

Two pins, one name — the multi-location checklist

Sent to anyone who comments LOCATION or ACCOUNTS. One page. Read it before you create the second listing.

BEFORE THE SECOND PIN EXISTS

1. **Each location is a real staffed premise with signage.** Google asks for a video walk-through; if the sign on the door says something else, the listing fails.
2. **One naming pattern:** Brand – Neighborhood. Same brand word, same order, everywhere.
3. **One phone per location, never swapped.** The number is how you know which pin produced the job.
4. **One page per location on your site** with its own address, phone, hours and schema. The Google website button points to *that* page, not the homepage.
5. Two listings of the same category a few blocks apart look like a duplicate to Google. Expect a review; keep the documents ready.

THE RENAME RULE

- Never rename a listing that is working. If you must, the order is: signage → website → phone routing → Google listing **last**.
- A rename triggers pending-edit review and often a re-verification. Plan a quiet week.
- Never change the primary category during a rename.

ACCOUNTS — ONE ACCOUNT, ONE FUSE

- **One owning Google account per listing.** Do not add one account as manager across all of your listings.
- Google suspensions travel through shared managers. One flagged account managing twelve listings puts twelve listings at risk.
- Automations and API access are authorized per owning account, separately. More logins, smaller blast radius.
- Keep every personal Gmail that has ever had a restriction away from all listings.

THE 60-SECOND MONTHLY CHECK

Name · category · primary phone · website button · address type · hours. Six fields, every listing, same day each month. Write the date down.