

# Google Business Profile Verification & Claim

## Fully Managed Solution

Fully managed verification & claiming of a Google Business Profile.

### The GBP Verification & Claim - What to Expect Next:



#### Order Form

When you purchase GBP Verification & Claim, our Listing Fulfillment team will receive the **Order Form**, and with the fulfillment form information attempt instant verification of the listing within 48 hours..



#### Verification Methods

The GBP listing must be claimed:

- **Instant Verification:** We use the information on the fulfillment form, implement this information into Google, and attempt to have it instantly verified.
- **ONLY WHEN INSTANT ISN'T AN OPTION - 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.
- **ONLY WHEN INSTANT ISN'T AN OPTION - 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.

**Please note: we can not use PO boxes when claiming GBP listings; we need a physical address.**

*\*If there is a suspension on the listing, or if additional verification steps are required, it may take additional time*

*\*In some cases we are able to claim a listing without having to go through a manual verification process.*



#### Listing Verification

If the GBP 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 can take two weeks or more 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 GBP listing.
  - If the listings current owner denies our request to take over the GBP listing, we will need to work with Google Support to gain access, but cannot guarantee ownership.
  - If the current owner does not respond to the inquiry within 4 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 Listing Fulfillment team will ensure the following listing data is accurate:

- Business name, address, phone number, website, hours of operation, and category.

The team 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 team that will inform the contact (listed on the fulfillment form) that the GBP listing has been claimed and verified.

# GBP Direct Verification & Multi-Location Listing Requirements

## Direct Verification

*We attempt direct verification with each Google listing that is ordered but there are some limitations that can cause it to be unsuccessful. We are at Google's mercy to the options they provide.*

Here is some information the Google team has provided to us regarding direct verification:

### Where Direct Verification Should Work

- Creating a brand new listing
- Gaining access to an existing listing that has not attempted verification methods before

### Where Direct Verification Does Not Work

- When the listing is in a restricted vertical from the options below
  - 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
- When a listing requires re-verification
- When a listing is marked as a duplicate

If the business does not fall into any of these verticals, we can attempt instant verification. **Please note**, if the business has 10 or more locations, we will need to move forward with the multi-location process.

# GBP Direct Verification & Multi-Location Listing Requirements

## Multi-Location (10+ locations)

*When it comes to multi-location, we require specific information to proceed with verification.*

### Before you request a multi-location claim, please check that:

- Your spreadsheet includes 10 or more locations from the same business
- Your spreadsheet includes all of the locations for that brand that you hope to add to this account
- Your business is NOT in the restricted verticals list
- Your business isn't a service-area business
- A verified account doesn't already exist

### Client Expectations

- We require a branded email address and password under the brand's domain (ex. [locations@businessname.com](mailto:locations@businessname.com))
  - Please Note: It is important that no recovery email or phone number is attached to the email created. Otherwise, we will have difficulty signing in to the Gmail
- Fill out this [sheet](#) with each business locations information
  - Required 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 Team Expectations

- We will log in to the new email and create a Google location group
- We will upload the spreadsheet of locations (Add Business > Import Businesses > Select the file)
- We will make sure all locations have the same primary category listed
- We will then submit a request [here](#) for "Bulk Listing Verification"
  - After we submit the verification request form, Google reviews the request to ensure the brand complies with the quality guidelines and they will verify our authority to represent the business
  - They will contact us by email if they find any questions or problems and will let you know once your account is bulk verified