# Google My Business Resources

The following list of resources is by no means a complete list but should come in handy for anyone that works in local SEO or desires to leverage GMB listings as a means for increased local visibility.

If you are looking for help with your SEO please contact us at [Local SEO London](https://local-seo-london.co.uk/), [London SEO Agency](https://www.london-seo-agency.com/) [Kent SEO Services](https://kent-seo-services.co.uk) or  [Trusted SEO Reviews](http://trusted-seo-reviews.com/)

## **Google Resources and Links**

### Google My Business Guidelines

<https://support.google.com/business/answer/3038177?hl=en>

Be sure to review and follow the guidelines that Google published concerning Google My Business to avoid any potential issues with your listing.

### Google My Business Ranking Guide

<https://support.google.com/business/answer/7091?hl=en>

This is Google’s short summation of the areas they evaluate when determining local map rankings. I highly recommend reading it because, though they only touch of the surface, it is nevertheless an insightful guide.

### Google Posts Content Policy

<https://support.google.com/business/answer/7213077?hl=en&ref_topic=7343035>

Don’t run afoul of Google’s policies regarding [GMB Posts](https://www.localviking.com/schedule-google-posts). Posts are an amazing way to garner visibility and traffic but do not abuse or spam the feature.

### Google My Business Official Forum

[https://www.en.advertisercommunity.com/t5/Google-My-Business/ct-p/GMB#](https://www.en.advertisercommunity.com/t5/Google-My-Business/ct-p/GMB)

Have serious issues? Check out the official GMB forum. You can find help from experts, submit your issues and get help for anything regarding your Google My Business Listing.

### Request Access to a GMB Listing

<https://support.google.com/business/troubleshooter/3452717#ts=6129451>

Lost access to an old listing or have a client that can’t remember the logins for their listing then you can use this link to request access to own any verified listing.

### Structured Data Testing Tool

<https://search.google.com/structured-data/testing-tool/u/0/>

Adding local schema to your website is a great way to add local relevancy and list specific business details uniquely formatted for search engines to crawl and process. Use this tool to test and validate your markup is error-free

## **2. Address and Listing Research**

### Google My Business Research

<https://www.mapdevelopers.com/google-map-search.php>

A great research tool for finding GMB listings by location, name or keyword. It can be used for data mining and leads and as a tool for finding duplicate listings.

### Find Multiple Business at One Address

<https://www.melissa.com/lookups/businesscoder.asp>

Are you using an address that has been used extensively in the past? Use this tool to find out as it can be a factor in having your listing filtered.

### Check Your Address

<https://www.melissa.com/lookups/addresscheck.asp>

### Look Up Your Address

<https://www.melissa.com/lookups/addressverify.asp>

Use these tools for additional research. Is the address actually recognized as commercial or residential? Is it physically located in the city you are trying to rank in?

## **3. GMB Reviews**

### Google My Business Review link Generator

<https://www.grade.us/home/labs/google-review-link-generator>

A handy tool that will generate a direct link that you can send to clients for them to leave a review on your GMB listing.

### GMB Reviews Case Study

<https://web20ranker.com/reviews-increase-google-business-rankings/>

Find out if GMB reviews help increase local maps rankings and if so, how to leverage them correctly.

## **4. GMB Categories**

### GMB Category Workbook

<https://docs.google.com/spreadsheets/d/1N47VlF4sihZRCS5AS7HqBvTNb217TV3K9kvUkfONJE8/edit#gid=1121952432>

This workbook contains all Google My Business categories and is a quick reference guide for you to use when selecting your category.

### GMB Category Research Tool

<https://pleper.com/index.php?do=tools&sdo=gmb_categories>

Another good resource for doing category research. This tool allows you to search for multiple languages and various categories by country.

### How to Spy on a Competitor’s Categories

<https://web20ranker.com/google-my-business-categories/>

It’s easy to determine the primary category to use for your listing but can be a lot more challenging determining how many and which secondary categories to use. This guide reveals an easy way to do so.