



## Scammers Are Targeting Google Business Listings

By Sammual Walter | February 18, 2025

Lately, there's been a surge in scammers trying to gain access to Google Business Listings. These fraudsters often pretend to be part of your team or an external marketing partner, tricking business owners into giving them management rights. Once they have access, they usually remove everyone else except the primary owner, effectively locking the company out of its account. Losing control of your Google Business Listing can lead to many problems, from eroding customer trust to displaying incorrect information online.

### The Main Challenge

Google Business Profiles are often set up years ago, and finding the original account owner can be daunting, leaving many businesses without access to this vital business tool. Additionally, businesses often change hands, and account information is often misplaced or permanently lost during this process. This oversight can lead to situations where no one on the current team can access the primary owner account; this lack of account control can leave companies vulnerable to unauthorized access.

### Tips to Protect Your Business Listing

1. **Verify Access Requests:** Always verify who requests access to your Google Business Listing. Only grant access to trusted team members. Make it a policy to confirm access requests through an internal process, such as a phone call or in-person meeting, to ensure the requester's identity.
2. **Review User Permissions:** Regularly check who has access to your business listing. Ensure only authorized individuals have management rights. Schedule monthly or quarterly reviews of your Google Business Listing's user permissions. This practice will help you identify and remove any unauthorized users promptly.
3. **Secure Primary Owner Credentials:** Ensure at least one active company email has ownership rights to your Google Business Listing. This will help prevent unauthorized access and allow you to regain control if needed. It's also a good idea to keep a record of the primary owner credentials in a secure location, like a password manager, and ensure multiple trusted team members have access to this information.
4. **Enable Two-Factor Authentication (2FA):** Adding an extra layer of security can significantly reduce the risk of unauthorized access. Enable 2FA for all accounts associated with your business listing. This additional step requires users to provide a second form of verification, like a code sent to their mobile device, making it much harder for scammers to gain access.
5. **Educate Your Team:** Hold regular training sessions for your team members on the importance of online security and how to recognize potential scams. Ensure everyone is aware of the latest tactics scammers use and the best practices for protecting your business listing.
6. **Keep Contact Information Updated:** Maintain accurate contact information in your Google Business Profile, including your business's phone number, email address, and physical address. Correct contact information can help you quickly address any issues and ensure customers can reach you.



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## **Stay Vigilant and Get Help**

If you're unsure about your access or need help securing your Google Business Listing, don't hesitate to seek assistance. Protecting your online presence is essential, and taking proactive steps can safeguard your business from potential scammers. Stay vigilant and act now to ensure your business remains secure.

## **Need Assistance?**

If you need help or have questions about securing your Google Business Listing, contact us. We're here to help!