Get verified on Google. *Then stay* verified.

Google keeps tightening address verification, and caterers get hit hardest because most of the work happens at the event, not at the address. This is the system we use with our clients to pick the right address, make it **unmistakably yours**, and pass the video review the first time.

WHAT THE REVIEWER IS CHECKING — THREE PROOFS

01
Location
Can they match your video to a real spot on Google Maps? Street signs, building numbers and nearby businesses do this work.

02
Existence
Is your business physically there? Permanent signage with your exact profile name, your equipment, your branded materials.

03
Management
Are you the one in charge? Unlocking doors, opening storage, using your POS, showing a permit or bill with your business name.

The one rule behind every approval. The address has to be a place your business really uses, and the video has to make that obvious in under two minutes. Everything in this guide is about closing the gap between those two.

HOW THIS GUIDE WORKS

01
Pick the right address
Five real options for event caterers, ranked by approval odds and map pack strength.

02
Make it yours
Signage, directory listings, equipment and paperwork that tie the space to your name.

03
Record and protect it
A timed shot list, the tech setup, what to do if you get rejected, and how to stay verified.

READY TO RECORD? SIX YES ANSWERS — ANY NO, FIX IT FIRST

YOU USE THE SPACE EVERY WEEK	Yes / No	LISTED ON THE DIRECTORY OR DOOR	Yes / No
YOU HOLD A KEY OR ACCESS CODE	Yes / No	YOUR GEAR LIVES THERE	Yes / No
PERMANENT SIGN WITH YOUR EXACT NAME	Yes / No	A DOCUMENT SHOWS NAME AND ADDRESS	Yes / No

Five real addresses that pass for *event caterers.*

The address you verify sets your map pin, and the pin is where you rank strongest. Choose one inside the city you most want to win, then use the highest option on this list you can genuinely make work.

1 Your commissary or shared kitchen

Most mobile food permits already tie you to an approved commissary. If your cart is stored, cleaned or stocked there, it is a real base. **Ask the commissary for a dedicated, labeled storage bay** and a spot for a mounted sign or a line on their tenant board. Your health permit showing that address is your management proof.

APPROVAL ✶✶✶✶
MAP PACK ✶✶✶✶
COST LOW

2 A corner of a friend's business

A friend with a cafe, warehouse, studio or shop can sublease you a defined area. **Put it in writing** (a one page sublease), keep your cart or inventory there, and use it for real: prep, pickups, tastings. Mount your own sign at your area and ask for a line on the door or directory. Pick a business outside your category so you are not filtered as a duplicate.

APPROVAL ✶✶✶
MAP PACK ✶✶✶✶
COST LOW

3 A small private office or executive suite

A lockable office in an executive suite, month to month, used as your booking and tasting office. **Choose a building that lists tenants on a lobby directory** and lets you put a plaque on your door. Plan to keep it at least 6 to 12 months, because Google can ask you to reverify and a dead address suspends the profile.

APPROVAL ✶✶✶
MAP PACK ✶✶✶
COST MEDIUM

4 Coworking, the right kind

Only a dedicated private office works. Google requires clear signage and your own team receiving customers there during hours. **Before signing, ask four things:** can we hang a door sign, are we on the directory board, will the front desk list us, can clients visit. Any no, walk away.

APPROVAL ✶✶
MAP PACK ✶✶
COST MEDIUM

5 A home address, hidden

If an owner or manager lives in the target city, verify as a service area business with the address hidden. Your pin still sits there. The video shows the street, your cart or vehicle, your gear and a document with the business name.

APPROVAL ✶✶✶✶
MAP PACK ✶✶✶
COST FREE

ADDRESSES THAT FAIL — DO NOT USE

Virtual offices and mail centers
Google calls these ineligible unless staffed during business hours.

PO boxes and UPS Store boxes
Never accepted, and a common trigger for suspension.

Hot desks and day passes
No fixed spot, no permanent sign, no approval.

A space you do not actually use
It may pass once. Reverification or a competitor report can take the whole profile down, reviews included.

If a stranger walked in, could they *find you* without calling?

That is the walk-in test, and it is how the reviewer thinks. Your name has to show up at every layer of the building, from the street to your door, and the space itself has to look like your business works there.

SIGNAGE, OUTSIDE IN

- **Building or street.** Exterior sign, window vinyl, or a line on the outdoor tenant panel if the landlord allows it.
- **Lobby directory.** Ask management to add your exact profile name. Most suites charge little or nothing.
- **Front desk.** Make sure reception knows your name and will direct visitors to you.
- **Your door or bay.** Acrylic or metal plaque, door vinyl, or a mounted sign with your logo.
- **Inside.** A logo wall decal, a framed sign, or your branded banner mounted, not taped.

WHAT MAKES A SIGN COUNT

- Permanent looking: screwed, mounted or vinyl. Paper and tape read as staged.
- Matches the profile name exactly, letter for letter.
- Clearly visible and readable on a phone camera.

PROOF YOU OPERATE THERE

- **The cart itself.** Your branded cart, espresso machine, grinders, dessert displays, parked or stored in your space.
- **Inventory.** Labeled bins, cups and sleeves with your logo, bean bags, syrups, menu boards.
- **Brand items.** Aprons, business cards, printed menus, an event backdrop or banner.
- **A work surface.** A desk or prep table with a laptop open to your booking calendar or POS dashboard.
- **Your vehicle.** Branded van or trailer parked at the address helps a lot.

PAPERWORK WITH THE SAME ADDRESS

- Business license, health or mobile food permit, seller's permit.
- A lease or sublease, utility or internet bill, or an insurance certificate.
- Business name must match the profile. Cover any account or tax numbers.

SHARING A SPACE? MAKE YOUR CORNER UNMISTAKABLE

Claim a zone

A defined bay, room or wall that is only yours. Mark it with your sign and keep your gear inside it, nothing else.

Brand the zone

Same colors, logo and signage throughout. Labeled shelves and bins. It should look like a small showroom for your business.

Frame it tight

On camera, stay inside your zone. Keep the other business's signs, products and people out of the shot.

Budget it like a launch. A door plaque, a wall decal and a directory line usually cost less than one booked event, and they protect a profile worth dozens. ✶

Google cross checks you against *the rest of the internet.*

Before you record, make sure the profile and every listing tell the same story. One mismatch is often all it takes for a reviewer to doubt the address.

THE PROFILE

NAME	**Real world name, no keywords**
CATEGORY	**Primary set, e.g. Caterer**
ADDRESS	**Suite or bay on line two**
VISIBILITY	**Shown if staffed, else hidden**
HOURS	**Hours you can be there**
PHONE	**Your own line, not the building's**
WEBSITE	**Matches footer and contact page**

Address visibility is the number one reason we see verifications fail. Show the address only if someone is there to receive customers during your listed hours.

THE REST OF THE INTERNET

- Website footer, contact page and schema use the new address and suite.
- Yelp, Facebook, Instagram, Apple Business Connect and Bing Places all match.
- Wedding and event directories you are listed on are updated.
- Old addresses removed or corrected everywhere you can find them.

THE PHONE

- Google Business Profile or Google Maps app updated to the latest version.
- Location services on and the app allowed to use camera, mic and location.
- Strong wifi or full signal at the address. Test it first.
- Storage cleared and any old failed uploads deleted.
- Notifications muted so nothing interrupts the take.

SHOW THE ADDRESS OR HIDE IT?

Show it

Someone from your team is there to meet clients during the hours you list, for tastings, consultations or pickups. Use the storefront style video: street, sign, door, inside.

Hide it

You only store, prep and dispatch from the address. Verify as a service area business and set your cities. Your pin still counts for ranking. The video leans on the area, your cart and your documents.

The video must be live. It is recorded inside the Google app, in one continuous take with no edits. You cannot film ahead and upload later, so do your rehearsal on the regular camera first.

1 take

Ninety seconds, *one take,* no improvising.

Google asks for at least 30 seconds. Aim for 60 to 120. Walk slowly, hold each shot for two seconds, and say out loud what you are showing.

0:00	**Street sign or intersection**	Start on the corner. Pan across the street sign, then to a recognizable neighbor business or landmark.
0:10	**Building number and exterior**	Walk to the building. Show the street number clearly and any exterior signage with your name.
0:20	**Entrance and lobby directory**	Walk in without cutting. Stop on the directory board or tenant panel with your exact name.
0:35	**Hallway to your door or bay**	Keep walking. Show your plaque or door sign up close, then unlock the door or storage with your own key.
0:50	**Your equipment and inventory**	The cart, machines, branded cups, menu boards, aprons. Touch and open things so it reads as yours.
1:10	**Management proof**	Open your POS or booking calendar, or show a permit or bill with the business name and address. Cover any account numbers.
1:25	**Back out to the sign**	End on your sign or logo wall so the last frame ties the space to the name.

KEEP OUT OF FRAME

- Other people's faces, including coworkers and customers.
- Bank, tax or ID numbers. Never open a banking login.
- Competitor signage or another company's equipment.

RECORDING TIPS

- Go when the building is quiet and well lit.
- Rehearse the route twice before you hit record.
- If the upload hangs at 99 percent, retry right away.

SAY SOMETHING LIKE THIS AS YOU WALK

"This is the corner of Main and Fifth. Here is our building, number 120. Here we are on the directory. This is our door, I am unlocking it now. This is our cart, our machines and our cups. And here is our permit for this address."

Seven moves that raise your odds *before* you hit record.

None of these cut corners. They stack the deck so the reviewer sees what they need in the first ten seconds.

1 **Check for instant verification** — EFFORT 5 MIN

If your website is verified in Google Search Console under the same Google account, Google sometimes offers instant verification or skips the video. **Check this before you set anything up.**

2 **Look at every method offered** — EFFORT 5 MIN

Video, live video call, phone, email or postcard. Options change by profile and address. A live call with a Google rep is often easier for a business with real gear to show.

3 **Take the service-area route if nobody is staffed** — EFFORT LOW

Hide the address and the video only needs the neighborhood, your tools and a document. No signage-at-the-door test. **The hidden address still sets your pin.**

4 **Lead with your strongest document** — EFFORT LOW

A health or mobile food permit at that address is the hardest proof to argue with. If your commissary is on your permit, that address is your best starting point.

5 **Bring the van or the cart** — EFFORT LOW

Branded equipment physically at the address does more on camera than any sign. Park the van in frame at the start and open it up during the walk.

6 **Freeze the profile** — EFFORT NONE

No edits to name, address, category or hours in the days before you record. Recent edits are one of the things that make a reviewer look harder.

7 **Film like the reviewer is watching** — EFFORT LOW

Daylight, a quiet building, slow pans. Start wide on a street sign, keep one continuous walk, say your business name out loud and hold each proof for two to three seconds.

Send us the space before you record. A few photos of the street, the sign and your setup is enough for us to tell you what is missing. ✶

Review takes up to five business days. *Here is what to do* either way.

IF IT IS REJECTED

- Open Review issues in the profile and read exactly what was missing.
- Fix the gap in the real world first: add the sign, the directory line, the permit.
- Record a new video that includes everything from the first one plus the missing piece.
- Do not change the name, address and category between attempts.
- If the video route stalls, try another method offered, such as a live call or postcard.

ONCE YOU ARE VERIFIED

- Keep the sign up and the space in use. Google can ask you to reverify at any time.
- Avoid big edits to name, address or category for a few weeks.
- Add photos taken at the address: the space, the cart, the team at work.
- Keep listings and website consistent. If you move, update the profile first.
- Watch for suggested edits from the public and reject the wrong ones.

MOST COMMON REJECTION REASONS

NO PERMANENT SIGNAGE	**Mount it**
NAME MISMATCH	**Match letter for letter**
CAN'T MATCH TO MAPS	**Start on the street**
VIRTUAL OFFICE	**Pick a real base**
NO OPERATIONS PROOF	**Show the cart**
VIDEO EDITED OR CUT	**One live take**

KEEP A VERIFICATION KIT — FOR THE NEXT TIME GOOGLE ASKS

Documents

Lease or sublease, permit, license and one utility or internet bill, all with the same name and address.

Photos

Dated photos of every sign, the directory, your door and your setup. Retake them whenever something changes.

Your route

Write down the shot list for your location so anyone on the team can re-record it in one take.

STUCK ON VERIFICATION?

We will walk the space with you.

Send us photos of the location before you record and we will tell you what to add, so your one clean take counts.

BOOK A CALL ↗