

Pre-Verification Checklist

Use this checklist to ensure you are fully prepared before starting the Google Business Profile verification process.

Important: Attempting verification before these steps are complete significantly increases your risk of rejection or suspension.

Done	Task	Notes
<input type="checkbox"/>	Build Foundational Citations: At least 20-30 high-quality citations are live.	Allow 2-4 weeks for these to be indexed by Google before proceeding.
<input type="checkbox"/>	Create Website Location Page: A dedicated page for your business location is live on your website.	Must include consistent NAP, embedded map, and unique local content.
<input type="checkbox"/>	Ensure NAP Consistency: Name, Address, and Phone are 100% identical across your website and all citations.	Conduct a full audit and correct any inconsistencies.
<input type="checkbox"/>	Prepare Google Account: An aged or prepared Google account is ready and secure with 2FA.	Avoid using a brand-new, empty account.
<input type="checkbox"/>	Activate Phone Number: Your unique, location-specific phone number is active.	Must be able to receive calls or texts for verification.
<input type="checkbox"/>	Gather Business Documents: Digital copies of business license, insurance, and utility bills are ready.	Documents must clearly show the business name and address matching the profile.
<input type="checkbox"/>	Prepare Physical Location: Permanent signage is installed and the workspace is professional.	Be ready for a video verification. Temporary signs are a major red flag.
<input type="checkbox"/>	Confirm GPS Location: You are physically at the business address when starting verification.	Google cross-references your device's GPS. Do not attempt to verify remotely.

