



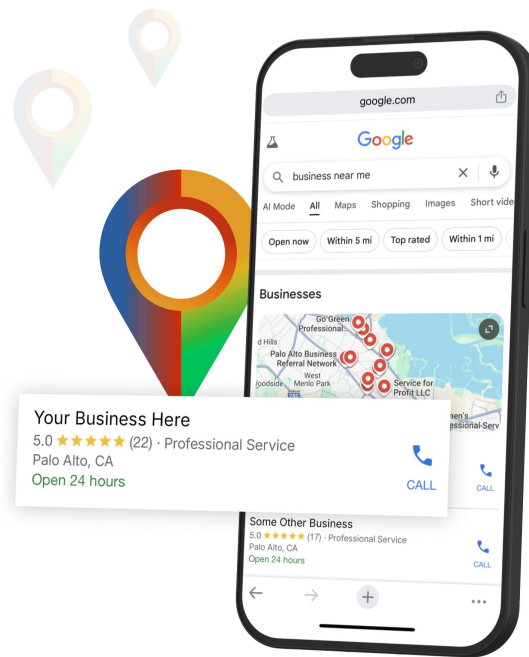
Navigating The Minefield

Advanced Google Business Profile
Issue Resolution for Agencies



Brad Wetherall

Former Director of Google Business Profile
Founder & CEO, **The GBP Experts**



Agenda

1. Designing GBP Support

2. Top Issues

- a. Verification
 - b. Suspension
 - c. Missing Reviews
-

3. Communicating w/ Google



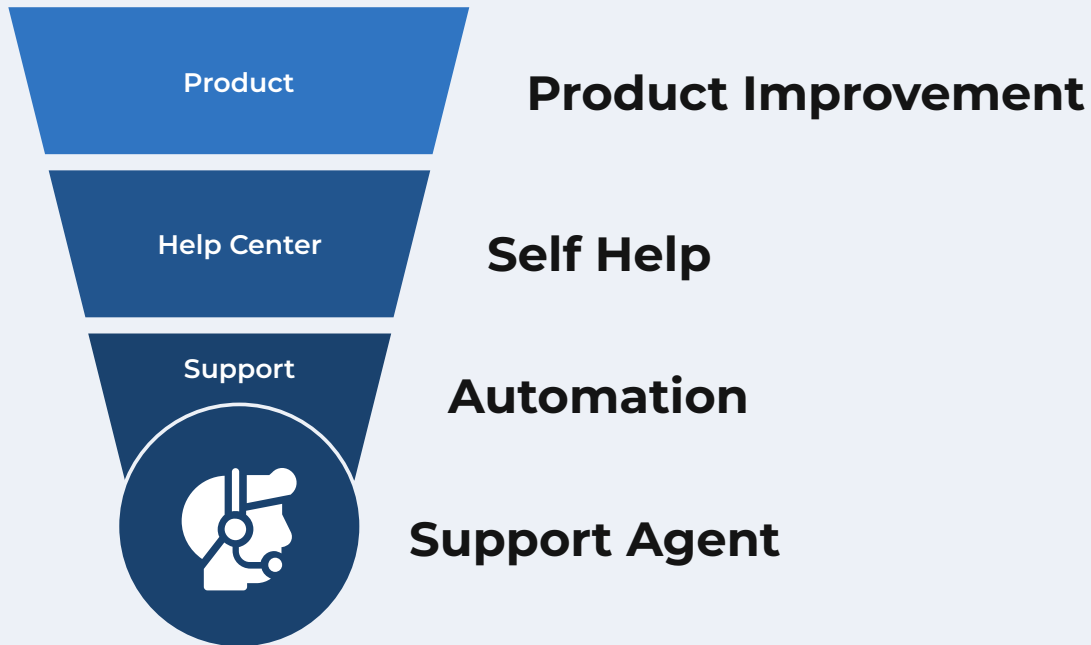


Part 1

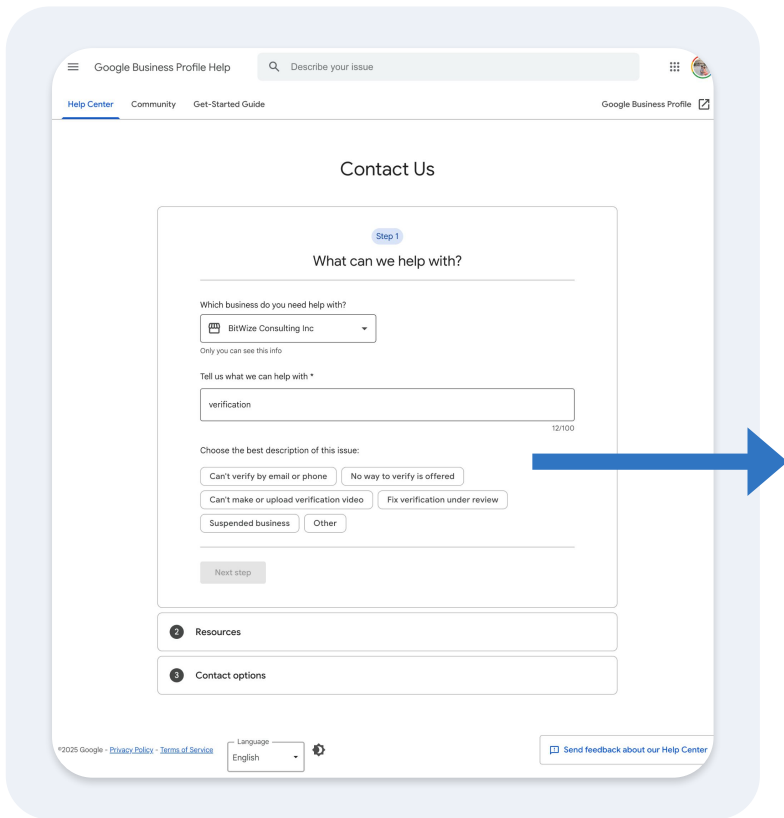
Designing GBP Support











How Does GMB Support Work?



Not All Issues Are Treated Equally...



	Priority	Type of Issue	Treatment
Troubleshooting	P0	Issues Users Cannot Solve Themselves <ul style="list-style-type: none"> - Merges - Edit Pending etc. 	   Phone / Email / Chat
	P1a	Complex Educational Issues <ul style="list-style-type: none"> - Verification - Ownership conflict 	   Phone / Email / Chat
Education	P1b	Basic Educational Issues <ul style="list-style-type: none"> - Change the cover photo? 	 Automated Email w/ Email Reply
	P2	Non GBP Issues <ul style="list-style-type: none"> - How can I be #1 on Google 	 Automated Email no-reply
Out of Scope			

Not All Issues Are Treated Equally...

Google Business Profile Help


Describe your issue

Help Center

Community

Get-Started Guide

Google Business Profile

Priority	Type of Issue	Treatment
<div>Choose the best description of this issue:</div> <div><div>Can't verify by email or phone</div><div>No way to verify is offered</div><div>Can't make or upload verification video</div><div>Fix verification under review</div><div>Suspended business</div><div>Other</div></div>		
Out of Scope	P2 Non GBP issues - How can I be #1 on Google	 Automated Email no-reply

Resources

Contact options

©2020 Google

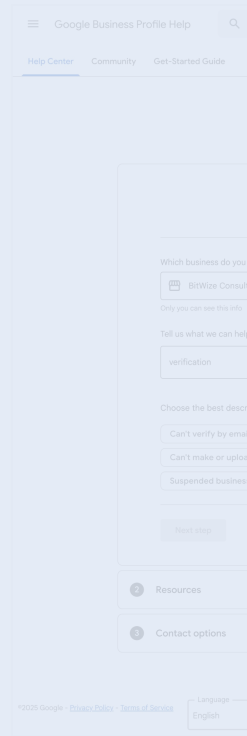
Privacy Policy









Terms of Service









Language
English

Send feedback about our Help Center

Not All Issues Are Treated Equally...



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Out of Scope			

Treatment	
   Phone / Email / Chat	
   Phone / Email / Chat	
 Automated Email w/ Email Reply	
 Automated Email no-reply	

The Top Issues Are...

Verifications

Your verification failed. Submit a new video.

Your verification video didn't meet all of the requirements. Review the list below to make sure your new video includes all the required information.

[Submit new video](#)

What needs to be included

Your new video should contain everything outlined below, including the requirements you completed successfully.

- ✓ **Show surrounding area such as street signs or neighboring businesses**
Your location should match the address you entered
- ✓ **Show business name printed on permanent fixtures such as signboard**
Your business name should match the name you entered
- ⚠ **You didn't show that you're authorized to represent this business**
Unlock entrance, operate cash register or enter staff-only areas

[Submit new video](#)

Suspensions

Business Profile



Your business profile has been suspended

[Awesome Company Inc](#) your Business Profile
has been suspended due to policy violation.

Violation type

Content that violates our policies on deceptive content and behavior isn't allowed. Deceptive content intentionally misleads or deceives others.

Learn more about our [suspension policy](#)

To appeal this decision, click on Appeal below.

[Appeal](#)

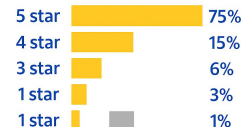
Reviews

BEFORE



4.7

1,200 reviews

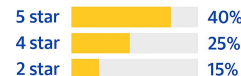


AFTER



3.5

240 reviews



Verification





What is Google Verifying?



Existence

**“We are a real
business, and we
are right here”**

+



Affiliation

**“I have the authority
to represent this
business”**



Methods of GBP Verification

Real Time Verification (Phone/Email)

- Google already has proven existence

Business Video Verification

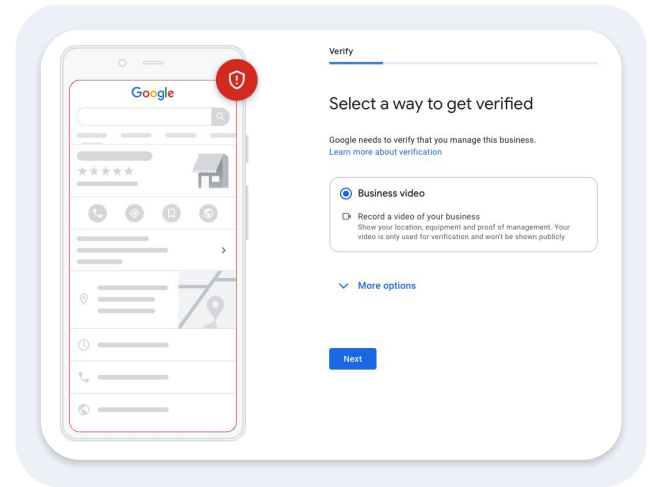
- Record and upload a video

Live Video Verification

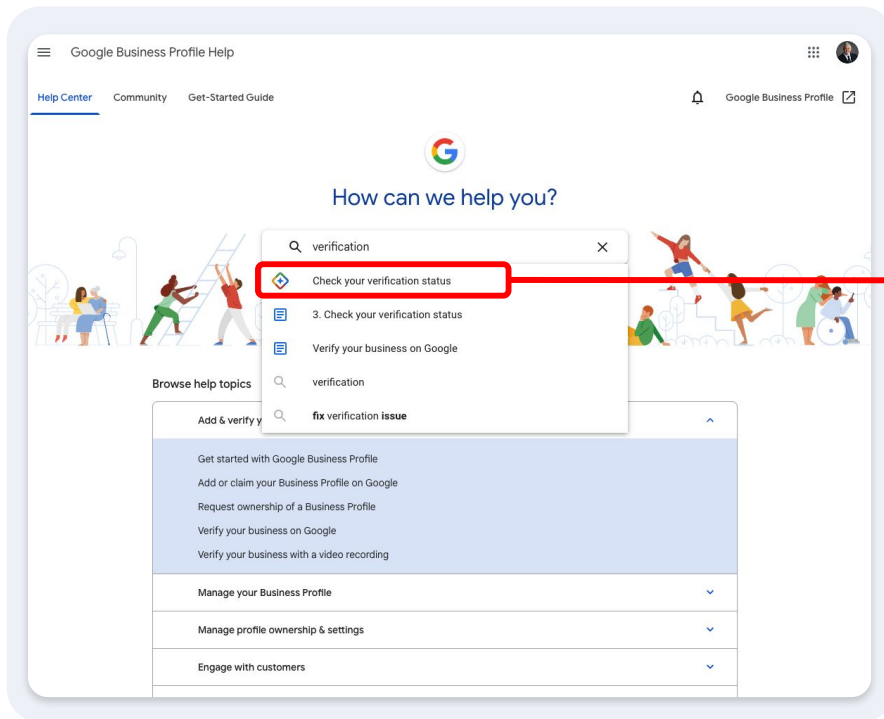
- Connect with an agent who will guide you through the process

Manual (offline) Verification

- If video verification fails, Manual Verification is available



How Do I Access “Manual Verification”?



Google Business Profile Help

Help Center Community Get-Started Guide

Google Business Profile

How can we help you?

Search: verification

- Check your verification status
- 3. Check your verification status
- Verify your business on Google

Browse help topics

- verification
- fix verification issue

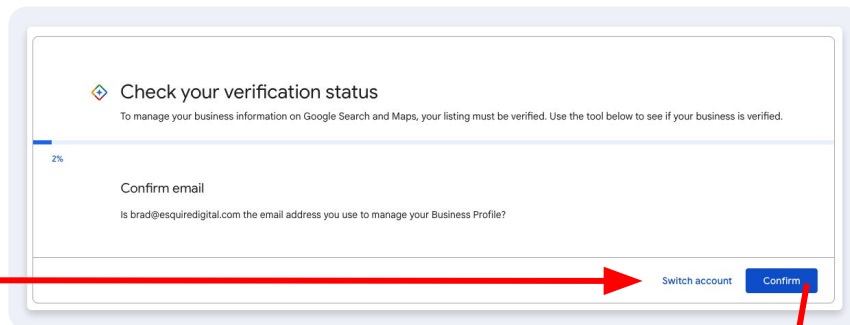
Add & verify your business

- Get started with Google Business Profile
- Add or claim your Business Profile on Google
- Request ownership of a Business Profile
- Verify your business on Google
- Verify your business with a video recording

Manage your Business Profile

Manage profile ownership & settings

Engage with customers



Check your verification status

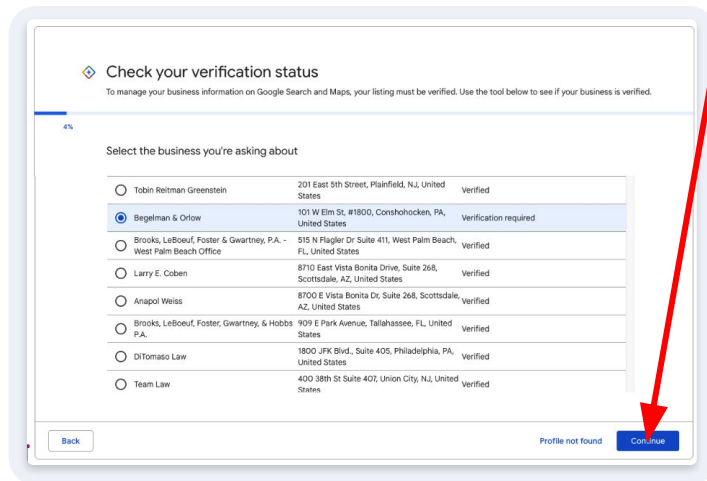
To manage your business information on Google Search and Maps, your listing must be verified. Use the tool below to see if your business is verified.

2%

Confirm email

Is brad@esquiredigital.com the email address you use to manage your Business Profile?

Switch account Confirm



Check your verification status

To manage your business information on Google Search and Maps, your listing must be verified. Use the tool below to see if your business is verified.

4%

Select the business you're asking about

<input type="radio"/>	Tobin Reitman Greenstein	201 East 5th Street, Plainfield, NJ, United States	Verified
<input checked="" type="radio"/>	Begelman & Orlow	101 W Elm St, #1800, Conshohocken, PA, United States	Verification required
<input type="radio"/>	Brooks, LeBoeuf, Foster & Gwartzney, P.A. - West Palm Beach Office	515 N Flagler Dr Suite 411, West Palm Beach, FL, United States	Verified
<input type="radio"/>	Larry E. Cohen	8710 East Vista Bonita Drive, Suite 268, Scottsdale, AZ, United States	Verified
<input type="radio"/>	Anapol Weiss	8700 E Vista Bonita Dr, Suite 268, Scottsdale, AZ, United States	Verified
<input type="radio"/>	Brooks, LeBoeuf, Foster, Gwartzney, & Hobbs P.A.	909 E Park Avenue, Tallahassee, FL, United States	Verified
<input type="radio"/>	DiTomaso Law	1800 JFK Blvd., Suite 405, Philadelphia, PA, United States	Verified
<input type="radio"/>	Team Law	400 38th St Suite 407, Union City, NJ, United States	Verified

Back Continue

Profile not found



You Must First “Attempt” Video



Check your verification status

To manage your business information on Google Search and Maps, your listing must be verified.

9%

Verify your profile

Verify your Business Profile through the available methods.



To verify, [click here and follow the instructions](#).

Learn more about the verification process.

- [Verify your business on Google](#)
- [Verify your business with a video recording](#)

If your verification attempts are unsuccessful, you can revisit this tool for more support.

[Back](#)

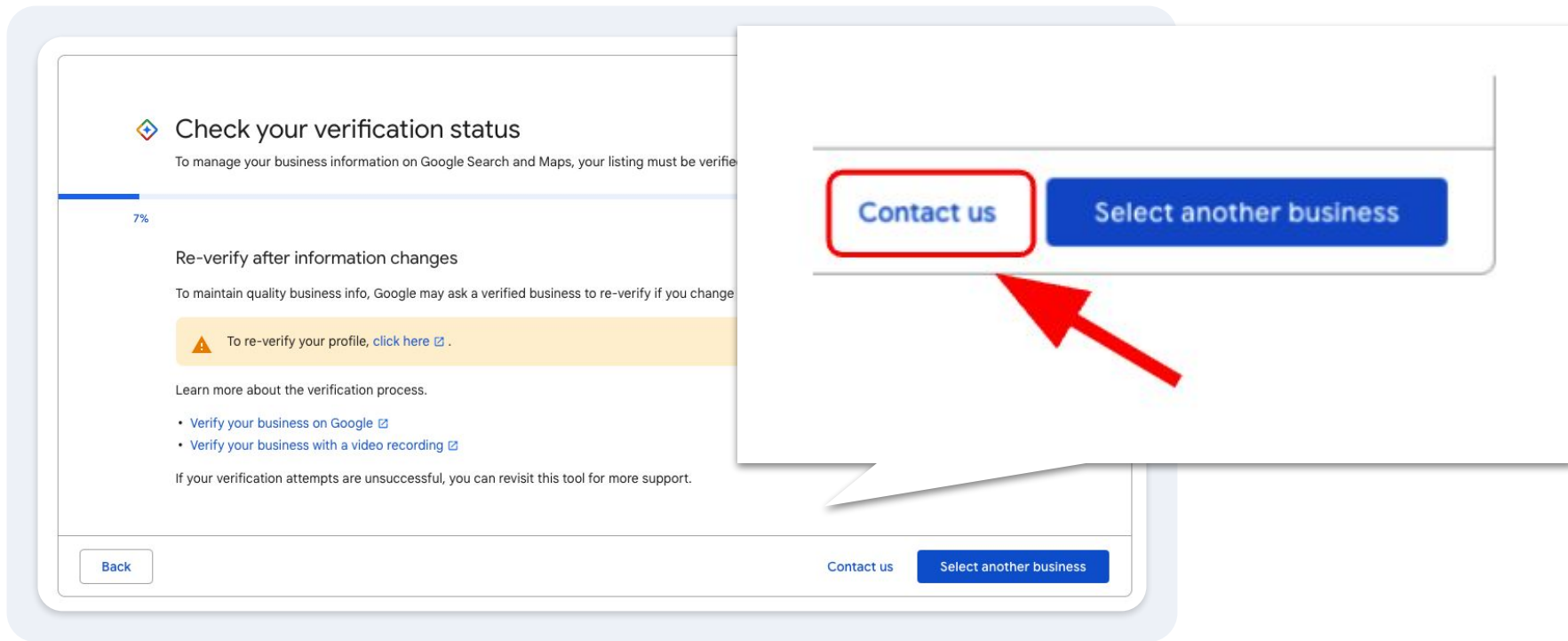
[Send feedback](#)


[Select another business](#)

[Send feedback](#)

[Select another business](#)

Then...The Contact Us Option Will Appear




 **Check your verification status**

To manage your business information on Google Search and Maps, your listing must be verified.

7%

Re-verify after information changes

To maintain quality business info, Google may ask a verified business to re-verify if you change

 To re-verify your profile, [click here](#).

Learn more about the verification process.

- [Verify your business on Google](#)
- [Verify your business with a video recording](#)

If your verification attempts are unsuccessful, you can revisit this tool for more support.

[Back](#) [Contact us](#) [Select another business](#)

Contact us [Select another business](#)



This is the Manual Verification Form

Note: If you have reached out to support about this verification issue already, responding to the existing email case can get you a faster resolution.

* Required field

What is your issue?

Select one

My business profile is suspended

I want to learn more about search ranking and my business profile

My business profile is not verified

I want to escalate a review for removal

I want to update my business profile phone number

I have an issue with a duplicate listing

I need support for a different issue

ats may be recorded. We will use this
nd to improve our products and services,
chats and email.

[Terms of Service](#)

Language

English



[Send feedback](#)

Picture of Tools & Equipment which you use to carry out your work *

No file chosen

[+ Choose file](#)

If you have a vehicle, pictures which show the vehicle in the local area where you meet customers

No file chosen

[+ Choose file](#)

Upload a Utility Bill dated within the past 3 months

No file chosen

[+ Choose file](#)

The name listed on the Utility Bill should correlate with the name of the Business Profile

Attach any other relevant proof that the business exists (optional)

No file chosen

[+ Choose file](#)

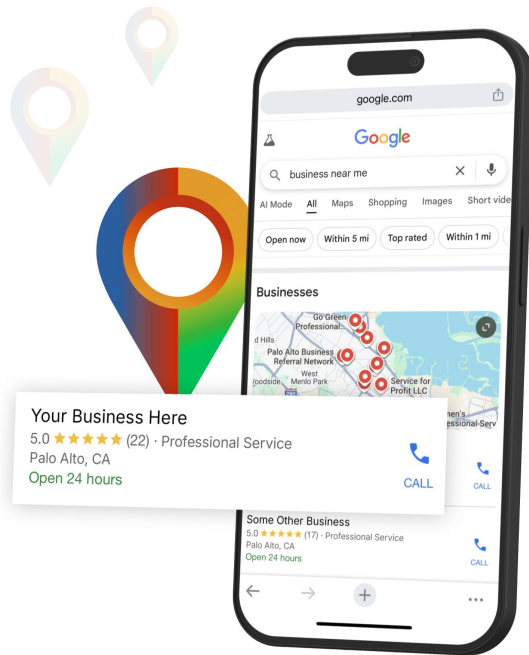
To provide multiple proofs, use a zip file.

Please provide the website that is used to represent your business online. *

If you do not have a website, enter N/A

5 Tips To Help With Verification

— For Agencies

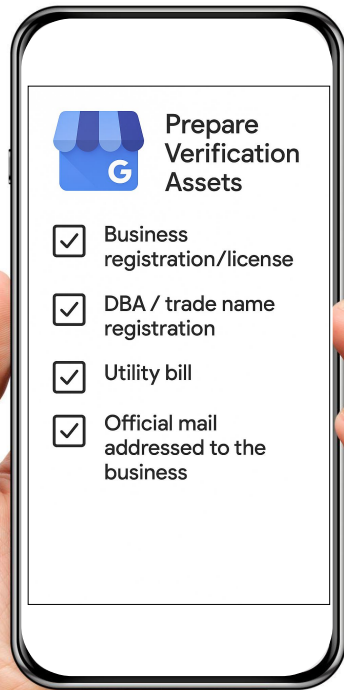




Be Prepared

1.

Coach your client to assemble every piece of evidence before they click the "Verify Now" button.





Prioritize “L1” Evidence

2.

L1 Evidence (Primary)

- Business License
- DBA / trade name
- Utility bill
- Photos of the location

L2 Evidence (Secondary)

- Other mail
- Lease agreement
- Business Cards





Master The “One-Take”

3.

Provide an example video

Walk them through the
“shot list”

- Street Signs
- Location w/ permanent signage
- Show Access
- Show Documentation

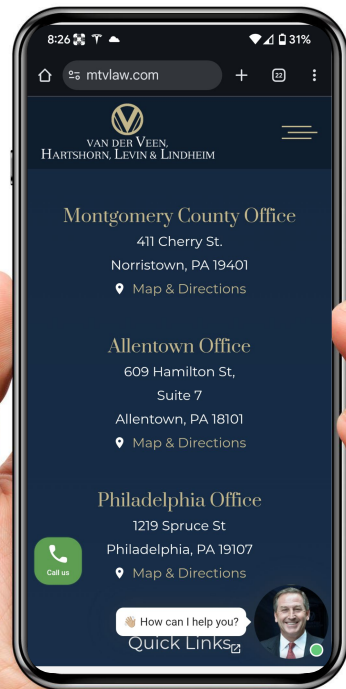




Improve Your “Trust Score”

4.

- Have the address in the footer of their website
- Ensure NAP is consistent





Avoid Red Flags

5.

- Virtual offices
- Fake imagery
- Sensitive information



Suspension





Common Causes of Suspensions?



- Name Stuffing
- Address issues (virtual office)
- Misrepresentation
- Too Many Edits (Suspicious Activity)
- Multiple Listings for same business
- Restricted User Accounts
- However Google is feeling that day

High-Risk Categories: Locksmiths, plumbers, garage door repair, HVAC repair, Moving companies



Clues Into What Caused The Suspension...



1. Account Issues

- ☐ "Bad Actor"
- ☐ Restricted Account

2. Deceptive Content

- ☐ Name Stuffing
- ☐ Misrepresentation

3. Policy Violation

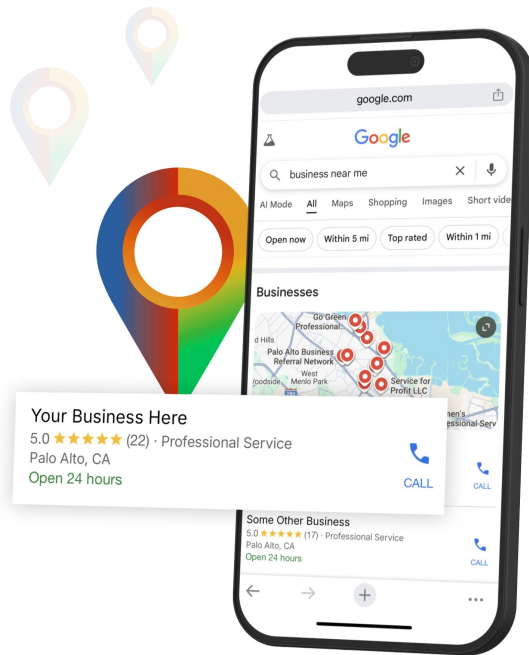
- ☐ Virtual office
- ☐ Multiple Listings

4. Suspicious Activity

- ☐ Frequent Edits

5 Tips To Help Reinstate Suspensions

— For Agencies



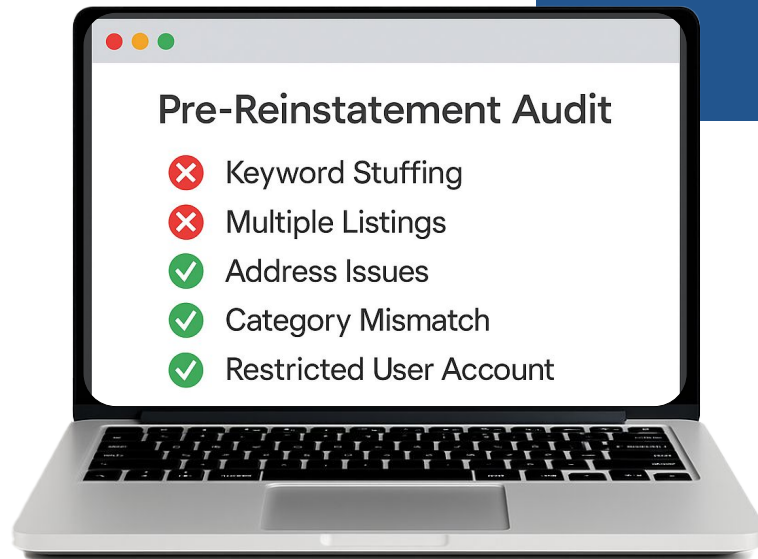


Find The Issue

1.

Conduct a "Pre-Reinstatement Audit"

- Keyword Stuffing?
- Multiple listings?
- Address issues?
- Category mismatch?
- Restricted User Account?

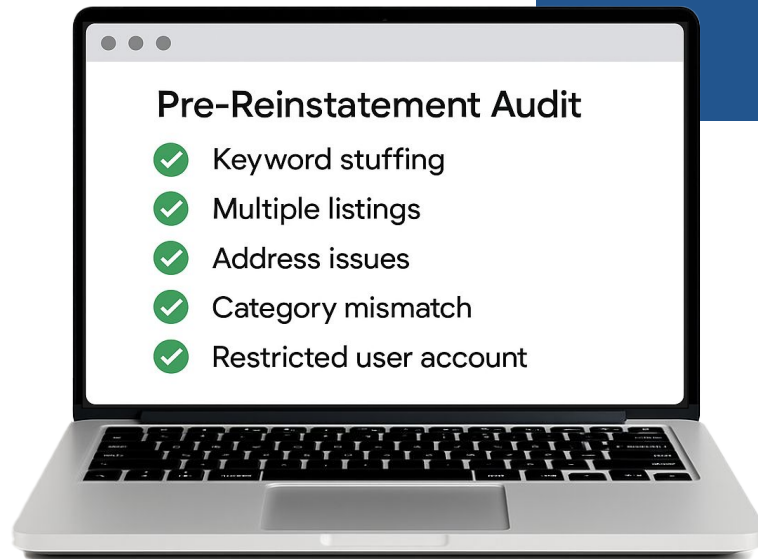




Fix The Issue (Before You Appeal)

2.

Make sure all the issues are resolved before you submit your appeal





Use Strong Evidence

3.

Evidence the issue was remediated and...

L1 Evidence (Primary)

- Business License
- DBA / trade name
- Utility bill
- Photos of the location





Be Patient

4.

The hardest part begins:
waiting

- Do not create new listings
- Do not submit duplicate appeal tickets





— The Best

Defense

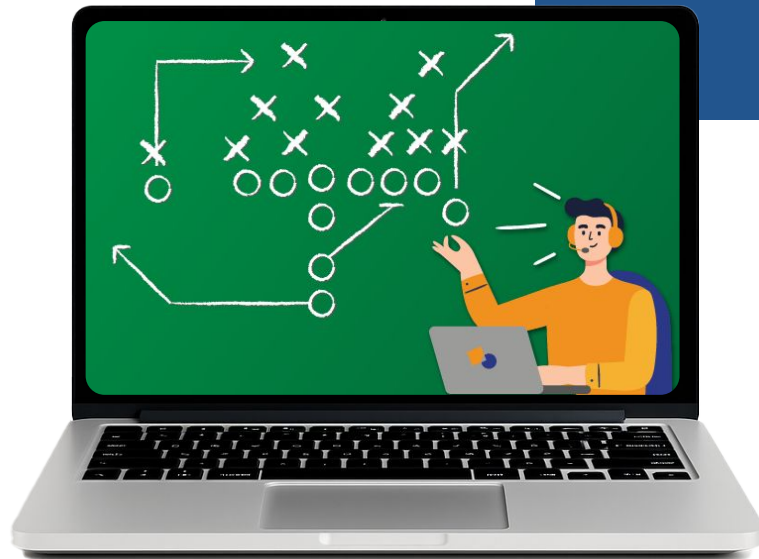
— Is a Good

Offense

5.

Implement best practices

- Optimize your listing
- Make changes strategically
- Avoid frequent, minor tweaks
- Build your trust score





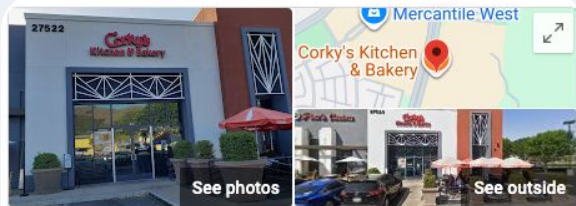
Part 2c



Missing Reviews



Reviews are owned by the User, not the Listing



Corky's Kitchen & Bakery

4.4 ★★★★★ 979 Google reviews

\$10-20 · American restaurant

Website

Directions

Reviews

Save

Share

Call

Menu

Order online

Join waitlist

Local chain serving breakfast, classic American fare & homemade pies in a casual setting.

Service options: Outdoor seating · Doesn't accept reservations

Located in: Mercantile East

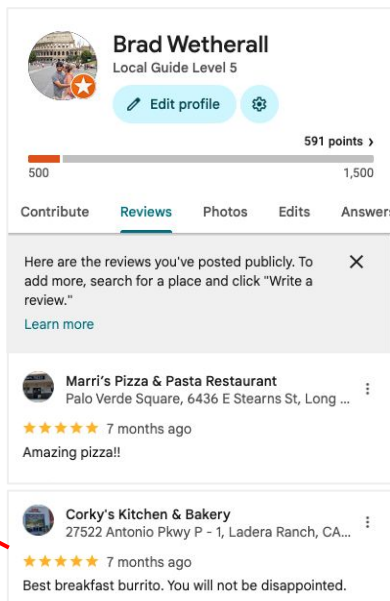
Address: 27522 Antonio Pkwy P - 1, Ladera Ranch, CA 92694

Get There: 🚗 7 min

Phone: (949) 364-4439

Menu: corkyskitchenandbakery.com

Hours: Closed · Opens 6:30 AM Wed



Brad Wetherall

Local Guide Level 5

Edit profile



591 points

500 1,500

Contribute

Reviews

Photos

Edits

Answers

Here are the reviews you've posted publicly. To add more, search for a place and click "Write a review."

Marri's Pizza & Pasta Restaurant
Palo Verde Square, 6436 E Stearns St, Long ...

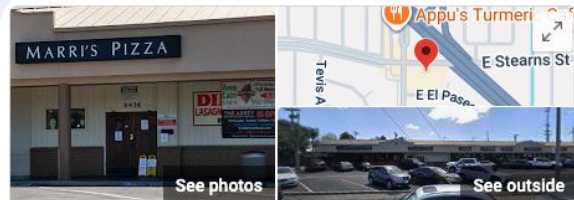
★★★★★ 7 months ago

Amazing pizza!!

Corky's Kitchen & Bakery
27522 Antonio Pkwy P - 1, Ladera Ranch, CA...

★★★★★ 7 months ago

Best breakfast burrito. You will not be disappointed.



Marri's Pizza & Pasta Restaurant

4.6 ★★★★★ 1,151 Google reviews

\$10-20 · Pizza restaurant

Website

Directions

Reviews

Save

Share

Call

Menu

This longstanding eatery dishes up classic Italian dishes in a homey atmosphere.

Service options: Doesn't accept reservations · Vegetarian options

Located in: Palo Verde Square

Address: Palo Verde Square, 6436 E Stearns St, Long Beach, CA 90815

Get There: 🚗 44 min

Phone: (562) 596-5771

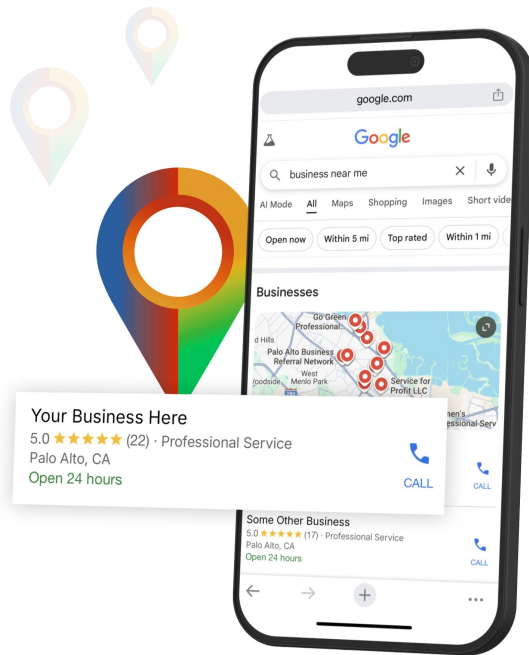
Hours: Closes soon · 10 PM · Opens 11 AM Wed

Takeout: 11 AM-9:30 PM Wed · More hours

Suggest an edit · Own this business?

3 Tips To Help Recover Missing Reviews

— For Agencies



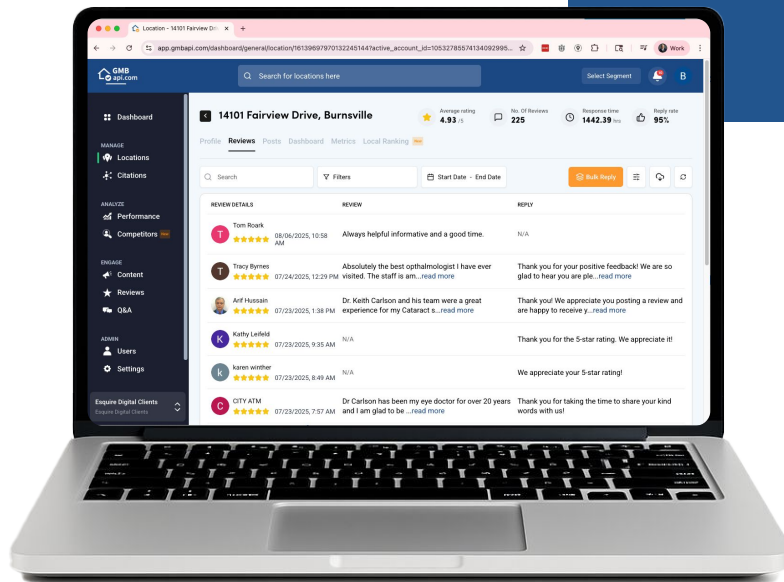


Be Proactive

1.

Proactively track & document every review

Use software that saves your reviews (GMBapi.com)



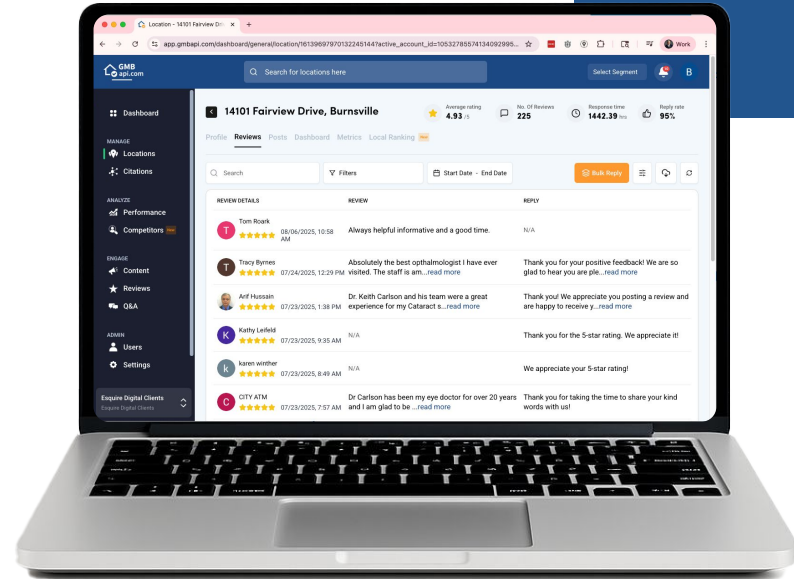


Show The Missing Reviews to Google Support

2.

Contact support, and show them the missing reviews

- Put the missing reviews in a Google Sheet & share the sheet (do not upload files)



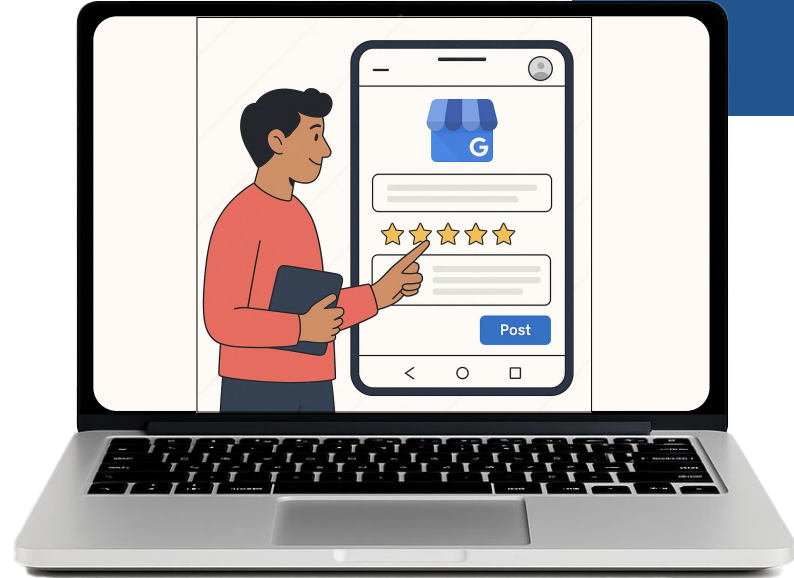


Audit Your Review Acquisition Strategy

3.

What caused the problem?

Are you accidentally triggering spam signals?



Communicating w/ Google



Strategic Communication w/ Google Support

- ✓ Get straight to the point
- ✓ Use the correct terminology
- ✓ Provide *all* relevant documentation
- ✓ Be polite and professional
- ✓ Politely request escalation if you're stuck

- ✗ Submit multiple cases for the same issue
- ✗ Be emotional or vague
- ✗ Try to hide the problem
- ✗ Ask for an exception



Example:

Awesome Inc, is a moving company in Scottsdale Arizona.

While this listing is in a shared office space, it is a permanent office which is staffed 7am - 6pm Monday - Friday and 8am - 5pm on weekends (which matches the listing hours of operation).

I have attached the following evidence per your request:

- Trade Name from the Arizona department of state for "Awesome Inc"
- Invoice issued to "Awesome Inc" at this location's address
- Lease agreement for the permanent office space
- Photo of the office's permanent signage
- Photo of one of the service vehicles (at the office location)

We heavily reviewed all Google's guidelines and are confident the attached evidence shows that this location is within policy. Thank you.



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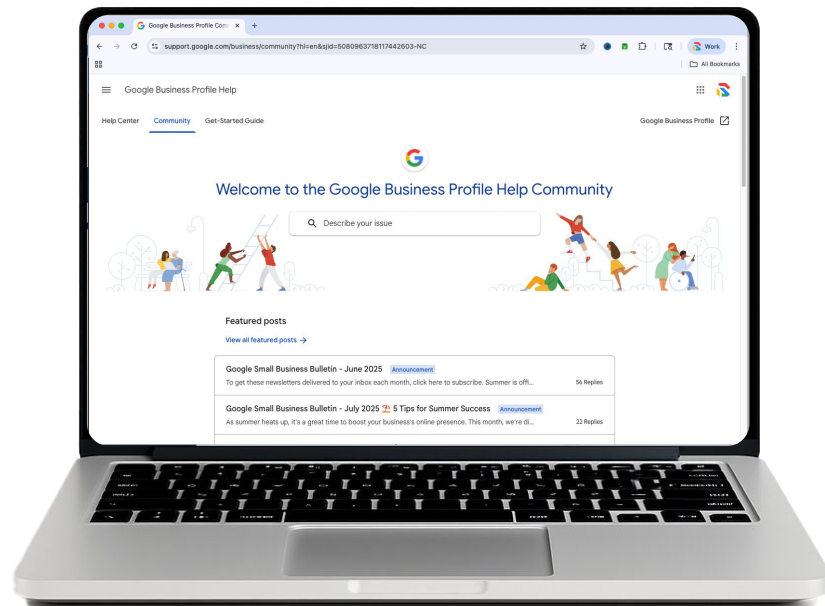
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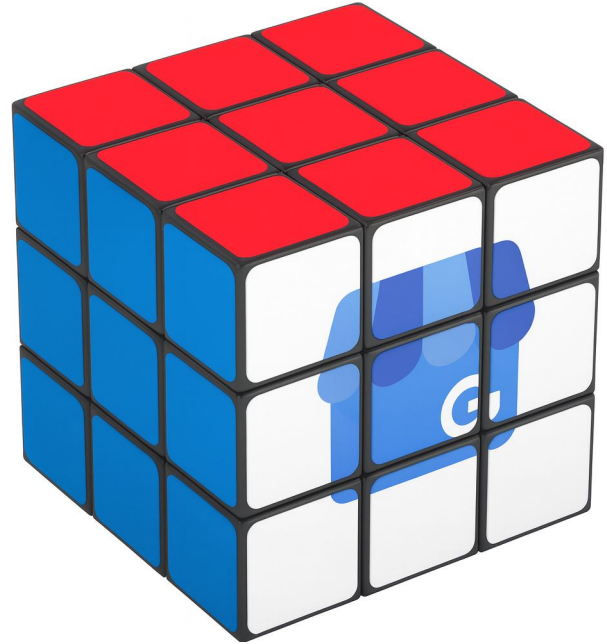
The Art of Escalation

**Use The
Community!!**



**Google Support is
Like a Rubik's Cube**

**It's Frustrating if
You Don't Know
How to Use it**





Thank You!



Brad Wetherall

[linkedin.com/in/bradwetherall](https://www.linkedin.com/in/bradwetherall)

TheGBPexperts.com

