GOOGLE PROFILE SUSPENDED · FREE CHECKLIST

Reinstatement appeal evidence checklist

Gather everything on this sheet before you open Google's appeals tool. You get one appeal, so it has to be complete the first time.

1 **appeal per decision.** No second try.

4 **document types** Google accepts as proof.

5 **business days,** up to, for Google's answer.

STEP 1

Before you appeal

- [ ] **Screenshot the suspension email** and the profile dashboard, with the date.
- [ ] **Write down the reason and policy link** from the appeals tool.
- [ ] **Fix the profile** so it follows every guideline.
  Name, address or service area, phone, website.

STEP 2

Documents Google lists as proof

- [ ] **Official business registration**
- [ ] **Business license**
  Your trade license counts.
- [ ] **Tax certificate**
- [ ] **Business utility bill**
  Electricity, phone, water, cable or internet.

STEP 3

Check every document against the profile

- [ ] **Name matches exactly**
  Same spelling, same "LLC", no extra words.
- [ ] **Address matches**
  The one on the profile, hidden or shown.
- [ ] **Safe and readable**
  Account numbers covered. Clear photo or PDF.

Where owners trip: the license says "Smith Roofing LLC" but the profile says "Smith Roofing – Best Roofer in Houston". Fix the profile name before you appeal.

STEP 4

Your written explanation

- [ ] **Legal business name,** trade and home base.
- [ ] **Where you serve customers** and whether they come to you.
- [ ] **What you changed** and when.
- [ ] **A list of the documents attached.**
  Keep it calm: no anger, no hardship story.

STEP 5

Submit it in the appeals tool

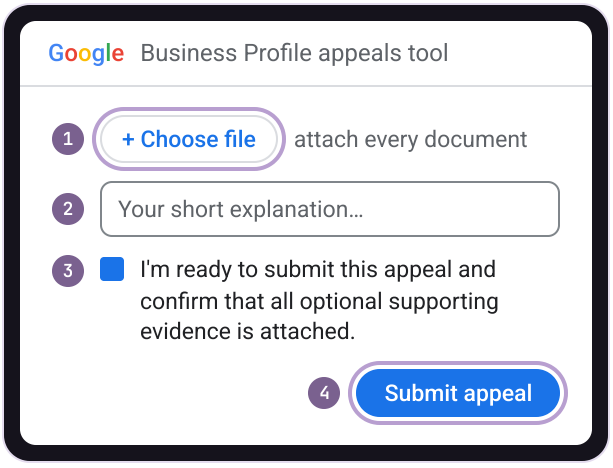


Illustration based on Google's help page. Your screen may look slightly different.

STEP 6

After you submit

1 — Status says Submitted
Check it in the appeals tool.
- [ ]

2 — Hands off while you wait
No edits, no second appeal, no new profile.

✓ — Approved
Google emails you. Check every detail is still right.

× — Denied
Ask for an additional review and add what you left out.

STUCK OR ALREADY DENIED?

Get a free profile teardown

We'll tell you in plain English what Google likely flagged. No sales pitch.

mastodonmarketing.com/gbp-teardown
(832) 979-8426

NOTES