



FREE GUIDE

# Get Verification-Ready

A free, step-by-step guide to creating your Google Business Profile and passing verification. No optimization, no fluff, just the steps to get Google to approve you and put your business on the map.

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For: Plumbers, HVAC, Cleaners, Landscapers, Electricians, Realtors

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Questions while working through this guide? Email [jeff@getmaprankd.com](mailto:jeff@getmaprankd.com).

**Get found. Get rankd.**

## Before You Start: Gather These First

Getting verified is faster when everything is ready before you log in. You do not need much. Just the basics that prove who you are and where you operate.

- Your exact legal business name (as it appears on your license, truck, or business cards)
- Your business phone number, with a local area code
- Your service area, the cities, counties, or zip codes you serve, or your street address if customers come to you
- Your business email address (in case Google offers an email code)
- Your standard weekly hours
- Your phone, charged, for the verification video

**This guide gets you verified, not optimized.** Verification means Google confirms your business is real and switches your profile on. That is the gate everything else sits behind. Filling out photos, services, and descriptions comes after, and is not needed to pass verification.

## Step 1: Create or Claim Your Profile

### Go to the right place

Open a browser and go to [business.google.com](https://business.google.com). Sign in with the Google account you want to own this profile from. A business email is best. If you do not have one, your Gmail works.

**Important:** Do not use a personal Google account other people can get into. You want to be the sole owner of this profile.

### Check if your business already exists

Google may have already created a basic listing for you. Search your business name first. If it shows up:

- Click "Claim this business"
- Go straight to verification (Step 3)
- Do not create a second listing, duplicates can get you suspended

If nothing shows up, click "Add your business to Google" and continue to Step 2.

## Step 2: Enter the Essentials

You only need a handful of fields to reach verification. Enter these accurately. Accuracy here is what gets you approved. The rest of the profile can wait until after you are live.

### Business name

Your exact legal name, nothing added.

- **Do not:** "Joe's Plumbing | Best Emergency Plumber Houston TX"
- **Do:** "Joe's Plumbing"

Google's AI detects keyword stuffing in names and can suspend the profile permanently. Keep it clean.

### Primary category

Pick the one most specific, accurate description of your main service ("Plumber," not "Home Services"). To find the right one, search your service in your city and use the same primary category your top competitors use. Be accurate. Google flags category misuse.

### Business type

Google will ask how your business works. Choose the option that is true:

- You have a location customers visit (a shop or office)
- You have a location but travel to customers (most trades)
- You travel to customers with no staffed location

**Do not pick "online-only"** if you serve customers in person. It is the wrong answer for a service business and can block your verification or flag you for problems later.

### Service area or address

- If you go to customers: list the cities, counties, or zips you actually serve, and hide your home address.
- If customers visit you: enter the real address.
- Your address must be a real, eligible location. No PO boxes, no virtual offices, no mailbox stores. An ineligible address cannot be verified, no matter how good your video is.

### Phone and hours

- Use your primary business number with a local area code. Make it match the number on your website and other listings exactly.
- Set your real hours for all 7 days. Mark closed days closed. Do not leave them blank.

That is enough to reach the verification step. Submit when these are entered.

## Step 3: Pass Verification

This is where most people get stuck, so go slow. Your profile does not go live until Google confirms you are a real business at a real location.

### Expect video verification

In 2026, video is the common method for service businesses, and often the only one offered. You usually do not get to choose. Google picks the method based on your business type. Phone, email, and postcard codes still appear sometimes, but do not count on them.

**About email verification.** If Google offers an email code, it goes to a business email on your own domain. Most owners run on Gmail or Yahoo and will not have this, which sends you back to video. If video is what you are offered, that is your path. Use it.

### How to record the video

Record one continuous video inside the verification flow, on your phone, no edits and no uploading an old clip. Aim for under three minutes. Show these, in order:

1. **Where you are.** Street signs, nearby businesses, a building number, or your surroundings, so Google can place you.
2. **Your business is real.** Your branded vehicle, signage, uniform, or equipment with your business name on it. For a vehicle, show the decals and, if asked, open it and show your tools.
3. **You run it.** Proof you control the business: unlock your vehicle or facility, show tools of the trade, or access a staff-only area if you have a storefront.

Good lighting. Steady hands. One clean take. Avoid filming faces or sensitive documents.

**The dead end to avoid.** Google limits how many times you can try. After a few failed videos it can cut off self-service verification and show "No More Ways to Verify," which means waiting on Google support for days. So get it right the first time: signage visible, address eligible, one steady continuous take.

### After you submit

Google usually reviews within a few business days. When it approves, your profile goes live. Live does not mean finished. A verified profile is bare until someone builds it out. That is the next job.

Verification is between you and Google. This guide shows you how, but Google makes the final call on your business. Follow the on-screen steps exactly and you give yourself the best shot.

## Verification-Ready Checklist

Confirm all of this before you hit submit.

- Business name is your exact legal name, no keywords
- Primary category is specific and accurate
- Business type matches how you actually operate (not "online-only")
- Service area listed, or a real eligible address (no PO box or virtual office)
- Home address hidden if you go to customers
- Phone number entered, local area code, matches your other listings
- Hours set for all 7 days
- Phone charged and ready to record the verification video
- Branded vehicle, signage, or equipment ready to show on camera
- You are in a spot with visible signs or surroundings for the location shot

## A Few Words You Will See

### **GBP**

Google Business Profile. The free listing you are setting up.

### **SAB**

Service Area Business. One that travels to customers instead of receiving them at a fixed address. Most trades are SABs.

### **NAP**

Name, Address, Phone number. Keep these identical everywhere your business appears online.

### **Verification**

Google's check that your business is real before your profile goes live. The gate this whole guide is about.

## MapRankd

You're verified. Your profile is live, but bare. Getting it to actually show up when customers search is the next job, and that is exactly what we do.

When you're verified, email [jeff@getmaprankd.com](mailto:jeff@getmaprankd.com) and we'll take it from there.

**Get found. Get ranked.**