CHECKLIST · MARKETING

How to protect your Google Business Profile from hijacking and suspension

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digitaladvisors.com.au/journal/protect-google-business-profile/

- [ ] **Check who has access.** Go to Business Profile settings, then People and access. Remove anyone who has left, and make sure the primary owner is someone in the business.
- [ ] **Add a backup owner** on a separate account the business controls.
- [ ] **Ask your agency to be a manager, not the owner.** Google's guidelines back you.
- [ ] **Turn on 2-Step Verification**, preferably a passkey or security key, for every owner and manager.
- [ ] **Fix your posts.** Remove contact details from posts that Google may not be able to link to your business. Use the Call now button, and add extra numbers to the profile.
- [ ] **Audit the basics against the guidelines:** real business name, eligible address, hidden address if you don't serve customers there, and a realistic service area.
- [ ] **Review Google updates promptly,** and respond to suggested edits within 4 days of being notified.
- [ ] **Brief staff** that Google never calls asking for payment or codes.
- [ ] **Keep evidence handy:** registration, a licence and a recent utility bill, in case you need to appeal.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.