



Google Video Verification Checklist

For Service Businesses and Contractors

- Make sure this is a legit residential or commercial address. No PO Boxes. No virtual addresses. No storage units. You must prove to Google this is where you conduct business and is not shared with any other business. A small commercial office is ideal.**
- Always PLAN PLAN PLAN before starting the video recording. Google may only give you ONE SHOT!**
- Do several practice runs and note how much time it takes. You will want to keep it under five minutes if possible.**
- Plan to film one long continuous video. No breaks, pauses or editing.**
- Make sure your work vehicle is parked in front of your office, in the parking lot or in the driveway.**
- You will need to film your work vehicle exterior and make sure to show the logo and/or graphics. Get magnets with your logo if you currently have no graphics on your vehicle.**
- You will need to film your work vehicle's interior. Make sure your vehicle is fully equipped with tools of the trade, equipment and supplies that relate to your industry.**
- Make sure to film relevant street signs, and other nearby businesses/houses so Google can verify your location using the street view on Google Maps.**
- Show the exterior your company's building or home residence in the video including the address number on the exterior, mailbox and any kind of signage/directory, etc.**
- For commercial addresses place signage with logos on the windows or door to prove this is the location of your business and not someone else's. If you don't have any signage with your logo, get some before you do anything else.**
- Show your hand opening the locked door using a key or key pad.**
- Film the interior of your house or commercial location. Film walking down the hall, up the stairs, in the elevator etc. The inside office can be a room in your house or a legit commercial office or retail location. This will need to be fully equipped with a desk, computer, phone, shelving, file cabinets, etc. Don't show an empty room. The is **MUST BE** obvious to any human that this is where you actually do business. Having furniture and pictures on the walls some more tools can be helpful.**
- Film close-ups of any business licenses, Secretary of State documents, LLC or incorporation docs, invoices or any other official documents that prove your company's name and address. I also recommend business cards, flyers and other marketing materials. You are not required to show any sensitive information. Make sure to Zoom in on the documents so Google can clearly see the business name and address that **MATCHES** your Google Business Profile.**
- If possible show your computer with your trade software on the screen. Examples: HouseCall Pro, Jobber or Fieldpulse.**

**Brought to you by Joe Burnich and Big West Marketing, Inc. 406-493-1881
For a FREE CONSULTATION go to BigWestMarketing.com**