

Google Merchant Center Suspension Checklist

30 checks, in six parts · Last updated September 2026

Google suspends Merchant Center accounts for Misrepresentation more often than for anything else, and the notice rarely names the exact cause. This checklist covers the issues that trigger it most often, so you can work through your store and fix what you find before you ask Google to review the account again.

Your Merchant Center account is your own

It belongs to your business, and everything in this checklist is on your storefront or in your account. That means every item here is yours to check and yours to fix, and the request for review is yours to make. We cannot make it for you, and Google would not accept it from us.

What is in here

- Two things not to do first
- The checklist, in six parts
- How to appeal once the store is ready

Before you do anything

Two mistakes are common straight after a suspension, and both make getting back in harder.

Do not appeal repeatedly

Google allows only a small number of review requests. An appeal made before the underlying issue is fixed comes back with the same answer, can extend the wait before Google looks again, and uses up an attempt you may want later. Fix the store first, then appeal once.

Do not open a new account

Creating a fresh Merchant Center or Google Ads account to get around a suspension is a separate and more serious violation. It is exactly the behavior Google's multiple account abuse policy looks for. Resolve the original account instead.

How to use the checklist

Google rarely tells you the exact cause, so the fastest route back is to check your store against all six sections and fix everything you find, rather than guessing at one cause. Open your store in a private browser window and read it as a shopper seeing it for the first time.

The longer write-up is at retailerboost.com/blog/fix-merchant-center-misrepresentation-suspension.

The checklist

Contact information

Google wants a shopper to be able to reach a real business.

- ☐ A contact page with a working contact form.
- ☐ A monitored email address on the contact page.
- ☐ A phone number customers can reach you on about an order.
- ☐ A physical business address, where you have one.
- ☐ The contact page linked from the footer, not buried.

Shipping, returns and refunds

Each needs its own page, and each needs to be specific rather than boilerplate.

- ☐ A shipping page with delivery methods, real or estimated timeframes, and costs.
- ☐ Where tracking information appears, if you offer it.
- ☐ A returns page explaining how the returns process works.
- ☐ A refunds page explaining how refunds are issued and how long they take.
- ☐ Who pays for return postage, stated plainly.
- ☐ All three linked from the footer.

Business identity

The same business, told the same way everywhere Google can look.

- ☐ Business name consistent across the site, the domain and your Merchant Center settings.
- ☐ A custom domain. Not a myshopify.com address.
- ☐ Store name that matches what you actually sell.
- ☐ Legal pages present: terms and conditions, privacy, and cookie policy.
- ☐ Legal pages linked from the footer.

Pricing and promotions

Prices must match wherever a shopper sees them, including the currency.

- ☐ Feed price matches the product page, cart and checkout.
- ☐ Currency matches in all of those places.
- ☐ No countdown timers that reset or never expire.
- ☐ No invented original prices or permanent fake sales.
- ☐ Every promotion is one you can actually honor.
- ☐ Availability in the feed matches the live site.

Reviews and trust signals

Google can often detect review content copied from elsewhere.

- ☐ Genuine reviews only. Nothing copied from another site or source.
- ☐ No invented testimonials.
- ☐ No trust badges or certifications you have not earned.

The site itself

Open your store in a private window and read it as a first-time shopper.

- ☐ SSL covers the whole domain, not only the checkout.
- ☐ No placeholder text, test products or dummy content anywhere.
- ☐ No broken links.
- ☐ Products are real and actually purchasable.
- ☐ No false or misleading claims about the products or the business.

Once the store is ready

Work through these in order. The aim is to fix the store genuinely, then make one clear appeal that shows a reviewer exactly what changed.

1. Read the suspension notice and the Misrepresentation policy in full, so you know what Google is assessing.
2. Audit your store against every section above. Open it in a private window and look for anything missing, inconsistent or misleading.
3. Fix every issue you find, not only the most obvious one. Appeals fail most often because a store fixed one thing and left three others.
4. Check the footer links to shipping, returns, refunds, contact, privacy and terms, and that each page is real and specific.
5. Check that feed prices, currencies and availability match the live site exactly.
6. Only then, submit one request for review in Merchant Center. In the notes, briefly list what you changed.
7. Wait for the review. Do not submit another appeal while one is pending.

What happens on our side

We check your Merchant Center every day. Once Google is showing your products again, our campaigns start on their own. There is nothing to switch back on at our end and nothing you need to tell us.

This checklist covers the issues we see most often. It is not exhaustive, and working through it does not guarantee Google will reinstate the account. Google's decision is Google's alone. The preventive version of this list is at retailerboost.com/blog/10-tips-google-merchant-center-suspension.