

## 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:


Total Air Solutions - Bradenton




Search

Total Air Solutions - Bradenton

https://www.google.com/maps?hl=en&data=!4m2!3m1!1s4205+Presidential+Ave+SE+Bradenton+FL+34203




4.9  54 reviews


Air conditioning repair service


GMB Categories:  Air conditioning repair service


Air conditioning contractor Furnace repair service


Heating contractor HVAC contractor


  


 Directions


 Save


 Nearby


 Send to your phone


 Share


 4205 Presidential Ave Cir E, Bradenton, FL 34203

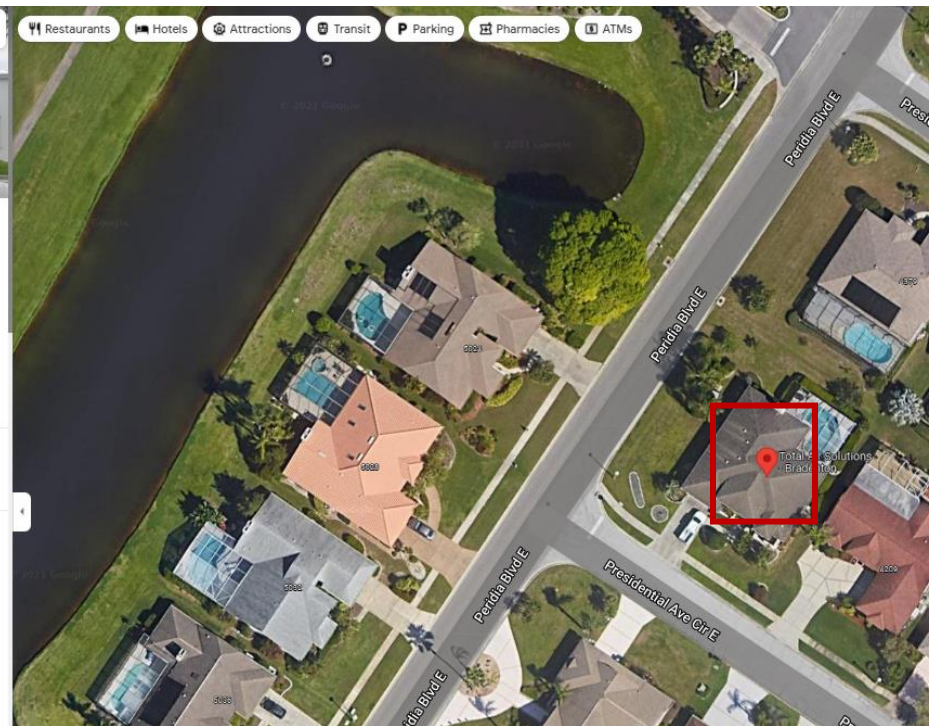
 Open now: Open 24 hours

 totalairfl.com

 (888) 426-1770

 FF2Q+XW Bradenton, Florida

 Add a label





**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

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







## 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](http://aqualityrefrigeration.com)



(480) 844-6144

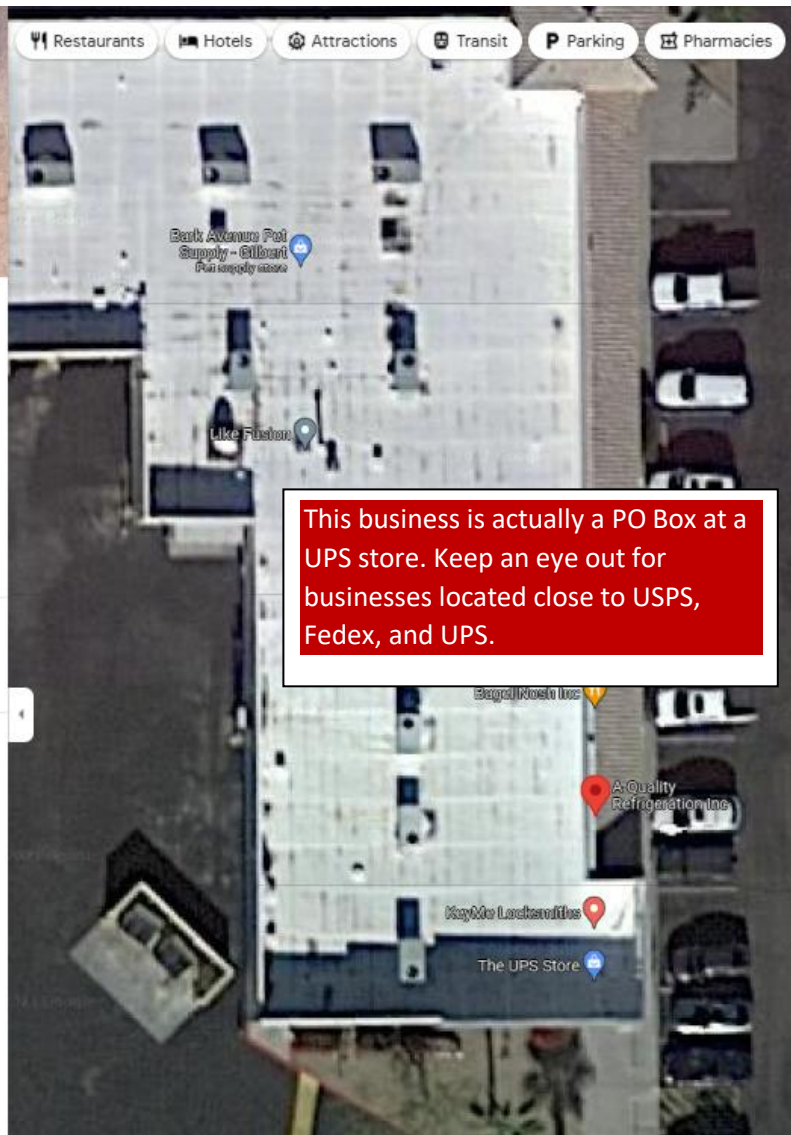


85MR+MX Gilbert, Arizona



Add a label

[Suggest an edit](#)



This business is actually a PO Box at a UPS store. Keep an eye out for businesses located close to USPS, Fedex, and UPS.