

# GBP Compliance & Map Hygiene SLP (Landscaping/Tree Services)

**Version:** 1.0

**Owners:** Dennis Yu (CTO), Alex Makowski (Partner)

**Audience:** Virtual Assistants, Account Managers, Local Ops

**Purpose:** Build our clients' GBP and LSA dominance by ensuring our profiles are flawless and by reporting non-compliant competitor listings with factual, documented evidence.

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## One-Page Summary

**Goal:** Own the local map pack by (1) perfecting our client's profile/content and (2) cleaning up non-compliant competitors—factually, politely, and with receipts. This is **hygiene**, not “dirty tactics.”

**Expectations & targeting:** This program moves rankings only when we're already within striking distance. If the client isn't at least showing in the top ~10 for priority queries (or within a few grid points of the local pack), takedowns alone won't create leads. Prioritize markets/keywords where removing 1–2 non-compliant pins could push us into or secure the top 3–4. Skip low-impact filings that won't change local pack real estate.

**Where to file:** - **GBP violations/spam:** Business Redressal Complaint Form. - **Local Services Ads issues:** Local Services Ads (LSA) “Report inappropriate or inaccurate content.”

**What counts as a clean hit (most common):** 1) **SAB (Service-Area Business)** showing a public address but **no walk-ins, no permanent signage, no staffed hours**. 2) **Keyword-stuffed or mismatched business names** (GBP name ≠ DBA/SoS/legal docs). 3) **Mailboxes/virtual offices/coworking** posing as storefronts (no publicly staffed access). 4) **Duplicate/lead-gen listings, wrong site/phone** routing.

**Minimum evidence for filing:** - Maps/GBP URL + **Street View screenshot with capture date**, - Website contact/footer screenshot, - **Call log** showing no walk-ins (verbatim), - Any PO Box/virtual-office proof, - One-sentence violation summary mapped to Google policy.

**Tone:** Neutral and factual. Submit proof, not opinions.

**Deliverables per market:** - Completed audit sheet, evidence folder, filed Redressals/LSA tickets, weekly 1-pager (counts, wins, stuck items). - Our own GBP/LSA hardened with a ready **reinstatement pack** (DBA/SoS, utility bill/lease, signage photos).

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## 0) Definitions

- **GBP** = Google Business Profile (formerly GMB).

- **SAB** = Service-Area Business; must **hide** address and set service areas.
- **Hybrid** = Accepts walk-ins at a staffed, signed location **and** serves off-site clients; can show address.
- **LSA** = Local Services Ads; separate support pathway from GBP.

## 1) Workspace Setup (once per market)

Create a root folder: `/Market-City/YYYY-MM/` - `/Screenshots/` → subfolders per business - `/Call-Logs/` → one text/CSV per business - `/Evidence-Packets/` → one **PDF packet** per filing - `/Submissions/` → copies of submitted forms/confirmations - `/Rollups/` → weekly one-page summaries

**Tracking Sheet (columns):** - Business | GBP URL | Website | Phone | **Address Shown (Y/N)** | **Address Type** (storefront/residence/PO box/unknown) | **Street View Link + Date** | **Signage Visible (Y/N)** | **Walk-ins Allowed? (verbatim)** | **Hours Posted vs Staffed (Y/N)** | **Name Matches DBA/SoS (Y/N/Unknown)** | **Duplicates? (Y/N)** | **LSA Running? (Y/N)** | **Violation Summary (1 line)** | **Redressal Filed (Y/N, date)** | **LSA Report Filed (Y/N, date)** | **Outcome** (hidden/suspended/no action) | **Follow-up Date**

## 2) Build the Target List (25–50 per city)

**Sources:** - Google Maps for core queries (e.g., “landscaper”, “tree service”, + city). - LSA carousel for the category/area. - Major directories (BBB, Yelp, Angi, HomeAdvisor) to spot PO Boxes & duplicates.

Add each candidate to the sheet with URLs/phones.

## 3) Five-Minute Audit (Triage A/B/C)

For **each** listing:

### A) Address & Storefront Test

- Open the GBP on Maps.
- Go to Street View → **screenshot with visible capture date**.
- Decide: **Permanent signage? Public entrance? Posted hours?**
- **Yes** → possible storefront/hybrid.
- **No** → likely SAB → **address must be hidden**.

### B) Call Test (during posted hours)

Script:

"Hi! I'm nearby and want to go over a quick landscaping estimate. **Can I stop by your office right now? What are your walk-in hours and street address?**"

- If they say "**we come to you / appointment-only / no walk-ins**," log the **exact words**, name, date/time.
- Save the note in `/Call-Logs/BusinessName.txt`.

### C) Website/Footers

- Screenshot the **Contact/Locations** page and footer.
- Note **PO Box, mailbox 'suite', virtual office, or no address**.

### D) Name Match

- Does the GBP name look stuffed (e.g., "Best Cheap 24/7 Landscaping & Tree Pros of Bloomington")?
- If needed, cross-check legal/DBA/SoS.

### E) Duplicates/Lead-Gen

- Same phone/site across multiple pins? Same brand with tiny naming changes at the same address?

**Triage outcome:** - **A (Clear violation)** → enough proof to file **now**. - **B (Likely)** → missing one element—get a better screenshot or call again during hours. - **C (Probably compliant)** → note and move on.

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## 4) Build the Evidence Packet (for A or B→A)

Export one **PDF** per business into `/Evidence-Packets/BusinessName.pdf` containing: 1) **GBP URL(s)** 2) **Street View screenshot** with capture date 3) **Website contact/footer screenshot** 4) **Call log** (date/time, who, verbatim "no walk-ins" if applicable) 5) **Directory proof** (PO Box/virtual office/duplicate) 6) **One-sentence violation summary**, e.g.: - "SAB is publicly displaying address; no staffed storefront, no walk-ins, no permanent signage (address should be hidden)." - "Business name on GBP doesn't match legal business name (must reflect real-world name)."

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## 5) File the Complaints

### 5.1 GBP → Business Redressal Complaint Form

Use for: name/phone/site deception, address policy violations, duplicates, lead-gen shells.

**How to complete:** - **Offending Profile URL(s):** paste one or many. - **Issue Description (concise):** - Start with the type: "Address policy violation (SAB showing address)", "Name doesn't match legal", or "Duplicate listing". - Add 2–3 bullet facts: call quote (MM/DD HH:MM), Street View shows residence/no signage, website says appointment-only, directory shows PO Box. - Keep tone neutral and factual. - **Attachments:** Upload the **PDF evidence packet**. - **Contact Email:** Use a monitored inbox.

**Note:** Google typically doesn't send status updates—**our log is the source of truth.**

## 5.2 LSA → Report Inappropriate/Inaccurate Content

Use when an offending business also runs Local Services Ads.

**How to complete:** - Provider name/location, your contact info. - Description mirrors the GBP violation. - Attach the **same evidence packet.**

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## 6) Harden Our Client's Profile (Bulletproofing)

- **If SAB:** hide address; set service area.
  - **If storefront/hybrid:** ensure permanent exterior signage, posted walk-in hours, staff on site; photograph exterior and lobby; post hours on door; maintain NAP consistency.
  - **Reinstatement Pack (keep on file):** DBA/SoS, utility bill or lease matching public NAP (if storefront/hybrid), exterior signage & lobby photos, phone bill, license/insurance (helpful for LSA).
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## 7) Reporting Cadence & KPIs

**Weekly Roll-Up (1 page):** - # audited, # filed (GBP/LSA), # corrected (address hidden/name fixed), # suspended, avg time to action. - Map-pack movement for target keywords. - Content cadence (our posts, photos, videos, new reviews).

**KPIs:** -  $\geq 90\%$  of filings include the full evidence bundle. -  $\geq 25\%$  monthly acceptance (action taken) per market (varies by city). - Publishing: 8–12 short videos/month + 1 case study/month per location.

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## 8) QA Checklist (Before You File)

- ☐ Street View screenshot includes **capture date**.
  - ☐ Call occurred during **posted hours**; **verbatim** quote logged.
  - ☐ Website/contact screenshot saved.
  - ☐ Violation summary maps to the correct rule (address/SAB, name match, duplicate/lead-gen).
  - ☐ Evidence packet exported to **single PDF** and attached.
  - ☐ Tracking sheet updated (date, who filed, which form).
  - ☐ If LSA present, mirrored to **LSA report**.
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## 9) Ethics & Legal Guardrails

- Submit **only with proof**; never speculate.
- No public smears; no contacting their customers; no fake edits.
- If a business is legit (signage, staffed, walk-ins), great—**we out-publish them** instead.

- Keep all evidence and submission logs; if asked, we can demonstrate adherence to Google's own guidance.
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## 10) Templates

### 10.1 Call Script (VA)

"Hi! I'm nearby and want to go over a quick landscaping estimate. **Can I stop by your office right now?**

**What are your walk-in hours and street address?"**

If they say they don't take walk-ins / appointment-only / mobile-only:

"Thanks for clarifying—I'll note that. Have a great day."

**Log:** date/time, number, rep name, **exact words**.

### 10.2 Redressal 'Issue Description' (GBP)

**Type:** Address policy violation (SAB showing address)

**Facts:**

- Called on **MM/DD HH:MM**; rep stated "we do not take walk-ins / we come to you."
- Street View (capture **Month YYYY**) shows residential/PO box/no signage.
- Website contact page indicates appointment-only / no physical office.

**Request:** Please hide the address or require verification of a staffed storefront with permanent signage per GBP rules.

*(Alternative for name violations: "Business name on GBP doesn't match legal business name as shown on DBA/SoS documentation. Please require correction to the real-world name.")*

### 10.3 LSA 'Description of Issue'

"The provider's linked GBP appears **non-compliant with storefront rules**: they **do not accept walk-ins** (call on **MM/DD HH:MM**), and Street View shows **no permanent signage**. Please review; evidence attached."

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## 11) Common Pitfalls (Avoid)

- Filing without a **call log**.
  - Street View screenshot **missing the capture date**.
  - Emotional/ranty language (keep it clinical).
  - Only using "Suggest an edit" when the case warrants the **Redressal Form**.
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## **12) Appendix: Useful Links (for internal reference)**

- Business Redressal Complaint Form (GBP)
- Report Inappropriate/Inaccurate Content (LSA)
- GBP Guidelines: Representation, Address/Service-Area, Service-Area vs Hybrid

*(Keep these links handy in your team portal. Do not paste live links in client-facing PDFs unless requested.)*