

Google Business Profile diagnosis and appeal pack

SAMPLE: a busy tavern in central Madrid (name hidden) · Madrid, ES

Problem: Profile suspended or disabled · Generated 2026-10-19

Your description: "Our profile was suspended two days after we changed the name to add 'Tapas Madrid Centro' and added a third category. We have one location."

SAMPLE. The profile is a real public listing (name hidden). The problem and description are an illustrative scenario, not a real case.

This is appeal help for the owner of the profile. We are not Google and cannot reinstate a profile or remove or restore reviews. Only Google decides. No result is guaranteed.

1. Likely causes, ranked

1. Keywords or extra words in the business name · confidence: high (82%)

Mentioned in your description (Jev 91%).

Do this: Change the name to exactly what is on your signage, invoices and website, before you appeal.

2. Recent edits to core details triggered a re-check · confidence: medium (47%)

Mentioned in your description (Jev 94%).

Do this: Make one change at a time, only with matching proof (signage photo, invoice), and wait for it to publish.

3. Address not eligible (virtual office, co-working, P.O. box) · confidence: low (18%)

Not visible in public data, but common for this problem. Check it yourself.

Do this: Use the real staffed address with permanent signage, or hide the address and set a service area.

4. Profile data does not match your website or documents · confidence: low (17%)

Your website could not be loaded, so name/phone consistency was not checked.

Do this: Make name, address and phone identical on the profile, website, invoices and registration documents.

5. Service-area business showing an address · confidence: low (15%)

Not visible in public data, but common for this problem. Check it yourself.

Do this: If customers do not come to you, hide the address and set a service area (cities/regions) in the profile.

6. High-risk category with extra checks · confidence: low (12%)

Not visible in public data, but common for this problem. Check it yourself.

Do this: Prepare video verification: signage, the business inside, tools/stock, and you opening the premises or a vehicle with branding.

2. Guideline check

Check	Result	What we saw · Google guideline
visible	OK	The listing is publicly visible on Google Maps right now. "Do not create a new Business Profile for the same business." https://support.google.com/business/answer/4569145
name	OK	Name "[business]" has no taglines, phone, URL or keyword stuffing detected. "Including unnecessary information in your business name isn't permitted, and could result in the suspension of your Business Profile." https://support.google.com/business/answer/3038177

virtual	OK	Address "[address]" does not look like a virtual office or P.O. box. "If your business rents a physical mailing address but doesn't operate out of that location, also known as a virtual office, that location isn't eligible for a Business Profile." https://support.google.com/business/answer/3038177
categories	OK	2 categories: Tavern, Tapas bar. "Do not use categories solely as keywords or to describe attributes of your business." https://support.google.com/business/answer/3038177
description	OK	Description has no links or promotional prices. "Focus on special promotions, prices, and offer sales." https://support.google.com/business/answer/3038177
consistent	NOT CHECKED	Your website could not be loaded, so name/phone consistency was not checked. "Represent your business as it's consistently represented and recognized in the real world across signage, stationery, and other branding." https://support.google.com/business/answer/3038177
reviews pattern	OK	Of the newest 80 reviews, 4 are 5★ from accounts with only one review, and the busiest day had 9. No unusual burst or one-review-account pattern. "Content that is based on a conflict of interest." https://support.google.com/contributionpolicy/answer/7400114

Guideline quotes fetched from support.google.com on 2026-10-19. Typed checks by TypeSafe Jev on public data and your description; they can be wrong.

3. Evidence checklist

- ☐ Business registration or licence showing the exact name and address
- ☐ A utility bill (electricity, phone, water or internet) in the business name, at that address, from the last 3 months
- ☐ Photo of the permanent exterior signage with the street number visible
- ☐ Photo of the inside showing the business operating (counter, stock, tools)
- ☐ A tax certificate or VAT/CIF registration with the same name and address
- ☐ Short video: street, signage, unlocking the door, inside, proof you manage it (keys, tools, branded vehicle)

Tip from Google: every document must show the same business name and address as the profile.

Video verification (one continuous take, 1-2 min): 1) street sign or nearby landmark, 2) exterior with permanent signage and street number, 3) unlock the door / enter, 4) inside: counter, stock, tools or equipment, 5) a document or tool that only the owner/manager has (keys, POS, branded vehicle, business licence).

4. Appeal text to paste

Fix the causes above first, then open the Google Business Profile appeals tool (support.google.com/business/?p=manage_appeals) and paste this. Replace the [brackets]. Only say what is true.

Hello Google Business Profile team,

Our Business Profile was suspended. We are SAMPLE: a busy tavern in central Madrid (name hidden), a real business at Madrid, ES, serving customers at this address.

We have checked our profile against the Business Profile guidelines and corrected the following:

- Keywords or extra words in the business name: [what you changed, e.g. "Change the name to exactly what is on your signage, invoices and website, before you appeal."]
- Recent edits to core details triggered a re-check: [what you changed, e.g. "Make one change at a time, only with matching proof (signage photo, invoice), and wait for it to publish."]

Attached: our business registration, a recent utility bill in the business name at this address, and photos of our permanent signage and premises. All documents show the same name

and address as the profile.

We have one profile for this location and we will keep it accurate. Thank you for reviewing our case.

[Your name], owner

[Phone] · [Email]

5. What not to do

- ✗ Do not create a new profile for the same business: Google treats it as a duplicate and it can make things worse.
- ✗ Appeals can only be submitted once per decision, so attach all evidence first.
- ✗ Do not buy reviews, use review "agencies", or ask staff and family to review.
- ✗ Do not pay anyone who "guarantees" reinstatement or review removal. Nobody outside Google can.
- ✗ Do not keep editing the profile while an appeal is pending.

Method: one public Google Maps data run via Apify (no reviewer personal data), one fetch of your website, the official Google guideline pages, and TypeSafe Jev typed checks. Not affiliated with Google. One free clarification by email within 7 days: nebu@mail.grokbots.com.