Onboarding Requirements

Location Bank

PHASE 1

1. Raw Data

   a. Please supply your raw location data i.e. name, address, telephone etc. Please see location data template for the correct format.

2. Clean-Up

   a. Once the data is supplied to Location Bank, this will then go through a data cleansing process. This process ensures the data is 100% accurate, adheres to Google's quality guidelines and is formatted to best practice for local SEO.

   b. This process can take a few weeks, but Location Bank will provide timelines depending on the amount of locations you have.

   c. You will need to approve the data once the clean-up is complete so Location Bank can work off a finalised master list.

3. Store Locator Access

   a. Location Bank will need access to the store locator on your main website. The data from the master list will need to be integrated into the store locator so that GMB and your website data match.

   b. If you cannot provide access to your store locator, Location Bank will need an introduction to your developers/agency etc who can facilitate the process e.g. specify an upload format that Location Bank can submit the data in.

   c. This exercise is done for SEO purposes but if you do not have a GMB account and need one created, this step is non-negotiable as Google will not verify an account if the website and GMB do not match as per step 5.

4. Google My Business (GMB) Account Logins

   a. If you have an existing GMB account, please supply:
- Username
- Password

   b. If you are in a different geographic location to Location Bank – you will need to arrange a time with Location Bank to access the account as there is a verification code that will need to be supplied by you in order for Location Bank to access this account.

   c. If you do not have a GMB account or the account you do have is <u>not verified</u>, please take note of the next steps.

5. If you do Not have an Existing GMB Account or your Account is not Verified

   a. Location Bank will need to create an account on your behalf.

   b. Once the clean-up is complete, the data has been approved, the locations have been added to the GMB account and the website store locator, this account will then need to be verified.

   c. The verification steps are as follows:
- Location Bank will request verification from Google.
- Location Bank will then need you (as the brand owner) to authorise them to manage your locations as an agency on your behalf.
- This confirmation will need to happen in an e-mail to Google from someone in the business with an @brand e-mail address e.g. if I work for McDonalds, the e-mail I need to verify the account should have the domain in the name i.e. <u>name@mcdonalds.com</u>.

6. Images

Please supply imagery as follows:
- **Format: PNG or JPEG**
- **Size: Between 10KB and 5MB**
- **Minimum Resolution: 720 px tall, 720 px wide.**
- **Quality: The photo should be in focus and well-lit and have no significant alterations or excessive use of filters. In other words, the image should represent reality.**

   a. **Logo**
Please supply your company logo with the following dimensions:
Dimensions: 500 X 500

   b. **Cover Photo**
Showcase your page's personality. Adding a cover photo automatically sets it as your listing's preferred photo. This action doesn't guarantee it populates as the first image for your business, but it does tell Google you prefer to display this photo.
Dimensions: 1080 X 608

   c. **Other/Additional Images**
Add different photos to spotlight features of your business that customers consider when making purchasing decisions e.g. stock images from your website/generic images of your products, features etc.
Dimensions: 500 X 500

   d. **Location Specific**
Images of the exterior or interior of each of your locations.
Dimensions: 500 X 500

Onboarding Requirements

PHASE 2

7. Facebook Admin Access

a. Location Bank will need admin access to your main Facebook page in order to link the locations to create Facebook local pages. If you have existing local pages, we will still need access in order to edit those pages.

b. Please add https://www.facebook.com/gabriella.eidelman as an admin

8. Reputational Management (if applicable)

Reviews

    c. Xxxxx

    d. xxxxx

Questions

    c. Xxxxx

    d. xxxxx

10. Posts (if applicable)

    a. xxxxx

    b. xxxxx

9. Other

Keyword Strategy

    a. Xxxxx

    b. xxxxx

Description

    a. Xxxxx

    b. Xxxxx

Location Extensions

    a. Xxxxx

    b. xxxxx

Menu (If applicable)

    a. Xxxxx

    b. xxxxx