

What is a "Deep Search"?

When adding, claiming, and verifying your business listings, it's important to do some research before you begin. A deep search refers to uncovering the existence of all variations of your Name, Address, and Phone (NAP) in Google Maps. Deep searches for your NAP can oftentimes reveal a wealth of unknown data about your organization. For example, if your business has moved then there's a very good chance some old address information is hanging around on the web. This conflicting data tends to become quite confusing to Google Maps. That's why a deep search is crucial in order to confirm your listing is in good shape and ready to be optimized by ASAPmaps.

How do I perform one?

This process is not "difficult", but it's tedious and requires an acute attention to detail. For most listings, you should plan on spending about 60 minutes of searching and logging data to get a clear picture of where your listing stands.

Searches for the following, in an incognito browser (to remove cached results), can often expose hidden information:

1. Name of the business: "ASAPmaps"
2. Name + City of the business: "ASAPmaps Erie, PA"
3. Address of business, no name: "903 French St. Erie, PA 16501"
4. Variants of address on business: "903 French Street Erie, Pennsylvania 16501-1212"
5. Add business name to #3 and #4 above.
6. Just the phone number.
7. Repeat #1-5, but add phone number this time.
8. Go to maps.google.com and repeat #1-5 from the maps browser
9. Repeat steps 1-4 but adding quotes "" around each variant, so as to expose direct uses of the exact address.
10. Collect your results, save all URL's where conflicting listing data appears. Even if it's some janky old directory website that you'd never think matters (and it probably doesn't) just save the URL anyway. You don't necessarily have to finish cleaning these right now - but you DO need to at least make the list and log the incident.
11. As you finish, it's likely you will find other businesses at this address that are NOT your listing. These are likely businesses that were there in the past, etc. In the case of finding old data for other organizations at your address, you need to report these as "permanently closed" listings (unless they are not actually closed in which case you will likely need to add "Suite/Unit/etc" numbers to the other listings. There are a lot of possible issues that can cause conflict, but working with Google Support in a scenario like this will help you to cut the headache time in half.

The numbers in each box are just for easy reference :)

If you are unsure about anything, consult Google's Guidelines! Visit: <https://support.google.com/business/answer/3038177>

