



GBP OPTIMIZATION CHECKLIST

**REACH YOUR
COMMUNITY**

INITIAL OPTIMIZATION



NOTE

Ensure your Church Name, Address, and Phone Number are the same across all Online Platforms.

- ✓ **Business Name:** Ensure it's the church name is correct.
- ✓ **Logo:** Upload Your Church Logo *Add a background if needed in Canva
- ✓ **Cover Photo:** Show & Tell - in one picture try to capture as much of your culture as possible (Smiles)
- ✓ **Categories:**
 - ✓ **Primary Category:** Church
 - ✓ **Secondary Categories:** Select other relevant denominations available
- ✓ **Verify Church Address:** Confirm address is correct.
- ✓ **Phone Numbers:** Verify phone number
- ✓ **Website:** Verify website link
- ✓ **Description:** Describe your church, include service times, and your values. Use keywords relevant to your church and community. Be sure to include "church in town name" within the first sentence. Also include denomination name if desired for search ranking for that term.
- ✓ **Operating Hours:** Select your Business Hours & Any Holiday Hours
- ✓ **Add Photos:** Upload Photos of PEOPLE in your worship space, kids space, welcome space, small groups.
- ✓ **Questions & Answers:** Create roughly 10 FAQs related to your church.
- ✓ **Service Areas:** DO NOT ADD - Can limit you from showing up outside of that area
- ✓ **Social Links:** Link your Business' Social Profiles.
- ✓ **Update the "More" Section:**
 - ✓ **Accessibility**
 - ✓ **Parking**

RECURRING MAINTENANCE



- ✓ **Google Review Acquisition - IMPORTANT:** Ask your leaders in your church for a Google Review, you can find the Link on your GBP. Reviews are the Currency that Google uses to understand your work activity and local authority. They boost all of your Google platforms including Ads!
- ✓ **Review Responses:** Respond to all Reviews, especially the bad ones. Use it as an opportunity to showcase your professionalism to potential customers. Include keywords link "church", "church in town name"
- ✓ **Frequently Add Images & Create Posts (Autoshare from your Tent Apps Website!)**
- ✓ **Check your Insights to see how your efforts are impacting your Local Outreach.**

VIDEO VERIFICATION GUIDE



This Guide tells you how to pass Video Verified using our process which has a 95% Success Rate!

One of the most challenging parts to getting your GBP Optimized is the Verification Process.

ESPECIALLY when you update your Business Address to a more ideal location!

This will for certain trigger a Verification Process with Google, so let's prepare first ;)

VERIFICATION PREP

Standard Process (Video Submission):

Typically, you start here and get verified after submitting your Video.

Here's what you will need to prepare.

- ✓ **A Canvas/Sign for your "Office Door" - CRUCIAL**
- ✓ **Business Cards**
- ✓ **Vehicle Branding**
- ✓ **Branded Shirt & Hat (Optional but helps)**

You can Design on Canva or Fiverr and print on VistaPrint.

Business Identity Verification (Document Submission):

If your Video Verification fails, it will be escalated to Business Identity Verification.

We recommend getting these items now just in case you get to this stage!

- ✓ **Gather Images:**
 - ✓ **Vehicles/Equipment**
 - ✓ **Outside of Location**
 - ✓ **Street Sign**

✓ **Business Documentation WITH THE ADDRESS ON IT.**

✓ **This could be either:**

✓ **Business Registration**

✓ **Insurance**

✓ **Licensing**

✓ **Utility Bill**

Once everything is ready, update your profile and go through Verification.

VIDEO VERIFICATION STEPS

This requires attention to detail and will result in further delay if not done properly.

Begin by going to your Google Business Profile, and click Get Verified.

Read the instructions and be attentive to whatever recording restrictions they give you.

BEGIN STEPS

✓ **Start outside.**

✓ **Introduce yourself and claim ownership of the business. Wear your Shirt and Hat with company Logo.**

✓ **Show Business Card and Vehicle Branding, Wrap/Lettering/Magnet etc...**

✓ **Show Equipment in the Vehicle or Shop.**

✓ **Show the outside of your Building:**

✓ **Building**

✓ **Street**

✓ **Surrounding Buildings**

✓ **Street Sign if possible**

✓ **Go Inside**

✓ **Open "Public Office" and say "This is where Customers Conduct Business"**

✓ **Open "Private Office" and say "This is where Customers cannot enter"**

END STEPS

IMPORTANT NOTES:

1. **PUBLIC OFFICE:** Google wants to see where you conduct/talk Business with Clients. So use your Canvas/Sign on a door and open the "Public Office" to showcase the room very briefly. An Office type space with Business Cards/Laptop on table is ideal.
2. **PRIVATE OFFICE:** Google also wants to see a place that Clients can NOT access. Open the "Private Office" door and showcase it briefly. We have had a client open his Closet before and it worked... Just somewhere that the Clients can't go without access.

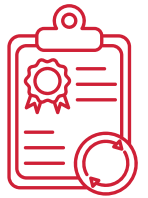
3. ANSWERS TO POTENTIAL QUESTIONS:

- a. Customers **CAN & DO** Visit Your Location.
- b. You're **NOT** a Service Area Business, you have a Physical Location.
- c. This is **NOT** a Virtual Office Location.

REJECTION

- ✓ **First Rejection:** Submit a Ticket via GBP Support and request a Live Video Call with a Google Rep, which is the same process just Live.
- ✓ **Second Rejection:** Submit another Ticket with your Documentation from Phase 2. Also ask for an Appeal Form.

REINSTATEMENT GUIDE



For some reason your Profile has been Suspended and requires proof of Business Identity.

Submit the Reinstatement Form and use Documentation from "Business Identity Verification (Document Submission)".

If rejected, Request an Appeal Form and follow up in the same thread.

FOR FURTHER GUIDANCE PLEASE EMAIL US DIRECTLY AT

support@tentapps.com