

# Google Business Profile Optimization

## Fully Managed Solution

Work with our team of listing specialists to claim, maintain, and optimize your business listing on a monthly basis.

### What to Expect Next:



#### Order and Fulfillment Form

##### Client Requirements

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

**Timeline:** We'll review the order and start the process within 2 business days. Initial fulfillment work will then be completed within two business days of receiving the fulfillment form.

**Please note:** if information is missing from the form, it will delay the overall process.



#### Next Steps

##### Client Requirements

After receiving your confirmation email and providing any missing information, our team will get to work on the claiming process.

You can prepare for this step by adding [listings@yourdigitalagents.com](mailto:listings@yourdigitalagents.com) as an owner on the listing in advance if you have access to an existing listing OR preparing business documents that might be required by Google and providing those to our team, such as a business license or utility bill. If you're not sure about how to add owners on the listing, let us know and we're happy to walk you through the process.

If a new listing claim is being initiated, you can prepare by providing our team will all the requested fulfillment form information as soon as possible as to not delay the process. This includes: Business name, address, phone number, logo, cover photo, business description, hours of operation, and an email to add as an owner of the listing.

**Timeline:** All initial fulfillment work will be completed within 2 business days from the completion of the fulfillment form



#### Listing Claim

##### Client Requirements

You may be required to comply with any number of Google's allowed verification methods. In order to avoid delays to the claim, please work to provide all requested information as soon as possible. Offered verification methods include the following:

- **Video Verification:** The business owner will be required to provide a video of unlocking the physical location or cash register. For service area businesses, videos of things like tools, equipment, and assets used by the business will be required. In some cases, Google may require that this is conducted over a live video call.
- **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.

**Timeline:** This timeline ranges based on the speed information is provided to our team as well as Google support and offered verification methods. This step can take two weeks or more to complete.

*\*If there is a suspension on the listing or if additional verification steps are required, this timeline may be delayed.*

**Please note:** Our team cannot control which verification methods are offered by Google support.

# Google Business Profile Optimization

## Fully Managed Solution

Work with our team of listing specialists to claim, maintain, and optimize your business listing on a monthly basis.

### What to Expect Next:



#### Final Steps

##### Client Requirements

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 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!

**Timeline:** You will receive a confirmation email within 2 business days of our work being completed.

#### Monthly Service

##### Client Requirements

The monthly service consists of two main components, **monthly updates** & **content posting**. At this point in the process, please let us know if there are any changes to your business name, address, or phone number so that we can make sure to update them as soon as possible! You can also send in any listing edits to be made each month including adding new photos and videos.

As part of the **monthly updates**, our team will log into the Google Business Profile listing once per month and ensure that the information remains accurate. This includes managing any of your provided edits as well as uploading any provided videos and photos. If your listing becomes suspended at any point during the month, our team will work to have this suspension lifted so that you can maintain your presence online.

Once per month, **content** will also be posted to the listing. This social post will be visible on the knowledge panel of the Google search results.

These posts are:

- Service-based posts designed to provide general information about your business to potential customers.
- Will feature a call to action which can be Book, Order online, Buy, Learn more, Sign Up, or Call now.
- Will be based on relevant information and links from the business website.
- Populated with images pulled from a stock image website or the business website.
- Can include additional images/content that you would like to see posted if you provide this to our team.

##### Timeline:

The above monthly components will be completed by the end of each month.

**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**

# Documentation for Your Business

## Process Expectations

### Order Confirmation and Processing

When you purchase GBP Optimization, our client engagement team will send you a confirmation email letting you know that your order has been received. Then, it's up to you to submit the fully completed fulfillment form so that we can get started. If information is missing from the form, it will delay the overall process.

Once the completed fulfillment form comes in, our Listings Fulfillment team will attempt to claim and verify the listing using the information provided within 48 hours of receiving it.

- **Please note** - It is up to you to ensure that the businesses you provide us to claim adhere to [Google's Guidelines](#) for representing your business online. We reserve the right to refuse service for businesses that are not eligible to be claimed according to the guidelines.

### Claiming the listing OR gaining access to an existing listing

Next, there are a few possible routes fulfillment can take, depending on the circumstances. The four most common scenarios are:

- A brand new listing claim.
- Gaining access to an existing listing:
  - That you or your business have access to.
  - That you or your business do not have access to.
- Reinstating a suspended listing that you or your business have access to.

To give you an idea of each in more detail:

#### A brand new listing claim

Our team will work to create a new listing for your business based on the information provided in the fulfillment form. As part of this process, we will add the business name, address, and phone number. On top of this we will also add a logo, cover photo, up to 5 photos, up to 5 videos, as well as highlight any amenities, attributes, and service options (if applicable).

As part of this listing claim, we will be offered (and required to complete) one or more of the following verification methods:

- **Video Verification:** The business owner will be required to provide a video of unlocking the physical location or cash register. For service area businesses, videos of things like tools, equipment, and assets used by the business will be required. In some cases, Google may require that this is conducted over a live video call.
- **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.

# Documentation for Business

## Process Expectations

### Brand new listing claim continued

- **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. Please note: we can not use PO boxes when claiming GBP listings; we need a physical address.
- **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 cannot control the methods of verification presented to us by Google. In order to successfully complete the claim, we must comply with the offered methods, including video verification. In some cases, verification may be required more than once.

### Gaining access to an existing listing

That you or your business have access to:

In this case, we would require you to add us as an owner on the listing. Do this by navigating to your business profile, clicking on the kebab menu next to the Profile Strength, and then selecting Business Profile settings > People and access > Add. Finish the process by adding [listings@yourdigitalagents.com](mailto:listings@yourdigitalagents.com) as an Owner OR Manager.

**Note:** Without Owner access we will not be able to assist in adding other users to the profile.

That your business do not have access to:

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:

- 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 3 business days, the listing can be claimed using the regular verification methods listed in the "Brand new listing claim" section of this document.

**Please note** - This process can take two weeks or more to complete. Due to the dependency on Google support, we cannot guarantee that your listing will be able to be claimed this way.

# Documentation for Business

## Process Expectations

### Reinstating a suspended listing

To begin the process of reinstatement, we will need you to follow the steps above in the “Gaining access to an existing listing” section for adding [listings@yourdigitalagents.com](mailto:listings@yourdigitalagents.com) as an owner on the listing. Once we have received ownership access, we can begin to work with Google support to complete this process.

To best prepare for this process, as a business owner collect the following:

- An official third-party document containing the business name and address (for example: a business license or utility bill)
- Pictures of the business storefront, ideally with a street sign in view.
- Pictures of inside the business that would indicate ownership (from behind the cash register or counter, etc.)
- For service area businesses, a video of the tools and equipment used to provide your services can be helpful.

By providing these things in advance, it will speed up the process of working with Google support. In most cases, we will be asked to provide at least one of the above in addition to completing one or more verification methods. The verification methods which we may be offered can be found in the “Brand new listing claim” section.

**Please note** - This process can take two weeks or more to complete. Due to the dependency on Google support, we cannot guarantee that your listing will be able to receive reinstatement. If your listing is suspended and neither you or your business have access, it is not recoverable through Google support.

# Documentation for Business

## Process Expectations

### Monthly Service

The monthly service consists of two main components, **monthly updates** & **posting**. At this point in the process, please let us know if there are any changes to your business name, address, or phone number so that we can make sure to update them as soon as possible! You can also send in any listing edits to be made each month including adding new photos and videos.

As part of the **monthly updates**, our team will log into the Google Business Profile listing once per month and ensure that the information remains accurate, this includes managing any of your provided edits as well as uploading any provided videos and photos. If the listing becomes suspended at any point during the month, our team will work to have this suspension lifted so that you can maintain your presence online. If we are unable to recover the listing, we will work with you to create a new one, however there is a chance that the new listing can become suspended due to its association with a currently suspended listing.

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 service-based posts that are designed to be keyword-rich and focus on the many high-value services that your business has to offer.

- 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

As of March 2024, Google Business Profile Optimization monthly posting service is fulfilled through Social Marketing. Thus, Social Marketing will be activated on every account that orders this service. Don't worry, we will activate Social Marketing Standard for free for the duration of the time the account has an active Google Business Profile Optimization subscription if an edition is not already active. If you ever decide to cancel, we will notify you that we will cancel your free Social Marketing instance. At this time, if you want to keep it, no problem. We will leave it active and you will begin to see the cost for Social Marketing in the next billing period.

# Documentation for Business

## 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

# Frequently Asked Questions

## Listing Claim

### What if my Google business Profile is Currently owned by someone else?

In cases where the listing is currently owned by someone else, we will work with Google Support to gain access to the listing. If it's not possible to get access to the listing, we'll convene with you to discuss potential next steps.

### What type of business can be claimed with this service?

- Businesses that do business **in-person** with customers and clients, whether from a storefront or in a service area
- Businesses that have existing listings on Google that require re-verification or reinstatement
- Businesses that adhere to [Google's Guidelines](#)

### What type of business cannot be claimed with this service?

*The following businesses are not eligible for a Business Profile:*

- Rental or for-sale properties such as vacation homes, model homes, or vacant apartments
- An ongoing service, class, or meeting at a location that you don't own or have the authority to represent
- Lead generation agents or companies
- Brands
- Organizations
- Artists
- Other online-only businesses including ecommerce

*For a full list of eligibility criteria, please refer to [Google's guidelines](#) for representing your business online.*

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

Typically, listings can not be created until the business is open and ready to receive customers. Occasionally Google will allow a listing to be created within 3 months of the opening date. Please contact your Marketing Services representative before order.

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

Businesses that are listed with identical addresses and phone numbers will be seen as duplicates of each other. If you can provide Google with two separate business licenses, they may allow two separate listings; however, this is not a guarantee.

# Frequently Asked Questions

## Listing Content & Monthly Service

### Will you create a profile and cover image for my business?

No - you must provide these images.

### When will my listing be complete?

While most new claims will take less than one week to complete, the process can take up to and over a month if significant back-and-forth with Google is required. Work will be discontinued after three months of attempts, or after repeated unsuccessful attempts at communication.

### I made an edit on my business listing but I'm not seeing the changes. Why is that?

*Edits made to Google listings may go through a manual review process, which can result in publication delays. Most edits should show up within 3 business days. Warning: making edits to the business profile can result in the requirement for re-verification or suspension. Google will require reinstatement in order to have a suspension removed. There is no guarantee that Google will agree to lift the suspension.*

### How do I send images to the team?

The fulfillment form can be used to send the profile and cover image for the Google Business Profile listing. For all other images, please send an email to [marketingservices@yourdigitalagents.com](mailto:marketingservices@yourdigitalagents.com).

### How do you know what to post on my business's Google Business Profile?

Google Business Profile posts work best for things like services, promotions, or events. If you have specific content you would like posted, please inform our team. Otherwise, we will use relevant content from their website to create posts.

### What business types or categories don't have access to Google Business Profile posts?

- Adult Entertainment
- Camps
- Cannabis shop
- Casino
- Conference Center
- Gun Shop
- Hotel (all hotel categories)
- Vacation Rental
- Wine Store (and other alcohol-related categories)

### If needed, where should I upload attachments for my order?

Please upload all attachments in the attachments section within the Fulfillment Form. Or if you prefer, you can email your attachments to [marketingservices@yourdigitalagents.com](mailto:marketingservices@yourdigitalagents.com). This ensures our team can access all documents to provide you excellent service.