

# Business Address Guidelines & Best Practices

## Overview

At Scorpion we try to adhere to Google's best practices as much as possible to avoid our pages getting suspended & the potential loss of access or reviews that come along with that.

Below we have included what violates guidelines & what is allowed per guidelines. We also want to make sure that the addresses we are using follow USPS Formatting & correct City names / zip codes. Some platforms (GMB) will auto adjust the formatting or City name on the live listing.

To ensure we are matching the USPS database, use the tool below! (\*\*CANADA NOT INCLUDED\*\*)

<https://tools.usps.com/go/zip-code-lookup.htm>



## Allowed

- HOME address
- Storefront address
- Individual office space
- Commercial Properties
- warehouse / Industrial buildings (as long as they receive mail)
- 2-3 different business types in the same address
- Ex:
  - Mr. Plumber Dallas @ 123 Main St, City, ST 12345
    - Plumber
  - My HVAC Dallas @ 123 Main St, City, ST 12345
    - HVAC Contractor

\*\*ANY type of address can be hidden if the owner chooses

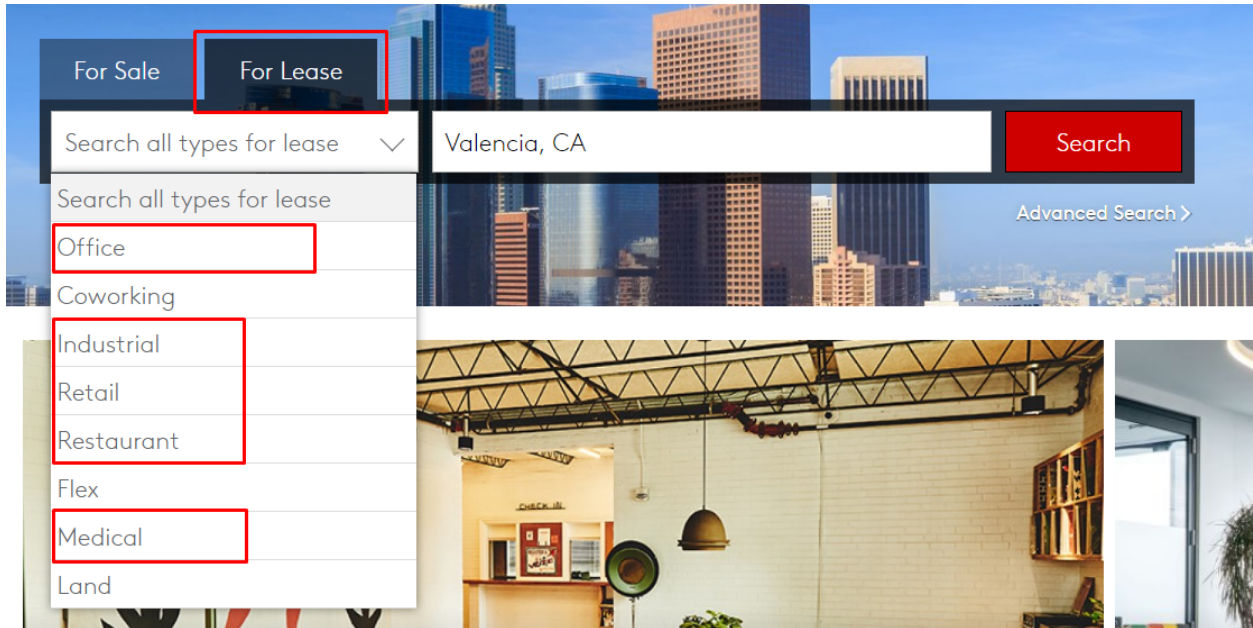
\*\*We do NOT Display HOME addresses

## Not Allowed:

- PO Boxes
  - UPS Stores
  - FedEx Stores
  - USPS Stores
  - Bank Boxes
  - Pak N' Ship
  - PakMail
  - Ship N' Pack
  - Etc.
- Virtual Offices
  - [Alliance Virtual Offices](#)
  - [Davinci](#)
  - [Regus](#)
- Shared Office Spaces
- Storage Units
- Vacant Lots
- Fake / Imaginary / Made Up Suites / Units
- 2 or more of the same business type in the same address
  - Ex
    - Mr. Plumber Dallas @ 123 Main St, City, ST 12345
      - Plumber
    - Mr. Plumber Fort Worth @ 123 Main St, City, ST 12345
      - Plumber



**For finding business addresses:** [Loopnet.com](https://www.loopnet.com) (Trusted source!) Do not use the crossed out categories as they violate guidelines.



## FAQ

### Why Can't I use a P.O. Box?

Google does not allow P.O. Boxes to be verified as a business location through their platform.

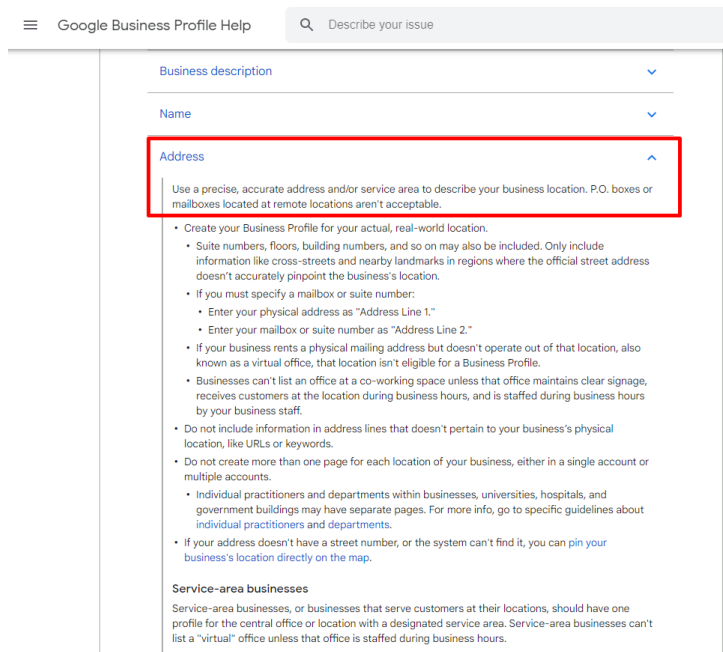
The address guidelines from Google are as follows:

- Create your Business Profile for your actual, real-world location.
  - Suite numbers, floors, building numbers, and so on may also be included. Only include information like cross-streets and nearby landmarks in regions where the official street address doesn't accurately pinpoint the business's location.
  - If you must specify a mailbox or suite number:
    - Enter your physical address as "Address Line 1."
    - Enter your mailbox or suite number as "Address Line 2."
  - If your business rents a physical mailing address but doesn't operate out of that location, also known as a virtual office, that location isn't eligible for a Business Profile.



- Businesses can't list an office at a co-working space unless that office maintains clear signage, receives customers at the location during business hours, and is staffed during business hours by your business staff.

These guidelines can be found directly from [Google at this link](#). If your business is not able to get a verified Google Business Profile it will not show up in local map searches on Google Maps and Google search results and you will not be able to get reviews on it to bring traffic to your business.



The screenshot shows the Google Business Profile Help page. The 'Address' section is highlighted with a red box. The text in this section reads: 'Use a precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations aren't acceptable.' Below this, there is a list of guidelines for creating a Business Profile, including instructions on suite numbers, physical addresses, and service-area businesses.

Google Business Profile Help

Describe your issue

Business description

Name

Address

Use a precise, accurate address and/or service area to describe your business location. P.O. boxes or mailboxes located at remote locations aren't acceptable.

- Create your Business Profile for your actual, real-world location.
- Suite numbers, floors, building numbers, and so on may also be included. Only include information like cross-streets and nearby landmarks in regions where the official street address doesn't accurately pinpoint the business's location.
- If you must specify a mailbox or suite number:
  - Enter your physical address as "Address Line 1."
  - Enter your mailbox or suite number as "Address Line 2."
- If your business rents a physical mailing address but doesn't operate out of that location, also known as a virtual office, that location isn't eligible for a Business Profile.
- Businesses can't list an office at a co-working space unless that office maintains clear signage, receives customers at the location during business hours, and is staffed during business hours by your business staff.
- Do not include information in address lines that doesn't pertain to your business's physical location, like URLs or keywords.
- Do not create more than one page for each location of your business, either in a single account or multiple accounts.
- Individual practitioners and departments within businesses, universities, hospitals, and government buildings may have separate pages. For more info, go to specific guidelines about [individual practitioners and departments](#).
- If your address doesn't have a street number, or the system can't find it, you can [pin your business's location directly on the map](#).

**Service-area businesses**

Service-area businesses, or businesses that serve customers at their locations, should have one profile for the central office or location with a designated service area. Service-area businesses can't list a "virtual" office unless that office is staffed during business hours.

## "What is a shared/virtual office space?"

Shared/Virtual offices are registered as such in the MLS Real Estate Property database. Google has access to this database and is aware that these addresses are in violation of their guidelines. The best way to think of a Shared Office space is like a conference room, from 8-9 on Mondays this conference room is "rented" out by Business A, but on Tuesdays from 3-4 it "belongs" to Business B.



## "Why can 2-3 different business types operate at the same business address?"

2-3 businesses in the same location however does not violate guidelines as long as the addresses are not registered as a shared / virtual office space.

For example a franchisee with a Plumbing business and an HVAC business, can both operate out of the same address because they are 2 different business categories. This particular address is for a warehouse and Google will allow this because they can see from street view that these businesses operate from here, although "sharing" a location, are set up as permanent businesses at this location. A business using a shared office space does not have a storefront or the option to have a storefront because it is all temporary. Google is trying to make it so that every verified GMB is just that, a verified business from a permanent business location, not a temporary rented spot.

## "What should franchisees do about UPS stores advertising business mailing services?"

Service area businesses like many of our franchisees are not the intended target businesses to use PO Boxes. These services offered by UPS are best used by online businesses like: Etsy, eBay and Facebook Marketplace. These businesses use a third-party platform as their "storefront" in order to get their products out to their consumers, so there is no need to verify a business address for GMB.

## "Why doesn't Google allow the use of virtual offices?"

Google does not like business owners using virtual office spaces, because it is an attempt to give owners a chance to optimize in an area without actually running a business from that location. Google views this as a fraudulent business tactic to get in front of more potential clients which goes against Google's Guidelines.

Is it possible to create a GMB listing from a virtual office? Yes, but we need images of signage at the office to verify it and a unique suite number for that business, like #102-A.

At Scorpion, it is not best practice to use these, because it is not worth the risk of suspension or getting a listing disabled. A business can rank well and build up SEO value only to be disabled



by Google resulting in loss of reviews and loss of any SEO traction we had going. If an account has too many of these “fraudulent” listings in their account, the entire account could be shut down, not only affecting the violating pages but every page within that account.

<https://support.google.com/business/answer/3038177?#zippy=%2Clearn-more>

“Is it possible to verify the listing using a virtual office and hide the address after it is verified?”

Yes, But Google has the address used for verification and on their backend. There is no way to sneak around Google and it is only a matter of time before it catches up with the violating page. Scorpion tries to avoid building out listings with these addresses in order to adhere to Google Guidelines.

"What if a Franchisee has successfully verified their business using a virtual office/PO box and are ranking well?"

The Scorpion team **STRONGLY** advises that they update their business address and one that cooperates with GMB guidelines ASAP. In addition to this, We **WILL NOT** make any updates to the violating page in effort to save any reviews or value until a valid address is provided. Having to start back at square one is terrible and nobody wants that.

So with Google now having SAB for GMB, do you still need to have a physical address

Yes, you will always need to have a physical address to verify the page. The address just isn't displayed on the page once verified not even on the back end.



No location; deliveries and home services only



Think about it this way, If Google didn't need addresses to confirm a location or that the business exists, then anyone anywhere would be able to set up as many GMB pages for businesses that don't actually exist. Whether it be fake businesses or duplicate pages, making it a bit more complicated to create a GMB, deters that potential behavior.

