

Alchemer and Your Google Business Profile

Alchemer initiates the transfer of new or updated location information for your Google listings. This requires that you have set a Google Business Profile, verified your ownership, and that we have owner access to the group on your Google Business Profile. Unless we need to merge duplicates, providing Alchemer with Manager access on the Google profile is also acceptable.

Verifying your Google Business Profile and locations

To add or update location information on Google, you must verify the Google Business Profile for the business and locations. You can verify locations from your Google Business Profile. Alchemer users can also verify single-location Google listings from LocationHQ.

How to verify a listing from your Google Business Profile

To verify from your Google Business Profile, follow the directions in Google Business Profile help. There are a variety of methods to verify, including phone or text, email, video recording, live video call, or postcard. The basic steps are summarized in this section.

Verifying for the first time

1. Add or claim your profile on Google. Learn how from Google Business Profile help: [How to add or claim your Business Profile on Google](#).
2. You can verify through phone or text, email, video recording, live video call, or postcard, depending on your business category, region, support hours, and other factors. It takes a day or two for a scheduled phone call and five to ten days for a postcard verification. Video and multiple verifications can take more time. Review the options and pick a verification method type. Learn how from Google Business Profile help: [Google Business Profile help](#).
3. Google reviews verifications, which may take up to seven business days. You'll get a notification. If they aren't able to verify your business using the method you chose, the **Get Verified** button shows up again. If this happens, try another verification method.
4. After you verify, Google says it can take a few weeks for updated information to show across the platform. You can update and add information at any time. Learn how from Google Business Profile help: [Edit your Business Profile on Google](#).

Re-verifying your profile

Google sometimes asks you to re-verify or to update or supplement business information. If this

happens, follow the steps in Verifying for the first time.

Verifying in bulk

You or Alchemer can request bulk verification of chain businesses with more than 10 locations operating under the same business name. You'll need a branded email address to verify your association with the business. Learn how from Google Business Profile help: [Request bulk verification for 10+ profiles](#).

How to verify a listing from LocationHQ

To drill down to the listing you want to verify, in the **Listings Optimization** report, follow these steps:

1. Login to your Alchemer account in LocationHQ.
2. Go to **Locations > Listings Optimizations** to display the **Listing Optimizations Report**.
3. Use the filter to navigate to the listing you'd like to verify.
4. Select **Verify Listing**.

<https://www.youtube.com/watch?v=lChAZYRW14M>.

If a former employee hasn't relinquished control over a location, you can request access. Follow the instructions in the Google Business Profile Help page [Request ownership of a Business Profile](#). If the request is rejected, you can appeal the decision.

Fields Alchemer can't access

Some additional actions on Google listings—such as updating products, services, or nesting locations in another location—can't be done for you by Alchemer because the fields aren't available through API submissions or Google doesn't offer it.

Contact your Customer Success Manager or email support@chatmeter.com if you have questions.

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