



WEB20 RANKER



GBP RECOVERY



MATERIALS CHECKLIST

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PREPARED
BY OUR
IN HOUSE
GOOGLE
PRODUCT
EXPERTS.

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01

“MUST-HAVE” CORE PROOF (START HERE)

These are the **highest-signal items** Google tends to accept.

- Official business registration** (Articles of Incorporation, Certificate of Formation, registration certificate, etc.)
- Business license** (city/county/state/province license)
- Tax documentation** (sales tax permit, VAT registration, EIN letter/confirmation where applicable)
- Recent utility bill** (last 90 days; electric/water/internet, showing business name + address)
- Proof of insurance** (if applicable—showing business name + address)
- Lease agreement/rental contract** (if you rent the space)
- Property deed/mortgage statement** (if you own the space)



Tip: Google likes when **name + address match exactly** across your documents and GBP.

02**VISUAL PROOF**
(OFTEN THE DIFFERENCE-MAKER)

These help **prove you're real** *and* **operating where you claim.**

Storefront/Location photos (take fresh, daytime, high-resolution):

- Exterior photo showing **permanent signage** with business name
- Exterior photo showing **street number/address** that's clearly visible
- Wide shot showing your business in context (nearby buildings/landmarks)
- Interior photos showing:
 - Reception/front desk and/or customer area
 - Work area if applicable (tools, equipment, staff at work)
 - Inventory, products, branded displays
- Photo of **suite number** (if applicable) on door/wall signage

Vehicles/service businesses (if relevant):

- Branded work vehicle with logo + phone + website (if you have it)
- Equipment trailer/van with branding
- Team in branded uniforms on-site

03

BRANDING & “REAL-WORLD PRESENCE” PROOF

These aren't always “required,” but they can strengthen trust, especially if your docs are thin.

- DBA/Fictitious name certificate** (if operating under a trade name)
- Business bank statement** (redact balances; keep name + address visible)
- Merchant account statements** (Square/Stripe/PayPal business account; keep name + address)
- Branded invoices/estimates** with your business name, address, and phone
- Business cards**, letterhead, brochures, flyers
- Photos of branded merchandise** (shirts, hats, packaging, labels)
- Receipts from suppliers** showing business name/address
- Contracts with customers** (redact sensitive details)
- Professional association memberships** (contractor boards, licensing boards, chambers)



04

ONLINE PRESENCE CONSISTENCY PROOF (SUPPORTING EVIDENCE)

Useful to demonstrate your business is consistently represented across the web.

- Screenshot/printout of your **website contact page** showing:
 - Same business name
 - Same address (or service area, if SAB)
 - Same phone number
- Screenshot of your **social media business page** with matching NAP (Name/Address/Phone)
- Citations/listings from trusted directories (only if accurate):
 - Yelp, Apple Business Connect, Bing Places, Facebook, YellowPages, industry directories
- Screenshot of your **Google Search results** for your brand name + address/phone
- If you have email at your domain that shows proof of **domain ownership** (invoice/receipt)



Online Presence



05

IF YOU'RE A SERVICE-AREA BUSINESS (SAB) (NO PUBLIC ADDRESS)

If you don't serve customers at your address, you typically should **hide the address** in GBP and focus on service proof.

- Business license/registration showing base address (even if hidden on GBP)
- Insurance policy showing service coverage + business details
- Work orders/invoices for services you performed nearby (redact customer info)
- Photos of branded vehicles/uniforms/tools
- Service contracts/permits (where applicable)

06

IF YOU SHARE A BUILDING/ SUITE/COWORKING SITUATION

Shared spaces are higher-risk. You want to show you're legitimately established there.

- Lease agreement showing **suite number** and/or photo of suite door with your business name (permanent signage is best)
- Reception agreement (if staff/reception is shared)
- Photo of **directory listing** in the lobby (if available)
- Utility bill OR internet bill in your business name for that suite (ideal)
- Mail delivered to that suite (official letters; avoid junk mail)

07

IF YOU'RE A PRACTITIONER LISTING (LAWYER/DOCTOR/AGENT) OR DEPARTMENT

You'll want proof that the practitioner is real and tied to the business.

- Professional license for the practitioner (where applicable)
- Documentation **showing they work at that location** (directory, website staff page, contract)
- Photos of signage including practitioner name (if used publicly)
- Separate phone line (if applicable) and consistent online references

08

ONLINE PRESENCE CONSISTENCY (BBB + OTHER TRUSTED REFERENCES)

- BBB listing (if you have one):** include your BBB profile link from <https://www.bbb.org/> plus a screenshot showing your **business name + location details**.
- Major map/search platforms:** Apple Business Connect/Apple Maps, Bing Places (screenshots/links showing matching details).
- High-trust consumer directories:** Yelp, Facebook Business Page, Nextdoor (where relevant) with consistent **NAP**.

08

ONLINE PRESENCE CONSISTENCY (BBB + OTHER TRUSTED REFERENCES)

- Industry & licensing sources:** state/professional license registries, Chamber of Commerce directory, trade association directories (best for regulated trades).
- Vertical platforms (only if you truly operate there):** booking/ordering/service platforms (e.g., restaurant delivery apps, appointment platforms) that display your business details.

For every reference: Provide **URL + screenshot** showing the same NAP (or SAB service area) as your GBP. Don't include mismatched or low-quality listings.

09

“NICE-TO-HAVE” EXTRA TRUST BOOSTERS

These can help in marginal cases.

- Photos of:
 - Business hours posted on door
 - Permanent fixtures (point-of-sale, waiting area)
 - Safety permits/inspection certificates (health dept, fire marshal)
- Payroll document header (redact personal data; keep company info)
- Business postage permit or shipping account (UPS/FedEx) with address
- Local media mentions or sponsorships showing name/location

SUBMISSION PACKAGING CHECKLIST (DON'T SKIP)



- Make sure **every document is legible** (no blur, no cutoff edges).
- Ensure **business name + address match** your GBP exactly (formatting matters).
- Use clear filenames like:
 - [01_Business_Registration.pdf](#)
 - [02_Business_License.pdf](#)
 - [03_Utility_Bill.pdf](#)
 - [04_Storefront_Signage_Photos.jpg](#)
- If allowed, bundle as **one ZIP** with everything inside.

RED FLAGS TO AVOID



- Any document with a **different business name/address** than your GBP (unless you're explaining a recent change with proof)
- Low-quality photos (night shots, blurry signage, edited images)
- Personal documents that don't connect clearly to the business
- Evidence that implies a **virtual/unstaffed location** (unless you can prove staffed operations)