

Step By Step Checklist On Troubleshooting GMB Suspensions:

Google has released a new function of their algorithm that puts updated Google My Business listings under a temporary suspension, removing business listings from the search engine result pages. This quick checklist will help guide you through the process of reinstating your listing and making it live on Google for your customers again. As a side note, keep in mind that it might take 3-5 business days for your listing to start showing up on Google again after the penalty is removed.

What Triggers The Google My Business Listing Penalty?

As a security measure, Google monitors the big changes you are making on your listing. According to our tests and the insights we received from GMB support representatives directly, there is a 65-70% chance that your listing will get temporarily suspended if any of the following features are changed or edited:

1. **Business Name**
2. **Business Categories** (especially the primary category)
3. **Business Description**
4. **Service Areas**
5. **Business Phone**

Why Do Google My Business Listings Get Suspended?

Google puts recently updated listings under temporary suspension to prevent spam listings from being shown on the **Search Engine Result Pages** (SERPs). The best example of this would be someone who edited the name of their business for it to include dozens of keywords, in the effort to show up higher for specific keywords. Example below:

Adams AC Repair of Cincinnati

5,0 ★★★★★ (3) · Oro kondicionavimo sistemų įrengimo darbų rangovas

+1 513-216-2047

Dirba 24 val.

Wright AC Repair of Cincinnati

5,0 ★★★★★ (2) · Oro kondicionavimo sistemų įrengimo darbų rangovas

+1 513-230-6536

Dirba 24 val.

Nelson AC Repair of Cincinnati

5,0 ★★★★★ (3) · Oro kondicionavimo sistemų įrengimo darbų rangovas

+1 513-216-4783

Dirba 24 val.

In the example above, multiple fake GMB listings were created to show up high on Google Maps for lead generation purposes. These are the outcomes that Google is trying extremely hard to prevent. By putting a listing under a penalty, they have the opportunity to manually review the critical changes that have been made and verify the legitimacy of the business.

What Are The Steps I Need To Take To Reinstate My Listing?

The necessary actions include the following steps you need to take:

1. Submit The [Google My Business Reinstatement Form](#)
2. If You Do Not Conduct Face to Face Business at Your Company's Address That Is Displayed on Your Listing, Please Hide It.
3. Make Sure That The Name of The Listing 100% Reflects The Actual Name of Your Business
4. If All of The Steps Above Were Executed, Please Wait Until GMB Support Responds To Your Request

The next steps you will need to take may be case-specific. In general, GMB support will require you to prove the legitimacy of your business and that the listing belongs to it. This generally is verified via sending a copy/screenshot of your business license, with your business name clearly visible in the document. Alternatively, you may provide a screenshot of a utility bill or an invoice. The key here is to make sure that your business name is clearly visible in the document.

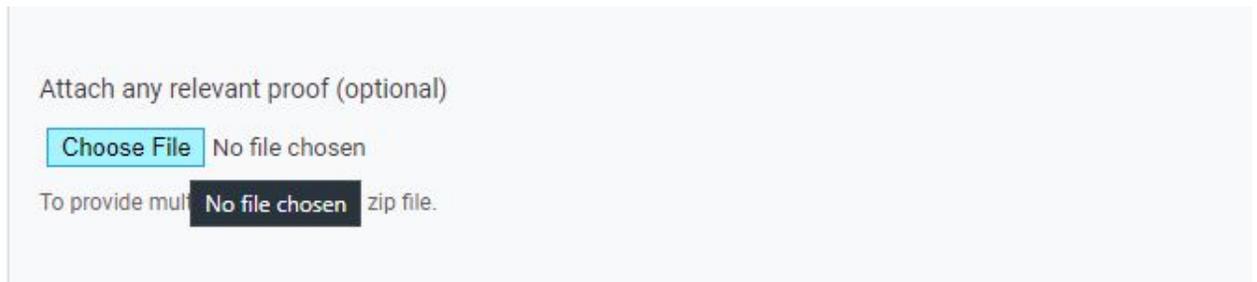
If you are unable to complete any of the verification steps above, Google also provides the option to do a manual video verification, where the owner of the business joins a virtual call with a Google representative in order to verify the listing. That being said, this feature is still in beta and is not always readily available for most businesses to use. To request this option, you will need to request for it in the support ticket that was opened by Google after you've submitted the reinstatement request.

Additional Tips To Speed Up The Reinstatement Process:

1. Due to Covid-19, Google My Business phone support lines are temporarily down. Because of this, GMB support might take more time to respond to your reinstatement request. In addition to submitting a [reinstatement request](#), we recommend you to submit a separate support ticket using their [contact us via email](#) option to fast forward the process as much as possible.
2. During the process of submitting your reinstatement form, make sure to confirm that you've read the [Google My Business Listing Guidelines](#) and strongly believe that your

listing is in compliance with them.

3. To minimize the back and forth process of emailing GMB support, you can attach verification proof directly in the reinstatement request form. We also advise attaching more than one document/screenshot that proves the legitimacy of your business, such as your business license, business invoice, utility bill or even a photo that displays the entrance of the physical location of your business with the logo clearly visible in the photo. The type of proof you will need to provide will be determined on a case by case basis by the specific representative that will be responsible for reinstating your listing.



Attach any relevant proof (optional)

No file chosen

To provide multiple files, upload a zip file.

Thank you for reading PMNow's guide on troubleshooting Google My Business listing penalties and suspensions! The steps and insights above will increase the chances of your listing getting live on Google and your business - back on track.

For questions or more information on the process, please contact our GMB specialist team at pro@pmnow.biz