

GBP Verification and Claim

Listing Requirements

Listing Claims

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

Listing State

For Instant Verification, the GBP listings must all be claimable. We cannot process Transfer of Ownerships instantly. To check the state of a listing, go to 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.

Vertical Restrictions

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

- Adult businesses (where legal)
- Home or office cleaning service
- Pest control services
- Insurance providers to individuals or small businesses
- Lawyers and legal services
- Contracting service for home or business work and repair
- Electrical repair, installation, and inspection services
- Flower shops and flower delivery services
- Plumbers
- Car services (taxis, limos, etc)
- Towing services
- Garage door repair
- Moving companies
- Major appliance repair
- Substance abuse treatment
- Computer & appliance repair
- Cable & internet providers
- Personal and small business loans
- Bail Bond providers
- Financial Institutions

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.

[Here's](#) a link to the GBP Multilocation one-pager, which breaks down the requirements for multi-location opportunities.

Listing Ownership

When Marketing Services claims a GBP listing, the listing is added to our Agency GBP account, into a location group titled Digital Marketing Services.. Once the listing is claimed and we have access to edit the listing, we have to add the **business owner as a GBP 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.