

Google Business Profile Suspension & Appeal Preparation Checklist

Before You Submit or Continue an Appeal

A suspension is not automatically an evidence problem. Before gathering documents, determine whether the business, location, business model, and profile actually comply with Google's requirements. This checklist walks through that systematically.

This is a preparation tool, not legal advice, and it does not predict Google's decision.

01 Eligibility

- ☐ The business has qualifying in-person customer contact
- ☐ The business is not an online-only business
- ☐ The business is not otherwise excluded under Google's eligibility guidelines
- ☐ The actual business model is understood
- ☐ The profile reflects the actual business model
- ☐ Any eligibility questions have been identified and addressed

A legitimate business is not necessarily eligible for a Google Business Profile. Legal registration alone does not establish eligibility.

02 Business Model

Identify the business accurately: storefront, service-area business, hybrid, or another model requiring further review.

If storefront

- ☐ Customers genuinely visit the location
- ☐ The location can receive customers during stated hours
- ☐ The business maintains the required presence at the location
- ☐ The profile accurately represents the storefront

If service-area business

- ☐ The business genuinely travels to customers
- ☐ Customers do not receive service at the listed address
- ☐ Service areas accurately reflect actual operations

If hybrid

- ☐ Customers genuinely visit the location, and the business also travels to customers
- ☐ The physical location meets the applicable requirements

03 Location

- ☐ The business actually operates at the listed location
- ☐ The address is not simply a virtual office
- ☐ The address is not simply a mailbox or P.O. box
- ☐ The location is appropriate for the business model
- ☐ Any coworking arrangement meets Google's applicable requirements
- ☐ The address shown on the profile is accurate

Potential location evidence

- ☐ Lease or occupancy documentation
- ☐ Utility documentation
- ☐ Business license
- ☐ Permanent signage
- ☐ Photographs

04 Business Representation

Review whether the profile tells the same basic story as the real business.

- ☐ Business name accurately represents the real business
- ☐ Profile information is consistent with the business website
- ☐ Physical signage is consistent where applicable
- ☐ Products/services are accurately described
- ☐ Address and service area are accurate
- ☐ Business hours are accurate
- ☐ Business category accurately describes the business

Would a customer, reviewer, or Google representative looking at the business from the outside understand the same basic business you are describing in the appeal? If not, resolve the discrepancy before appealing.

05 Duplicate Profiles

- ☐ Existing profiles have been searched for
- ☐ Potential duplicate profiles have been identified
- ☐ Duplicate or obsolete profiles have been reviewed
- ☐ A new profile has not been created simply because another profile is suspended

Do not use a new profile as a workaround for a suspension or verification problem.

06 Ownership and Management

- ☐ Business ownership can be established
- ☐ The person handling verification represents the business
- ☐ Relevant business registration records are available

- ☐ The relationship between the person managing the profile and the business is clear

07 Verification Evidence

- ☐ Business registration and licence
- ☐ Tax documentation
- ☐ Lease or occupancy evidence
- ☐ Permanent signage
- ☐ Photographs of the location
- ☐ Evidence of ownership or management

If video verification is required

- ☐ Google's current video-verification requirements have been reviewed
- ☐ Signage matches the business represented by the profile
- ☐ The person recording the video can demonstrate their connection to the business

08 Service Area Review

- ☐ Service areas reflect actual service locations
- ☐ Service areas are not selected solely for ranking purposes
- ☐ The profile does not falsely imply that customers visit the business at its address

09 Profile Integrity

Item	Reviewed
Business name is accurate	
Primary category accurately describes the business	
Address and service area are accurate	
Hours are accurate	
Website represents the same business	
No unnecessary duplicate profiles exist	

10 Suspension Review

- ☐ The likely policy or eligibility issue has been identified
- ☐ Google's current Business Profile guidelines have been reviewed
- ☐ The business model has been reviewed
- ☐ Duplicate profiles have been reviewed
- ☐ Any remaining discrepancies can be clearly explained

Do not assume a suspension simply means Google needs more documents. Ask: is there an underlying eligibility, representation, location, ownership, or profile-configuration problem? If there is, address that problem first.

11 Appeal Evidence

- ☐ Documents are authentic and current where relevant
- ☐ Business name and address are consistent
- ☐ Evidence supports the explanation
- ☐ Every included document has a clear purpose

Do not submit documents simply because you have them. Include evidence because it helps establish a relevant fact.

12 Final Consistency Test

Review the business as a stranger would see it: what is the business, where do customers interact with it, where does it genuinely operate, and do the website, signage, and profile tell the same story?

13 Final Appeal Check

- ☐ Eligibility has been reviewed and no known issue remains
- ☐ The profile accurately represents the business
- ☐ The business model and service areas are accurately configured
- ☐ Ownership and management can be established
- ☐ The explanation is factual, concise, and addresses the actual issue
- ☐ The response does not rely on documents to compensate for an eligibility problem

The Casiflo Principle

Evidence supports eligibility. It does not manufacture it. If the business is eligible and accurately represented, good evidence can help establish those facts. If the business is not eligible, submitting more documents is unlikely to solve the underlying problem.

Want Casiflo to organise the case for you?

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