

The Yext Guide to Google My Business

INCLUDES APRIL 2018 UPDATE

The Google logo is centered in the upper half of the page. It features the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'. The background of the entire page is a dark, bokeh-style image of out-of-focus lights in various colors, including yellow, orange, red, and blue, creating a festive or digital atmosphere.

yext

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 an avenue for businesses of all sizes to sync digital knowledge about their locations into Google Search, Google Maps, Google+, Waze, Ads, and Google Home. Now more than ever, businesses can control how they appear to consumers in search, which improves the consumer experience by giving them the information they need when deciding where they'll make their next purchase.

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 and why managing your Google listings with Yext is a winning combination

With over 3.5 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 digital knowledge on Google can often mean the difference between thriving and struggling.

¹ [Interactive Live Stats](#)

“This release is the biggest development in digital knowledge management since the launch of our network nearly six years ago. Our integration eliminates the inefficiencies of manual submission, delivers a better consumer experience, and gives business owners unprecedented control over their business listings across Google Search, Maps, and Waze. We couldn't be more excited about working with Google to deliver more customers to the front door of businesses around the globe.”

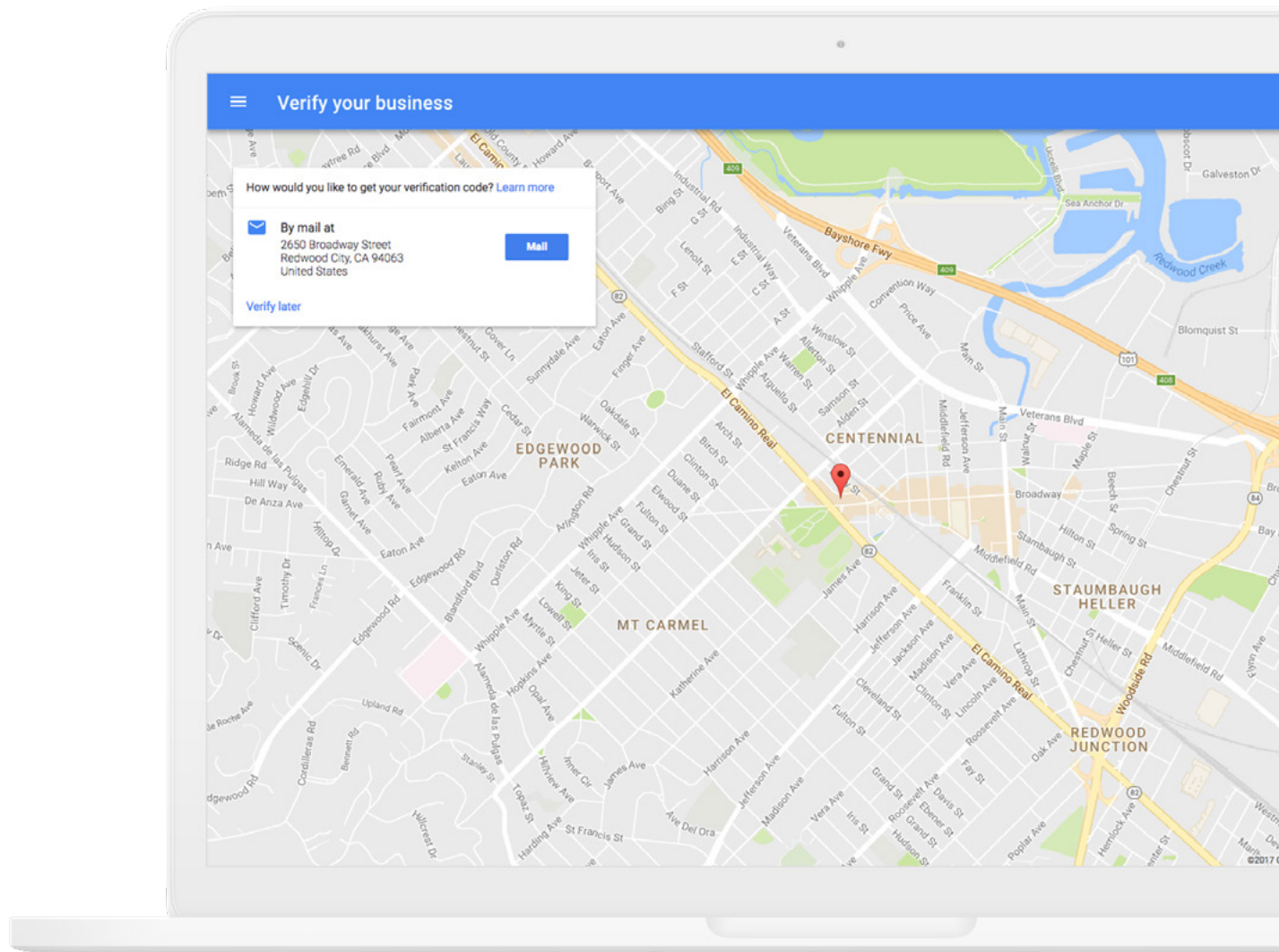


—Howard Lerman
Yext Co-Founder & CEO

Since 2014, GMB has provided a manual means through which brands can manage the facts about their business across Google Search, Google Maps, Google+, 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 your digital **knowledge** 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+ locations.



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 which 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.

Add your business

Business name
Good Burger

Country / Region
United States

Street address
2650 Broadway Street

City
Redwood City

State **ZIP code**
California 94063

Main business phone
(516) 445-2986

Category
Fast Food Restaurant

I deliver goods and services to my customers at their location
—important information
 Yes No

Continue

*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 three 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.

a. Verify By Mail

- Click MAIL to have a verification postcard mailed to your business.
- When your postcard arrives, add the verification code on the postcard to your GMB dashboard.

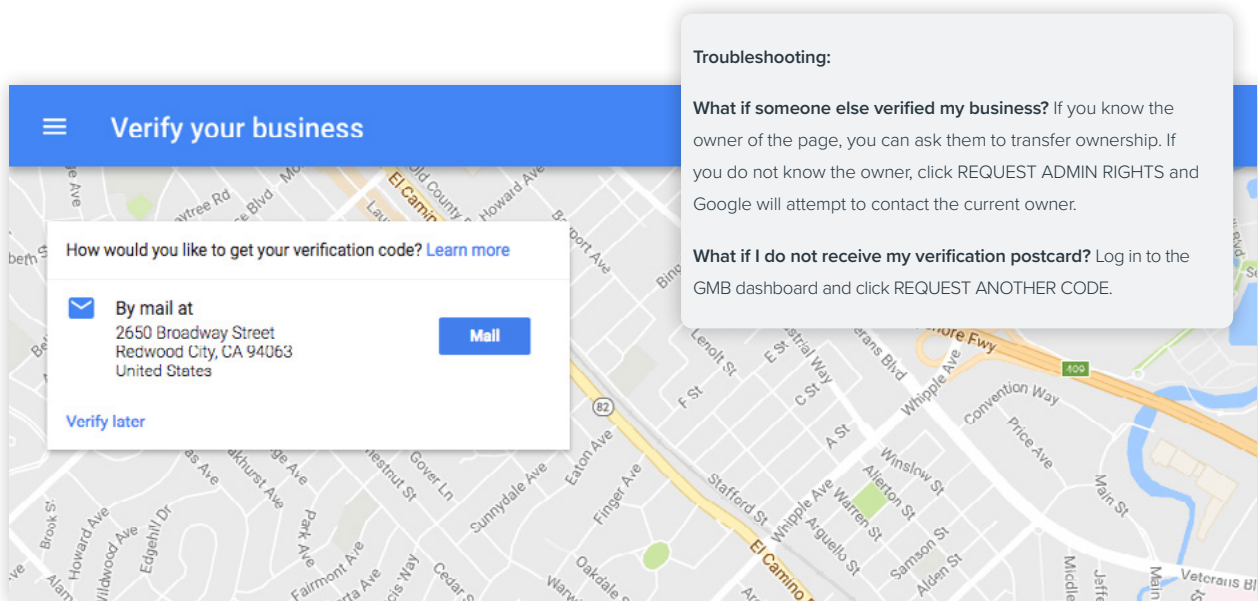
b. Verify By Phone

- Make sure you have access to the business phone number that you provided to receive your verification code.
- Click VERIFY BY PHONE to receive the code on your phone.
- Add the verification code from the message to your GMB dashboard.

c. Instant Verification

- If your business' 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 look out 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 'Verify your business' interface. At the top, there is a blue header with a menu icon and the text 'Verify your business'. Below the header is a map of a city street grid. A white dialog box is overlaid on the map, asking 'How would you like to get your verification code?' with a 'Learn more' link. The dialog has three options: 'By mail at' (selected), 'By phone', and 'Instant verification'. The 'By mail at' option shows a blue envelope icon, the address '2650 Broadway Street, Redwood City, CA 94063, United States', and a blue 'Mail' button. There is also a 'Verify later' link at the bottom of the dialog. To the right of the map, there is a 'Troubleshooting:' section with two questions: 'What if someone else verified my business?' and 'What if I do not receive my verification postcard?'. The 'By mail at' option is selected in the dialog.


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:

- Contact name
- Contact phone
- Contact email (on domain)
- Business brand name(s)
- Business countries
- Google AdWords account manager (if applicable)

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 expedite 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 ensure 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. Prior to the GMB API, verified business owners could only update their digital knowledge on Google manually or via bulk upload using a spreadsheet. This process was not only time consuming and inefficient, it unfortunately undermined the accuracy of these facts due to the lag between submitted and published changes.

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

Accurate digital knowledge 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.

The Yext Knowledge Engine 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 the Yext Knowledge Engine, you can publish your digital knowledge across our expansive network of 100+ maps, apps, search engines, GPS systems, directories, and social networks. Our network includes not only Google, but also Apple Maps, Facebook, TripAdvisor, Bing, Foursquare, Yelp, and many other services consumers use for search every day. Updates in the Yext Knowledge Engine 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 ensure that your digital knowledge is

always consistent and up-to-date everywhere consumers search online. Syncing Yext with your GMB account takes minutes and instantly unlocks the power of our integration — which can help inform your business strategies, boost brand awareness, drive foot traffic, and increase sales.

“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 neighborhood 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 neighborhood the moment our doors open.”

—Farryn Weiner

*VP of Marketing & Brand Strategy,
Sweetgreen*

swæetgreen

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 branded menu information which consumers see in search results is accurate.

Gain Enhanced Features

- 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.
- Protect your listings from being overwritten by unauthorised Google updates, with the ability to accept or reject consumer-suggested edits via Yext Publisher Suggestions.

Leverage Our Partnership

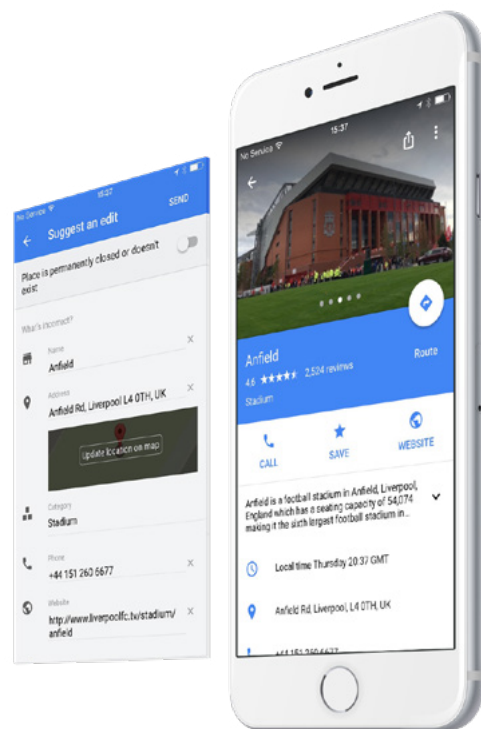
- With direct points of contact on the Google team, Yext can escalate unforeseen events on your behalf.
- Quickly resolve issues, including bulk verification approvals, disabled locations, and incorrectly 'closed' locations.

Drive Consistency Where People Search

- With a central source of truth for the facts about your business, and a robust network of 100+ services, you can drive brand consistency.

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

Yext built the industry's first Knowledge Engine, and the GMB API integration further demonstrates its position as the market leader — with the largest ecosystem of partners and the most robust product feature sets. Now, for the first time, brands can control all of the public facts about their business across a vast network of services consumers use today — 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 digital knowledge 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 the originators and operators of the world's first and best Knowledge Engine, we at Yext stand ready to help your business seize all of the opportunities which the GMB API affords. For more information, and to set up a demo, please visit yext.co.uk/google.



You. In Control. Everywhere.

Yext is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services which drive consumer discovery, decision, and action. Today, thousands of businesses, including brands like Tesco, Marriott, T Mobile, and Whitbread use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive footfall, and increase sales.

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 Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo.

For more information, visit www.yext.co.uk.