



# Google Merchant Centre Suspension Checklist

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Find out what is causing your GMC suspension and get your products promoted by our Google Shopping Autopilot app.

- Why use this guide
- The three issue categories that cause suspensions
- A detailed breakdown of the things to review & fix
- What our app will handle for you



Google Merchant Center



Google Ads

## Why use this guide?

Google can suspend Google Merchant Center accounts for a wide variety of reasons and it's very hard to understand why it's happening to your own store.

Google wants to create the best experience for customers and with a huge flood of new store owners that flaunt the rules, regardless of intention, Google had to do something about it. They have made it difficult for merchants who actually are doing the right thing to fix issues. It's now much harder to get a new account live on Google Merchant Center without being suspended. Google continues to tighten the rules and follow very strict internal guidelines when it comes to suspending and reviewing accounts.

The reasons given by Google are typically ambiguous and unhelpful:

1. "Misrepresentation"
2. "Unacceptable business practices"
3. "Counterfeit goods"
4. "Malicious software"
5. "Suspicious payments"
6. "Circumventing systems"

## The three main areas that cause GMC Suspensions:

### 1. Issues within your Google Merchant Center Account

Common reasons here include incorrect Business Information and problems with Shipping Information.

### 2. Issues within your Product Feed

There are often problems with product feeds causing suspensions such as product disapprovals, errors and warnings.

### 3. Issues on Your Website

A large number of issues occur on your website. Missing (or poorly written) policy pages, misleading information, copied product details and reviews, among a multitude of other factors that can lead to a poor user experience.

As your helpful commerce co-pilots, our app will automatically handle the first two categories automatically for you by detecting changes you make in your Shopify store and syncing these to your Google Merchant Centre. Where we'll need your help is when it comes to issues with your website itself. We are unable to fix these issues directly and have put together a checklist for you to review below.

# Checklist

## Solid Foundations

- ☐ Website isn't clunky and loads quickly [Test your site >](#)
- ☐ Clear, easy to navigate site, no broken links, no gimmicks (e.g. custom cursor graphic)
- ☐ No English mistakes or errors in the website
- ☐ No stock photos used across the entire website
- ☐ No fake reviews or reviews imported relating to other businesses
- ☐ Website has above average reviews on trusted third party review websites like TrustPilot, Reviews.io and Yotpo.
- ☐ All apps and plugins functioning correctly
- ☐ Not dropshipping with long delivery fulfilment being measured in weeks.

## Contact Information

- ☐ Physical Address on website
- ☐ Customer service telephone number
- ☐ Branded email address, matches stores domain name (@nameofthestore.com, not an email service provider like @gmail.com or @outlook.com)
- ☐ Email, address & phone number listed on the contact us page and footer
- ☐ Dedicated Contact page
- ☐ Contact form on the Contact page
- ☐ Business contact hours listed on website

## Contact Information (continued)

- ☐ Estimated response time on Contact page
- ☐ SSL certificated installed (https)
- ☐ Website language appropriate for targeted location.

## Legal Pages

- ☐ Terms & Conditions page exists
- ☐ Privacy Policy page exists
- ☐ Terms & Conditions page unique to website (no mentions of other brands, products)
- ☐ Privacy Policy page clearly explains how the users' browsing data may be used
- ☐ Links to legal pages present in footer

## Returns & Refunds

- ☐ Clearly indicate the process for requesting a refund or returning an item
- ☐ Clearly outline the process for different circumstances for refunds/returns
- ☐ Clear timeframe for each circumstance of return or refund
- ☐ Clearly outline the time it takes to receive the refund
- ☐ Indicate the method of return of the refund
- ☐ Indicate the return period (how long before they can no longer return)
- ☐ Language used the same as the native language of the target location
- ☐ Returns & Refund messaging consistent throughout your website, no misleading or false claims

## Shipping Page

- ☐ Matches the actual shipping process
- ☐ Cost of shipping for each location if applicable
- ☐ Time to ship to each location
- ☐ Courier/postal service used details for each location (UPS, FedEx, DHL, Australia Post)
- ☐ Tracking information clear
- ☐ Instructions for checking status of their order available on website, not just in email
- ☐ State the process for missing items
- ☐ Shipping process is fast (not taking more than 1 week)
- ☐ Shipping messaging consistent throughout your website, no misleading or false claims

## Branding & Homepage

- ☐ High quality logo (design and not blurry)
- ☐ URL and store name legitimate and non-spammy
- ☐ Brand present on the homepage (not just a grid of products)
- ☐ Header navigation includes about and contact pages
- ☐ Footer has all necessary links (Shipping and Return policies, all legal pages)
- ☐ Footer has contact information (Email, physical address, contact number)

## Product Pages

- ☐ No false or misleading claims. Claims made should be backed up with solid evidence
- ☐ Real reviews for each product
- ☐ Product availability clear (in stock, out of stock)
- ☐ Content targeted towards customers with relevant messaging, highlighted features & benefits, etc
- ☐ Mix of rich text and image content
- ☐ Products not dangerous
- ☐ Products not counterfeit or infringing trademarks
- ☐ Accurate product condition if selling opened or used items.
- ☐ Descriptive product titles, avoid ambiguous product titles, for example a product titled after a persons name "Shelly" instead of "Shelly's soapbar"
- ☐ Accurate pricing
- ☐ Product imagery is clear, with no watermarks, or other badges/logos present. Ideally, products are isolated and placed on a white background in main images
- ☐ Tax Information detailed on product page and/or incorporated into final product price where possible.

## Pricing & Payment Methods

- ☐ Checkout pages secure with SSL certificate
- ☐ Atleast one main stream payment method available
- ☐ Payment methods visible in footer
- ☐ Final price is clear and has no hidden charges
- ☐ All discounts advertised (website & platforms) usable during checkout
- ☐ Discounts accurate
- ☐ Tax Information consistent through product, cart and checkout experience.
- ☐ "Buy Now" payment methods available and match products price displayed on the product page
- ☐ "Buy Now / Pay Later" and split payments are optional. Always a buy now option provided as the default. These payment options when used alone could be construed as misleading between prices across adverts, product pages and checkout

## Misleading Information

- ☐ No claims of certified reseller when this is not the case
- ☐ No extravagant and unlikely claims about the brand or products
- ☐ No use of trust stamps without proper affiliation
- ☐ No false statements about the identity, qualifications or products



## **What our app will handle**

### **Product feed**

Our app will handle disapprovals to the best of our ability.

### **Business Information**

Our app will setup a Google Merchant Centre Account (MCA) with your business information, including business name and address. Please ensure you are using a branded email address (e.g. not @gmail.com) and a custom domain, not mydomain.shopify.com, and that these match. We'll also endeavor to ensure Tax and Shipping settings are correctly synced from your Shopify configuration to the MCA.

If your Shopify contact details do not match those listed on your website, contact page and footer we will not be able to keep your MCA information in sync.

## **Completed the checklist and still stuck?**

Whilst we can't guarantee that the checklist we have provided here will resolve your merchant centre suspension, we see the majority of suspensions lifted if all points are successfully fulfilled.

If your Google Merchant Centre account is still suspended after completing this checklist, please reach out to our team via in-app chat or email and we'll be happy to investigate and escalate with Google directly.