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

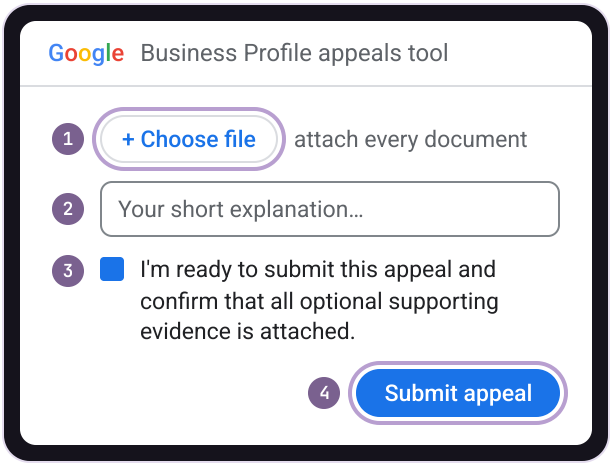



Illustration based on Google's help page. Your screen may look slightly different.

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.

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NOTES

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.

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NOTES

GOOGLE PROFILE SUSPENDED · FREE SHOT LIST

# Google Video Verification Shot List (Service-Area Contractors)

One unedited take, at least 30 seconds (aim for 45 to 60), recorded live in your Business Profile on your phone. Walk it once before you record.

**30** **seconds** at least, one unedited take.

**45–60** **seconds** is the length to aim for.

**5** **business days,** up to, for review.

SHOT 1

## Where you are

- [ ] **Street sign or a landmark you can name, then your house or shop number.**
  Home-based: signs and landmarks in your immediate neighborhood.

SHOT 2

## The work vehicle

- [ ] **Walk to the work vehicle without stopping.**

SHOT 3

## Your business name

- [ ] **Show the business name on the door or wrap.**

SHOT 4

## Open it up

- [ ] **Unlock and open it with your own keys or fob.**

SHOT 5

## Your tools

- [ ] **Show the tools and equipment you actually use.**

SHOT 6

## A business document

- [ ] **Hold up one business document with the profile's name.**
  License, permit, invoice or utility bill.

SHOT 7

## The finish

- [ ] **Finish on something branded, then stop recording.**
  Shirt, card or yard sign.

KEEP OUT

## Keep out of the video

- [ ] Other people's faces.
- [ ] Bank, tax or ID numbers
  Cover them.
- [ ] Private info about you or anyone else.

BEFORE YOU UPLOAD

## Before you upload

- [ ] No cuts, no breaks, no editing.
- [ ] The name you showed matches the profile name.

THEN

## Upload and wait

- [ ] Review the video, then tap Upload video.
- [ ] Review can take up to 5 business days.

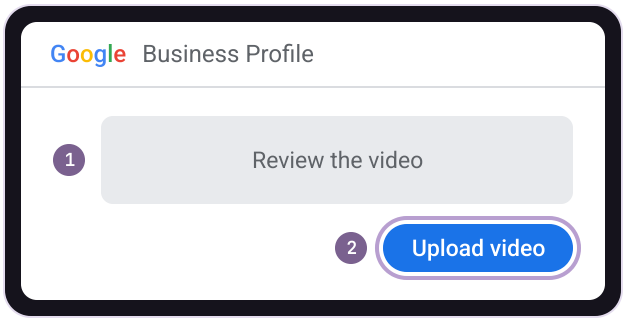



Illustration based on Google's help page. Your screen may look slightly different.

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NOTES

10-MINUTE OWNERSHIP CHECK

# Who owns your website (and the rest of it)?

Tick one box per line. Anything that isn't "Mine" is something your marketing company could keep when you leave. Fix those first.

BUSINESS: _____ CHECKED BY: _____ DATE: _____

CHECK 1

## Domain name

Is your domain registered to your business, in a registrar account you can sign in to?

Look it up at lookup.icann.org, then sign in to that registrar.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 2

## Website

Do you have the hosting login, and does your contract say the site is yours once paid for?

Ask: where is it hosted, and whose account is it?

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 3

## Google Business Profile

Are you the Primary Owner?

`business.google.com` › `More` › `Business Profile settings` › `People and access`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 4

## Google Analytics

Are you an Administrator?

`analytics.google.com` › `Admin` › `Access Management`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 5

## Search Console

Are you an Owner?

`search.google.com/search-console` › `Settings` › `Users and permissions`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 6

### Google Ads / Local Services Ads

Do you have Admin access, and is billing in your name?

`ads.google.com` › `Admin` › `Access and security`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 7

### Phone numbers

Is your main number on your Google profile, and do you know who owns every tracking number?

Call each number on your site and profile; ask who provides it.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 8

### Business email

Can you sign in to the admin of your email (not just your inbox)?

Ask who set it up and which account pays for it.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 9

### Social and review sites

Are you an admin on Facebook, Instagram, Yelp and the rest?

`Each site's settings` › `people, roles or users.`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 10

### Your contract

Does it name these accounts as yours, with 30 days' notice to leave?

Search the PDF for: own, license, domain, terminate, renew.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

HOW DID YOU DO?

**10 "Mine"**
**You can leave any month and take it all with you.**

**7 to 9**
**Fix the gaps this week, while you're still a paying customer.**

**6 or fewer**
**Don't send a cancellation notice until you've taken these back.**

Step-by-step guides for each line: **mastodonmarketing.com/guides/who-owns-your-website/**

NOT SURE WHAT YOU FOUND?

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General information from Mastodon Marketing, not legal advice. Google screens change; the linked Google and ICANN help pages are the final word.

PRINTABLE WORKSHEET

# Your marketing accounts inventory

One line per account your business runs on. Never write passwords here: write where the password is kept (for example "password manager").

BUSINESS: FILLED IN BY: DATE: NEXT REVIEW:

| ACCOUNT | WEB ADDRESS TO SIGN IN | LOGIN EMAIL (WHOSE?) | OWNER / REGISTRANT | YOUR ACCESS LEVEL | WHO ELSE HAS ACCESS | BILLING: WHO PAYS, RENEWS WHEN | PASSWORD KEPT WHERE |
|---|---|---|---|---|---|---|---|
| WEBSITE AND EMAIL | | | | | | | |
| Domain registrar | | | | | | | |
| Website hosting | | | | | | | |
| Website builder / editor | | | | | | | |
| Business email (admin) | | | | | | | |
| GOOGLE | | | | | | | |
| Google Business Profile | | | | | | | |
| Google Analytics | | | | | | | |
| Google Search Console | | | | | | | |

Review this sheet every January and every time you hire or fire a marketing company or an office manager. Guide: **mastodonmarketing.com/guides/who-owns-your-website/marketing-accounts-inventory/**

| ACCOUNT | WEB ADDRESS TO SIGN IN | LOGIN EMAIL (WHOSE?) | OWNER / REGISTRANT | YOUR ACCESS LEVEL | WHO ELSE HAS ACCESS | BILLING: WHO PAYS, RENEWS WHEN | PASSWORD KEPT WHERE |
|---|---|---|---|---|---|---|---|
| Google Ads | | | | | | | |
| Local Services Ads | | | | | | | |
| SOCIAL AND REVIEW SITES | | | | | | | |
| Facebook / Instagram (Meta) | | | | | | | |
| Yelp / Nextdoor / Angi / BBB | | | | | | | |
| PHONES AND SOFTWARE | | | | | | | |
| Call tracking numbers | | | | | | | |
| Main phone line | | | | | | | |
| CRM / scheduling software | | | | | | | |
| Review request tool | | | | | | | |
| FILES AND OTHER | | | | | | | |
| Logo, photos and video files | | | | | | | |
| Other: | | | | | | | |

MARKETING COMPANY SCORECARD · FREE TO PRINT

# Marketing company scorecard: 15 questions to ask before you sign

Score each answer 0, 1 or 2 before you sign. Add it up at the end.

COMPANY: _____ DATE: _____

SCORE EACH ANSWER

**2**
**Matches "want to hear"**
In writing.

**1**
**Close but vague**

**0**
**"Walk away" or no answer**

PART 1 · QUESTIONS 1 TO 4

## Who owns what

| # | ASK THIS | WANT TO HEAR | WALK AWAY IF | SCORE |
|---|---|---|---|---|
| 1 | **Will my website, domain and Google Business Profile be in my name from day one?** | Yes. You own them; we're added as managers. You can remove us any day. | We host it on our platform. We'll transfer it if you leave (for a fee). | ☐ |
| 2 | **Will I have owner access to Google Analytics, Search Console and any ad accounts?** | Yes, you're the owner and we'll show you how to log in on the first call. | We send you reports, so you won't need logins. | ☐ |
| 3 | **If I leave, what do I walk away with?** | Everything: the site files, the content, the photos, the accounts and the phone numbers. | The content is licensed while you're a client. | ☐ |
| 4 | **Whose name is on the call tracking numbers?** | Yours, or we port them to you when you leave. | Ours. They stop working when the contract ends. | ☐ |

**Deal-breakers:** a 0 on question 1, 3 or 13, whatever the total.

PART 2 · QUESTIONS 5 TO 8

## The work

| # | ASK THIS | WANT TO HEAR | WALK AWAY IF | SCORE |
|---|---|---|---|---|
| 5 | **What exactly will you change in the first 30 days?** | A named list: these pages, these profile fixes, these listings, by this date. | We start with a strategy phase and optimize from there. | ☐ |
| 6 | **What will you do every month after that?** | Specific, countable work you'll be able to click on: pages, photos, posts, reviews follow-up, listing fixes. | Ongoing SEO, link building and optimization. | ☐ |
| 7 | **Can you show me two or three contractors you've done this for, and can I call one?** | Here are three, here's a phone number, ask them anything. | Our clients are confidential. | ☐ |
| 8 | **Who will actually do the work, and who do I call when I have a question?** | One named person, a direct number, an answer the same week. | You'll have a dedicated account manager (who changes every few months). | ☐ |

PART 3 · QUESTIONS 9 TO 12

## Proof and reports

| # | ASK THIS | WANT TO HEAR | WALK AWAY IF | SCORE |
|---|---|---|---|---|
| 9 | **What will your monthly report show me?** | What we changed, with links; calls and forms we can trace to it; what's next. | Rankings, traffic, impressions and a health score. | ☐ |
| 10 | **How will you count calls, and will you show me the spam ones too?** | Tracked numbers and forms, every call listed, junk marked as junk. | We count all leads generated. | ☐ |
| 11 | **Which searches will you report rankings for, and do real customers type them?** | Searches your customers use in the towns you serve, and we'll show you the search numbers. | We track 200 keywords. | ☐ |
| 12 | **What results do you expect, and by when?** | Visible work in month one; here's what we'd expect to see by month three, and how we'll measure it. | Guaranteed page one, or guaranteed leads. | ☐ |

PART 4 · QUESTIONS 13 TO 15

## The contract

| # | ASK THIS | WANT TO HEAR | WALK AWAY IF | SCORE |
|---|---|---|---|---|
| 13 | **Can I cancel any month, and how do I cancel?** | Yes, month to month. Send one email. No fee. | It's a 12-month agreement, but it's really month to month after that. | ☐ |
| 14 | **Does the contract renew on its own?** | No. Or: it's month to month, so there's nothing to renew. | It auto-renews unless you cancel in writing 60 days before. | ☐ |
| 15 | **What happens to my money if you don't do the work you listed?** | The monthly deliverables are in writing. If we miss them, we credit that month or make it up, in writing. | SEO takes time, so results can't be guaranteed. | ☐ |

TOTAL _____ / 30

**24 or more**
**Worth talking to.**

**18 to 23**
**Get the weak answers in writing first.**

**Under 18**
**Keep looking.**

**A promise on a sales call is not a promise. Get the ownership terms, the monthly deliverables and the cancellation terms into the signed contract.**


WANT A SECOND OPINION?

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Plain English. No sales pitch.

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NOTES

FAKE COMPETITOR LISTINGS · FREE EVIDENCE LOG

# Spam evidence log

Write down what you see, the same way every time, before you report a fake listing to Google. A report with proof behind it is much harder to ignore.

**1** **problem per report.** The form says select one.

**1000** **characters** for your explanation to Google.

**0** **status updates** from the complaint form.

STEP 1

## Before you report

- [ ] **Date the row** and copy the listing name exactly as shown.
- [ ] **Copy the full Maps link.**
  It must start with https://www.google.com/maps
- [ ] **Take a dated screenshot** and name the file with the row number.
- [ ] **Find one real-world fact.**
  Their own website, the state registry, the sign.

STEP 2

## Circle one problem

- [ ] **T. Title:** a misleading name or keywords in it.
- [ ] **A. Address:** a mailbox, a house, someone else's suite.
- [ ] **P. Phone number:** answered as another company.
- [ ] **W. Website:** opens a page for someone else.
- [ ] **X. This business doesn't exist.**
- [ ] **R. Reviews:** look bought. Use the review tools.

STEP 3

## Copy the listing's full address

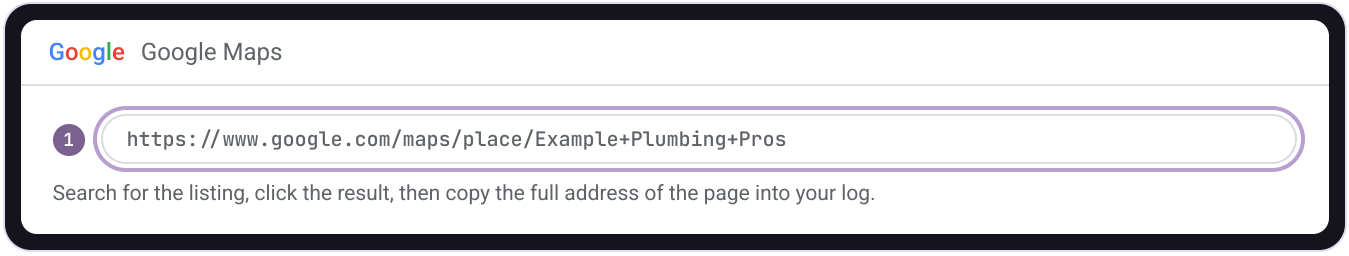



Illustration based on Google's help page. Your screen may look slightly different.

**Where owners trip:** filing the complaint form for a plain wrong name or phone number. Google says to use Suggest an edit in Maps for simple corrections, and the form for fraud.

YOUR LOG

## One row per listing. Keep the screenshots in a folder with the same row numbers.

| # | DATE SEEN | LISTING NAME AND MAPS LINK | PROBLEM | EXACT CONTENT AND PROOF SAVED | REPORTED: WHERE, WHEN | CASE ID, STATUS | CHECK BACK |
|---|---|---|---|---|---|---|---|
| 1 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 2 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 3 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 4 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 5 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 6 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 7 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 8 | | | (T) (A) (P) (W) (X) (R) | | | | |
| 9 | | | (T) (A) (P) (W) (X) (R) | | | | |

**T** Title **A** Address **P** Phone **W** Website **X** Doesn't exist **R** Reviews Google recommends 10 to 100 URLs per complaint form submission.


COMPETITOR STILL ON TOP AFTER YOU REPORTED?

**Get a free profile teardown**

We'll tell you in plain English what to fix on your own listing. No sales pitch.

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GOOGLE MAPS RANKINGS · FREE CHECKLIST

# The 15-minute weekly Google profile routine

Do these eight things once a week. Look and reply, don't rewrite. Changing your name, address or categories is not part of this routine.

**15** **minutes** a week, same day each week.

**8** **small jobs,** none of them risky.

**0** **edits** to name, address or categories.

1 · 2 MIN

## Look at the numbers

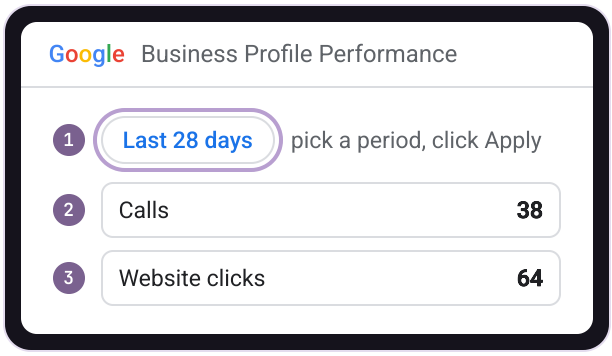
- [ ] **Open Performance, pick last 28 days, click Apply**
  Compare Calls, Directions and Website clicks with last week. Searches update monthly.

2 · 3 MIN

## Reply to new reviews

- [ ] **Reply to every review since last week**
  Short and calm. Use your name. Never offer a deal.
- [ ] **Flag only reviews that break Google's policies**
  Not because you disagree.

WHERE TO LOOK · PERFORMANCE




Placeholder numbers. Illustration based on Google's help page.

3 · 1 MIN

## Check alerts and edits

- [ ] **Look in Edit profile for alerts**
  Google tells you there if it changed your info.
- [ ] **Check no edit says Not approved or Pending too long**

4 · 2 MIN

## Check hours

- [ ] **Are next week's hours right?**
  Add special hours for holidays.

5 · 2 MIN

## Add real photos

- [ ] **Upload 1 to 3 photos from this week's jobs**
  JPG or PNG, in focus, no heavy filters. They can take 24 to 48 hours to show.

6 · 3 MIN

## Ask this week's customers

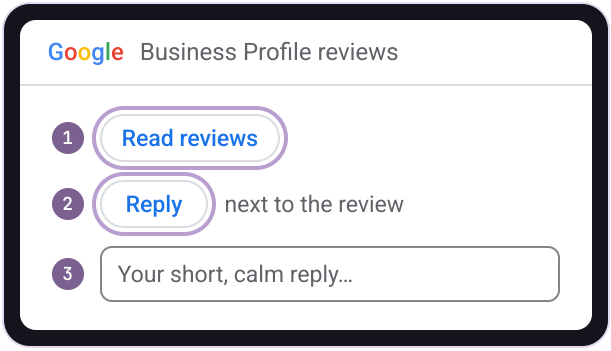
- [ ] **Send your review link to everyone you finished this week**
  Same message to every customer. Nothing offered in return.

7 · 1 MIN

## Search like a customer

- [ ] **Search your name and your main service from your phone**
  Note anything odd: wrong hours, a new competitor, a duplicate.

WHERE TO LOOK · REPLY




Placeholder data. Illustration based on Google's help page.

8 · 1 MIN

## Write one line in your log

- [ ] **Date, the three numbers, anything you noticed**
  No change is a fine entry.

WEEKLY LOG

| Date | Calls | Directions | Website clicks | Noticed |
|---|---|---|---|---|
| | | | | |
| | | | | |

WANT A SECOND SET OF EYES?

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We email what puts your profile at risk. No sales pitch.

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DIY LOCAL SEO · 30-DAY PLAN

# DIY local SEO for contractors: the 30-day plan

Four weeks, one theme each, about nine hours in total. Do the weeks in order and write the date next to each tick.

**4** **weeks,** one theme each week.

**9** **hours** in total, no paid tools.

**0** **edits** to name, address or categories.

WEEK 1 · ABOUT 2 HOURS

## Make the basics true

- [ ] **Search your service plus your town on your phone**
  Write down the top three and your own position.
- [ ] **Confirm you are the primary owner of your profile**
  Fix this before anything else.
- [ ] **Correct hours, phone and service area**
  Leave name, address and categories alone.
- [ ] **Add your website to Search Console**
  A Domain property needs access to your domain settings.

WEEK 2 · ABOUT 2 HOURS

## Show proof

- [ ] **Create your review link and QR code**
  Read reviews, then Get more reviews. Test it.
- [ ] **Ask your last ten happy customers**
  Same message to all. Offer nothing in return.
- [ ] **Reply to every review you already have**
  Short and calm. Flag only policy breaks.
- [ ] **Upload ten real photos from recent jobs**
  JPG or PNG, in focus. Can take 24 to 48 hours to show.

WEEK 3 · ABOUT 3 HOURS

## Fix the website basics

- [ ] **One page per core service you want calls for**
  Written from real jobs. One per service, not per town.
- [ ] **Phone number first on every page**
  Tappable on a phone. Same as your Google profile.
- [ ] **Check each page is indexed**
  Search Console shows it. Google says AI features only link indexed pages.

WEEK 4 · ABOUT 2 HOURS

## Measure, check AI, decide

- [ ] **Read calls, website clicks, directions**
  Business Profile, Performance, last 28 days, Apply.
- [ ] **Read clicks and impressions in Search Console**
  Performance, Search results.
- [ ] **Run the five-minute AI check**
  Ask five customer questions. Write who is named.
- [ ] **Write one line in the log and decide**
  Keep, stop or hand off.

WHERE AI HELPS

## Use it for drafts and checks

- [ ] **First drafts**
  Review replies, a page outline, questions customers ask. You edit every line.
- [ ] **The five-minute check**
  Ask an AI assistant what a customer would. See who it names.
- [ ] **Never invent facts**
  No made-up reviews, prices, licenses, jobs or years in business.

WHAT TO AVOID

## Three expensive mistakes

- [ ] **Changing name, address or categories to rank**
  Google says an edit can mean verifying again.
- [ ] **Buying or trading for reviews**
  Google says paid or incentivized reviews are removed.
- [ ] **Dozens of near-identical AI pages**
  Google calls this scaled content abuse.

30-DAY LOG

| Date | What I changed | Calls | Website clicks | Noticed |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

TIME TO GET HELP IF

- [ ] You finished the plan and calls have not moved after a few months.
- [ ] Your profile is suspended, or a competitor with fake reviews outranks you.
- [ ] Most leads are junk, or you need technical fixes on your site.

WANT A SECOND SET OF EYES?

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We email what puts your profile at risk. No sales pitch.

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