

Spam Fighting

1. Open the link supplied in the ticket to be taken to the company's LSG report. Note that there are multiple tabs.
2. Except for the green dots, click each dot marked in yellow below and open the provided listings (above and below):



3. Examine the listings for the following violations:
 - a. **Address Issues:** Is this a residential address? A PO Box? A storage unit? An elementary school? A suite in a large office building?
 - b. **Naming Issues:** Does their name strike you as suspicious? Is it full of keywords or added services not seen in their logo?
 - c. **Marketing Companies:** Are you seeing a lot of sites that follow the exact same format? Read through the site text and see if they admit to being a marketing company.

- d. **Duplicate Listings:** Is there more than one SAB for the same business within a two-hour radius? Are there two of the same businesses out there but only one location on the site?

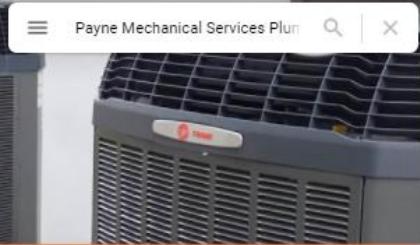
4. On all questionable listings, use the suggest an edit button to flag it.
 - a. Change Name or Other Details:
 - i. Keyword stuffed names
 - ii. Correct hour issues
 - b. Close or Remove
 - i. Fake Addresses: Doesn't exist here
 - ii. Residential Address: Not open to the public
 - iii. Duplicate: Duplicate of another place
5. Take a screenshot of the violating items for evidence to be used later
6. Enter the information for the flagged listing in the SPAM fighting spreadsheet (note search term used is just what the tab says + city customer is in)
7. Fill out the [Google Business Redressal Form](#). Hints for tough sections below:
 - a. **Name of Entity Getting Impacted:** The business name you're reporting
 - b. **What's the Public URL?:** Just copy and paste the link provided
 - c. **File Upload:** Don't forget to upload your screenshots! For residential addresses, take a screenshot of the satellite showing the home. For other address issues, 1. Look up the address in Google and show any other businesses that coincide (aka UPS or Fedex), 2. Screenshot a picture of the storefront.
 - d. Explain in detail why...:
 - i. **Residential Address:** This is a residential address and is not eligible for display in Google Business Profile per Google's guidelines. A customer who attempted to get directions to this place would arrive at a location where they'd be unable to receive service.
 - ii. **Marketing Company:** This site was created by a marketing company as a lead generation ploy. It forwards phone calls to other companies and answers the phone in a vague, unspecific manner.
 - iii. **Fake Address:** This address is a [parking lot, storage unit, PO Box] and is not a location a customer could visit during business hours.
8. Respond to Dynasty with the number of listings reported.

(**HINT:** To keep reporting, just refresh the submission page of the form)

Examples of Bad Listings:

The image is a composite of two screenshots. On the left, a Google Business Profile for 'Total Air Solutions - Bradenton' is displayed. It features a photo of a white pickup truck with company branding. Below the photo, the business name is listed with a red box around 'Bradenton'. It shows a 4.9 rating with 54 reviews, and categories including 'Air conditioning repair service', 'Air conditioning contractor', 'Furnace repair service', 'Heating contractor', and 'HVAC contractor'. Below this are buttons for 'Basic Audit', 'Review Audit', and 'Post Audit'. At the bottom, there are links for 'Directions', 'Save', 'Nearby', 'Send to your phone', and 'Share'. On the right, a satellite map of Bradenton, Florida, is shown. A red box highlights the location of 'Total Air Solutions - Bradenton' on a residential street. The map shows several houses with swimming pools and streets labeled 'Perdida Blvd E' and 'Presidential Ave Cir E'.

Payne Mechanical Services Plum



This business's name is actually
"Payne Mechanical Services".



Payne Mechanical Services
Plumbing Heating and Air
Conditioning

<https://www.google.com/maps?cid=13137806621717114003>

4.9 ★★★★★ 150 reviews
Air conditioning repair service

GMB Categories: ★ Air conditioning repair service
Air conditioning contractor Plumber

Basic Audit Review Audit Post Audit

Directions Save Nearby Send to your phone Share

7223 W Bert Kouns Industrial Loop, Shreveport, LA 71129

Open now: Open 24 hours

payneservices.net

(318) 671-0015

C4M2+V6 Shreveport, Louisiana

Add a label

Suggest an edit

A-Quality Refrigeration Inc

<https://www.google.com/maps?cid=12522478532518579868>

3.7 ★★★★☆ 33 reviews

Air conditioning repair service

GMB Categories: ★ Air conditioning repair service
Appliance repair service Furnace repair service
Heating contractor HVAC contractor

Basic Audit Review Audit Post Audit

Directions Save Nearby Send to your phone Share

835 W Warner Rd #101-625, Gilbert, AZ 85233

Open now: 8AM–5PM

Health & safety: Appointment required · Staff wear masks

aqualityrefrigeration.com

(480) 844-6144

85MR+MX Gilbert, Arizona

Add a label

Suggest an edit

