## **Google Business Profile Bulk Verification and Yext**

When you launch on Google with Yext, we create an integration between Yext and your Google Business Profile (GBP) account. We use the clean and accurate data that is stored in the platform to update the listings in your GBP account. Google then uses the data in GBP to update Google Maps and the Knowledge Cards. However, in order for Google to “trust” the data in your GBP account, you must *verify* that you are the owner or authorized representative of those listings. This process is referred to as verification. Verification is typically done through postcard – where Google will send a postcard to your business address with a verification number to verify that you are actually the business owner at that address – you can find more on verification [here](https://support.google.com/business/answer/7107242?hl=en).

If your business has more than 10 locations, Yext can help set up your account for bulk verification. With bulk verification, all of your listings will be published and verified as soon as you update or add them through Yext.

To determine if your account is eligible for bulk verification, we first need to gather some preliminary information. Please complete the checklist below and Yext will work with Google to determine if you are eligible:

## **Checklist**

| **Question** | **Answer (please fill in)** |
| --- | --- |
| What is the primary email of your GBP account?*See best practice information* [*here*](#_heading=h.35nkun2)*.* |  |
| 2) Contact for GBP: Please provide name and email address*\*The contact email address should be branded to prove the contact’s association to the business.* | **Name**: **Email Address**:  |
| 3) Have you shared all listings in your GBP account with Yext? *\*If there are any listings in your account that you have not shared with Yext, please mark “No.”* | YES/NOIf **no** or unsure, click [here](#_heading=h.1ksv4uv) |
|  If “No” to question 3, please provide more information on why there are locations not shared with Yext  |  |
|  If “No” to question 3, do all listings that are not shared with Yext have Store IDs & Websites present? | YES/NOIf **no** or unsure, click [here](#_heading=h.44sinio) |
| 4) Do you have all of your brand’s locations in your GBP account? | YES/NOIf **no** or unsure, click [here](#_heading=h.2jxsxqh) |
| 5) Are any of your locations service area or virtual businesses? | YES/NOIf **no** or unsure, click [here](https://support.google.com/business/answer/9157481?hl=en&co=GENIE.Platform%3DAndroid) for more information |
| 6) Do you have a store locator on your website? | YES/NOIf **no** or unsure, click [here](#_heading=h.1y810tw) for more information |
|  If so, please provide the link: |  |
| 7) Does the Store Locator link have all store locations listed? | YES/NOIf **no** or unsure, click [here](#_heading=h.2xcytpi) for more information |
| 8) Is the company branding clearly shown on the store pages? | YES/NOIf **no** or unsure, click [here](#_heading=h.1ci93xb) for more information |
| 9) Are the names of all your listings in your GBP account identical? If they’re not identical, are your naming conventions **consistent** and **linked to the main brand**? | YES/NOIf **no,** click [here](#_heading=h.3whwml4) for more information |
| 10) Can Google easily take storefront photos of your locations with their Google Street View cars? *If your locations are located inside another building (i.e. shopping mall, shared office space or other shared building, or are service area businesses,* please answer “No.”*Why:**Google relies on storefront photos to ensure your location exist. Therefore, you may be asked by Google to provide storefront photos to receive bulk verification. We are asking you to prepare for this possibility to ensure the verification process goes as smoothly as possible* | YES/NO |
| 11) Have you ever gone through Google’s [Bulk Verification request process](https://support.google.com/business/answer/4490296?hl=en)? | YES/NO |
|  If so, please provide the Case ID (the number in the subject of the email sent by a Google rep)Other: Seasonal Business, Brands that link to the main brand |  |
| 12) Do you currently have any duplicate or suspended listings in your GBP account? | YES/NO |

**Please return this checklist to your Yext representative!**

More Information

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## **Choosing a primary email**

* This should be the email you use to log into your GBP account, and should be the primary owner of the GBP account and all listings within.
* Google recommends using a generic email with a domain URL (e.g. *listings@yext.com* or *listings@gmail.com*) rather than a user’s individual email (e.g. *JohnSmith@yext.com*).
	+ Note: You’ll need a domain email address (e.g.listings@***yext.com***) to confirm you are an authorized representative of the business.
* By using a generic email rather than a user’s email, this allows you to transfer ownership easily if an individual leaves your organization.

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## **Have you shared all listings in your GBP account with Yext?**

* Answering “no” does not automatically disqualify you from achieving bulk verification. However, we’ll want to see what the rest of your listings look like in case we need to provide feedback.
* If you answered no, please **export the listings you have not shared with Yext and email them to your Yext representative.**

You can find instructions on how to download your GBP locations [here](https://support.google.com/business/answer/3478406?hl=en) in the Google Business Profile Help Center, or follow the steps below:

* Log into your GBP account and access the location groups or listings that have not been shared with Yext.
* Select all locations (check the box on the left-most column) > Actions > Download locations.
* Download the file as an XML file and include photos; it is not necessary to include Google updates.
* Email these to your Yext representative.

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## **Do all listings that are not shared with Yext have Store IDs, phone numbers, & websites present?**

**Store Codes**

* A store code - or unique identifier - must be assigned to every location in your Google Business Profile account.
* Store codes:
	+ Must be unique for each location.
	+ Must be between 1 and 64 characters.
	+ Cannot contain leading or trailing spaces.
	+ Cannot contain special characters.
	+ Cannot contain URLs.
* For all of Google’s requirements for Store Codes, [click here](https://support.google.com/business/answer/3370250?hl=en#storecode).
* To learn how to add missing store codes directly in your Google Business Profile account, [click here](https://support.google.com/business/answer/4542487).

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**Websites**

* Google requires you to provide a website that represents individual business locations.
* Google will not accept websites that link to social media pages.
* We can still pursue bulk verification without location-specific webpages, but this may reduce the chance of receiving bulk verification.
* [See Google's detailed recommendations on website criteria.](https://support.google.com/business/answer/3038177#websitephone)

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## **Do you have all of the locations for your brand in your GBP account?**

* Every location that your business operates must be added to your GBP account.
	+ Ex: If you have 100 stores, there should be 100 locations in your GBP account
	+ If you signed up 10 locations with Yext, you will be responsible for adding the remaining 90 locations to your GBP account
		- [Create a GBP bulk upload spreadsheet](https://support.google.com/business/answer/3370250?hl=en&ref_topic=4596653)
		- [Address format for GBP bulk upload](https://support.google.com/business/answer/6397478?hl=en&ref_topic=4596653)
		- [How to import your bulk upload spreadsheet to GBP](https://support.google.com/business/answer/4542428?hl=en&ref_topic=4596653)
	+ If you are piloting your business with Yext and don’t have all listings in your GBP account, Please speak with your account manager about your options to move forward with BV
* Please note that agencies managing multiple businesses within one GBP account are not eligible for bulk verification ([cited directly from Google](https://support.google.com/business/answer/4490296?hl=en)).
* **What you can do if you manage multiple businesses GBP Accounts:**
	+ Each business must individually apply for bulk verification.
	+ After they receive bulk verification, the business can share ownership of the location group(s) with you.
	+ You will then have access to the bulk verified account(s).

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## **Do you have a store locator on your website?**

* **A store locator is always necessary for bulk verification**.
	+ Google will use this as a 'source of truth' reference point to confirm you have truthful, consistent information between the locator and your GBP account.
* Yext offers a [Pages product](https://www.yext.com/products/pages/) to help organizations build store locators for their location-specific pages. You can learn more about [Pages here](https://help.yext.com/hc/en-us/articles/360021568911-Pages-Overview), and please contact your CSM for more information.

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## **Does the store locator link have all locations listed?**

* Answering “no” to this question jeopardizes your attempt at bulk verification.

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## **Is the company branding clearly shown on the store pages?**

* All locations must have the same name unless the business’s real-world representation consistently varies from location to location.
	+ Geo modifiers (e.g. “at Springfield” or “in the Oakdale mall”) are only allowed in the business name if the storefront signage reflects that geo modifier. If this is the case, be prepared to collect photos of your storefronts and/or business licenses to present to Google.
* If business names vary, it must be clear that all businesses are linked to the same parent company.
* More information regarding Google’s branding policies can be found [here](https://support.google.com/business/answer/3038177#chains).

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## **Sub-Brands**

* If you have multiple types of business - sub-brands, multiple departments, or various types of operations such as retail and wholesale - these distinct entities may also have a distinct name **so long as it is consistently applied to all locations of that business**.
	+ If your sub-brand has a unique website, both the sub-brand site and the parent site should mention the affiliation between businesses
	+ If some of your locations consistently use a different name in the real world - on their storefront, website, stationery etc. - these locations can use this different name.
	+ Acceptable name variations: "Intercontinental New York Barclay"; "PFK" (for locations in Quebec) and "KFC" (for locations in the US and Canada).
* More information regarding Google’s sub-brand policies can be found [here](https://support.google.com/business/answer/3038177#chains).

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