Before you edit your Google profile

A 10-minute checklist so one edit doesn't send your listing back to verification.

TEXAS BOOKED

Know which edits need extra care

Google reviews every edit, and some changes can send a profile back to verification.

- [ ] **Moving to a new address?** After you're verified, a move to a new address means you must verify your business again. [1]
- [ ] **Asked to re-verify out of nowhere?** Google says that's likely because some of your business details were recently updated. [2]
- [ ] **Plan any change to your name, address, category, website or service area.** Google's help pages don't list every edit that can set off re-verification, so treat these as the ones to plan. Our advice
- [ ] **Waiting on a postcard code?** Don't edit your business name, address or category until you enter it, or the code won't work. Don't request a new code either, because that cancels the one in the mail. [2]
- [ ] **Changing your business name?** Google allows a rebrand on the same profile only for a minor change, where the proper nouns and services in the name and the category stay the same. A bigger change counts as a new business: the old profile gets marked closed and a new one is created. [4]
- [ ] **Edits are reviewed before they go live.** Google says this usually takes up to 10 minutes but can take up to 30 days. Each edit shows as Accepted, Pending or Not approved. [3]

Make sure the new info follows Google's rules

An edit that breaks a guideline can get rejected or put the profile at risk of suspension.

- [ ] **Name:** your real-world name, as used on your storefront, website and stationery. No taglines, phone numbers, website addresses, service or location words, or ALL CAPS. Add LLC or Inc only if your signage, cards or invoices consistently show it. [4]
- [ ] **Address:** a real location. P.O. boxes, remote mailboxes and virtual offices aren't allowed. If customers don't come to you, hide the address (Google's own example is a plumber who works from home). [4]
- [ ] **Service area:** generally no farther than about 2 hours of driving from where you're based. [4]
- [ ] **Categories:** as few as it takes to describe your core business, as specific as possible. Finish the sentence "This business IS a..." [4]
- [ ] **Phone and website:** a number under your direct control, local if possible. No numbers or links that redirect people to someone else's page or line. [4]
- [ ] **Description:** 750 characters or less, no links, and about your business rather than sales or prices. [1]
- [ ] **One profile per business.** Never make a second profile for the same business. [4]

Be ready to verify before you press Save

If an edit sends you back to verification, you'll want to be ready the same day.

- [ ] **Know which Google account owns the profile** and make sure you can sign in to it. Editing requires the account linked to the profile. [1]
- [ ] **Give helpers their own access.** Add your office manager or agency as an Owner or Manager under People and access, so nobody needs your password. [7]
- [ ] **Know the video rules.** One live, unedited, continuous recording of at least 30 seconds, recorded and uploaded from your phone through your Business Profile. No bank, tax or ID numbers, no private info, and no other people's faces. [5]
- [ ] **Service-area business? Plan three things to show:** where you operate (street signs or landmarks near your base, or signs in your neighborhood if you work from home), proof the business exists (tools, equipment, business cards, branded shirts), and proof you manage it (doing a job, unlocking a branded van, or a permit, invoice or utility bill with the same name as your profile). [5]
- [ ] **Storefront?** Show street signs or building numbers, permanent signage with the same name as your profile, and something only staff can open, like a register or storage room. [5]
- [ ] **Have documents ready** with the same business name and address as your profile: business registration, a business license, tax certificates, or a utility bill. Google lists these as evidence that can strengthen an appeal. [6]

Make the change the careful way

This is our process, not a Google rule. It costs ten minutes and makes problems easier to fix.

- [ ] **Screenshot the whole profile first,** with the date in the file name. Our advice
- [ ] **Change one sensitive field at a time** (name, address, category, website or service area), so you know which change caused a problem. Our advice
- [ ] **Wait until the edit shows Accepted** before you make the next sensitive one. Our advice
- [ ] **Screenshot again after, and keep a log:** date, field, old value, new value and status. Our advice
- [ ] **If "Get verified" appears or an edit is Not approved, stop editing.** Random changes after that make it harder to see what went wrong. Our advice

If it goes wrong

What Google's help pages say to do next.

- [ ] **"Get verified" is back:** Google couldn't completely verify the business. Try the verification options it shows you. Google picks the methods, and you can't change them. [2]
- [ ] **Waiting on a decision:** verification reviews take up to 5 business days, and on rare occasions longer. [2]
- [ ] **Video not successful:** Google tells you why. Your next video has to include everything from the first one plus whatever was missing. [5]
- [ ] **Suspended:** first make the profile follow every guideline. Don't create a new profile. Appeal in Google's appeals tool from the account tied to the profile, and attach all your evidence first, because an appeal can only be submitted once. If it's denied, you can ask for an additional review with new evidence. [6]

Sources (Google Business Profile Help, checked Oct 25, 2026)

1. Edit your Business Profile support.google.com/business/answer/3039617
2. Verify your business on Google support.google.com/business/answer/7107242
3. Check the status of your edit support.google.com/business/answer/15697852
4. Guidelines for representing your business on Google support.google.com/business/answer/3038177
5. Verify your business with a video recording support.google.com/business/answer/14271705
6. Fix suspended or disabled profiles support.google.com/business/answer/4569145
7. Manage your Business Profile owners & managers support.google.com/business/answer/3403100

"Our advice" items are Texas Booked's own process, not Google rules. General guidance, not legal advice. Google makes every verification and appeal decision.

Stuck in verification or suspended? Verified First Try: free intake, $49 diagnosis, $149 only if your listing is restored.

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