

Google Business Profile Verification Video Shoot Storyboard

Recorded live inside the Google Maps app, signed into the account that manages the listing. It cannot be pre-recorded. One take, 60 to 90 seconds.

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Business name exactly as it appears on Google:

Shoot date:

PHONE AND ACCOUNT PREP

- ☐ **Sign into the Google account that manages the listing.** Filming for someone else? Be added as a manager first, or use their phone.
- ☐ **Update Google Maps.** Allow it location and camera access.
- ☐ Charge the phone.
- ☐ Clean the camera lens.
- ☐ Hold the phone **landscape** (horizontal).
- ☐ Shoot in **daylight** if possible.
- ☐ Be on **WiFi at the location** if you have it. The clip uploads the moment you stop.
- ☐ **One continuous take.** No cuts, pauses or editing. 60 to 90 seconds.
- ☐ Hold every sign and document steady for **3 to 5 seconds.**

PREP THE SET

- ☐ **Lock the door** you will unlock on camera.
- ☐ Check the **street sign and building number** are visible from your starting point.
- ☐ Clean the **exterior signage.** The name must match Google exactly.
- ☐ Put **licences, certificates and permits** where they can be filmed.
- ☐ Tidy the main **business or service areas.**
- ☐ Put out recognisable **equipment and materials.**
- ☐ Set out **branded material:** cards, uniforms, invoices, packaging.
- ☐ Clear **customers and staff** from the route. No faces on camera.
- ☐ **Walk the entire route once** before recording.

SHOT LIST: PHYSICAL STOREFRONT shops, salons, restaurants, offices, gyms, workshops

BEFORE SHOT 1 In Google Maps: Get Verified, then Video verification. Walk to the street sign. Tap **Start recording.**

START OUTSIDE

- 1 Street sign** **HOLD 5s**
Both street names clearly readable.
- 2 Building**
Exterior of the building. Show the street or building number.
- 3 Business signage** **HOLD 5s**
Main sign or window signage. Business name must be readable.
- 4 Exterior decals and certificates**
Any window decals, certifications or business identifiers.
- 5 Unlock the front door**
Clearly show the key or code being used. Show the door physically opening.

MOVE INSIDE WITHOUT STOPPING

- 6 Entrance and reception**
Slowly establish the interior.
- 7 Licences and certificates** **HOLD 3-5s**
Close enough that the business name can be read.
- 8 Main business areas**
Slow walk through the customer or service areas. Show whatever makes it obvious what this business does.
- 9 Business equipment**
Tools, supplies, work areas or other business-specific items.
- 10 Owner or manager access**
Something the public could not normally reach: office, locked storage, business computer or POS, staff area, cabinet.
- 11 Branded materials**
Finish on business cards, uniforms, printed material or other clear business-name evidence. Stop recording.

Shoot Storyboard: Service Area Business

No storefront sign needed. Your vehicle, tools and documents carry the verification. Same rules: live in the Google Maps app, signed into the managing account.

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SHOT LIST: SERVICE AREA BUSINESS trades, cleaners, landscapers, photographers, consultants, mobile services

BEFORE SHOT 1

In Google Maps: Get Verified, then Video verification. Stand at the building number. Tap **Start recording**.

START OUTSIDE

- 1 House or building number**
Start outside your home or base of operations. Show the number clearly.
- 2 Street sign** **HOLD 5s**
Walk to the nearest intersection. Both street names readable.
- 3 Branded vehicle, exterior**
Walk slowly around it. Business name and logo on the door or panel, then the licence plate.
- 4 Unlock the vehicle**
Use the key or fob visibly on camera. Open the door.

THEN PROVE THE BUSINESS

- 5 Inside the vehicle**
Pan slowly across the tools and equipment of your trade. Linger on anything that identifies the industry.
- 6 Business document** **HOLD 3-5s**
Licence, registration, incorporation, WCB, insurance, utility bill or customer invoice. Name must match Google exactly. Cover account numbers with a finger.
- 7 Unlock your home or office door**
Key in lock, turn, door opens.
- 8 Workspace**
Desk, computer, industry software on screen, any trade equipment stored here. Stop recording.

No branded vehicle? Spend longer on the document, film the workspace in more detail, show any branded print (cards, invoice template, uniform), and make the home door unlock prominent.

STOP RECORDING, REVIEW, SUBMIT

- ☐ **Tap Stop.** Watch the playback. "Try again" re-records.
- ☐ Street and location are **readable**.
- ☐ Business name is **readable** and matches Google exactly.
- ☐ Door or vehicle unlock is **clearly shown**.
- ☐ Business activity and interior are **obvious**.
- ☐ Licences and certificates are **readable**.
- ☐ **No customer or staff faces** anywhere in the clip.
- ☐ If anything is unclear, **record again from shot 1**. There is no editing.
- ☐ **Tap Upload.** The app sends it straight to Google. No file to attach.
- ☐ **Stay in the app**, on WiFi, phone unlocked, **until the upload finishes**.
- ☐ Status should change to **Verification pending**. Then you are done.

While the review is pending, do not edit the profile name, address, category or phone number, and do not resubmit. Standard review is 3 to 5 business days. Check the Google Maps app for the result.