



WEB20 RANKER



GBP RECOVERY

PLAYBOOK



PREPARED
BY OUR
IN HOUSE
GOOGLE
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LISTING RECOVERY PROCEDURE

(SUSPENSION → REINSTATEMENT)

Use this as a **start-to-finish checklist** to diagnose what caused the suspension, address any issues, assemble proof, and submit a clean reinstatement appeal.

All steps are aligned with the handbook's suspension causes, appeal steps, required documents, evidence form tips, eligibility, and timelines.



01

CONFIRM WHAT TYPE OF ISSUE YOU HAVE (DIAGNOSIS)

- 01 - Confirm the profile is actually suspended**
It no longer appears on Search/Maps, direct URL shows an error/notice, and/or you received a suspension email.
- 02 - Identify whether this is:**
 - **Profile Suspension** (one listing down) **vs.**
 - **Account Restriction** (connected Google account restricted; multiple assets impacted).
- 03 - Check appeal eligibility**
 - If marked "**Cannot Appeal**", reinstatement via appeal isn't available (you'll need a compliance reset and alternate path).

02

FIND THE MOST LIKELY SUSPENSION TRIGGER (QUICK AUDIT)

Work through these in order—these are common triggers:

- 01 - Business name issues**
Remove **keywords, taglines, hours, phone, URLs**, or extra descriptors from the name.
- 02 - Address/location issues**
 - No P.O. Boxes, virtual offices, or unstaffed locations.
 - If you're a **service-area business (SAB)** and don't serve customers at your address, you should generally **hide the address**.

02**FIND THE MOST LIKELY SUSPENSION TRIGGER (QUICK AUDIT)**

- 03 - Category/services accuracy**
Primary category must reflect the real core business (not features/keywords).
- 04 - Duplicates/multiple listings**
Ensure there's only **one listing per business/location**, unless you meet department/practitioner rules.
- 05 - Review/content policy problems**
Remove or stop anything that could be interpreted as **fake/incentivized engagement or spammy posts**.
- 06 - Website issues**
Check that your website is safe and accurate (malware or misleading info can contribute to suspension issues).

03**FIX THE LISTING BEFORE YOU
APPEAL (COMPLIANCE CLEANUP)**

- 01 - Make only the essential corrections**
Name, address visibility (SAB), categories, hours, website, services, etc.
- 02 - Make your "real-world" representation match**
Your GBP details should match what's on:
 - signage/storefront
 - website contact page
 - legal docs/licenses
- 03 - Avoid repeated edits after cleanup**
After you correct key items, stop making frequent changes while waiting for review.


04

GATHER REINSTATEMENT EVIDENCE (BUILD YOUR PROOF PACKET)

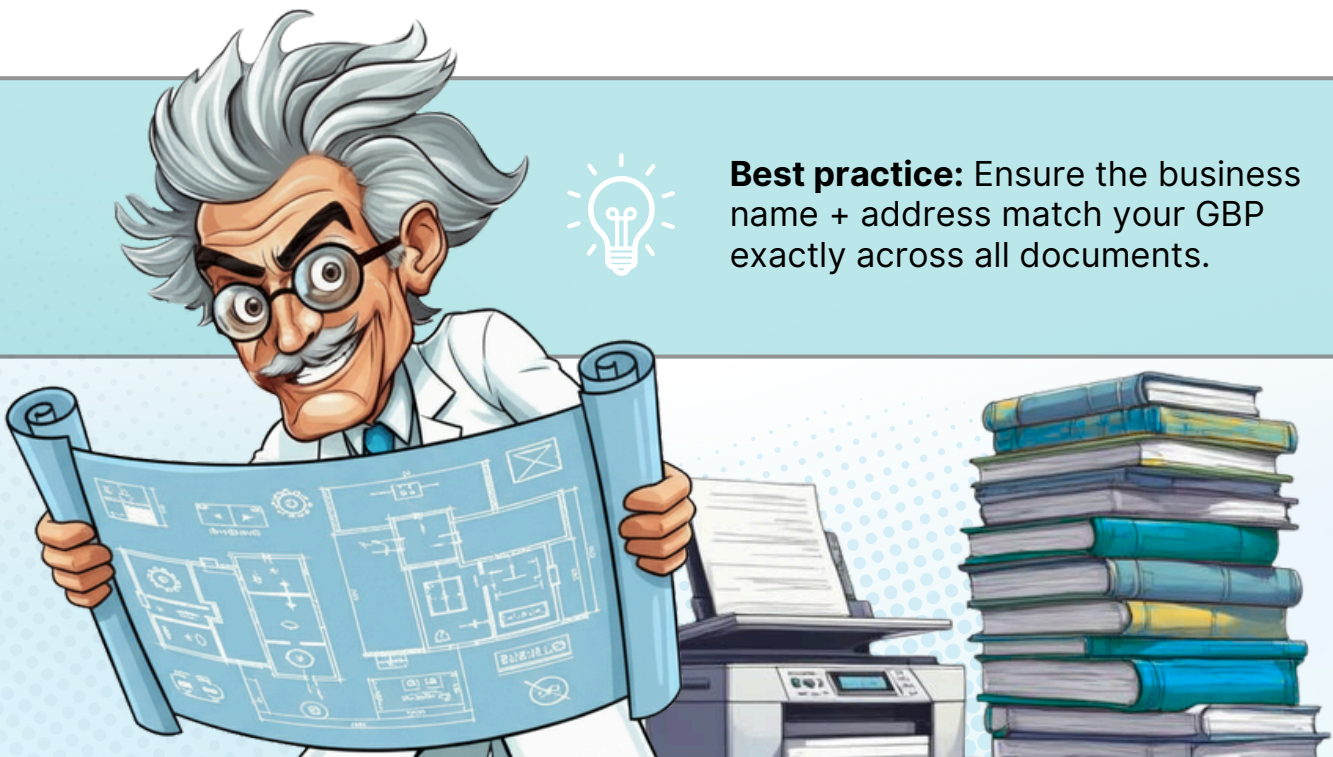
Aim to provide **multiple independent proofs** of (a) legal business existence and (b) legitimate location/operations.

Core documents (priority):

- Official business registration
- Business license
- Tax certificate/permit
- Utility bill (recent; matches name/address)
- Insurance certificate (if applicable)
- Lease/deed (if applicable)
- Storefront/signage photos (if applicable)



Best practice: Ensure the business name + address match your GBP exactly across all documents.



05

PACKAGE YOUR EVIDENCE SO IT'S EASY TO APPROVE

- 01 - Make everything readable**
No blur, no cropped corners, no dark photos.
- 02 - Label files clearly**
Example: **01_Business_License.pdf, 02_Utility_Bill.pdf, 03_Storefront_Signage.jpg**
- 03 - Combine files if needed**
You can bundle multiple documents (our GBP Recovery Handbook covers combining into a single zip if necessary).
- 04 - Write a short "compliance statement" ($\leq 1,000$ characters)**
Include:
 - What caused the issue (your best diagnosis)
 - Exactly what you changed
 - What proof you're attaching

06

SUBMIT THE APPEAL (THE RIGHT WAY)

- 01 - Use the GBP Appeal Tool** via the G account that owns/manages listing.
- 02 - Select the correct suspended profile** (especially for multi-location).
- 03 - Upload your evidence** as described above.
- 04 - Submit within the form time window**
 - The handbook notes a **60-minute** submission window.

07

MONITOR RESULTS AND TIMELINES

- Typical review time is ~**3–7 business days**, but it can take longer during high volume or complex cases.
- Check status in the appeal workflow, rather than repeatedly editing the profile.

08

IF DENIED: SECOND REVIEW STRATEGY

- 01 - Do not resubmit the same packet**
- 02 - Identify what was weak:**
 - Mismatched name/address
 - Missing location proof (signage/address)
 - SAB address settings wrong
 - Duplicate listings unresolved
- 03 - Add stronger evidence** (lease/utility, better signage photos, clearer legal docs) and request a **second review** (if available in your case).

09

IF IT'S AN ACCOUNT RESTRICTION (DIFFERENT PATH)

- Resolve the **account-level restriction first** via the My Accounts path, then appeal the individual profile afterward.

QUICK “DO / DON’T” (KEEPS YOUR APPEAL CLEAN)



DO:

- Match GBP details to legal docs + real-world signage.
- Provide multiple proofs of existence + location.
- Keep your explanation factual and specific.

DON'T:

- Keyword-stuff the business name.
- Use virtual/unstaffed addresses.
- Create duplicates for the same location.
- Make constant edits while under review.

