MERCHANT CENTER SUSPENSION AUDIT · SAMPLE REPORT · NOVEMBER 2026

Sample Store

Suspended for Misrepresentation. What Google's checks are likely seeing, what to fix first, and the re-review request to send after.

Composite sample built from public Shopify stores. Names and details changed.

9
THINGS TO FIX BEFORE YOU REQUEST A REVIEW

18	9	3	2
checks run	to fix	high priority	need your Merchant Center

WHAT WE FOUND

The three findings most likely behind the flag

1 The product page tells Google two different stories

CHECKS 7, 8

The theme and a reviews app each output their own Product structured data. One block has the price and stock; the other has the same name and no offer at all. Google compares what it crawls with your feed, and an incomplete duplicate reads as inconsistent data.

2 Claims a shopper cannot verify

CHECKS 10-12

The homepage says the product is "tested to EN 71-3"; the product page says "tested by an accredited lab to EN 71-1, -2 and -3". Neither links to proof. A "Sale" badge also shows with no reduced price. Google's Misrepresentation policy covers claims and offers shoppers can't check.

3 The business looks like two businesses

CHECKS 3, 4

The store runs on one domain, while the contact email and several links use another. The brand name is written two ways. Identity has to match character for character across the store, the legal notice and Merchant Center.

WHERE THE PROBLEMS ARE

The 9 fixes by area



ALL CHECKS

18 checks, in the order Google's reviewers tend to look

#	CHECK	WHERE	WHAT WE SAW	WHAT TO DO	STATUS
1	**Legal name and address**	Footer	Present, with company form and registered address	None	PASS
2	**Legal notice / contact page**	Footer	Linked at a standard URL	None	PASS
3	**Business name consistency**	Header, footer, schema	Brand written two ways ("Sample Store" vs "SampleStore")	Pick one spelling; use it in Merchant Center too	FIX
4	**One domain for everything**	Links, email	Contact email and four links point to a second domain	Move email and links to the store domain or redirect	FIX
5	**Phone and email visible**	Footer	Both shown, both work	None	PASS
6	**Placeholder text**	Homepage	Unfilled template text on three feature icons	Replace or remove the blocks	FIX
7	**Product structured data**	Product page	Two Product blocks; one has no offer	Keep one complete block, switch the other app off	FIX
8	**Price and stock vs page**	Product page	Page, structured data and og:price agree	None	PASS
9	**Stock vs pre-order**	Product page	"Sold out" next to an active Pre-order and Add to cart	Show one state; state ship date for pre-orders	FIX
10	**Safety / certification claims**	Home and product	Two different wordings, no proof linked	One wording everywhere plus a link to the certificate	FIX
11	**Sale badge**	Collection	"Sale" shown with no reduced price	Remove the badge or show the compare-at price	FIX
12	**Off-topic health claims**	Navigation	Links to health courses on a product store	Remove from the store or move to a separate site	FIX
13	**Free shipping claim**	Banner	"Free shipping on all orders"; cart says calculated at checkout	Make the banner and the shipping policy say the same	CHECK
14	**Page heading**	Homepage	Two H1 tags, one empty	One descriptive H1 saying what you sell	FIX
15	**Policies in footer**	Footer	Shipping, returns, privacy and terms all linked	None	PASS
16	**Reviews**	Product page	Small count, verified label explained	Keep; never import reviews from elsewhere	PASS
17	**Merchant Center business info**	Needs your access	Can't be seen from outside	Compare name, address, phone with the legal notice	CHECK
18	**Earlier suspended accounts**	Needs your access	Account history carries over to new accounts	Don't open another account; fix and review this one	CHECK

THIS WEEK

Fix in this order, then wait 3 to 5 days

1

Product data first (checks 7, 9)

DAY 1

Remove the duplicate structured data and make stock status unambiguous. These are what automated checks compare with the feed, so they come first.

2

Claims and identity (checks 3, 4, 10-12)

DAY 2

Make every claim provable or remove it, then make name, domain and email identical everywhere, including Merchant Center business info.

3

Clean-up, then one review request (checks 6, 13, 14)

DAY 3-7

Remove placeholder text, align the shipping banner with the policy, and fix the heading. Let Google recrawl for a few days before using a review. Reviews are limited.

YOUR RE-REVIEW REQUEST

Re-review request (draft, edit before sending)

We have reviewed Google's Misrepresentation policy and made the following changes to [store domain] between [dates]:
1. Removed a duplicate Product structured-data block so each product page carries one complete offer (price, currency, availability).
2. Made stock status unambiguous on all product pages; pre-order items now state the expected ship date.
3. Linked the certificate for our product safety claim and used one wording across the store.
4. Removed a "Sale" badge shown without a reduced price.
5. Moved our contact email and all links to [store domain]; business name now matches our legal notice and Merchant Center exactly.
6. Removed unrelated health-course links and leftover template text.

Business details: [legal name], [address], [phone], [email]. We ship to [countries] only. We ask for a manual review of the account.

METHOD AND LIMITS

We read the homepage, a product page, the collection page, the footer policies and the page source (structured data, meta tags). We do not log in to your Merchant Center unless you give access, so checks 17 and 18 are yours to confirm. Some suspensions come from signals outside the store, such as domain history. Google alone decides on reinstatement, so no outcome is guaranteed.