

Can You Use a Virtual Office Address for Google My Business?

By OSI Offices | June 12, 2026 | 4 min read

If you're starting a business or trying to build local visibility online, one of the first questions that comes up is whether you can list a **virtual office address on your Google Business Profile** (formerly Google My Business). It's one of the most commonly searched questions among entrepreneurs, freelancers, and small business owners — and for good reason. The answer affects your local SEO, your professional credibility, and your ability to attract clients through search.

The short answer: **yes, in most cases you can** — but the details matter a great deal.

What Google's Policy Actually Says

Google's guidelines for Business Profiles require that your address represent a physical location where your business operates.

Specifically, Google states that:

- The address must be a real, staffed location
- P.O. Boxes are not allowed
- Businesses that only have a mailbox at a commercial location (like a UPS Store or standalone mailbox rental) are not eligible
- Virtual offices that are **staffed and where your business can operate** during listed hours generally meet Google's requirements

This distinction — between a *mailbox-only* service and a *staffed virtual office* — is critical. OSI Offices at 1629 K Street NW is a fully staffed, professionally operated business center open Monday through Friday 8AM–9PM, and Saturdays 8AM–6PM. Clients can book and use real private office space on demand. That's a fundamentally different arrangement from renting a mailbox at a shipping store.

Virtual Office vs. Mailbox Service: Why the Difference Matters

A P.O. Box or bare mailbox-forwarding service will almost certainly get your Google Business Profile suspended. Google actively reviews listings and flags addresses associated with mailbox-only services — especially when dozens of unrelated businesses share the same address with no actual office activity.

A legitimate virtual office — like those offered through [OSI Offices' virtual office plans](#) — is different. It provides:

- A **real street address** at a professionally managed building, not a P.O. Box
- **On-site staff** who receive your mail and greet your visitors
- Access to **physical office space and conference rooms** when you need them, by the hour
- A business address you can use for licensing, registration, insurance credentialing, and client communications

When Google evaluates your listing, the core question is whether there's genuine business activity associated with that address. At OSI Offices — which has operated at 1629 K Street NW since 1981 — there is 45 years' worth of it.

How to Set Up Your Google Business Profile With a Virtual Office Address

Here's the practical guidance for listing a **virtual office Google My Business** profile correctly:

1. **Use your virtual office address as your primary business address.** 1629 K Street NW, Suite 300, Washington DC 20006 is a verifiable, legitimate address in a well-established professional building.
2. **Decide whether to display the address publicly.** If clients come to you at the office — or you book meeting rooms for client appointments — display the address. If you're a service-area business that travels to clients, you can hide the street address and list your service areas instead.

3. **Complete your Google verification.** Google typically sends a postcard to the address. OSI's mail handling team will receive it and notify you via the client portal. OSI's AI-powered mail scanning means you'll see it quickly without having to visit in person.
4. **Keep your listed hours accurate.** Google expects your business to be reachable at the address during your listed hours. OSI's professional reception handles calls and visitors throughout the business day.
5. **Build out your profile completely.** Add photos, list your services, and collect reviews. A complete, active profile signals legitimacy to Google — and to potential clients browsing search results.

Key Takeaway

The safest approach is a virtual office at a staffed, established business center — not a mailbox service. The physical presence of OSI's staff, the on-demand office access, and the 45-year operating history at this address all support your Google Business Profile's legitimacy.

Why Your Choice of Virtual Office Matters for Local SEO

Not all virtual office addresses carry the same weight — and Google's local algorithm accounts for this. Addresses in established, professionally managed business centers tend to perform better because they're associated with legitimate, long-term business activity. An address that hosts hundreds of fly-by-night registrations

raises red flags; an address like 1629 K Street NW, home to attorneys, psychologists, and government contractors for decades, does not.

K Street NW, Washington DC is one of the most recognized business corridors in the country. Listing your business at this address places you in the heart of DC's Central Business District — one block from the White House, steps from the Farragut North Metro station on the Red Line. For local search, that positioning matters: clients and prospects searching for professionals near downtown DC will find you in exactly the right context.

"I LOVE my office at OSI. I visited a few other places like Regus before I made my decision to go with OSI and I am so happy with my choice. Having the K Street address is priceless. The location is convenient for all my clients, easy to find and metro accessible."

— **Kiki Strickland, OSI Client**

Common Mistakes to Avoid

Even with the right virtual office, a few missteps can lead Google to flag or suspend your listing:

- **Using an inactive account.** If your virtual office subscription isn't active, your address may not be verifiable. Keep your account current.
- **Listing hours that don't match your availability.** If your business isn't reachable during listed hours, that's a red flag. OSI's optional phone answering service ensures calls are handled professionally on your behalf.

- **Not updating after changes.** If you change suites, buildings, or service areas, update your Google Business Profile immediately to avoid inconsistencies.
- **Having duplicate listings.** If you've previously listed another address, consolidate your Google presence before switching to your virtual office address.

Getting Verified: What to Expect

Google verification is usually straightforward when using a reputable virtual office address:

- **Postcard verification** is the most common method. Google mails a postcard with a verification code to your address. OSI's team receives it and notifies you through the client portal or by email — no trip to the office required.
- **Video verification** may be requested for newer accounts. In this case, booking one of OSI's on-demand private offices (available at rates subject to change — see osioffices.com/pricing) lets you complete a brief video walkthrough showing a real office environment.
- **Phone or email verification** is sometimes offered for eligible businesses and is the simplest path when available.

If Google ever requests documentation of your presence at the address, OSI can provide a service agreement confirming your relationship with the building — something a bare mailbox service simply cannot offer.

The Bottom Line

Using a **virtual office address for Google My Business** is entirely legitimate — as long as you choose the right kind of virtual office. The key is selecting a real, staffed business center that provides more than a mailbox. Google distinguishes between the two, and so do your prospective clients.

OSI Offices has operated at 1629 K Street NW since 1981, with professional staff, on-demand office access, AI-powered mail handling, and a physical building that holds up to scrutiny. [Virtual office plans at OSI](#) start from just \$30–35/month — an accessible foundation for establishing a credible DC presence that works for your Google Business Profile, your business registration, and your clients.

Get a Real DC Address That Works for Google

Establish your business at 1629 K Street NW — a staffed, verifiable address at the heart of Washington DC's professional corridor. Virtual office plans from \$30–35/month, no setup fees, no long-term contracts.

[Explore Virtual Office Plans](#)

OSI Offices — 1629 K St NW, Suite 300, Washington DC 20006
(202) 600-7777 | manager@osioffices.com

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