

GOOGLE VERIFICATION

The video checklist

Video verification is now the default path for most small businesses. Thirty per cent of your visibility score sits behind it.

Before you press record

- Fix the business name on the listing first. What you film must match what it says.
- Check the address and category are right. Verifying the wrong details locks in the wrong details.
- Answer the business model question honestly. Customers come to you, you go to them, or both.
- Be at the business, during opening hours, with the signage visible.
- Have keys, a till, a booking system or stock on hand. You will need to touch one of them.
- Charge the phone and clear some storage. A dropped upload means starting again.

What gets a video refused

- Edits, cuts or stitched clips. It must be one continuous take.
- Photos of the outside instead of walking in.
- A name on screen that does not match the listing.
- Nothing that a customer could not also do.

The video, one take

- **Start outside.** Show the street, then your signage, then the number or the neighbouring businesses so the location is placeable.
- **Walk in without stopping.** Do not pause, do not cut. The unbroken walk is what ties the outside to the inside.
- **Show the space as it trades.** The room, the bar, the reception, the vehicle, whatever a customer would actually see.
- **Prove you run it.** Open the till, unlock a back room or an office, open the booking system on screen, handle your own stock, use a staff only door.
- **Show a tool of the trade.** The coffee machine, the tanks, the boat, the treatment room, the kitchen pass.
- **Finish steady.** A few seconds on the signage or the counter, then stop recording.

Sixty to ninety seconds is plenty. Speak as you go if it helps you keep moving.

If it is refused or suspended

- Do not delete the listing or create a second one. Duplicates make it worse.
- Reapply through the appeal in the profile, with the details corrected first.
- Suspended means not on Maps and not in local search at all, so treat it as this week's job, not next month's.

Verification is not once and forever. A listing that has sat quietly for ten years can be asked again after a significant edit. Film it properly once and keep the file.

Stuck on a verification or a suspension? Call 0477 435 422. Unleashed Collective Media · unleashedcollectivemedia.com