

Google Business Profile Pre-Verification Checklist

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Correct the listing, wait for the corrections to publish, then verify. Google chooses the method. You prepare for it.

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Business: _____ Owner's Google account: _____ Date: _____

STEP 1: AUDIT open Google Maps signed out and compare every field to the real business

FIELD	WHAT GOOGLE SHOWS (SIGNED OUT)	WHAT THE REAL BUSINESS SHOWS	MATCH?
Business name vs. permanent sign, word for word			☐
Address vs. door, lease, licence			☐
Phone call it: who answers?			☐
Primary category what the business mainly does			☐
Hours vs. door and website			☐
Website and its name, address, phone			☐
Duplicate listings? search name and address separately			☐

STEP 2: STOREFRONT OR SERVICE AREA?

- ☐ Customers **visit this address** during stated hours.
- ☐ There is **permanent signage** on the building or window.
Not a vehicle magnet or sandwich board.
- ☐ The address is the **real operating location**. No PO box,
mailbox store or virtual office.
- ☐ Any "no" above: set up as a **service area business** and
hide the address.

STEPS 3 TO 5: FIX RULES

- ☐ **Name matches the sign.** No added city, services or
keywords. Trading name beats legal name.
- ☐ **Phone is answered by a person.** Auto-attendant off.
Landline is fine for the call option; only a mobile can
receive a text.
- ☐ **Do not swap a landline for a mobile** just to chase SMS
verification. Google picks the method.
- ☐ **Address matches** door, licence and website, unit
number and abbreviation style included.
- ☐ **Primary category is accurate.** Leave secondary
categories until after verification.
- ☐ **Website contact page** shows the same name, address
and phone as the profile.

Mismatches found on this page are the work. Fix them on the website first (you control it), then on the profile, then wait.

Submit, Wait, Then Verify

Once the public listing is correct. Not before.

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STEP 6: SUBMIT AND WAIT

- ☐ **Claim** the profile with the owner's account and correct each field from the dashboard.
- ☐ If the dashboard says verify first: **Suggest an edit** on Google Maps from an account with a clean contribution history, one field per edit.
- ☐ **Check signed out** until the public listing is correct. Human review can take weeks.
- ☐ **No verification request** while a name or address edit is pending.

STEP 7: ACCOUNTS

- ☐ **Primary owner** = the business owner's established Google account.
- ☐ **Helpers added as managers.** Never handed the owner login.
- ☐ **Domain email** on the profile if the business has one.
- ☐ **Website verified in Search Console** under the owner's account.

STEP 8: DOCUMENTS business name on each must match the profile

- ☐ Business licence
- ☐ Certificate of incorporation or registration
- ☐ WCB clearance (trades)
- ☐ Insurance or bonding certificate
- ☐ Utility bill for the address, in the business name
- ☐ Recent customer invoice with name, address, phone in the header

STEP 9: REQUEST VERIFICATION from the owner's account. Take what Google offers. Then touch nothing

- Phone or text** Business phone beside you, unmuted, auto-attendant off. Landline: choose "Phone". Enter the code immediately.
- Email** Signed into that mailbox first. Check spam. Follow the link from the same device.
- Postcard** Up to 14 days. Code expires after 30. No edits to name, address or category while waiting. No second card unless the first is certainly lost.
- Video recording** Live in the Google Maps app, signed into the managing account. Cannot be pre-recorded. Use the shoot storyboard. Review up to 5 business days.
- Live video call** Through support after other methods fail. Same evidence: location, signage or vehicle, an owner-only area.

Do not resubmit while a review is pending. Repeated attempts can trigger a "No more ways to verify" lockout. If locked out, use Google's verification status tool to open a support ticket and ask for a live video call.

STEP 10: AFTER APPROVAL

- ☐ **Leave name, address, category and phone alone** unless genuinely wrong.
- ☐ Add the safe things first: **photos, services, description, posts.**
- ☐ If a core field must change, **one at a time**, and let it publish before the next.
- ☐ Owner stays primary owner. Helpers stay managers.