yext

Google joins the PowerListings Network

We're excited to announce that Google has joined the PowerListings Network! You can now sync your clients' location information with Google My Business automatically from the Yext Location Manager, just like you do across the 60+ other sites, maps, apps, social networks, and search engines in the Yext PowerListings ecosystem today.

This document has everything you need to get started.

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That's right — You can now manage your clients' location information on Google directly from Yext.

Here's everything you need to get started.

Get Set Up

Need more help syncing your clients' location(s)? [Watch this video](#).

Turbocharge Your Marketing

- Share this unbranded [Guide to Google My Business](#) with your clients to guide them through Google's verification process and get them live on Yext rapidly.
- Update your marketing materials with [new copy](#) that showcases all that PowerListings has to offer your clients.
- Display the PowerListings Network in your marketing with new network images:
  - [PNG](#) – full network
  - [PPT](#) – individual publisher logos you can use in PowerPoint slides
  - [ZIP](#) – all individual PSD medallions

What does this announcement mean for me?

You can immediately manage your customers' location data on the world's biggest search engine directly from the Yext dashboard—just like you do across the 60+ other maps, apps, social networks, directories, and search engines in the PowerListings Network.

With Yext, you can:

- **Update end consumers rapidly** about timely changes to your customers' key location data, like holiday hours or unforeseen closings

- Ensure the data the world's biggest search engine receives about your customers' locations is always **consistent**, **authoritative**, and **up-to-date**

- **Save time** and **streamline your data management process** by managing your customers' information on Google and across the web with a single click

Is Google My Business part of the standard PowerListings offering?

Yes! Google has officially joined the Yext PowerListings ecosystem, and our integration with Google My Business is now included in all PowerListings packages for our partners.

Can I use Yext for my customers' existing Google My Business accounts?

Yes. You'll simply need to link the existing Google My Business accounts to Yext.

Can Yext create a Google My Business account if my customer doesn't have one already?

Customers without a Google account will first need to create one and link it to Yext. Once the account is linked, Yext will create and sync the location(s) in the account automatically.

Yext cannot help you verify your customers' locations on Google. When you add a new location, your customer will still need to go through Google's standard verification process. You can give this resource to your customers to help guide them through the verification process.

However, you'll be able to view the status of your clients' locations on Google My Business from the Yext PowerListings tab. If any of the locations are unavailable, click the "Why?" button to learn more and for quick links to Google's help center to guide you to the fastest resolution.

What fields can I update?

From the Yext dashboard, you'll be able to update name, address, phone number, store code, hours, holiday hours, website, categories, logo, and Google+ profile and cover photos. Enhanced content lists and the Yext-exclusive Featured Message are not supported in this phase of the offering.

How quickly do updates process?

Updates to your customers' linked Google My Business accounts happen instantly.

If their locations are verified, those changes will then go live on Google Maps anywhere from a few hours to a few days later—in some cases, within minutes. This reflects the time it takes for Google My Business to populate Google's other portals.

Is reporting available?

Reporting is not available in the first phase of this offering. However, your Yext account management team will continue to work with you to define and measure success across the PowerListings Network.

Page 27 of this document shows you how to begin linking your customers' GMB accounts with Yext. The Yext platform will guide you through linking the accounts and matching the customer location(s) you have in Yext with those in Google My Business, and our team is here to help if you have any questions or concerns along the way.

The Yext Guide to
Google My Business

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Introduction

With the launch of its Google My Business API, Google introduced the biggest change to location search since Yext launched PowerListings® in 2011. The new API creates a completely new way for businesses and platforms to get information about their locations into Google Search, Google Maps, and ads. Location owners now have more control over how they appear to customers in search, which improves the consumer experience by delivering more accurate, more comprehensive information.

Our three-part guide will teach you:

1. **How to claim your business on Google**

2. **Why the GMB API matters**

3. **How to manage your business listings on Google with the Yext Location Management Platform**

As the world's preeminent search engine, Google maintains a 69% share of search in the U.S. and in excess of 90% across Europe. Google also operates Google Maps, the world's most popular local search and mapping app. For businesses increasingly dependent on mobile consumers, the accuracy of location data on Google can often be the difference between thriving and struggling to stay in business.

> "This release is the biggest development in location data management since the launch of our PowerListings Network nearly six years ago. Our integration eliminates the inefficiencies of manual submission, delivers a better consumer experience, and gives business owners unprecedented control over their business listings across Google Search, Maps, and Ads. We couldn't be more excited about working with Google to deliver more customers to the front door of businesses around the globe."
>
> **—Howard Lerman**
> *Yext Co-Founder & CEO*

Since 2014, Google My Business (GMB) has provided a manual means through which companies can manage their location data across Google Search, Maps, and Ads. With GMB, businesses can add and claim locations, edit listing information such as opening hours, clean up closed and duplicate locations, and more.

How to Claim Your Business on Google

The first step to managing your location data on Google is claiming your business via GMB. You will need a Google account in order to access GMB. If you have an existing account for Gmail or Google+, you can use that account to log in, or you can create a new account. Whatever account you choose, it should be one that your business controls. The claiming process differs slightly depending on whether your business has fewer than 10 locations, or more than 10 locations.
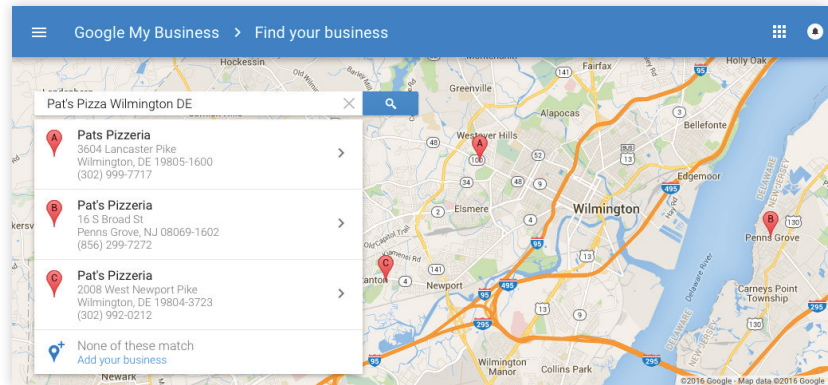
yext
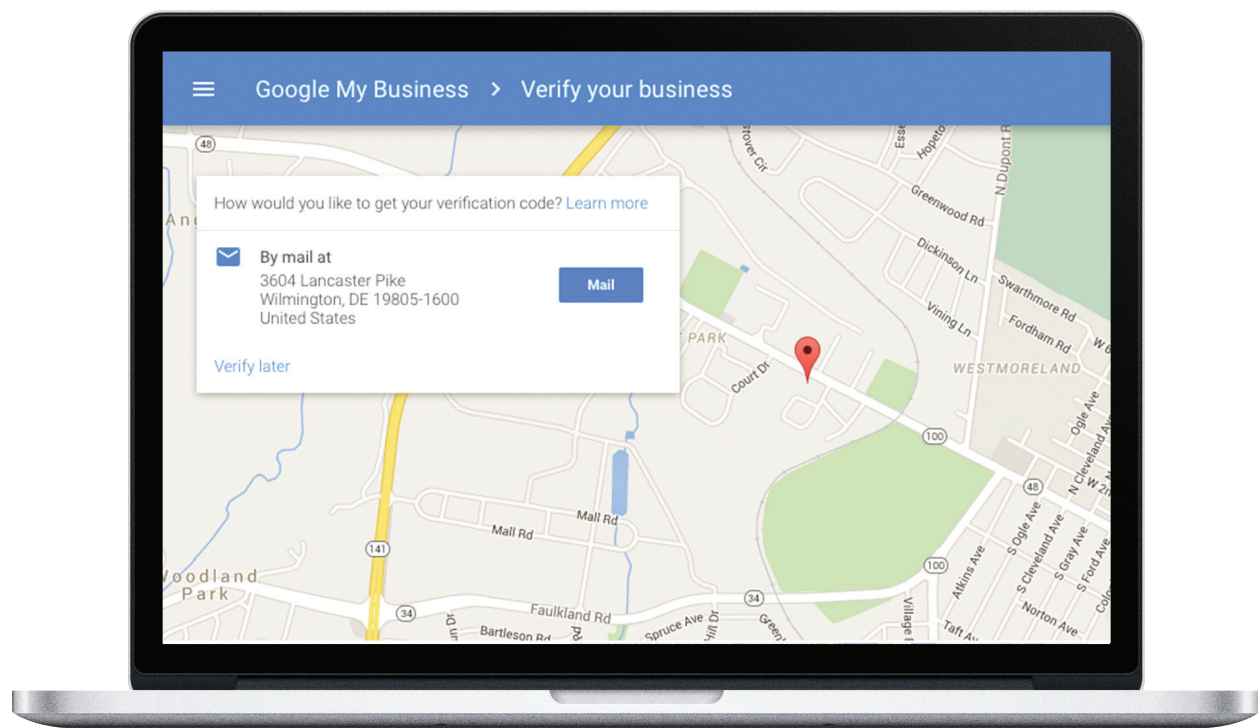
Businesses with Fewer than 10 Locations

1. Add/Claim Your Business

To claim your business on GMB, visit the GMB dashboard and:

- Search for your business using its name and address

- If your business is displayed in the menu, click on its listing. If your business is not listed, click NONE OF THESE MATCH and enter your business information

Address Entry Guidelines*

Enter the complete and exact street address for your location. Ex: "1600 Amphitheatre Parkway, Mountain View, CA, 94043"

Only include information that is part of the official address. Including information like cross-streets or nearby landmarks, when they are not part of your official address, may make it more difficult to determine your location on Google Maps.

Suite or office numbers may be added separately from the street name and number in Address Line 2.
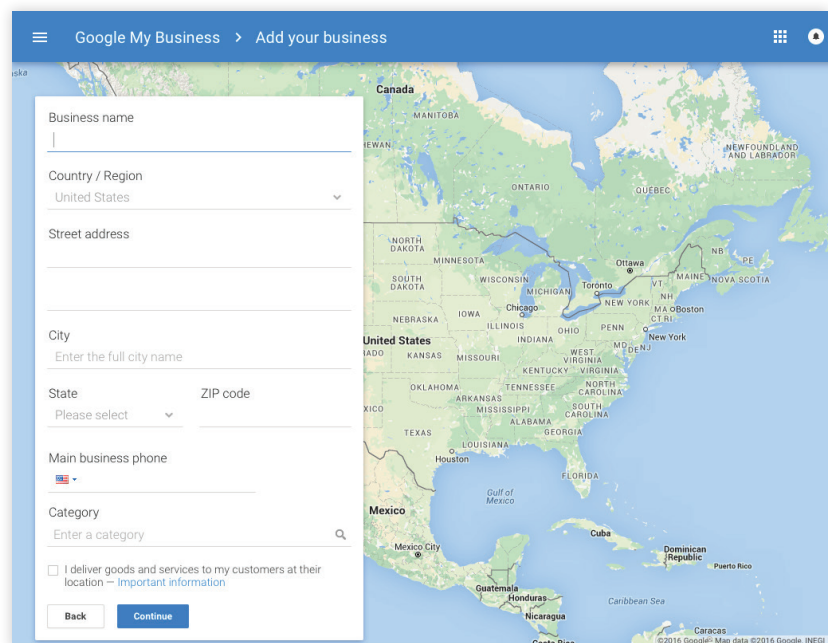
*Source: Google

2. Verify Your Business

Now that you have identified or entered your business information, you need to verify its accuracy with Google and confirm that you are the owner. You may have up to three options for verification. Not all options are available for all businesses.

To verify your business: Select the location you would like to verify and click VERIFY NOW.

a. Verify By Mail

- Click MAIL to have a verification postcard mailed to your business

- Assign at least one person at your place of business to be on the look out for the postcard. Most failed verifications are the result of either bad phone numbers, missed phone calls, or lost or misplaced postcards

- When your postcard arrives enter the code on the postcard in your GMB dashboard

b. Verify By Phone

- Make sure that you have access to the business phone number that you provided to receive your verification code

- Click VERIFY BY PHONE to have the code sent to your phone

- Enter the code from the message in your GMB dashboard

c. Instant Verification

- If your business's website is verified with Google Search Console you may be instantly verified

- Make sure you are signed into GMB with the same account you used to verify your website

> **Troubleshooting:**
>
> **What if someone else verified my business?** If you know the owner of the page, you can ask them to transfer ownership. If you do not know the owner, click REQUEST ADMIN RIGHTS and Google will attempt to contact the current owner.
>
> **What if I do not receive my verification postcard?** Log in to the GMB dashboard and click REQUEST ANOTHER CODE.
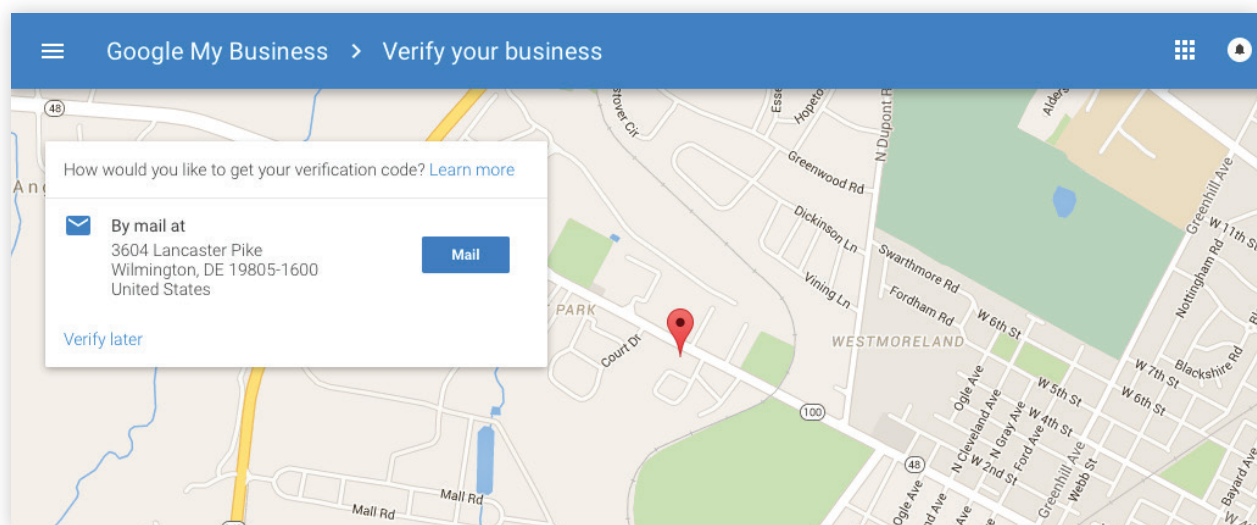
Businesses with 10 or More Locations

Businesses with 10 or more locations are eligible for bulk verification. Bulk verification is the process through which a business is deemed eligible to make updates and add new locations without undergoing additional manual verification (i.e., postcard/phone verification). This means that some new locations or updates will be live on Google within hours.

To become bulk-verified, a business must have at least 10 locations in their account of the same business only and must fill out a six-field form, which includes:

- Contact name

- Contact phone

- Contact email (on domain)

- Business brand name(s)

- Business countries

- Google AdWords account manager, if applicable

To request bulk verification:

- Visit the GMB Locations dashboard

- Click the verification icon in the top right corner

- Complete the verification form with the contact information

- To expedite approval, usa a contact email with the same domain as the business website

Once you submit the form, a team of people at Google will review the information provided and the data in the account to make sure that the business is eligible for bulk verification and that the contact person is a legitimate representative of the company. They will also verify that all or a subset of your locations exist at the address and phone provided. This can take anywhere from one to several weeks.

Why the GMB API Matters

In December 2015, Google launched the GMB API, which enables approved location data providers to feed information directly into Google. Prior to the GMB API, verified business owners could only update their location data on Google manually or via bulk upload using a spreadsheet. This process was not only time consuming and inefficient, but also served to undermine the accuracy of location data due to the lag between submitted and published changes.

With the launch of the GMB API, Google created a means for more frequent location content updates that reflect the real-time realities of business. Today's mobile consumers rely on Google to help them go places, and they expect the information to be current, correct, and comprehensive. With the GMB API, Google makes it as easy as possible for businesses to meet consumers' high expectations.

The GMB API also relies on businesses as the source of truth for their own location data. Until now, Google relied on a mix of crawling, third-party data, and manually submitted location data to populate business listings. The GMB API shifts the approach. By enabling businesses to provide real-time location data directly, Google puts verified business owners in control of their location information, thereby reducing the likelihood that conflicting data from data aggregators, crawlers, and other third parties will confuse consumers.

Accurate, real-time location data is a big win for businesses, Google, and consumers. Moreover, it highlights the central importance of location as a data element across Google's entire ecosystem of search, maps, and ads.

> "Having accurate location information helps us deliver more relevant and useful results when people search. Our API makes it easier for businesses to manage their information at scale, and with the help of companies like Yext, we're eager to help more businesses take control of how their information shows up online."
>
> —**Aditya Tendulkar**
> *Product Manager, Google*

Managing Your Business Listings on Google with the Yext Location Management Platform

The GMB API replaces the manual work with an automated feed; however given the complexity of collecting, storing, and managing location information, many businesses will choose to leverage the API through a Location Management Platform (LMP) partner.

The Yext Location Management Platform (Yext LMP) enables companies of all sizes to manage location data across their websites, mobile apps, and internal systems. In addition, the Yext LMP lets you publish your location data to our PowerListings® Network, the industry's largest network of maps, apps, social networks, directories, and search engines, which includes not only Google but also Apple Maps, Facebook, Foursquare, Bing, Yahoo, and Yelp. As an approved Google API data provider, updates in the Yext LMP push to GMB in real time. From there, Google syncs that information with Google Search, Maps, and Ads—in some cases, within minutes.

This means less time spent managing your business's online presence, faster updates for your customers when your hours or other key business details change, and greater ability to ensure that your location information is always consistent and up to date everywhere consumers are searching. Syncing the Yext LMP with your GMB account takes just minutes and instantly unlocks the power of the GMB API to boost brand awareness, drive foot traffic, and increase sales.

"Without Yext, we wouldn't have had any way to update our store hours across Google, which we now rely on to serve our community of customers with transparent, real-time updates specific to their neighborhood stores. And the addition of Google to the PowerListings® Network enables us to enter new communities with all of the critical location and contact information, so we can connect with the local neighborhood the moment our doors open."

—**Farryn Weiner**
VP of Marketing & Brand Strategy, Sweetgreen

sweetgreen®

Yext's best-in-class integration with the GMB API means that the Yext LMP let's you:

- Create new locations

- Update name, address, phone, categories, website, photos, G+ cover and profile photos, hours and special hours in real time

- View listing status in the Yext dashboard to verify that locations are published on Google properties (Maps, Search, Google+) or require additional action

- Manage locations globally

- Link multiple Google accounts or business accounts for multi-location clients

- Set service area radius or places (cities/zips) and fully suppress address

- Mark permanently closed locations

Yext built the industry's first Location Management Platform and the GMB API integration further extends its position as the market leader—with the largest network of ecosystem partners and the most robust feature set. Now, for the first time, businesses can control all of their listings on all of the most important location search engines and apps from one powerful platform.

Next Steps

The launch of the GMB API is a historic moment in the quest for accurate, real-time location data. As we look to a future of drone delivery, self-driving cars, and increasingly mobile consumers, Google has rightfully placed the power over location data where it belongs—in the hands of verified business owners. This shift gives businesses of all sizes the opportunity to improve their consumer experience, reduce navigational frustrations, and deliver more traffic to their front door.

As the originators and operators of the world's first and best Location Management Platform, we here at Yext stand ready to help your business seize all of the opportunities that the new GMB API affords. For more information and to set up a demo, please visit **yext.com/google.**

Enable Google Scanning In Your Listings Scan

We are now giving you the ability include Google's location data in your Listings Scan. Google displays this data on places like Google+ pages and Google Maps.

To provide you with this valuable feature, we'll be using one of Google's APIs to scan Google for data about a particular location. In order to use this API, however, we need to you create an account with Google and an API key that we can use to power your Listings Scan.

Specifically, you need to complete these steps to enable scanning on Google:

1. **Create a project in the Google Developer Console**
2. **Enable the Google Places API Web Service**
3. **Create an API key**
4. **Increase your request quota**
5. **Give Yext your API key**

This document shows you how to complete all five of these steps. If you need additional assistance, you can reach out to our Partner Support team at partnersupport@yext.com.

Before you begin...

Before you start the steps below, you'll need:

- a Google account, and
- information for a credit card or bank account to enable billing (only charged if you go over your API request limit).

Create a project in the Google Developer Console

In the Google Developer Console, a *project* is a collection of settings, credentials, and other data about an application that uses Google's APIs. Because you'll be using one of Google's API for your Listings Scan, you need to create a project for your Scan in the Developer Console.

- If you *do not yet have a project for your Listings Scan*, you can create one by following the steps below.

- If you *already have a project set up for your Listings Scan*, you can proceed to the next section.

To create a new project:

1. Log in to your Google account, and go to the Google Developer Console at https://console.developers.google.com.

2. In the upper-right corner of the page, click **Select a project**, and then select **Create a project**.

    NOTE: If you are currently working with another project in the Console, that project's name will appear in place of **Select a project**.
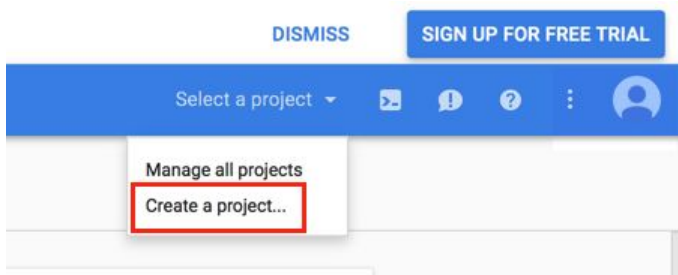
3. In the **New Project** dialogue box, enter a name for the project under **Project name**.
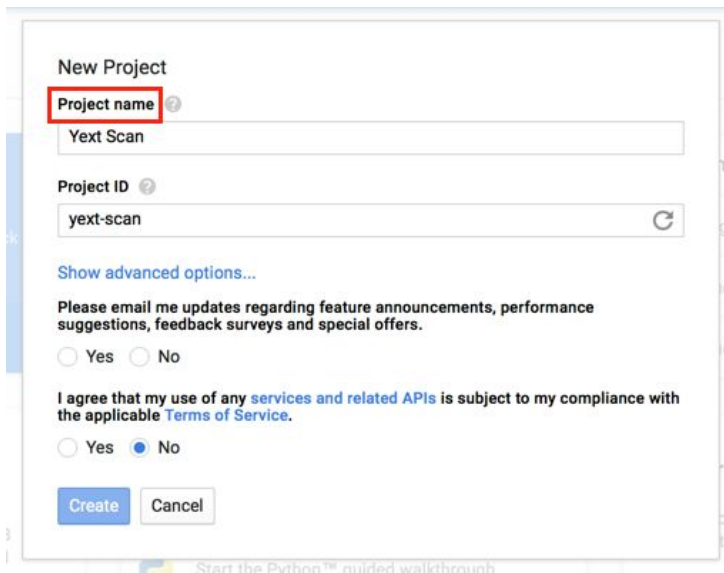
4. (Optional) Edit the **Project ID** or **App Engine location** as needed.

5. Select an option under **Please email me updates…**.

6. Select **Yes** at the bottom of the dialogue box to agree to Google's Terms of Service.

7. Click **Create**.

    You have successfully created a project for your Listings Scan.

Enable the Google Places API Web Service

Once you have a project for your Listing Scan, you need to enable the Google Places API Web Service for it.

- If you *have not yet enabled* the Google Places API Web Service for your project, you can do so by following the steps below.
- If you *have already enabled* this web service for your project, you can proceed to the next section.

To enable the Google Places API Web Service for your project, complete the following steps:

1. Click ▤ in the upper-left corner of the page, and select **API Manager**.
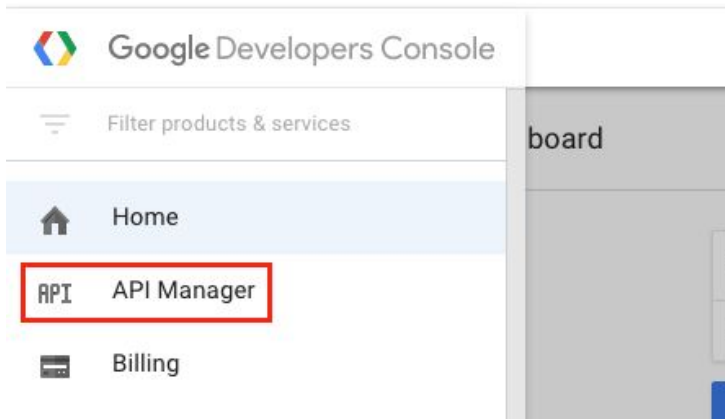
You are redirected to the "Overview" section of the API Manager.

2. Under **Google Maps APIs**, click **More**, and then click **Google Places API Web Service**.
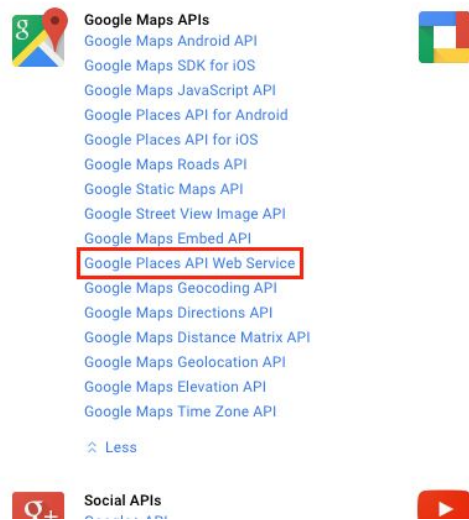
You are redirected to the "Google Places API Web Service" page.

3. Click **Enable API**.
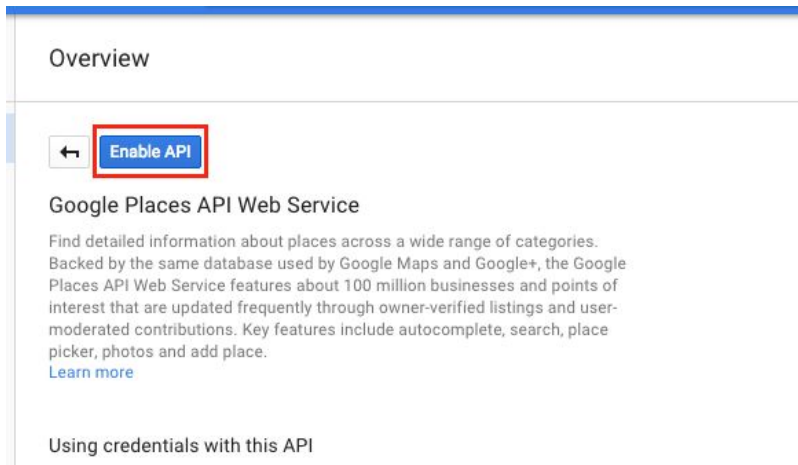
You have successfully enabled the Google Places API Web Service for your project.

Create an API key

After you've enabled the API we'll be using for your Listings Scan, you need to create an API key for it. An *API key* is a unique identifier for your account that's used to track your API usage and access your scan data. You will enter this key into your Partner Portal when you've completed all the steps in this document.

NOTE: For security purposes, we ask that you create an API key specifically for use with your Listings Scan. Even if you have already created an API key for the Google Places API Web Service, you need to create another one by following the steps below.

If you *have just enabled* the Google Places API Web Service:

1. Click **Go to Credentials**.
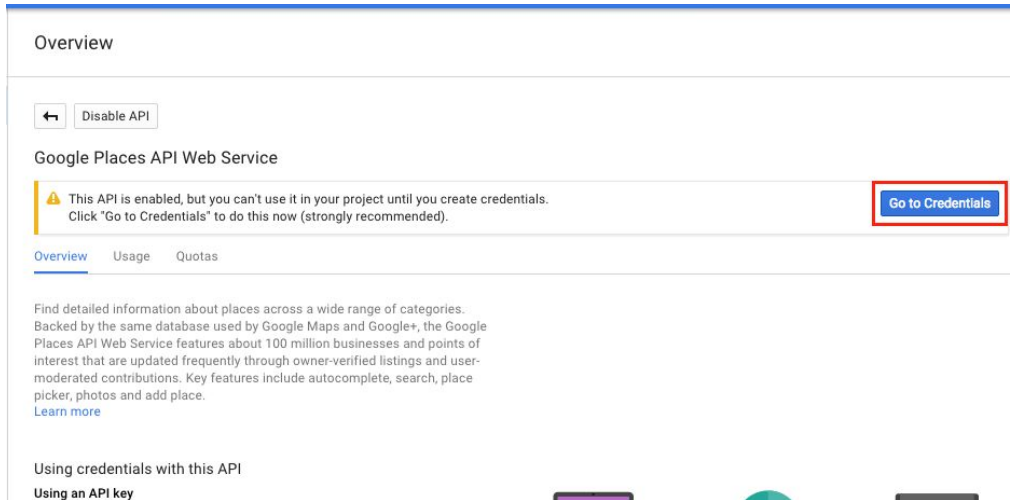
You are redirected to the "Credentials" section of the API Manager.

2. Under **Which API are you using?**, make sure **Google Places API Web Service** is selected.

3. Under **Where will you be calling the API from?**, select **Web server (e.g. node.js, Tomcat)**.

4. Click **What credentials do I need?**.
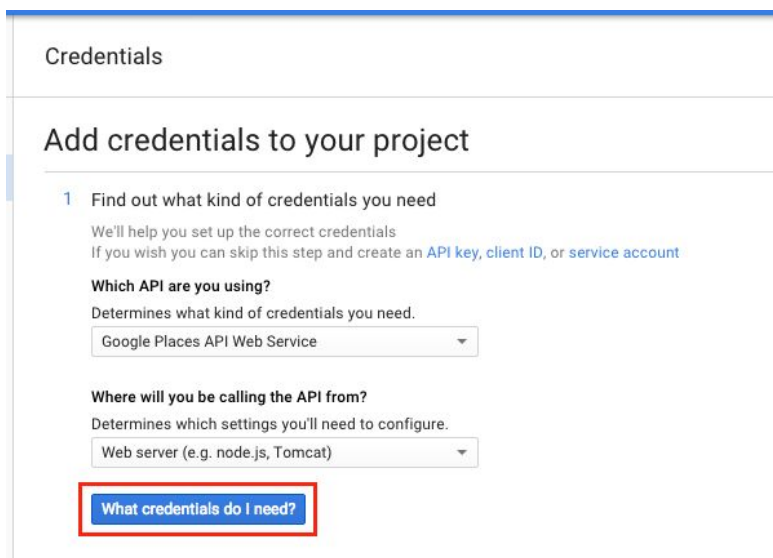
5. Under **Name**, enter a name to identify your API key (e.g., `Yext API Key`). This name will be visible only to you.

6. (Recommended) Under **Accept requests from these server IP address**, enter the

following IP addresses, one at a time. Click outside the **IP address** text box once you've entered an IP address to enter another one.

- `74.201.136.192/26`
- `64.94.163.176/28`
- `216.52.179.64/26`
- `216.52.128.128/28`

7. Click **Create API key**.

Your API key appears under "Here is your API key".
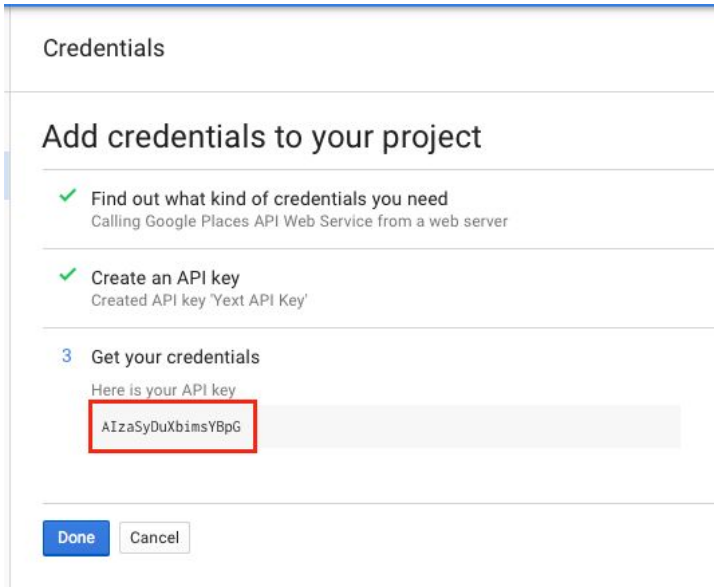
8. Copy and paste the API key into a text file so that you can enter it into the Yext Partner Portal. Save the file.

9. Click **Done**.

If you *previously enabled* this service for other reasons:

1. Go to the Google Places API Web Service page (see steps 1-2 of "Create an API Key") and click **Credentials**.
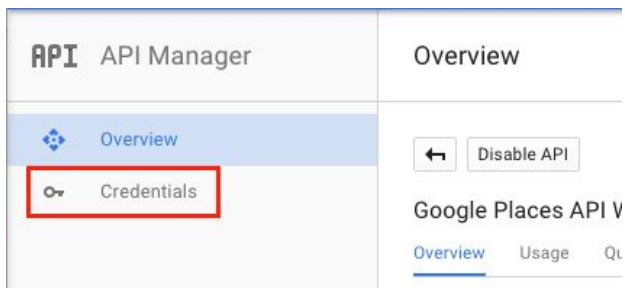
2. Click **New Credentials**, and select **API key**.
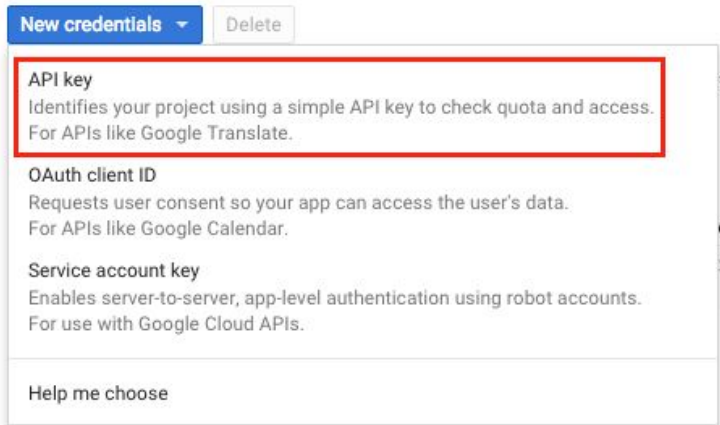
3. In the **Create a new key** dialogue box, click **Server key**.
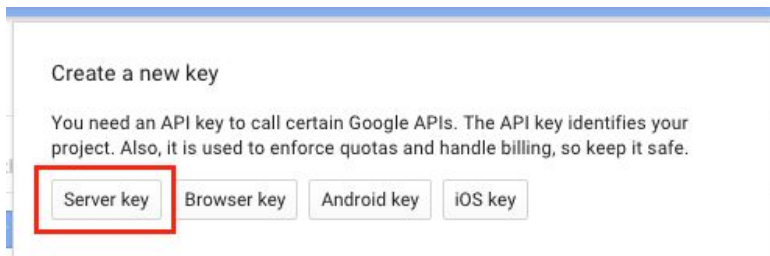
4. Follow steps 5-8 above to create your API key.

5. After you've saved the key in a text file, click **OK**.

   You have successfully created your API key.

Increase your request quota

For each Listings Scan you or your customers perform, the Scan will generate 7 requests to the Google Places API. By default, Google gives each account the ability to send 1,000 requests per day free of charge, but you will need to enable billing in your project to send requests in excess of that limit. Doing so ensures that your Listings Scans will include Google data even if you run many scans in a day.

If you *do not yet have a billing account* in the Developer Console:

1. Click in the upper-left corner of the page, and select **Billing**.
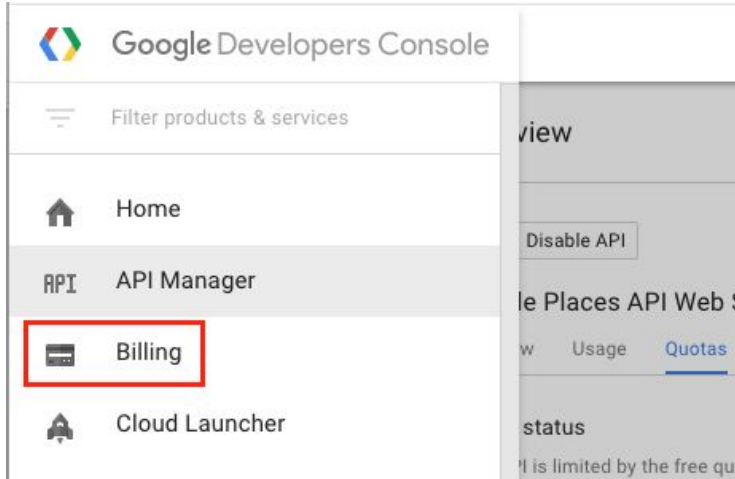
2. In the **Enable billing for project** dialogue box, click **Create billing account**.

    You are redirected to the "Free Trial" page.

3. Enter your billing details.

4. Click **Accept and start free trial**.

5. In the dialogue box that appears, click **Got it**.

6. Go back to the "Google Places API Web Service" page (see steps 1-2 of Create an API key) and click **Quotas**.
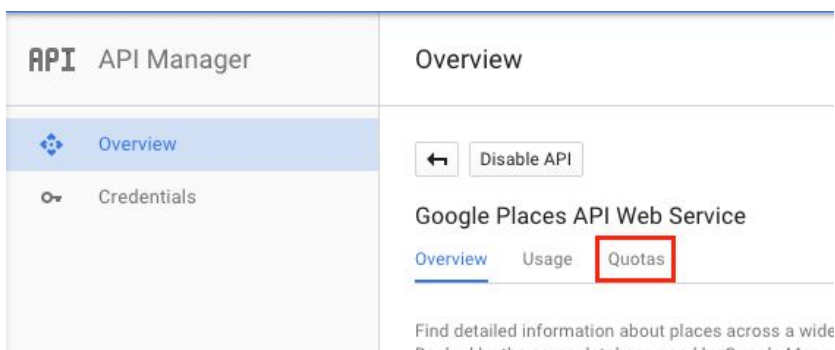
7. Click **Enable billing**.
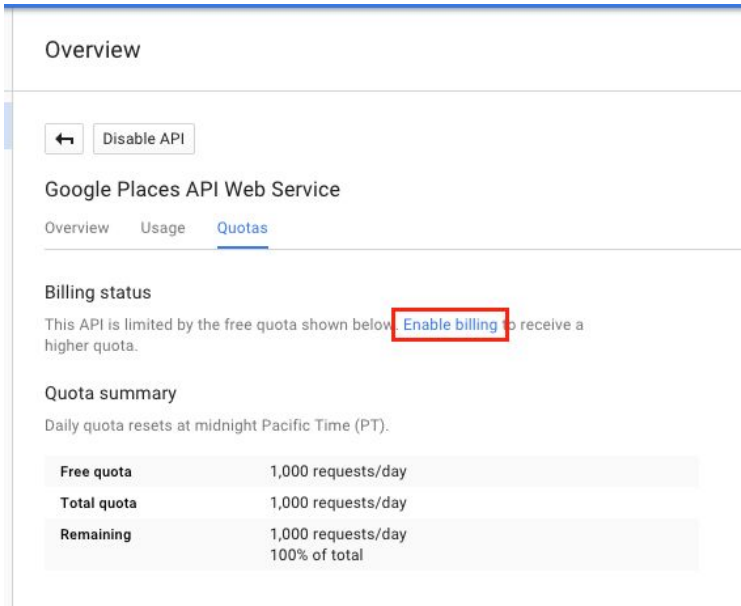
8. In the **Set the billing account for project** dialogue box, select your billing account from the drop-down list, and click **Set account**.
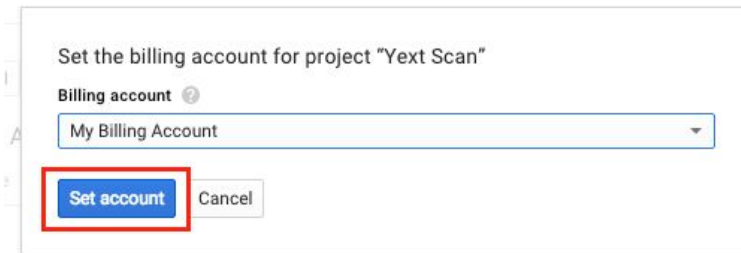
Your total quota should now be 150,000 requests/day.
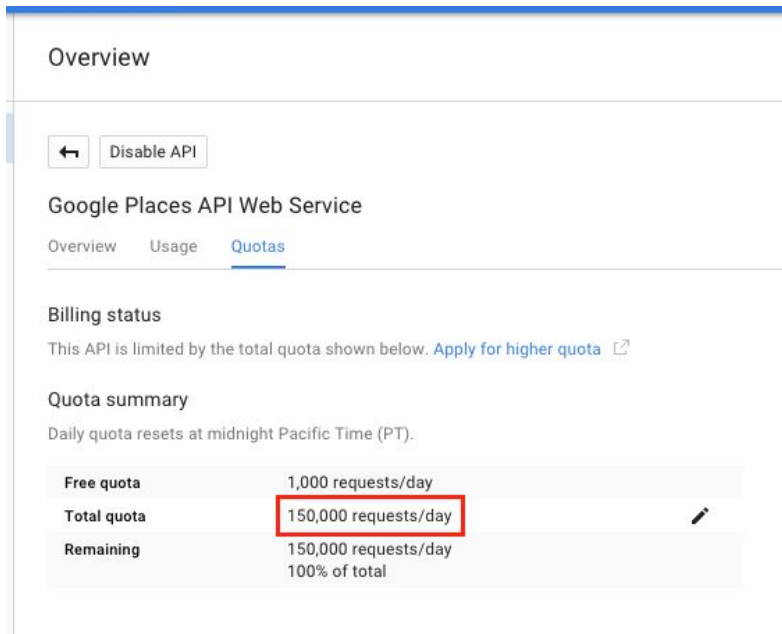
If you *already have a billing account* in the Developer Console:

Complete steps 6-8 above to add the account to your project.

You're ready to start using the Google Places API Web Service with your Listings Scan.

Give Yext your API key

Your next steps depend on how you access your Partner account information (e.g., branding, profile optimization tasks): in Account Settings or in the Partner Portal.

Account Settings

If you access your Partner account information in the Account Settings section of the Yext platform, you can enter your API key as follows:
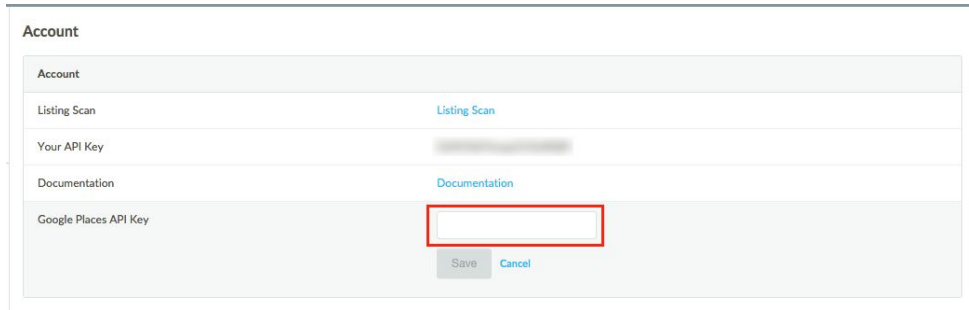
1. Log in to your Yext account, and click your name in the upper-right corner of the screen.

2. In the drop-down menu that appears, select **Account Settings**.

You are redirected to the "Personal Settings" page.

3. In the **Partner Settings** section of the sidebar, click **Account**.

   You are redirected to the "Account" page.

4. Click **Google Places API Key**, and copy and paste your API key in the text box.

5. Click **Save**.

   You've successfully added Google data to your Listing Scan.

Partner Portal

If you access your Partner account information in the Partner Portal, you can enter your API key as follows:

1. Log in to your Yext account, and select the **Account** tab.

2. Click **Edit** next to **Google Places API Key**, and copy and paste your API key in the text box.

3. Click **Save**.

   You've successfully added Google data to your Listing Scan.

Sync Your Clients' Locations

1. Connect your Google My Business account(s) with Yext

After you log into Yext, click the "Connect to Google My Business" button, enter your Google My Business credentials, and accept the terms and conditions. This will allow Yext to update the locations in your Google My Business account(s) on your behalf via the API.

If you do not have a Google account yet, click "Create an Account" to get started.
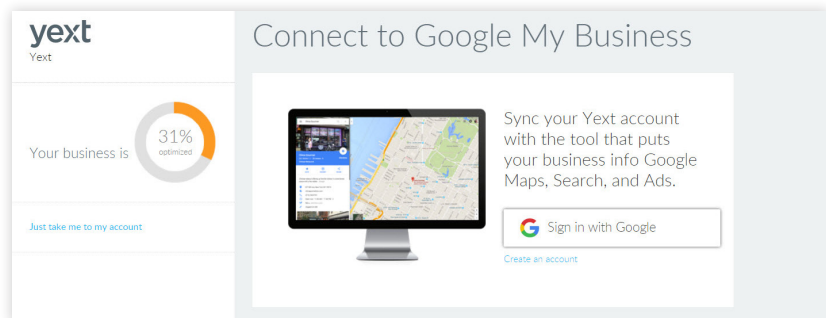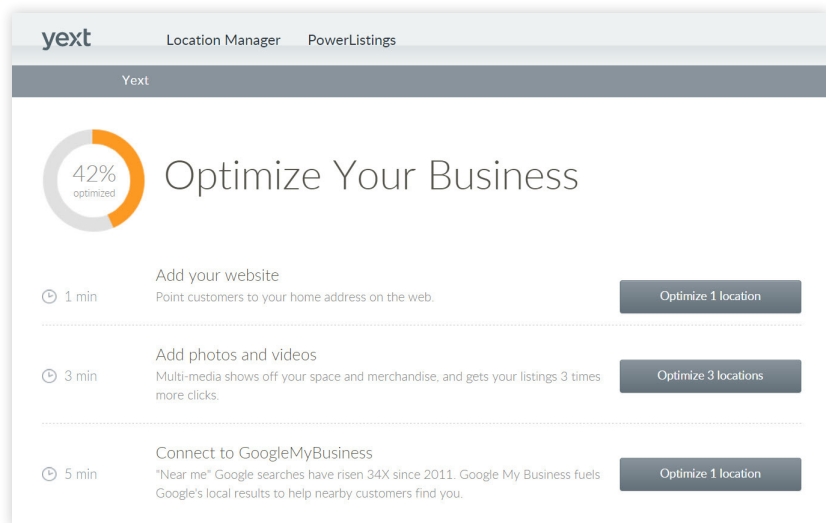
yext

2. Select the right account within Google My Business

Some users may have multiple business accounts within one Google My Business account — for example, Yext partners who manage Google My Business on behalf of multiple clients from the same account.

If you have only one business account within your Google My Business login, skip ahead to step 3.

If you have multiple business accounts within your Google My Business login, select the one that contains the locations you want to link with Yext. If the locations you want are spread across multiple business accounts, you'll need to match those locations one account at a time.
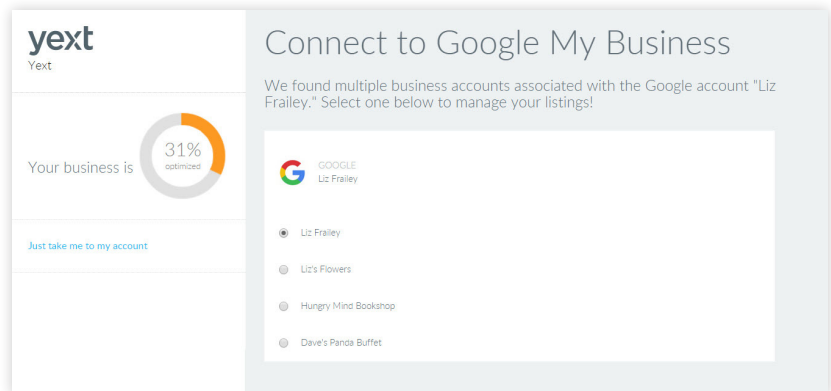
If you have multiple business accounts within one Google My Business account, select the one that contains the locations you want to manage via Yext

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3. Match the locations in Google My Business with those in Yext

Yext will begin by auto-matching locations for you. You'll have the opportunity to review and edit our matches, match to an existing location in Google My Business, create a new location in Google My Business, or skip the location for now.

For Google My Business accounts with a single location

*For Google My Business accounts with multiple locations*

4. Upload your customer's Google+ Profile Photo and Cover Photo (Optional)

Optionally, you can choose to add a Google+ Profile Photo and Cover Photo to your customer's Google My Business profile. The profile photo must be a square image that is between 250px and 500px. The cover photo must have a 16:9 aspect ratio, with a minimum size of 480px by 270px.

If you choose not to sync these fields via Yext, no problem. We will not override what your customer already has in Google+.

That's all it takes!

Please let your Yext representative know if you have any questions.
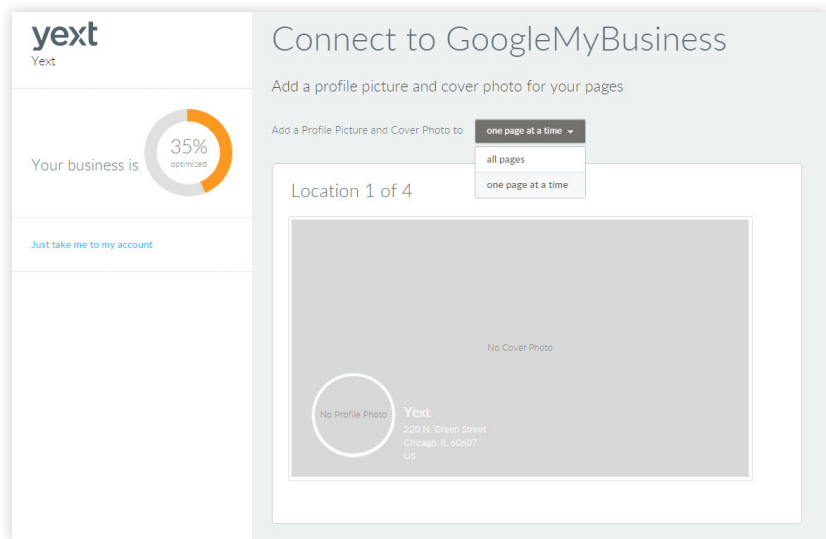
If your customer has multiple locations, you can choose to add a Google+ Profile Photo and Cover Photo for individual locations (select "one page at a time"), or for all locations (select "all pages").

Yext is the global location data management leader, and our mission is to help people go places. The award-winning Yext Location Management Platform enables companies of all sizes to manage location data across their websites, mobile apps, internal systems, and the industry's largest ecosystem of maps, apps, social networks, directories, and search engines including Google, Apple, Facebook, Bing, and Yahoo.

Learn more about how we help people go places at **yext.com**.

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