GOOGLE PROFILE SUSPENDED · FREE CHECKLIST

The Suspension-Proof Google Profile Setup Checklist

Walk through your Google Business Profile with this list. Every unchecked box is a fix to make, one at a time.

20 **service areas** at most, by city or ZIP code.

2 **hours of driving** about, from where you are based.

1 **profile** per staffed location.

STEP 1

Business name

- [ ] **The name matches your sign, truck, invoices and license, word for word.**
- [ ] **No city, service or slogan added to the name**
  Put those in services and service area.
- [ ] **No phone number or website in the name.**
- [ ] **No LLC, Inc or special characters**
  Unless they appear on your real signage and paperwork.

STEP 2

Address and service area

- [ ] **Customers come to your address during business hours and it has permanent signage, OR the address is hidden.**
- [ ] **The address is not a P.O. box, rented mailbox or virtual office.**
- [ ] **Service areas are set by city or ZIP code, 20 or fewer.**
- [ ] **The whole service area is within about 2 hours of driving from where you are based.**
- [ ] **There is only one profile for this business**
  One per staffed location.

STEP 3

Website

- [ ] **The link goes to your own website, not a social page or a redirect.**
- [ ] **The website shows the same business name and phone number as the profile.**

STEP 4

Categories and description

- [ ] **As few categories as possible**
  Each one finishing the sentence "This business IS a...".
- [ ] **No links, prices or sale offers in the business description.**

Checked against Google's Business Profile help pages on **November 20, 2026**. Google changes its rules; the full guide with sources is at **https://mastodonmarketing.com/guides/google-profile-suspended/suspension-proof-checklist/**. Free to print and share.

STEP 5

Phone

- [ ] The number rings your business and you control it.
- [ ] It is a local number, not a call-center line, where possible.
- [ ] It is not a premium-rate number and does not send callers to another company.

STEP 6

Owners and access

- [ ] You (not an agency or ex-employee) are the primary owner.
- [ ] You know every person listed as an owner or manager, and removed anyone who left.
- [ ] The owner login is a Google account you control and keep in good standing.
- [ ] Someone signs in to the profile regularly
  Google can remove inactive owners after warning.

STEP 7

Ready for trouble

- [ ] **A folder of paperwork**
  Business registration, license, tax certificate and a business utility bill, all with the profile's name and address.
- [ ] **A video plan**
  A plan for a verification video (see the shot list).
- [ ] **One change at a time**
  Wait for each edit to go live before the next.

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

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