

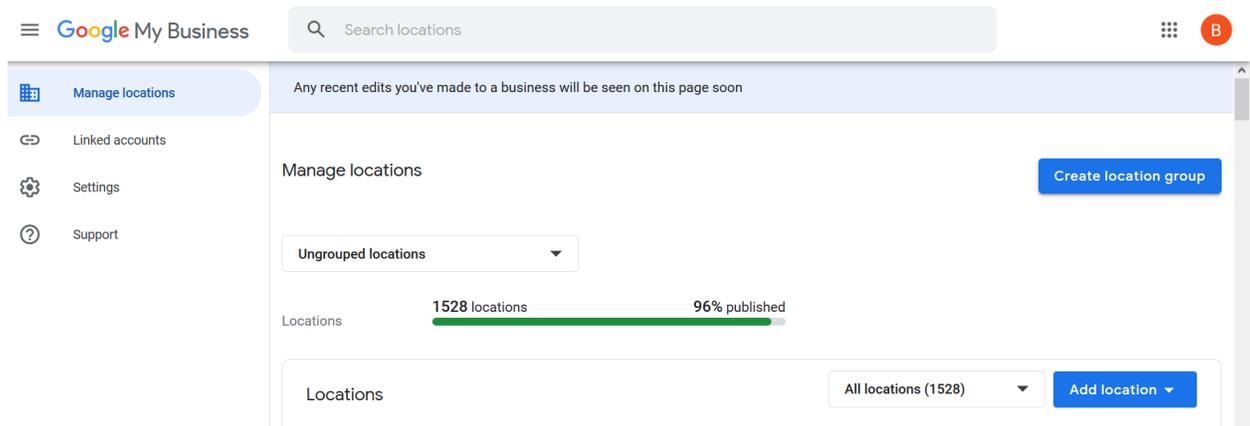
## Google My Business (GMB) Onboarding Process

To give businesses more control over their Google accounts and to secure their data, Google has a specific process through which agencies and third-party partners can access and manage many Google accounts on behalf of their clients.

The goal of this document is to detail the GMB onboarding process.

### Steps required from the GMB account owner:

1. Sign in to your GMB account at <https://business.google.com>
2. If you have locations that are not inside a Location Group, they will appear under “Ungrouped Locations” (see below). If you want Reputation.com to have access to these locations, you are invited to transfer them to a new or existing Location Group



3. **EU tenants** should create a separate location group for all of their EU locations and a separate location group for UK locations.
4. Select a Location Group you want Reputation.com to manage. You can select Location Groups by clicking on the dropdown menu.

## Manage locations

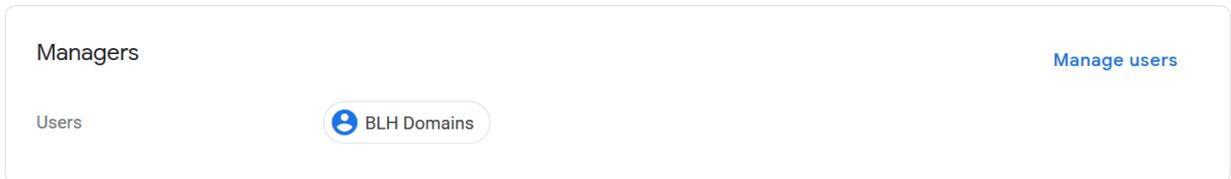
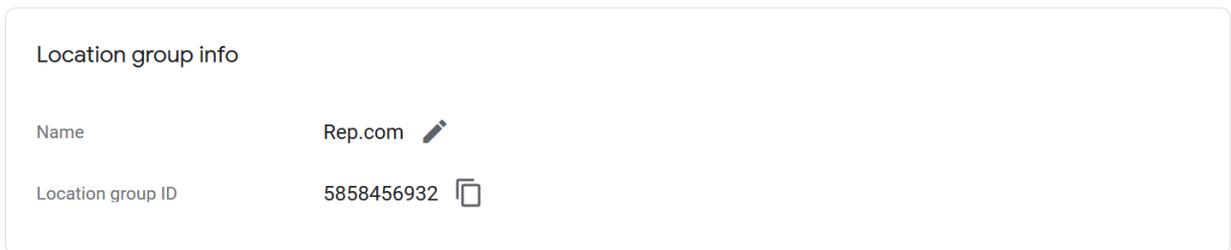


5. Click on the blue gear next to the Location Group name

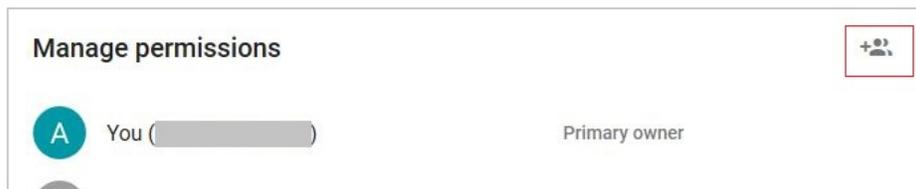


6. Click on “Manage Users” at the bottom of the window

← Location group details



7. Click on the “+” plus icon in the top right of the pop-up to add a new user



8. For US Tenants/Locations: Enter Reputation.com ID (5687064385) and set to the Owner role\*.  
Click “Invite”

### Add new users

Allow others to help you manage business info, customer reviews, and YouTube videos. It's easy to assign different levels of access to each user. [Learn more](#)

 Reputation.com  
Organization

CANCEL INVITE

For EU Tenants/Locations: Enter Reputation.com EU ID (5172637884) and set to the Owner role\*.

Click "Invite"

### Add new users

Allow others to help you manage business info, customer reviews, and YouTube videos. It's easy to assign different levels of access to each user. [Learn more](#)

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**\* Do I give Ownership or Manager access to reputation.com?**

- The different user access roles in GMB are (from lowest to highest): Site Manager, Manager, Owner and Primary Owner.

Primary owner is the master admin and can revoke any privileges instantly.

- Managers have all the capabilities of an owner, except for particularly sensitive capabilities such as removing the listing or managing access to it. If a tenant is comfortable removing GMB profiles and maintaining user access permissions themselves then they can give Reputation.com Manager access.
- For a complete list of GMB managers and owners permission, visit this link: <https://support.google.com/business/answer/9178945?hl=en> .

9. Repeat steps 3-4-5-6 for each Business Account that you need Reputation.com to have access to. Reputation.com can only manage the Business Accounts to which it has access.

## Frequently Asked Questions:

### **What are the benefits of this Google onboarding process?**

- The outlined steps are designed to increase the security and stability of your GMB listings.
- By only allowing third-parties with explicit permission to access and manage your business locations, Google is raising the bar in terms of security and control for your GMB account.
- As a result of this change, Reputation.com's access token to your GMB listings will be significantly more stable.

### **Once I grant access, can I then remove Reputation.com's access to my GMB locations?**

- Yes, with owner-level access to your GMB listings, you will always have the permission to remove or change Reputation.com's access to your listings.

### **Google is giving me an error message "Reputation cannot be added". What do I do?**

- You will get this message when you are trying to add Reputation.com to your locations, instead of your location groups. Reputation.com can only be added as a manager or owner of your location groups, not of your single locations. Please follow the exact steps outlined in this document to add Reputation.com as a manager or owner of your location groups.

### **What if my pages are not in a business account?**

- You cannot grant access of your GMB pages to Reputation.com unless they are inside a business account. Business account play the role of a folder, helping you to organize your GMB pages. If some of your pages are outside a business account, you can easily transfer them to a new or existing business account.