

# GMB Listing Claims

## Listing Requirements

### Listing Claims

Marketing Services will claim GMB listings leveraging our relationship with Google, however, these listings have to meet certain requirements in order for us to offer this service.

### Permissions

Marketing Services will claim GMB listings only if the business has given you permission to do so.

### Listing State

The GMB listings must all be claimable. We cannot process Transfer of Ownerships. To check the state of a listing, go to [maps.google.com](https://maps.google.com) and search for the business. If you can see a 'Is this business yours?' link, the listing is good to go! If all you see is 'Suggest an Edit', the listing is already owned by someone.

### Non Service Area Businesses only!

We can only claim GMB listings for businesses who have a storefront. If the business is a home based business, as long as there is a sign on the property and customers go to that location for goods and/or services and the address can be publicly displayed on the listing, Google will accept this as a storefront.

### Vertical Restrictions

There are business verticals that GMB had declared not fit for this claiming method. Here's a chart that outlines what verticals are restricted.

- Locksmiths
- Plumbers
- Security
- Car services (taxis, limos, etc)
- Towing services
- Garage door repair
- Moving companies
- Substance abuse rehab (including alcohol and drug abuse recovery services)
- Bail Bond Providers
- Personal and Small Business Loans
- Cable and Internet Providers
- Financial Institutions
- Adult businesses (in certain locations)
- Abortion & pregnancy consultancy services

### Multi-Location Listing Claims

Marketing Services can bulk verify multi-location listings. [Here's a template sheet](#) - just make a copy!

- Required listing details: Business name, address, zip, phone number, website, and category.
- If some of the listings in the sheet are already claimed, we'll get notified once the sheet is uploaded. Only the claimable listings will be claimed.

### Listing Ownership

When Marketing Services claims a GMB listing, the listing is added to our Agency GMB account, into a location group titled your (Vendasta's Partner) Company name. Once the listing is claimed and we have access to edit the listing, we have to add the **business owner as a GMB listing owner** so that they have access to edit the listing, respond to reviews, answer consumer questions, and view insights. They will be able to see that there is a co-owner to the listing, but this co-owner appears to be you (Vendasta's Partner). So, **we need a gmail address that the business owner has access to** in order to add them as a co-owner.