



Verifying Your **Google Business Profile (GBP) Listing**

NEW AND UNCLAIMED LISTINGS

Have a client that is new to Google Business Profile (GBP)? We're here to help. If they don't already have a listing, we can set it up for them but we will still need the client's help verifying it.

VERIFYING LISTINGS

Clients must verify their business listing to manage their business information for Google Business Profile and make sure that their listing profile appears on Google Maps, Search, and other Google properties. It can be helpful to schedule a call with the client if we're having trouble getting things verified. **We cannot begin the campaign until you have a live, verified listing.**

Most businesses are verified by mail with a verification postcard from Google. To send the postcard we will need the name of the person it should be mailed to.

***Most postcards arrive within 14 days. The postcard includes a unique verification code that you must enter in Google Business Profile to confirm that your business is located at the listed address. Please send us the verification code as soon as you receive it.*

Some businesses can be verified by phone, text, or email.

- Via phone call
 - Google will call with an automated message that contains the verification code. The verification code needs to be entered into GBP **within 30 minutes**.
 - We can only verify via phone if the business does **not** have an automated answering setup.
- Via text message
 - The phone number Google has on file must be a cellular device for this method to work. We cannot change this phone number. Once the verification code is sent, it needs to be entered into GBP within 30 minutes.
- Via email
 - This option can only be used if the email domain matches what Google has on file.

****Note: Some options are not available for certain businesses.**

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VIDEO VERIFICATION

If none of these options work, we can submit a request for video verification. Video Verification can be completed via a live video call with one of Google's specialists from either the client's physical workplace or their company vehicle. Please note, they must have a logo on their company vehicle or signage at their workplace to complete the verification via video.

In order to submit the request, we will need the below information.

- Picture of the storefront which clearly shows permanent signage
- Picture of the storefront which clearly shows address adjacent storefronts and respective signage
- Picture of storefront taken from across the street which clearly shows address markers (e.g. street name signs and address numbers)
- Date and time the client is available for the video call
- Any other relevant proof so make sure to highlight the faces that help your business operate.

RE-VERIFICATION

To maintain high-quality business info, Google may sometimes ask previously verified businesses to verify again. A change in info, specifically the address, for your business can trigger this re-verification.