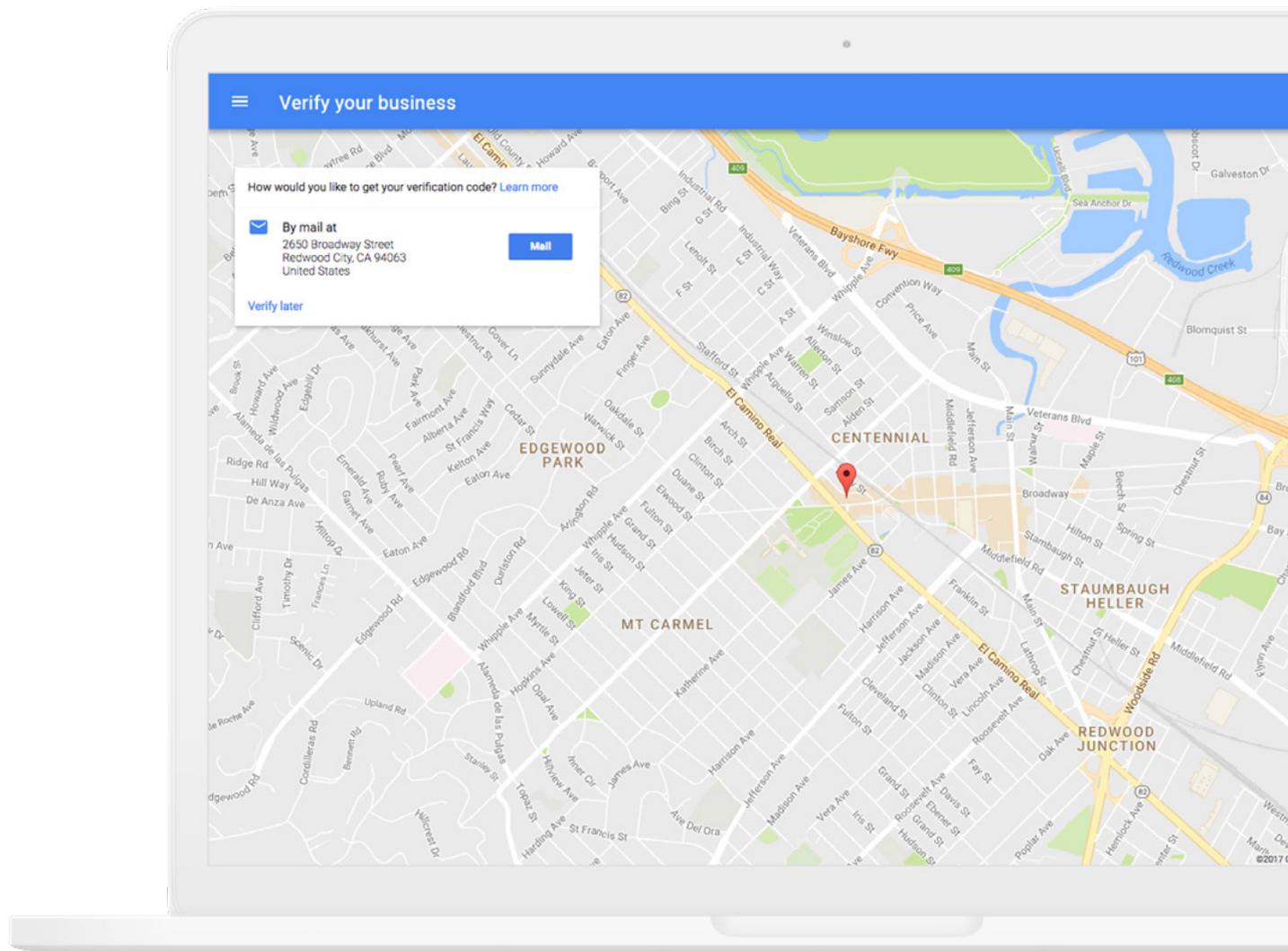


How to Claim Your Business on Google

The first step to managing your digital **knowledge** on Google is claiming your business via GMB. You will need a Google account in order to access GMB. If you have an existing account for Gmail, you can use that account to log in, or you can create a new account. Whichever account you choose, it should be one that pertains to your business. The claiming process differs slightly depending on whether your business has fewer than 10 locations, or 10+ locations.



Businesses With Fewer Than 10 Locations

1. Add / Claim Your Business

To claim your business on GMB, visit the GMB dashboard and search for your business using its name and address. If your business name autofills in the search bar, click on its listing. If your business is not listed, enter your business information.

Address Entry Guidelines*

Enter the complete and exact street address for your location.

Example:

*2650 Broadway Street,
Redwood City, CA, 94063*

Only include information which is part of the official address. Adding information like cross-streets or nearby landmarks may make it more difficult to determine your location on Google Maps.

Suite or office numbers may be added separately from the street name and number in Address Line 2.

Add your business

Business name
Good Burger

Country / Region
United States

Street address
2650 Broadway Street

City
Redwood City

State **ZIP code**
California 94063

Main business phone
(516) 445-2986

Category
Fast Food Restaurant

I deliver goods and services to my customers at their location
—important information
 Yes No

Continue

*Source: Google

2. Verify Your Business

Now that you have selected or entered your business information, you must verify its accuracy with Google and confirm that you are the owner.

There are three options for verifying your business. Not all options are available for everyone.

To verify your business: Select the location you would like to verify and click VERIFY NOW.

a. Verify By Mail

- Click MAIL to have a verification postcard mailed to your business.
- When your postcard arrives, add the verification code on the postcard to your GMB dashboard.

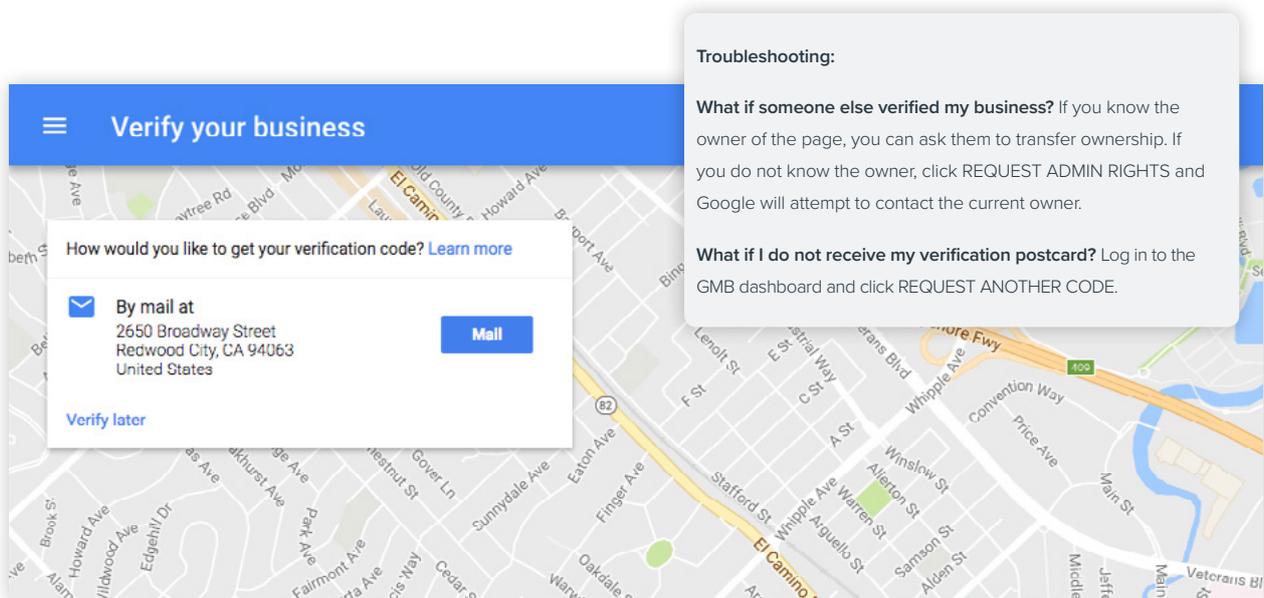
b. Verify By Phone

- Make sure you have access to the business phone number that you provided to receive your verification code.
- Click VERIFY BY PHONE to receive the code on your phone.
- Add the verification code from the message to your GMB dashboard.

c. Instant Verification

- If your business' website is verified with Google Search Console, you may be instantly verified.
- Make sure you are signed into GMB with the same account you used to verify your website.

Assign at least one **person** at your place of business to be on the look out for the postcard. Most failed verifications are the result of either bad phone numbers, missed phone calls, or lost or misplaced postcards.



The screenshot shows the 'Verify your business' interface. At the top, there is a blue header with a menu icon and the text 'Verify your business'. Below the header is a map of a city street grid. A white dialog box is overlaid on the map, asking 'How would you like to get your verification code?' with a 'Learn more' link. The dialog has three options: 'By mail at' (selected), 'By phone', and 'Instantly'. The 'By mail at' option shows a blue envelope icon, the address '2650 Broadway Street, Redwood City, CA 94063, United States', and a blue 'Mail' button. Below the address is a 'Verify later' link. To the right of the map, there is a grey box titled 'Troubleshooting:' containing two questions: 'What if someone else verified my business?' and 'What if I do not receive my verification postcard?'. The 'By mail at' option is selected in the dialog.

Businesses With 10 or More Locations

Businesses with 10 or more locations are eligible for bulk verification. Bulk verification is the process through which a business can make updates and add new locations without undergoing additional manual verification (i.e., postcard / phone verification). This means that updates may go live on Google within hours.

To become bulk-verified a business must have at least 10 locations in their account for the same business, and must fill out a six-field form, which includes:

- Contact name
- Contact phone
- Contact email (on domain)
- Business brand name(s)
- Business countries
- Google AdWords account manager (if applicable)

To request bulk verification:

- Visit the GMB Locations dashboard
- Click the verification icon  in the top right corner
- Complete the verification form with the contact information
- To expedite approval, use a contact email with the same domain as the business website

Once you submit the form, a verification team at Google will review the information provided and the data in the account to ensure the business is eligible for bulk verification, and that the contact person is a legitimate representative of the company. They will also verify that all of your locations, or a subset of your locations, exist at the address and phone provided. This can take anywhere from one to several weeks.

Everything You Need to Know About the Google My Business API

In December 2015, Google launched the GMB API, which enables approved data providers to send information to Google directly. Prior to the GMB API, verified business owners could only update their digital knowledge on Google manually or via bulk upload using a spreadsheet. This process was not only time consuming and inefficient, it unfortunately undermined the accuracy of these facts due to the lag between submitted and published changes.

With the launch of the GMB API and its subsequent enhancements, Google continues to make it easy for brands to update the facts about their business in a way which reflects the real-time realities of how they operate. Today's mobile consumers rely on Google to help them find what they're looking for, and they expect information to be complete, compelling, and most importantly — accurate. With the GMB API, Google makes it possible for businesses to meet consumers' high expectations.

Businesses can also provide Google with their digital knowledge via the GMB API. Previously, Google relied on a mix of crawling, third-party data, and manually submitted data to populate the information which appears in business listings. The launch of the GMB API shifted that approach entirely. Now, Google puts verified business owners in control of their digital knowledge, treating them as the most authoritative source about themselves — reducing the likelihood of conflicting information from data aggregators, crawlers, and other third-party sources which will confuse consumers.

Accurate digital knowledge is a big win for everyone — businesses, Google, and consumers alike. Moreover, these facts are also a critical element in the operation of Google's entire ecosystem of search, maps, and ads.

