

Terms of Service

Welcome to SO GOOD Maps' Google Map Marketing service. By using our services, you agree to the following terms and conditions:

1. Service Overview

Our service helps local businesses achieve top visibility on Google Maps within a 13-mile radius. We utilize proprietary, undisclosed methods to optimize your Google Business Profile, ensuring you're visible to potential customers searching for your services online. Our service includes automatic Google review replies and a lockout feature that ensures only one business per trade per location can use our service.

2. 50% Growth Guarantee

For customers on a 12-month service agreement, we offer a 50% Growth Guarantee. This means within six months, we guarantee one of the following:

- **ATGR (Average Total Grid Rank) decreases by 50%, or**
- **SoIV (Share of Local Voice) increases by double the original number or up to 30%.**

These metrics apply to any individual keyword assigned to your account and are not averaged across the entire account. Only one keyword is required per modality to achieve these metrics for the guarantee to be considered complete.

a. Lockout Customers

If you are classified as a "lockout customer" (i.e., your Google Maps rankings are already strong and you're using our service to prevent competitors from improving their rankings), you are not eligible for the 50% Growth Guarantee. You may still experience growth, but achieving the specified rate of growth may not be possible.

b. Guarantee Not Met

If the growth targets are not met within the first six months, we will provide the service for free until the guarantee is achieved or until the remainder of your 12-month agreement, whichever comes first. Free service is capped at six months. This guarantee is only available to customers on 12-month agreements.

3. Performance Expectations

During the service, you can expect to see improvements in metrics like:

- **Map Call Clicks**
- **Business Direction Requests**
- **Map Impressions**
- **Search Impressions**

The improvement in your map rankings will drive these results. We may also recommend additional business decisions that can help improve your ranking further. While not required, following these suggestions may enhance your results.

4. Exclusive Trade Zones

We operate on a one-company-per-trade-per-location policy. Each SO GOOD Maps' customer is limited to a 15-mile radius in one city. If another company in your trade already occupies your location, you will not be eligible for our service in that trade. We maintain a customer map to verify eligibility before initiating service or billing.

5. Service Agreements

Our service is available under two agreement terms:

- **6-month agreements:** Customers may cancel at any time during the 6-month term, but they are still required to complete the full 6-month agreement. Alternatively, they may cancel after the 6-month term by providing 30 days' written notice. The 6-month agreement is **not eligible** for the 50% Growth Guarantee.

- **12-month agreements:** Customers must cancel within their 12-month agreement period. If no cancellation is made, the agreement will auto-renew for an additional 12 months. The 12-month agreement is **eligible** for the 50% Growth Guarantee.

The service is billed monthly.

6. Google Review Replies

As part of our service, we provide automatic, customized replies to customer reviews on Google. These replies are based on the content of the review but will not be posted for reviews rated 3 stars or lower.

7. Company is Sold

If your company is sold during the term of this agreement, we reserve the right to terminate the service.

8. Ownership of Work

All work created during the service belongs to you, the customer. If you cancel the service, you retain ownership of all materials and optimizations we have provided up to the point of cancellation.

9. Confidentiality

You agree not to disclose or attempt to reverse-engineer our proprietary methods. If you ascertain details of our methods, you are prohibited from sharing this information. However, you are welcome to share your experience and refer others based on the results of the service.

Proprietary Management Clause: Due to the proprietary nature of our system, SO GOOD Maps will exclusively manage your Google Business Profile (GBP) without interference, direction, or participation from other marketing companies. Engaging another marketing company to manage or contribute to the GBP while under contract with SO GOOD Maps will be considered a breach of this agreement and may result in termination of service.

10. Modifications to Terms and Fees

We reserve the right to modify these terms at any time. We also reserve the right to increase service fees at any time after your initial agreement. Should fees increase, we will provide notice in advance.

11. No Refund Policy

There are no refunds for our services. Once the service has begun, all payments made are non-refundable.

12. Governing Law and Arbitration

This agreement is governed by the laws of the state of Texas. Any disputes arising from this agreement will be resolved through arbitration in Texas at the customer's expense, even if the arbitrator rules in the customer's favor.

13. Limitation of Liability

SO GOOD Maps LLC's liability for any claim, damages, or loss arising from this agreement is limited to the amount you have paid for the service, minus any arbitration fees. We will not be liable for indirect, incidental, or consequential damages.

14. Service Notifications

As part of our ongoing service, we will notify you about other services we launch that may benefit your business.