

Google Business Profile

Verification Checklist

Everything you need to get verified on the first try.

Business Name	
Address on GBP Listing	
Phone on GBP Listing	
Primary Category	
Date Submitted	

1. Storefront & Signage Photos

Google needs to see your business name displayed permanently at your physical location. The name on your sign must match the name on your GBP listing exactly.

- ☐ Exterior photos — front of building with business sign clearly visible
- ☐ Exterior photos — angled/side view showing sign + surrounding area
- ☐ Street-level context photo — *nearby street signs, neighboring businesses, or landmarks*
- ☐ Interior photos showing workspace or customer-facing area
- ☐ Sign text matches GBP business name exactly — *no abbreviations, no extra words*

2. Business Cards or Branded Materials

These prove your business identity and branding. They should show your business name, phone number, and address — all matching your GBP listing.

- ☐ Business card (front)
- ☐ Business card (back, if applicable)
- ☐ Any branded materials — *brochures, letterhead, branded apparel, vehicle wrap*
- ☐ NAP on card matches GBP listing exactly — *Name, Address, Phone*

3. Recent Utility Bills or Lease

A utility bill or lease agreement is one of the strongest proofs of your business operating at the listed address. The document must be recent and the name/address must match your GBP listing.

- ☐ Utility bill within last 90 days — *electric, water, gas, internet, or phone*

- ☐ Business name on bill matches GBP listing name
- ☐ Address on bill matches GBP listing address
- ☐ Alternative: signed lease or rental agreement with matching info

4. Business License & Legal Docs

While not always required up front, Google may ask for these if your video is rejected or your listing gets flagged. Having them ready avoids delays.

- ☐ Current/valid business license or registration
- ☐ Professional license or certification — *if applicable (medical, legal, contractor, etc.)*
- ☐ Business name on license matches GBP listing
- ☐ Tax registration document — *as backup if other docs are unavailable*

5. Video Verification Walkthrough

Video verification is now the default method for most new GBP listings. Google requires a single, continuous, uncut video recorded from your phone — no editing allowed. Plan the route before you hit record.

Required video sequence:

- ☐ Start outside — show your business sign on the building
- ☐ Pan to show the street, neighboring businesses, or a street sign
- ☐ Walk inside through the entrance (continuous shot)
- ☐ Show your workspace, tools, equipment, or products
- ☐ Hold up your business card to the camera
- ☐ Hold up your utility bill or lease to the camera
- ☐ Hold up your business license (if available)
- ☐ End with a shot of your logged-in GBP dashboard on a screen — *proves management access*

Video rules:

- ☐ Minimum 30 seconds long
- ☐ One continuous take — no cuts, pauses, or edits
- ☐ Recorded directly from your phone through the GBP app — *cannot upload a pre-recorded file*
- ☐ GPS/location services enabled on your phone
- ☐ Do NOT show other people's faces or sensitive personal info

⚠ IMPORTANT: Get It Right the First Time

Multiple failed video submissions can lock you out of all verification methods.

If you see “No More Ways to Verify,” you’ll need to contact Google support directly — which can take weeks.

Do a practice run-through of your video route BEFORE you record the real one.

6. Final Pre-Submission Checklist

Before you submit anything, double-check consistency across all materials:

- ☐ Business name is identical on: sign, card, bills, license, and GBP listing
 - ☐ Address is identical on: bills, license, and GBP listing — *including suite/unit numbers*
 - ☐ Phone number is identical on: card, website, and GBP listing
 - ☐ Business hours listed on GBP match actual hours of operation
 - ☐ Website URL on GBP is correct and live
 - ☐ Primary business category accurately reflects your main service
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Prepared by SEOLEVELUP LLC

Questions? Contact your SEO account manager.