

# Listing Claim: Medical Package

## Fully Managed Solution

Fully managed manual claiming of any one site, such as Google Business Profile, Yelp, Bing, TripAdvisor, 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 twice via email and twice via phone call.



#### 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.
- **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.



#### 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 listing's current owner denies our request to take over the listing, we will not be able to complete the listing claim.
  - 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.
  - 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 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.