

# Google Business Profile Optimization

## Fully Managed Solution

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

### The GBP Listing Claim - What to Expect Next:



#### Order and Fulfillment Form

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



#### Verification Methods

The GBP listing must be claimed:

- **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.
- **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.
- **Email:** An email is sent from Google to the business' domain email (...@businesswebsite.com). A PIN is given to enter into the listing site for validation.

**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*



#### 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 the monthly optimized service will now begin!

And now to the monthly managed service!

**Important Note:** If listings are found to be in violation of [Google's guidelines](#), they may be removed without warning. In instances where fulfillment work has not yet begun, a full refund will be issued. In cases where fulfillment has already been completed, no refunds will be issued. **It is the responsibility of the business owner or agency to ensure that they are submitting listings that are in accordance with Google's guidelines for account eligibility.**

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### The Monthly Managed Service - What to Expect Next:



#### Monthly Updates

As part of the monthly managed service, the Listing Fulfillment team will log into the Google Business Profile listing once per month and ensure that the information remains accurate, this includes managing any user suggested edits. They can also upload photos and videos to the GBP listing during this check.



#### Posting

When the team logs into the GBP listing for it's 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, a promotion, or general information about your business.

- These posts will feature a call to action which can be Book, Order online, Buy, Learn more, Sign Up, or Call now.
- The team will obtain all relevant information, and links for these posts from the business website
- Images will be pulled from a stock image website or the business website
- If there is additional images/content that you would like to see posted, you will need to provide this to the team

# Google Business Profile Optimization

## Add-On | Additional Google Business Profile Post: 1x/month

An additional post per month published natively on the business' Google Business Profile Listing

### What to Expect Next:



#### Order Form

When you purchase an Additional GBP post, our Listing Fulfillment team will receive the **Order Form**, and will reach out via email to let you know we have received your order within 48 hours.



#### Posting

When the Listing Fulfillment team logs into the GBP listing for it's 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 feature a call to action which can be Book, Order online, Buy, Learn more, Sign Up, or Call now.
- The team will obtain all relevant information, and links for these posts from the business website
- Images will be pulled from a stock image website or the business website
- If there is additional images/content that you would like to see posted, you will need to provide this to the team

## Add-On | Google Reviews: Up to 10

Marketing Services will respond to up to 10 Google Business Profile reviews per month.

### What to Expect Next:



#### Order Form

When you purchase an Google Reviews: Up to 10, our Listing Fulfillment team will receive the **Order Form**, and will reach out via email to let you know we have received your order within 48 hours. Please complete the fulfillment form for work to start.



#### Positive Reviews - The How

When responding to positive reviews, the Marketing Strategist will personalize the response based on the the content of the review, including the addressing the reviewer by name, using the business name in the response, and inviting them back to enjoy a similarly positive experience. Our responses are never canned!

Positive review responses are published within 2 business days of being pulled into our system.



#### Negative Reviews - The How

When responding to negative reviews, the Marketing Strategist will also personalize the response to the content of the review. We will apologize for the experience without mentioning the business name for SEO purposes, while also attempting to paint the business in a positive light in a sentence or two. Finally, we'll invite the poster to resolve the issue online to ensure they feel valued and respected.

Negative review responses are drafted within 2 business days of being pulled into our system. Once drafted, an approval email is sent to the business contact for approval. If we do not receive feedback within 1 business day, we will go ahead and publish the response.

**The business can choose to opt out of this approval process which would mean negative review responses are published within 2 business days of being pulled into our system.**

# GBP & 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