

# Listing Claim

## Fully Managed Solution

Fully managed manual claiming of any one site, such as Google Business Profile, Yelp, Bing, Yellow Pages, RateMDs, Doctors.com, and more!

### What to Expect Next:



#### Order Form

When you purchase a Listing Claim, 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 four times via email and four times via phone call. If we still aren't able to get ahold of the client after the 4th attempt, we ask that you help schedule the call on your end.



#### Verification Methods

Each listing site has their own method for validating the legitimacy of a business.

- **Phone Call/Text Message** - An automated phone call is sent from the listing site 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. Until the listing is verified, any changes made to the listing will not appear to the public.
- **Postcard** - A physical postcard is sent from the listing site 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. Please note: there should be no changes made to the listing after a postcard has been requested, until the PIN is received and entered. Additionally, any changes made to the listing will not appear to the public until the listing is verified.



#### Postcard Verification

In cases where the only verification option is to have a physical postcard sent to the business address, the Marketing Strategist will follow up via phone call and email 7 and 14 business days after the onboard call to get the PIN number located on the postcard. That PIN has to be entered into the listing site to complete the listing claim.

*Important: Please note that postcard PINs expire within 30 days, so it's very important to pass this PIN along to the Marketing Strategist as soon as it's received. You are welcome to email or call us with this PIN.*



#### Listing is already claimed

If the 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 listing.
  - If the listings current owner denies our request to take over the listing, we will not be able to complete the listing 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.
  - If a Yelp listing is already claimed, the business owner will have to contact Yelp Support for access, as Marketing Services won't be permitted to make this request on their behalf.



#### Listing Claim Completed!

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.

Additional 'Rich Data' is something we encourage clients to add to the listing, as it provides consumers a great look into your business. Things like:

- Business description, interior/exterior/staff photos, products/service offerings, etc...

A final email will be sent from the Marketing Strategist that will contain the login credentials to the listing that was claimed (if applicable)

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### FAQs

#### **Client expectations:**

- Complete an Initial Onboarding Call with our Marketing Strategists.
- Provide PIN verification to us if the postcard option was used.
- Provide us with access to a business associated Gmail account.

#### **What listings can be claimed through this service?**

We can claim Google Business Profile, Yelp, Bing, TripAdvisor, RateMDs, and Doctors.com. Please contact us if you have a request to claim a listing on a site outside of these.

#### **Why do I need a Gmail account?**

We need access to a Gmail inbox in order to claim and monitor the listing. We will also use this email address to login to the listing after it is claimed.

#### **When will my listings be correct?**

The process of claiming and correcting your listings can take up to 90 days, however, in most cases listings are claimed and corrected within 30 days.

#### **Can we claim the listings of a business that is still under construction?**

No, it is best to wait until the business has a permanent address and phone number.

#### **I run two different businesses with the same phone number and address. Can we claim their listings?**

Businesses that are listed at an identical address and phone number will be seen as duplicates of each other, and removed from many sites.

#### **Can I list a tracking phone number?**

Tracking numbers cannot be listed as a phone number on the listing. You will need to provide the local phone number for the business.

#### **What if I don't have a physical address?**

For service area businesses, most listing sites will still require a real address. Some sites, like Google and Yelp, can suppress the address so it is not viewable online.

#### **What are the restrictions concerning Yelp multi-location claiming?**

If you have more than 10 locations, we are unable to offer multi-location claiming due to restrictions set in place by Yelp.