

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



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