



The Yext Guide to Google My Business



Introduction

With the launch of its Google My Business (GMB) API, Google introduced the biggest change to local search since Yext launched Listings in 2011. The Google My Business API is a new avenue for businesses of all sizes to update the facts about their locations in Google Search, Google Maps, Waze, Ads and Google Home. More than ever, businesses can control how they appear in search, allowing customers to find the answers they're looking for when they are searching for information about your business.

Our three-part guide will teach you:

1. How to claim your business on Google
2. Everything you need to know about the Google My Business API
3. Why managing your Google listings with Yext is a winning combination

With over 5.6 billion searches made by consumers every day,¹ Google is the world's most preeminent search engine. Google also operates Google Maps, one of the most popular local search and mapping apps. For businesses increasingly dependent on mobile consumers, the accuracy of their facts on Google can often mean the difference between thriving and struggling.

Since 2014, GMB has provided a manual means through which brands can manage the facts about their business across Google Search, Google Maps, Waze, Ads and now Google Home. With GMB, businesses can add and claim locations, edit listings data, such as opening hours and attributes, leverage analytics to optimise local ad buying and more.

How to claim your business on Google

The first step to managing the public facts about your brand on Google is claiming your business via GMB. You will need a Google account in order to access GMB. If you have an existing account for Gmail, you can use that account to log in, or you can [create a new account](#). Whichever account you choose, it should be one that pertains to your business. The claiming process differs slightly depending on whether your business has fewer than 10 locations or 10 or more locations.

¹ SEO Tribunal

Businesses with fewer than 10 Locations

1. Add/claim your business

To claim your business on GMB, visit the GMB dashboard and search for your business using its name and address. If your business name autofills in the search bar, click on its listing. If your business is not listed, enter your business information.

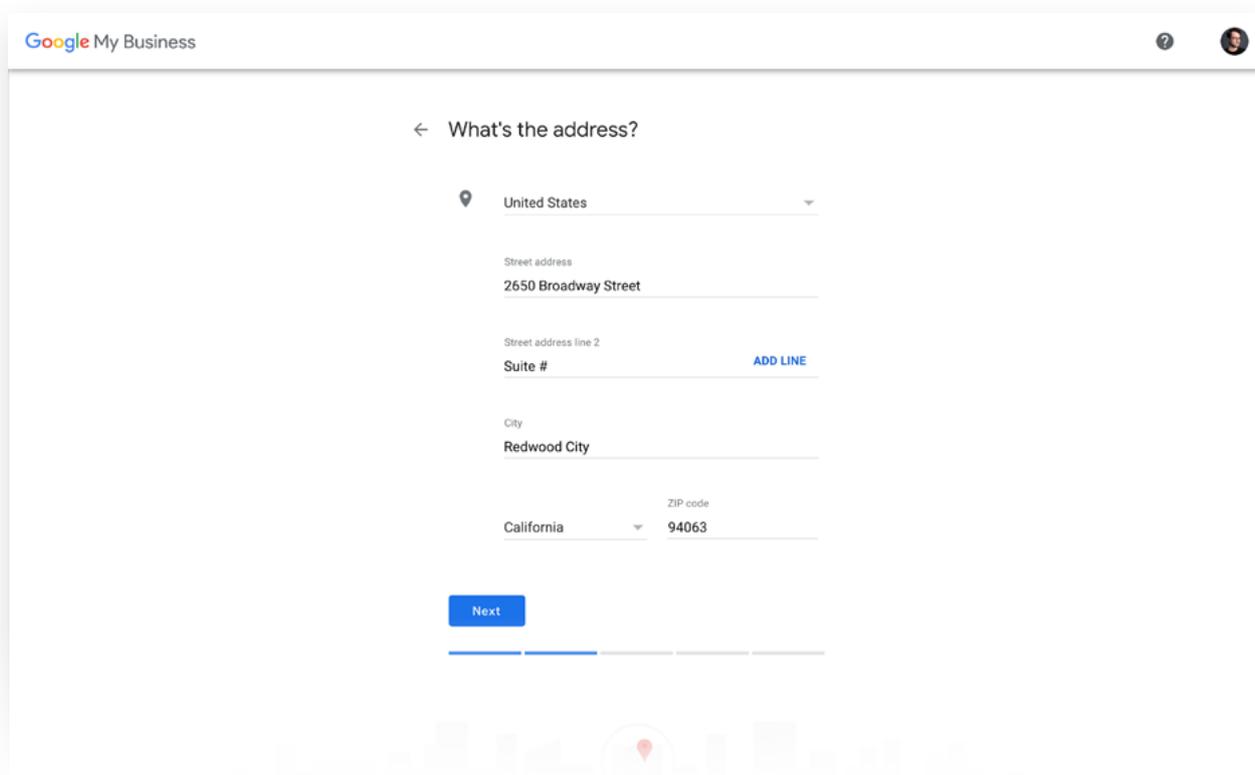
Address Entry Guidelines*

Enter the complete and exact street address for your location.

Example:

*2650 Broadway Street,
Redwood City, CA, 94063*

Only include information that is part of the official address. Adding information like cross-streets or nearby landmarks may make it more difficult to determine your location on Google Maps. Suite or office numbers may be added separately from the street name and number in Address Line 2.



The screenshot shows the Google My Business interface for adding a business location. The title is "What's the address?". The form includes a dropdown for "United States", a "Street address" field with "2650 Broadway Street", a "Street address line 2" field with "Suite #" and an "ADD LINE" link, a "City" field with "Redwood City", and a "ZIP code" field with "California" and "94063". A "Next" button is at the bottom. A progress indicator shows the first step is complete. The Google My Business logo is in the top left, and a help icon and profile picture are in the top right.

*Source: Google

2. Verify your business

Now that you have selected or entered your business information, you must verify its accuracy with Google and confirm that you are the owner.

There are four options for verifying your business. Not all options are available for everyone.

To verify your business: select the location you would like to verify and click Verify Now.

Note: only select businesses have the option to verify by email, phone or instant verification.

a. Verify by mail

- Click **Mail** to have a verification postcard posted to your business.
- When your postcard arrives, add the verification code on the postcard to your GMB dashboard.

b. Verify by phone

- If your business is available to verify by phone, you'll see the **Verify by Phone** option when you request verification.
- Make sure you can directly answer your business phone number to get your verification code, or to have the code sent to your phone via automated message. Click **Verify by Phone**.
- Add the verification code from the message to your GMB dashboard.

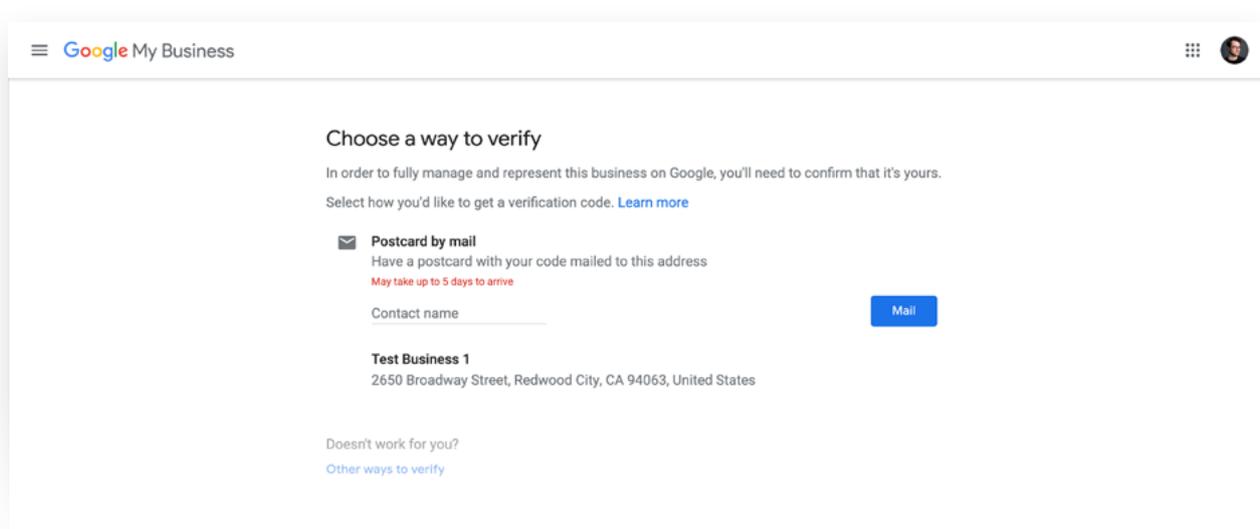
c. Verify by Email

- If your business is available to verify by email, you'll see the **Verify by Email** option when you request verification.
- Make sure you can access the email address shown in the verification screen and click **Email** from the list of verification options.
- Click the **Verify** button in the verification email, or you can enter the code from the email in your Google My Business dashboard.

d. Instant Verification

- If your business's website is verified with Google Search Console, you may be instantly verified.
- Make sure you are signed into GMB with the same account you used to verify your website.

Assign at least one person at your place of business to be on the lookout for the postcard. Most failed verifications are the result of either bad phone numbers, missed phone calls or lost or misplaced postcards.



The screenshot shows the Google My Business verification interface. At the top, there is a navigation bar with the Google My Business logo and a user profile icon. The main heading is "Choose a way to verify". Below this, there is a sub-heading: "In order to fully manage and represent this business on Google, you'll need to confirm that it's yours. Select how you'd like to get a verification code. [Learn more](#)".

The primary option is "Postcard by mail", which includes a sub-heading "Have a postcard with your code mailed to this address" and a note "May take up to 5 days to arrive". Below this, there is a "Contact name" input field and a blue "Mail" button.

Below the "Postcard by mail" option, the business name "Test Business 1" and address "2650 Broadway Street, Redwood City, CA 94063, United States" are displayed.

At the bottom, there is a link "Doesn't work for you? [Other ways to verify](#)".

Businesses With 10 or More Locations

Businesses with 10 or more locations are eligible for bulk verification. Bulk verification is the process through which a business can make updates and add new locations without undergoing additional manual verification (i.e., postcard/phone verification). This means that updates may go live on Google within hours.

To become bulk-verified, a business must have at least 10 locations in their account for the same business and must fill out a six-field form, which includes:

- Business name
- Business countries
- Contact name
- Contact Phone
- Business Manager Email
- Google Account Manager Email

To request bulk verification:

- Visit the GMB Locations dashboard
- Click the verification icon in the top-right corner
- Complete the verification form with the contact information
- To speed up approval, use a contact email with the same domain as the business website

Once you submit the form, a verification team at Google will review the information provided and the data in the account to make sure the business is eligible for bulk verification and that the contact person is a legitimate representative of the company. They will also verify that all of your locations, or a subset of your locations, exist at the address and phone provided. This can take anywhere from one to several weeks.

Everything You Need to Know About the Google My Business API

In December 2015, Google launched the GMB API, which enables approved data providers to send information to Google directly. Before the GMB API, verified business owners could only update their facts on Google manually or via bulk upload using a spreadsheet.

With the launch of the GMB API and its subsequent enhancements, Google continues to make it easy for brands to update the facts about their business in a way that reflects the real-time realities of how they operate. Today's mobile consumers rely on Google to help them find what they're looking for and they expect information to be complete, compelling and most importantly – accurate. With the GMB API, Google makes it possible for businesses to meet consumers' high expectations.

Businesses can also provide Google with their facts via the GMB API. Previously, Google relied on a mix of crawling, third-party data and manually submitted data to populate the information that appears in business listings. The launch of the GMB API shifted that approach entirely. Now, Google puts verified business owners in control of the facts about their brand, treating them as the most authoritative source about themselves – reducing the likelihood that conflicting information from data aggregators, crawlers and other third-party sources will confuse consumers.

Accurate, real-time answers to consumers' questions is a big win for everyone – businesses, Google and consumers alike. Moreover, these facts are also a critical element in the operation of Google's entire ecosystem of search, maps and ads.



Managing Your Business Listings on Google With Yext

The GMB API replaces the manual work normally required to update Google listings with an automated feed. However, given the complexity of collecting, storing and managing information, especially across multiple locations, many businesses will choose to leverage the API through a data management partner.

Yext enables companies of all sizes to manage the public facts about themselves across their websites, mobile apps, internal systems and more. By centralising this data in your Knowledge Graph, you can publish your brand facts across our expansive network of 150+ maps, apps, search engines, voice assistants, GPS systems, directories and more. Our network includes not only Google, but also Amazon Alexa, Apple Maps, Facebook, TripAdvisor, Foursquare, Bing, Yahoo and many more services consumers use to search every day. Updates in the Yext platform push to GMB in real time. From there, Google syncs that information with Google Search, Maps and Waze – all within minutes.

This means less time spent making manual changes, faster updates when your hours or other key business details change and greater ability to make sure that the facts about your brand are consistent and up-to-date everywhere consumers search. Syncing Yext with your GMB account takes just minutes and instantly unlocks the power of our integration – which can help inform your business strategies, boost brand awareness, drive foot traffic, increase sales and beyond.



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Farryn Weiner

VP of Marketing & Brand Strategy

“Without Yext, we wouldn’t have had any way to update our store hours across Google, which we now rely on to serve our community of customers with transparent, real-time updates specific to their neighbourhood stores. And the addition of Google to the Knowledge Network enables us to enter new communities with all of the critical location and contact information, so we can connect with the local neighbourhood the moment our doors open.”

Yext's best-in-class integration with the GMB API provides you with unprecedented opportunities to optimise your marketing, operations and planning strategies with the ability to:

Control Your Google Listings

- Update the facts about your business, including name, address, phone, categories, website, photos and special hours – in real time.
- Add details to your listings with business attributes (e.g., accepts new patients, has free wi-fi, takes reservations), your menu URL and more.
- Make sure the menu information that consumers see for your brand in search results is accurate.

Utilise Google's Enhanced Features Through Yext

- Measure Google Search Queries, Search Views, Maps, Customer Actions, Phone Calls and Driving Distance analytics – by day and across locations – directly from Yext, to optimise your multi-location strategy.
- Utilise Yext's Publisher Suggestions feature to detect edits consumers suggest about your Google listings, and act on them directly from Yext.
- Consolidate all of your reviews on Google into a single dashboard, where you can filter by location or rating and respond to them directly from Yext.
- Monitor and respond to questions consumers ask about your business across your locations on Google and publish pre-answered FAQs.

Leverage our partnership

- With direct points of contact on the Google team, Yext can escalate unforeseen events on your behalf.
- Resolve issues, including bulk verification approvals, disabled locations and incorrectly 'closed' locations – more quickly.

Drive Consistency Where People Search

- With a central source of truth for the facts about your business and a robust network of more than 150 services, you can drive brand consistency.

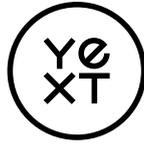
Reach more consumers at their moments of high-intent, wherever they're searching.

Yext has the largest ecosystem of integrations with maps, apps, search engines and more with the most robust product feature sets, and the GMB API integration further demonstrates its position as the market leader. With Yext, brands can control all of the public facts about their business and power answers to consumers' questions across a vast network of services – all from one powerful, cloud-based platform.

Next steps

As we look to a future of drone delivery, self-driving cars and increasingly mobile consumers, Google has rightfully placed the power over the facts about a business where it belongs – in the hands of verified business owners. This shift gives businesses of all sizes the opportunity to improve their consumer experience, drive operational efficiencies and deliver more traffic to their front door.

As a pioneer in structured data since 2009, we here at Yext stand ready to help your business seize all of the opportunities that the GMB API affords. For more information, and to set up a demo, please visit yext.com/google.



The customer journey starts with a question. And consumers expect answers. Yext puts businesses in control of their facts online with brand-verified answers in search. By serving accurate, consistent, brand-verified answers to consumer questions, Yext delivers authoritative information straight from the source – the business itself – no matter where or how customers are searching. Premier Inn, Marriott, Jaguar Land Rover and businesses around the globe use the Yext platform to capture consumer intent and drive digital discovery, engagement and revenue – all from a single source of truth. Yext’s mission is to provide perfect answers everywhere.

Yext has been named a Best Place to Work by Fortune and Great Place to Work®, as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Amsterdam, Berlin, Chicago, Dallas, Geneva, London, Miami, Milan, Paris, San Francisco, Shanghai, Tokyo and the Washington, D.C. area.

Learn more at yext.co.uk