

Google Business Profile (GBP)

Pre-Verification Checklist

Goal: To get verified on the first try and avoid account suspension.

1. The Identity Foundation

Name, Address, and Phone number (NAP)

- Business Name:** Use your exact real business name (avoid extra keywords).
- Phone Number:** Use a local area code.
- Address Strategy:** If working from home, set up as a Service Area Business to keep your home address private.

2. Evidence Gathering

Have these ready on your phone for Google's verification video/photos:

- Branded Assets:** Photos of your cleaning kit, branded shirts, or a vehicle with a magnet/decal.
- Official Documents:** A digital copy of your business license, insurance certificate, or a utility bill in the business name.

3. Review Request Template (Text Message)

- Prepare the Template:**

"Hi [Client Name]! It's [Your Name] from [Business Name]. I'm officially launching my business on Google Maps today! Since you've seen my work firsthand, would you mind taking 30 seconds to leave a quick review? Here is the direct link: [Insert Your Google Review Link]. Thanks so much!"