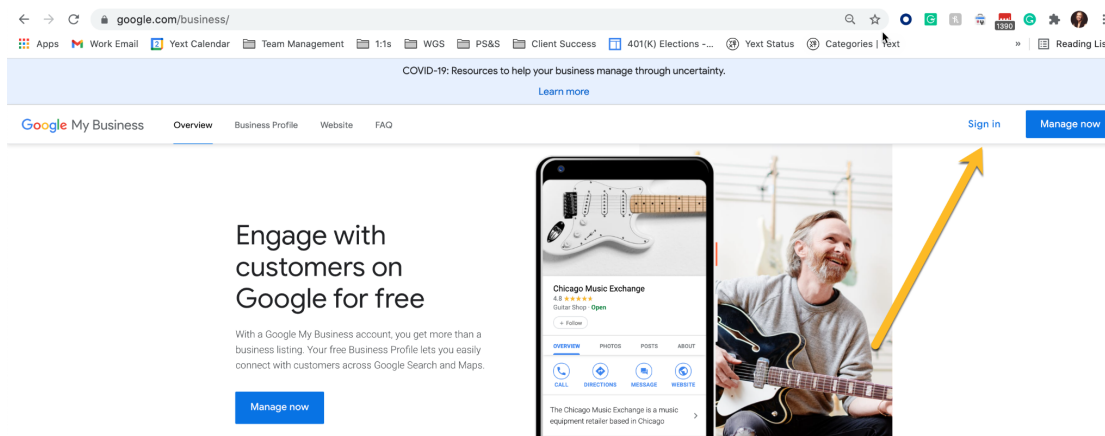


# Instructions for Sharing Access to Your Google Listing

1. "Sign in" on business.google.com with your username and password



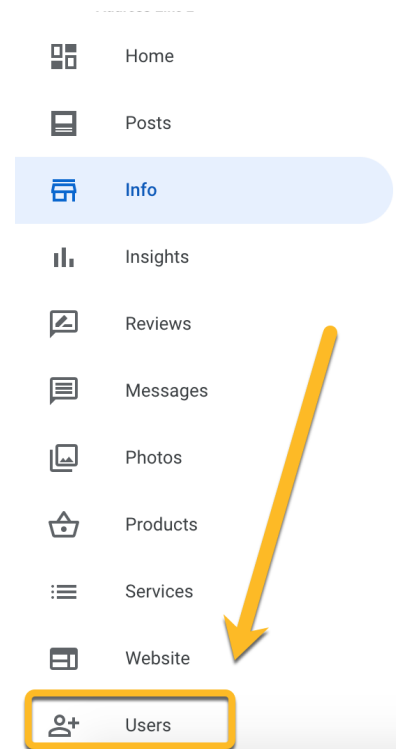
2. Identify the location (s) that you want Yext to have access to and help you manage
3. Confirm that you have either **Primary Owner** or **Owner** access of the location(s), by checking under **Users** on the location left-hand navigation bar of each location

- a. If you do not have **Owner** access to the location you will need to request ownership access to the business profile also known as "claiming your business". Steps on how to do so can be found [here](#)
- a. If an existing business profile for your location does not exist on Google, Yext can help create one for you\*. Please reach out to [essilor-support@yext.com](mailto:essilor-support@yext.com) to pursue next steps!

*\*NOTE: Access as **Primary Owner** of the listing can be transferred once the listing is created, if requested!*

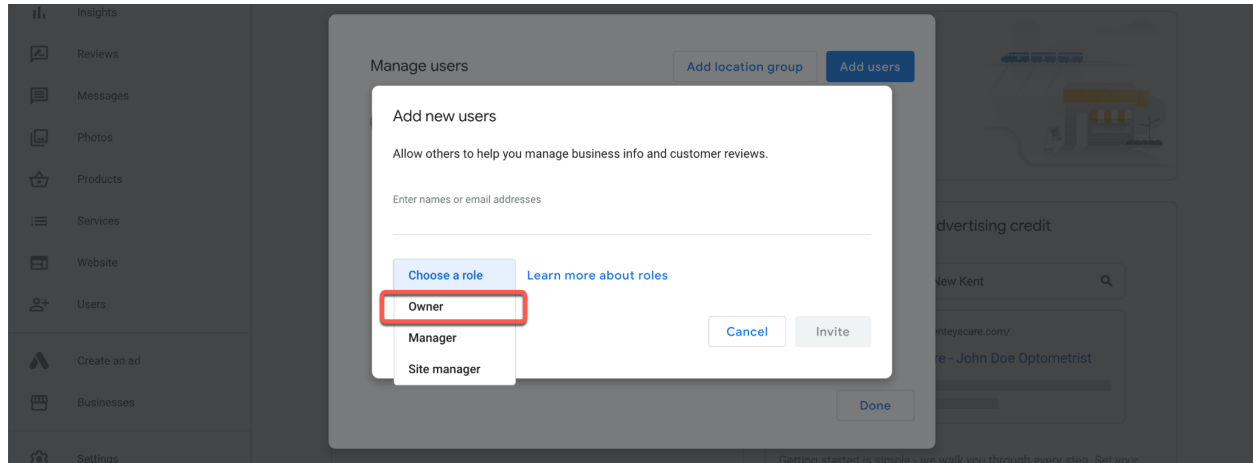
4. Once confirmed that you have ownership access to your location you will need to add **Essilor Digital Advertising** as **Owner** of each listing. This allows Essilor Digital Advertising to **share** ownership of the listing which is the required level of access for the Essilor Digital Advertising team to move your location into a Yext managed folder in order to launch your Google listing on Yext! To re-emphasize, you will still retain primary ownership of your listing.

- a. Select **Add Users**
- b. Input the email address [advertising@essilorusa.com](mailto:advertising@essilorusa.com)



- c. Select **Owner** under the **Choose a role** dropdown\*

*\*CAUTION: Do not make Essilor Marketing **Primary Owner** of the listing. However, if this happens do not worry - Primary Ownership can be transferred back!*



5. Repeat for as many locations as needed.
6. Once complete, email [essilor-support@yext.com](mailto:essilor-support@yext.com) - with Essilor Digital Advertising ([advertising@essilorusa.com](mailto:advertising@essilorusa.com)) cc'd - confirming that you have shared ownership access to your location(s) with Essilor Digital Marketing, along with the name(s) of the business.
- \* This is the most **critical** step in the process that ensures all necessary parties are notified and can carry out next steps in launching your GMB location (s) in Yext!*
7. Yext will work with Essilor Digital Advertising to complete the launch of your Google listing(s) in Yext and provide you with log-in credentials to access the Yext platform.
- a. *NOTE: Essilor Digital Advertising & Yext will launch new locations in the Yext platform weekly, on Wednesdays.*
8. You're all set!