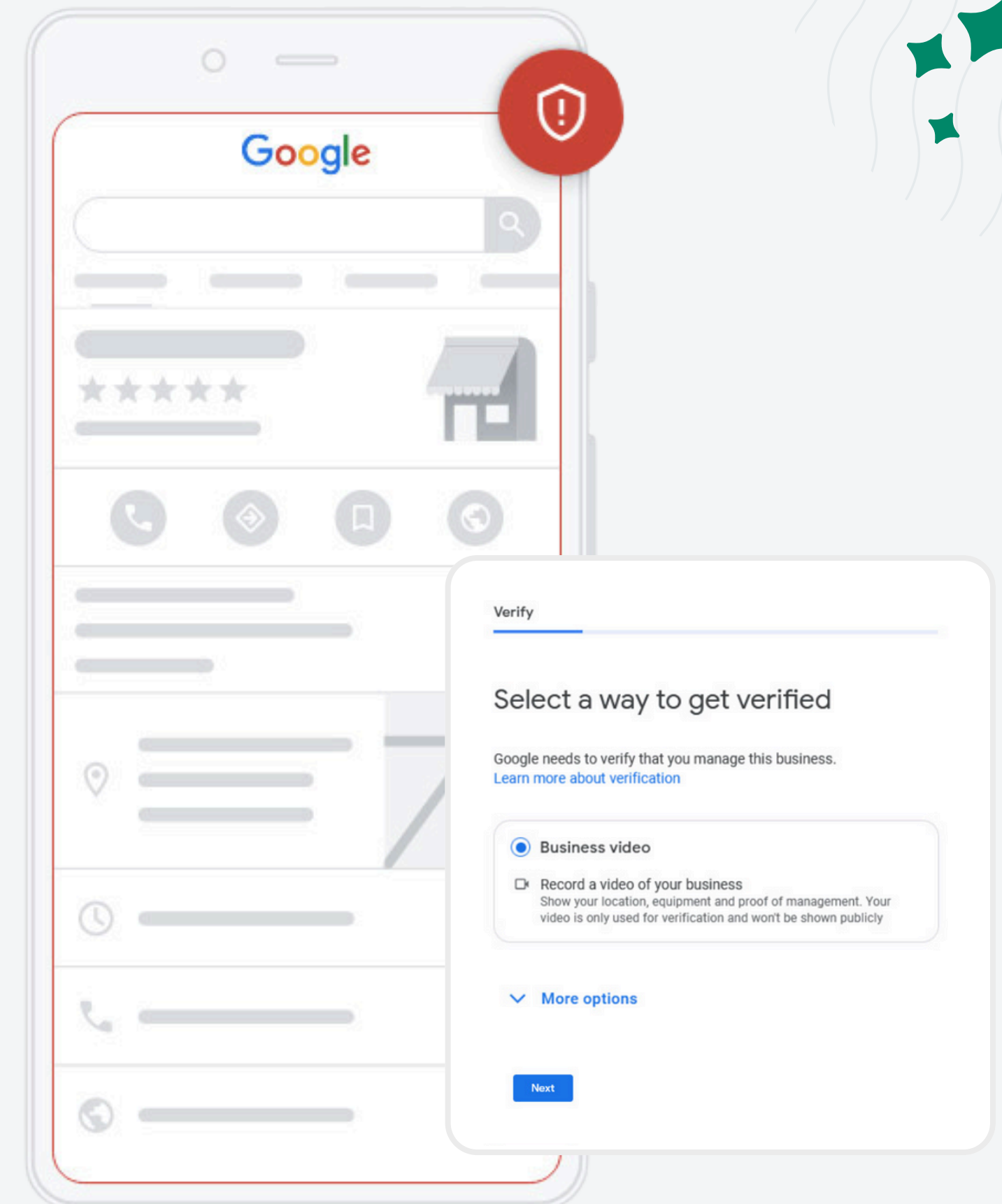


Video Verification

Google Business Profile

Comprehensive Guide



Content



Video verification is a crucial step in claiming and verifying your Google Business Profile, essential for boosting your business's online visibility and credibility.

By completing this process, you not only connect more effectively with potential customers but also ensure that accurate and trustworthy information about your business is readily available online.

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Understanding Video Verification

Video verification is Google's way of ensuring the legitimacy of your business. Instead of other methods like postcard verification, you may also opt to submit a short video tour of your business.

This shall include:

Your current location



In order to display your current location on Google Maps, you should capture outside signs, including your street name, nearby businesses, or the surrounding vicinity of your establishment.

Business or equipment



Take a video showcasing your daily operations. This may involve items like available stock for sale, branded equipment, marketing materials, and the tools you use to serve your customers.

Proof of management

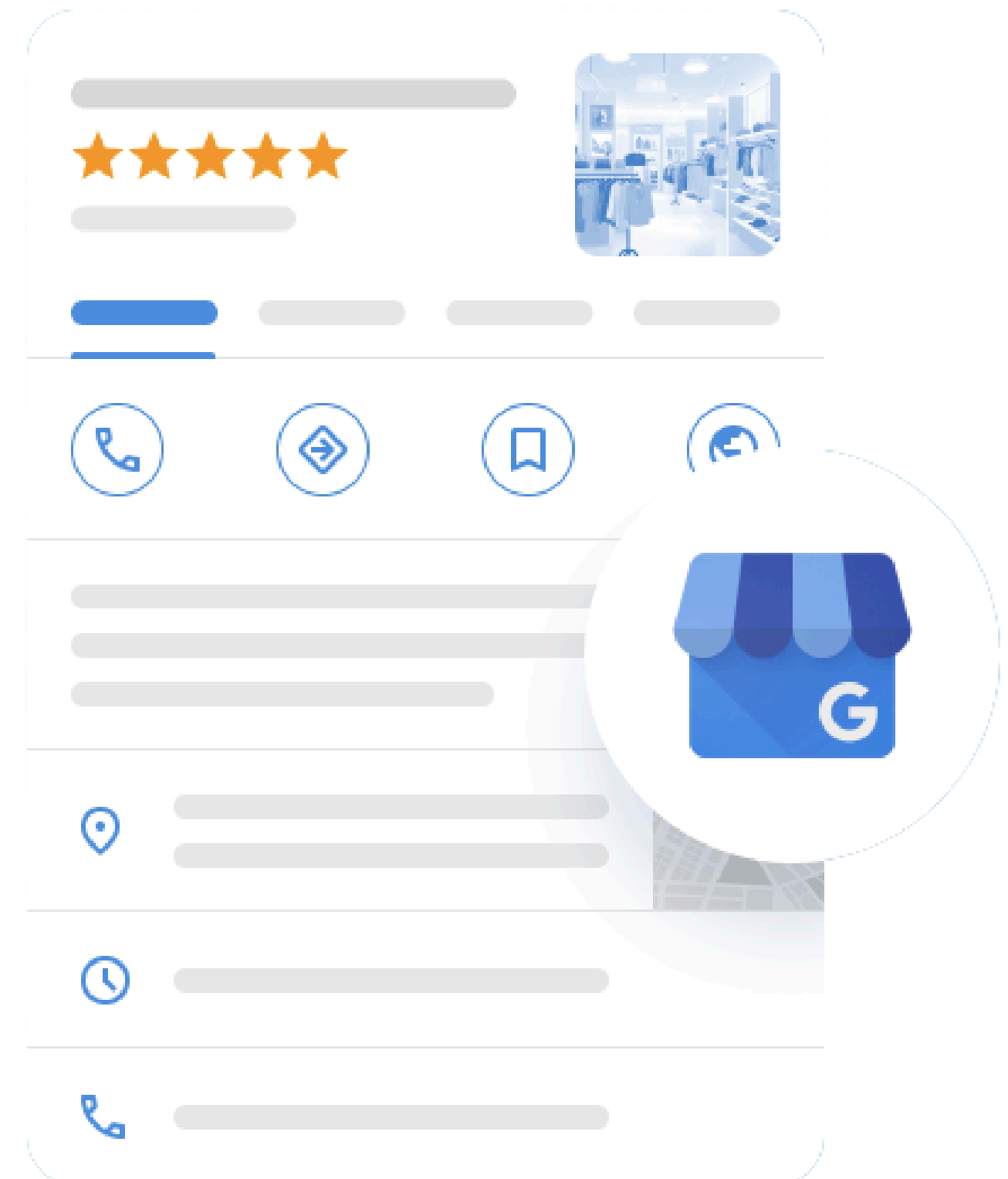


Provide video footage showcasing your access to employee-only items and areas. This may include a cash register, the kitchen, storage rooms, non-sensitive business documents, or even the use of your keys to access your premises.



Why choose this method?

- **Enhanced Security:** Videos are harder to fake compared to other forms of documentation, reducing the risk of fraudulent listings.
- **Comprehensive Proof:** A video can provide a comprehensive view of your business location, operations, and physical presence, offering more proof than a static image or document.
- **Faster Process:** In many cases, video verification can be faster than waiting for a postcard or other traditional methods.
- **Immediate Correction:** If there are issues with the video, they can often be addressed more quickly than errors with other verification methods.



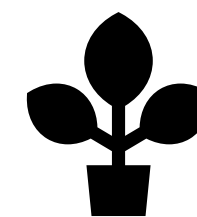
How to record a verification video

Before you start



Location

Show the exterior of your business, including street signs, nearby businesses, and the business signage to confirm the correct Google Maps location.



Interior

Showcase the interior of your business, including products, equipment, or tools.



Proof of Management

Demonstrate access to employee-only areas, such as unlocking the front door, cash register, or accessing a point-of-sale system.



Avoid Sensitive Information

Do not include bank account numbers, tax IDs, or show other people's faces.



Access your Google Business Profile

On your mobile device, go to your **Business Profile**.

If you started verification on a computer, scan the QR code to continue on your mobile device.



Start the recording process

Tap **Get verified** and then **Capture video**.

Tap **Start recording**. You may need to allow access to your camera and microphone.



Record the video

Ensure the video is a single, continuous recording without any edits or breaks.

Follow your planned route to cover all required elements:

Interior



Show the business location, street signs, and nearby landmarks.

Exterior



Walk through the business, showing products, equipment, and operational areas.

Proof of Management



Demonstrate access to restricted areas or systems.



Upload the video

Tap **Stop recording** once you have covered all necessary elements.

Tap **Upload video** to submit your recording for verification.

Best Practices

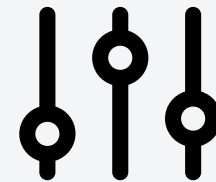
Creating a High-Quality Verification Video

Learn more



Video Length

Aim for a video length of 1-2 minutes. Ensure it is long enough to cover all necessary details but concise enough to maintain attention.



Stability

Keep the camera steady. Use a tripod if necessary, or hold the device with both hands. Keep the focus sharp. Avoid blurry or shaky footage.



Lighting

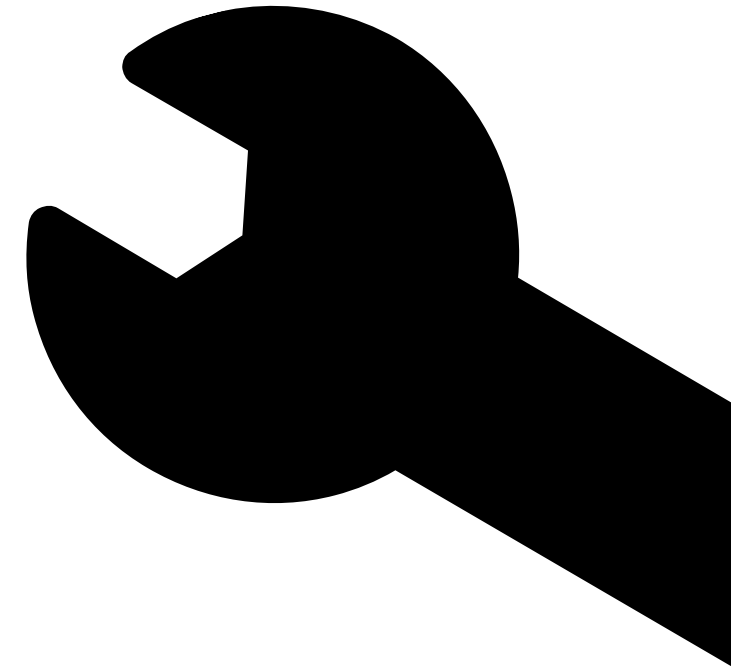
Ensure the location is well-lit. Natural light is preferable, but indoor lighting should be sufficient to avoid dark or grainy footage.



Sound

Minimise background noise. If narration is necessary, ensure it's clear and audible.

Troubleshooting



Video Rejected



Review the specific reasons for rejection provided by Google. Common issues include poor video quality, missing required elements, or the video being too short or too long. Address these issues and re-record the video. Do a few trial runs to get the timing right. Edit the video only if minor adjustments are needed, avoiding extensive edits that could affect authenticity.



Poor Video Quality



Ensure good lighting, use a steady hand or tripod, and check the camera settings before recording.

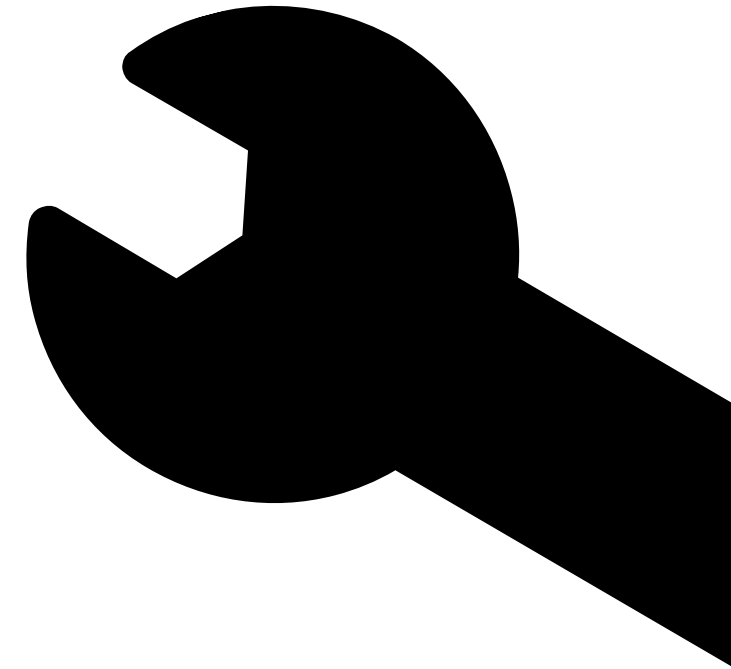


Missing Elements



Make sure to include all required elements such as exterior signage, interior layout, and business operations. Plan your video carefully before recording.

Troubleshooting



Background Noise



Choose a quiet time to record or use a microphone to improve audio quality.



Inaccurate Representation



Ensure the video is a true and accurate representation of your business. Avoid over-editing or staging elements that do not reflect the actual state of the business.



File Format or Size



Ensure the video is in a commonly accepted format such as MP4. Keep the video file size within Google's limits. Compress the video if necessary, but ensure quality is not compromised.

Frequently Asked Questions

↗ How to complete verification if my business doesn't have a physical location?

The video should include your business equipment, such as a branded vehicle, branded marketing materials, the workspace, tools and equipment, business registration, invoices, utility bills or other documents with your business name.

↗ Can I delete my verification video?

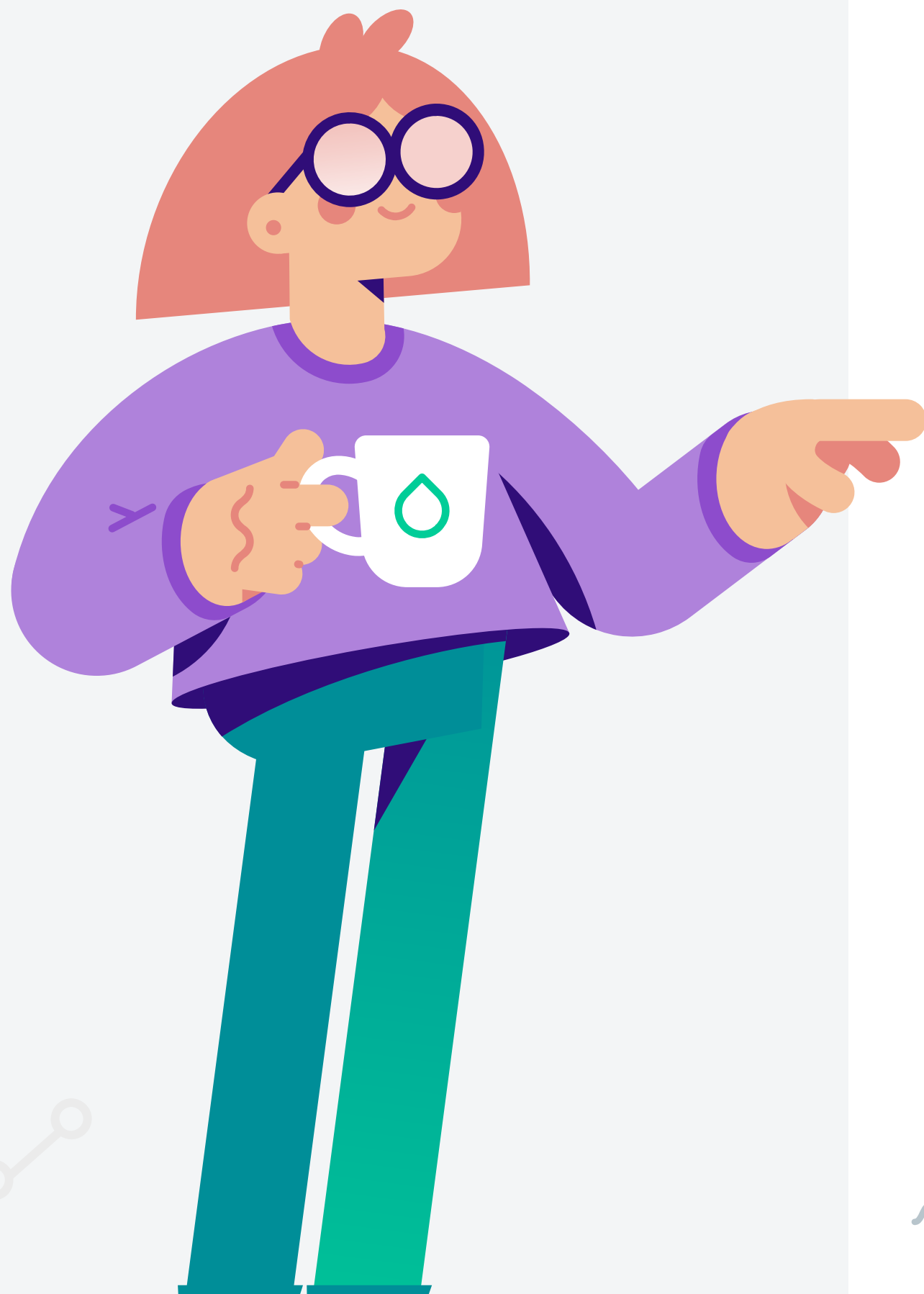
Yes, you can delete your video at any time through your Google Business Profile settings.

↗ What should I do when I already uploaded a video but it is asking me to upload again?

If you already uploaded a video but you're asked to upload again this means your video was not accepted. You can create a new video and ensure it meets all the necessary requirements. You can also consider adding more proofs and examples.

↗ What should I do if I already created a video but it won't upload?

If you're unable to upload your video, check your internet connection, and try again. If issues persist, contact Google support.



Frequently Asked Questions

➤ Is there a limit to verification attempts?

After multiple failed attempts, you may see a "No more ways to verify" message. In this case, contact Google Business Profile support.

➤ What if my video verification fails?

If the video is not accepted, review the requirements and try recording and uploading again. If issues persist, contact Google Business Profile support.

➤ How can I get help if I have further questions?

Merchants are encouraged to try the available verification method within the product itself before seeking assistance from the support team. It's important to note that the support team's ability to assist is limited until a verification attempt has been made.

➤ How long does the review process take?

Google typically takes up to 5 business days to review the video.

Got any questions?

We're always ready to help. 



Need more help?
support@digitalmaas.com