How do I verify my business on Google My Business?

Do you have a business / organization?

- Yes
  - Do you see customers at your bricks-and-mortar store?
    - Yes
      - You will publish your address and hours of operation.
    - No
      - Do you travel to see your customers?
        - Yes
          - You have a service area business (SAB) and you need to list your service area and hours of operation.
        - No
          - You don't need a Google My Business listing.

- No
  - You don't need a Google My Business listing.

Do you have a single business operating from your address?

- Yes
  - Proceed to listing.
- No
  - If you are operating multiple SABs out of the same address, be aware they may be flagged if they are not distinct enough. It is a better strategy to not co-locate SABs.

If you have multiple businesses, have you named them?

- Yes
  - Are their names similar?
    - Yes
      - If they are named too similarly it will cause confusion and possibly be flagged as duplicate listings.
    - No
      - Do not attempt to verify multiple listings for the same address.
- No
  - Do not name them too similarly or it will cause confusion and possibly be flagged as duplicate listings.

Do they have distinct tax ID's, phone numbers and customers?

- Yes
  - You may need to contact support to prove your businesses are distinct in order to verify both listings.
- No
  - Create only one listing for your business the normal way.

Does your business have satellite offices or alternate locations?

- Yes
  - Chains that have multiple businesses that operate under the same name in different locations are set up under the same business category. Don’t change the name unless it changes in real life.
  - Locations with multiple brands can create two listings if they operate independently. Such as a McDonald’s operating in a Walmart. The listing should say “McDonalds Walmart”.
- No
  - Create only one listing for your business the normal way.

Can I create multiple listings for departments within my business?

- It depends. Is your department public-facing and does it have a distinct customer?
- Departments must have a different name and a distinct category.
  - Walmart Vision Centre
  - Hot food bar inside Whole Foods
  - Walmart
  - Whole Foods