

Google My Business Management

Fully Managed Solution

Fully managed manual claiming of a Google My Business listing, monthly NAP data updates, and monthly posting.

The GMB Listing Claim - What to Expect Next:



Order Form

When you purchase a GMB Managed Service, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client, to gather additional information needed to gain access to the Google My Business listing.

- We will verify the exact business name and full address to ensure the GMB listing is accurate.
- Access to a Gmail account is required to complete the claim.
- Verifying GMB listings may require an automated phone call or post card to be sent to the business, it is best that you are at the business during the Onboard call.
- Most often, GMB listings are claimable during the onboard call, however, there are extenuating circumstances where follow up is required.
- Our team will explain how each months updates and posting will be completed.
- The Onboard call will take approximately 30 minutes to complete.



Verification Methods

The GMB listing must be claimed before it can be managed.

- **Phone Call/Text Message** - An automated phone call is sent from Google to the business listed phone number. A PIN is given to enter into the listing site for validation. This option can be completed during the Onboard call.
- **Postcard** - A physical postcard is sent from Google to the listed address for the business. This postcard contains a PIN, which, when entered into the listing site, validates the listing. This can take 2 weeks or more to complete. This verification method is extremely common.



Postcard Verification

If the GMB listing is already claimed and you are not the owner, we can work to have the listing unlocked so that it will be available for claiming again. Things to note:

- This process cannot be done during the onboard call, and can take upwards of two weeks to complete.
- Usually, in this case the listing site has a 'Request Ownership' form to submit which notifies the current owner that another party is wanting to take over the GMB listing.
 - If the listings current owner denies our request to take over the GMB listing, we will not be able to complete the claim.
 - If the current owner does not respond to the inquiry within 7 days, the listing becomes 'Free' again, and can be claimed using the regular verification methods.



Listing claim complete!

Once the listing has been successfully claimed, the Marketing Strategist will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, categories/keywords.

The Strategist will also add:

- A logo, cover photo, up to 5 videos, up to 5 photos, as well as Highlight, Amenities, Attributes, and Service Options (If applicable).

An email will be sent from the Marketing Strategist that will inform that the GMB listing has been claimed, and the monthly managed service will now begin!

And now to the monthly managed service!

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The Monthly Managed Service - What to Expect Next:



Monthly Updates

As part of the monthly managed service, the Marketing Strategist will log into the Google My Business listing once per month and ensure that the information remains accurate.



Posting

When the Marketing Strategist logs into the GMB listing for its monthly update they'll also post to the listing (One post per month). This social post will be visible on the knowledge panel of the Google search results. These posts are event-based posts designed to promote a sales event or promotion at your business.

- These posts will automatically be archived after 7 days.
- These posts will feature a call to action which can be Learn More, Book, Order, Shop, Sign Up, or Get Offer.
- The Marketing Strategist will obtain all relevant information and links for these CTAs on the onboarding call.

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