only rate that matters here.

Repeat and referral value **1.0×**

1.0 counts the first job only. A customer who comes back, or refers a neighbour, is worth more than one job.

Also count direction requests and website clicks, at a low 5% conversion each

RETURN ON $12,000 OF MAPS SPEND

1.1×

Net +$930 over 12 months

ABOUT BREAK-EVEN ON FIRST JOBS

Booked jobs generated	79
Value generated	$12,930
Maps spend	$12,000
Cost per booked job	$153
Cost per phone call	$91.60

Read this number as a floor, not a verdict. It runs on 131 calls, and 131 is only the calls Google counted on the profile itself. Your true figure is higher, and the next section explains exactly why. That is the single biggest reason we are not yet willing to call this your ROI.

3 Why we cannot call this your ROI yet

The honest gap, and the short list that closes it

The 131 calls above are the calls Google could see and attribute, which means somebody tapped the call button on your Google listing. That is only one of the ways a customer who found you on Google actually gets in touch. The rest are invisible to us.

They type the number in

Someone finds Prime on the map, then keys the

They go via the website

They click through to primeplumbing.co.nz and

They fill in a form or email

Contact form submissions, emails and texts are number into their phone or saves it for later. Google never records that as a profile call.

call from there, or from a page they land on later. That call is not counted on the profile.

enquiries that never touch the profile counter at all, and right now none of them are in this picture.

So the real number of enquiries Google Maps is generating for Prime is **higher than 131**, and we do not know by how much. Any ROI figure we publish before closing that gap would be a guess, and a conservative one at that. We would rather spend two weeks getting it right than hand you a number that does not stand up.

What we need from you to make this exact

Four things. None of them are big jobs, and together they turn everything above into a hard, defensible return that we then report every month.

1 Your actual total call volume

Roughly how many calls does the business take in a month, across every source? If there is a phone log, a call report from your provider, or even a rough count from the team, that is what we need. Comparing it against the 131 tells us how much Maps activity we are currently missing.

FROM MIKE, OR WHOEVER ANSWERS THE PHONES

2 Every other kind of enquiry, not just calls

Contact form submissions, emails, texts and any enquiries that come in through the website. The enquiry tracking sheet we set up is the ideal home for this, and even a few weeks of "how did you hear about us" gives us a real attribution picture rather than an assumed one.

FROM THE TEAM, ONGOING

3 Monthly revenue for the last twelve months

A simple month-by-month revenue figure. This is the one that lets us do the real work: line your revenue up against the Maps growth and the website analytics over the same twelve months and see whether the trend actually follows. Without it we can count leads, but we cannot honestly talk about return.

FROM MIKE

4 Two constants, confirmed once

Whether the $164.50 is gross revenue or gross profit per job, and roughly what share of inbound calls become jobs. We capture these once and refresh them occasionally. They are the two dials in the calculator above.

FROM MIKE, A FIVE MINUTE CONVERSATION

Optional, and it automates the whole thing. A call tracking number on the profile counts and attributes every call by itself, so the return updates without anyone logging anything. If you would rather not add one, the enquiry sheet gets us most of the way there.

What happens once we have it

We cross-check your revenue and enquiry numbers against the Google Business Profile data and your website analytics over the same period, and that gives us a return we can all stand behind. From then on it becomes a standing part of your monthly report: leads and cost per lead at the top, the dollar return underneath, and the confirmed figure once enquiries are being tracked properly.

The honest summary today is this. The Maps work has clearly built something real, and you can see it in the map coverage, the climbing calls and the review base. What we cannot yet tell you, with the rigour you deserve, is exactly what that is worth in dollars. Those four items are all that stand between here and that answer.

Let's close the gap

Send through the call, enquiry and revenue numbers and we will turn this into a hard return figure, then report it every month.

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