



# Video Verification Guide for SABs

*Google Business Profile Video Verification for Service Area Businesses (SABs)*

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## » Video Verification Requirements

Google uses video verification to confirm three things:

1. **Location**  
Show the location where you offer your services or conduct business.
2. **Existence**  
Convince Google that your business exists.
3. **Affiliation**  
Prove that you are an authorized representative – not a customer or passerby.

These three pillars come directly from Google's verification requirements.

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## » Location

Even without a storefront, Google needs enough context to place you on a map.

**⚠ Important:** If you are showing a workspace you use that has different branding from your business, exclude their signage/branding in the video. An example would be a catering business that uses a community kitchen. Showing the area is fine, but not their businesses' branding.

### ✓ STRONG LOCATION SIGNALS

- A street sign, intersection, building number, or identifiable landmark

- The **exterior** of your home office or property you manage

**Examples:** A tour staging location or rental property entrance

### ⚠️ **WEAK OR RISKY SIGNALS**

- Filming **only indoors**
  - Filming in an **open field**, showing empty land with no signs
  - **Starting inside** a car or room with no exterior proof
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## » **Existence**

Show that you operate in the real world. This is often the most misunderstood pillar. Google wants proof that your business actively performs services.

### ✓ **STRONG EXISTENCE SIGNALS**

- **Branded Materials**
  - Business signage (permanent or temporary)
  - Wrapped vehicle
  - Uniforms, branded shirts, hats
  - Marketing materials like business cards or brochures
- **Evidence of conducting services**
  - Show your Google workspace
    - Ex: Show gear being set up for a tour
  - Include tools and equipment in the video
    - Ex: Show rental property supplies (linens, lockboxes, cleaning supplies)
  - Unlocking areas with clear branding/signage
    - Home office
    - Rental property

- A facility you use to conduct classes/tours

**Helpful Tip:** Make a temporary sign with your business name that can be used to get through the verification process successfully. It doesn't need to be anything fancy.

#### ⚠ WEAK OR RISKY SIGNALS

- **Generic examples** like an unbranded vehicle or a computer.
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## » Affiliation

Show that you're authorized. Google must see something a customer can't do.

**⚠ Important:** This is a very important verification step that can lead to your video being rejected if not completed, so take your time and prepare these materials before getting started.

#### ✓ STRONG AFFILIATION SIGNALS

- **Documentation** that has the business name that matches the GBP
  - *Documentation Types:*
    - Business license or permit
    - Invoice
    - Utility Bill (**with the business name; not an individual**)
    - Lease
    - Insurance
    - Formation documents (LLC filing, registration certificate, DBA)

**Helpful Tip:** Documents are more likely to be accepted if they also include the address that matches the GBP or location submitted (may be a home office address.) Not all documentation types are accepted; Google specifically mentions *business permits, invoices* and *utility bills*.

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## » Recording Tips for Success

## RECORDING GUIDELINES

- Must be filmed on a **mobile device**
  - **Cannot be prerecorded.** Follow the prompts and record using Google's software.
  - Must be **one continuous, unedited take**
  - Aim for **60–120 seconds**
    - Do not exceed five minutes or submit a video under 30 seconds.
  - Keep **lighting and audio clear**
  - Ensure **location services** are enabled
  - **Upload immediately** after recording
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## » Common Mistakes: Why Videos Fail

### ✗ Too generic (looks like any home or car)

→ Add business materials—cards, brochures, equipment, branded items. **Make a temporary sign** if no signage exists.

### ✗ Equipment only shown indoors

→ Still show the outside of your home or office.

### ✗ Long videos fail to upload

→ Keep it **under 5 minutes**.

### ✗ Poor connection

→ Use strong Wi-Fi or cellular—don't switch between them.

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## » What Happens After You Submit Your Video?

## VERIFICATION TIMELINE

- Most reviews complete in **up to 5 business days**
- **Some take longer** depending on volume and regional support load
- You'll receive an email notification from Google and/or a state change on your GBP dashboard

## IF VERIFICATION IS SUCCESSFUL

- We recommend **waiting 72 hours** before making changes
- **Make changes slowly**; multiple changes at once can trigger re-verification
- Make sure you are **following Google's guidelines** to avoid account suspension.

## IF YOUR VIDEO IS REJECTED

Google now provides **specific missing requirements** via email. Re-film addressing those exact points. Spend additional time on those requirements.

**Examples:** If signage is the issue, go slower and focus the camera on the sign a little longer. If documentation is the prompt that failed, provide additional documentation.

## IF YOUR UPLOAD FAILS

- Try LTE instead of Wi-Fi
- Restart phone
- Update Google Maps
- Shorten video
- Try a second device

## Still Stuck?

If you're still having trouble, open a [support ticket](#). There are so many different nuances and they can't all be covered here, so if you need more support, contact Google directly.