



# Foundational GMB Issues Found In 1 Out Of Every 3 Campaigns

## (And How To Identify Them)

### Brand Dilution & Inconsistent NAP

- >> Copy and paste the name into Google Search and check that page 1 results do not list results for any other companies
- >> While in search results look for mentions of different addresses, websites, and phone numbers associated with the company
- >> Copy and paste the address into Google search with & without suite number variations and check for other businesses using the same address
- >> While in search results check for mentions of different phone numbers or name variations
- >> Copy and paste the phone # into Google search and check for other businesses using the same number
- >> While in search results check for mentions of different addresses or name variations



- >> Category Check - Ensure you are using the closest category that matches (check your top ranking competitors)
- >> Most listings lose the knowledge panel after more than 3 GMB categories so limit your selection unless additional categories are explicitly supported by content on the website
- >> Hybrid/Service Area Radius Check - For businesses with multiple SAB or hybrid listings using a service area ensure that no area or zip code overlaps another listing
- >> NAP Consistency: ensure the listing name, address, phone, and website are correctly listed (location page should be used when available)
- >> Do not add exact category to the business name
- >> Save the listing while in Maps and then search for the city in Google Maps to verify its located within the target area

### GMB Listing Basics



### Possum Filter & Duplicate Listings

- >> Open Google Maps and search for listings in the same niche & categories that may cause Possum issues:
  1. Search "[gmb category] nearby [target address]" and then zoom in, repeat with secondary categories
  2. While in Maps type in the main category + city and slowly zoom in on the address looking for listings
- >> Open Maps and slowly type in the business name looking for duplicate listings and companies with similar names



- >> If brand has more than 3-5 locations, location pages for each GMB listing should be built out
- >> Avoid cannabilization: Non-location pages should not target location keywords
- >> Check main local elements of the page such as embedded map, page title, H1 tag, etc
- >> There should be adequate levels of content on the website to support the GMB categories - Check out the top competitors and compare for quality and word count

### Location Page



### Blatant TOS Violations

- >> Search the address in Google Search as well as Google Street View to verify the address is not a mailbox rental service, virtual office, empty parking lot, etc.
- >> Check for heavy keyword or category stuffing in the GMB name and throughout the listing
- >> Check the target URL attached to the GMB for any redirects

