



# How to Transfer and Manage Google Business Listings: Step-by-Step Guide

Owning and managing your Google Business listing is critical for your company's online presence. It ensures your business appears accurately on Google Search and Maps, helps potential customers find and contact you easily, stores your Google reviews and allows you to control how your business is represented online.

Follow these steps to successfully transfer, verify, and manage your Google Business listing:

## Why Owning Your Google Business Listing is Crucial

- **Control Over Business Information:**
  - Ensure your business details (name, address, phone number, hours) are accurate and up to date. Incorrect information can frustrate customers and harm your reputation.
- **Enhance Customer Trust:**
  - Managing Google reviews and responding to customer feedback shows you value their input, building trust and loyalty.
- **Boost Visibility:**
  - A verified Google Business listing makes your company more discoverable in local searches, increasing foot traffic and online engagement.
- **Monitor and Optimise Your Online Presence:**
  - Analytics tools provided in Google My Business allow you to track customer interactions, clicks, and calls, giving insights to refine your marketing strategy.
- **Maintain Brand Integrity:**
  - Avoid unauthorised access or outdated information by ensuring only trusted individuals have access to the listing.

# Steps to Transfer Your Listing

## 1. Request Ownership Transfer

- a. **Sign In to [Google My Business](#):**
  - i. Use the Google account you want to manage the listing with.
  - ii. Log in at Google My Business.
- b. **Search for the Listing:**
  - i. Look up your business (e.g., *WPR – Marketing Communications and PR Agency*).
- c. **Request Access or Claim the Business:**
  - i. Select “**Request Access**” or “**Claim this Business.**”
  - ii. Follow the steps to submit a request.
  - iii. Google will notify the current owner, who has 3-7 days to respond.
- d. **Await Response:**
  - i. Google will inform you once the current owner accepts or declines your request.

## 2. If the Current Owner Does Not Respond

- a. **Proceed After No Response:**
  - i. If no response is received within 3-7 days, you can claim the listing outright.
- b. **Follow Google’s Steps to Verify Ownership:**
  - i. Google will guide you through the process.

## 3. Verifying New Ownership

You will be asked to verify your ownership through one of these methods:

- a. **Postcard Verification:**
  - i. A postcard with a verification code will be mailed to the business address.
  - ii. Enter the code in your account.
- b. **Phone Verification:**
  - i. Google may call or text your business number with a verification code.

- c. **Email Verification:**
  - i. A link or code will be sent to an official business email account.
- d. **Photo or Video Verification:**
  - i. **Photo Verification:** Upload images showing your business location, branding, and signage.
  - ii. **Video Verification:** You may be asked to record a continuous, unedited video showcasing:
    1. Your business's exterior and surroundings (i.e., street signs, landmarks).
    2. Interior spaces, such as employee-only areas, demonstrating access to the property.
    3. Proof of management, like unlocking doors or accessing a cash register.
    4. Upload the video via your Google Business Profile. Google will review your submission within five business days.

## Manage Your Listing

- 4. **Once verified, update your listing via the Google My Business dashboard.**
  - a. **Update Business Details:**
    - i. Edit key information such as name, address, hours, website, and phone.
  - b. **Add Visual Content:**
    - i. Post high-quality images and videos to represent your business.
  - c. **Update Business Name** (if applicable)
    - i. **Edit the Business Name:**
      1. Update the name in the “**Info**” section. Google may require additional verification for changes.
    - ii. **Approval Timeline:**
      1. Be prepared for a short delay as Google reviews the change.

5. **Remove Former Owner's Access** (if necessary)
  - a. **Navigate to Users:**
    - i. In your dashboard, go to the **"Users"** section.
  - b. **Modify Roles or Remove Access:**
    - i. Downgrade the former owner's role to **"Manager"** or remove them entirely if they no longer need access.
6. **Google Reviews:**
  - a. Get your review link - click Read Reviews, Get More Reviews.
  - b. Display your Google review link wherever users may see it (such as on your website, email signature, surveys, social media or invoices) so they can easily leave you a review.
  - c. Use a QR code so customers can access your review link when shopping in store. You can also add the QR code to your business cards or promotional materials.
  - d. Engage with customers by replying in a timely manner to feedback to enhance your reputation.

## The Importance of Regular Maintenance

- **Stay Competitive:**
  - Regular updates and posts ensure your business remains relevant and visible in search rankings.
- **Engage Customers:**
  - Responding to inquiries and reviews in real-time shows professionalism and fosters customer loyalty.
- **Leverage Analytics:**
  - Use Google My Business insights to understand how customers interact with your business and optimise your strategy.

By owning and actively managing your Google Business listing, you ensure your company remains accessible, trustworthy, and competitive in today's digital landscape.

If you need assistance, the WPR team is here to help!