

GBP SUSPENSION DIAGNOSTIC MAP

- The Real Reasons Google Business Profiles Get Suspended
- What to check before filing a suspension appeal.

Alicia Hughes

One Stop SEO

Unfuck Your GBP



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Suspension Trigger 1: Business Information Inconsistency (Suspension reason: Deceptive content)

Your business name, address, phone number, services, and hours must match across the entire internet.

Most important platforms:

- Website
- Social profiles
- Yelp
- Bing
- FourSquare
- BBB.org

Also check (if applicable):

- Apple Maps
- MapQuest
- Angi
- Houzz
- Industry directories such as AVVO or Realtor.com

Rule: GBP information must match all authoritative citations.

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- Suspension
Trigger 2:
Proof
Documents
Do Not
Match

(Suspension reason:
Deceptive content)

The photos or documents used to verify a GBP and/or appeal a suspension MUST match the GBP exactly.

Common mistakes:

- Different business name formatting
- Different address format
- Outdated documentation
- Photos showing different signage

Rule: Submitted evidence must match the listing exactly.

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- Suspension
Trigger 3:
Address
Violates
Google
Guidelines
(Suspension reason:
Deceptive content)

Businesses displaying a physical address must meet Google's location rules. To show an address publicly the location must:

- Have permanent, public-facing signage
- Be staffed during business hours
- Serve customers inside the location

Rule: If the business does not meet ALL 3 criteria above, the listing must be configured as a Service Area Business.

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Suspension Trigger 4: Service Area Too Large

(Suspension reason:
Business is not
eligible)

Service areas must stay within Google's limits.

- Coverage area should remain within roughly a two hour driving radius from the address that was used to verify the GBP.
- Unrealistic service areas often trigger a suspension.
- A service area that is larger than 2 hours is not considered a “local business” per Google and therefore is not eligible for a GBP.

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Suspension Trigger 5: Low Profile Quality

(Suspension reason:
Poor quality)

Listings that appear low quality or spammy may be suspended.

Common problems:

- Stock photos instead of real images
- Incomplete profile information
- Keyword stuffed descriptions
- Irrelevant services or categories
- Adding phone number to service description(s)

Rule: Authentic profiles build trust with Google.

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○ Suspension Trigger 6: Suspicious Gmail Accounts

(Suspension reason:
Suspicious activity)

If any Gmail account connected to the listing is flagged for suspicious behavior, all Google Business Profiles attached to that account may be suspended.

- The suspicious behavior does not have to be directly related to the GBP in question.
- Review all users connected to the listing
- Remove suspicious or unused Gmail accounts

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• Suspension

○ Trigger 7:

Google

Cannot

Verify

Business

Legitimacy

(Suspension reason:
usually it's "Business is
ineligible")

Google may not verify a GBP, or may suspend a GBP, if it does not trust the business. Businesses typically lack trust signals because of limited online presence.

Examples:

- New domain
- Few citations
- Limited social presence
- Recent rebrand or location change

Rule: Build legitimate online signals before verification or appeal.

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Before Submitting a GBP Appeal

Most suspensions occur because Google cannot verify legitimacy or consistency.

Run this checklist:

- Fix key citation inconsistencies
- Confirm your business model
- Verify documents match exactly
- Adjust service area radius
- Improve profile authenticity
- Review Gmail users
- Strengthen online presence

Credit

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