



Business Profile Suspension Readiness Checklist

Heaven forbid that your Google Business Profile ever gets suspended, but if it does, have this folder ready on your computer and you can send each item away to get your listing back up again, ASAP.

Business Documentation

- Business license
- State registration
- Utility bill with your company name on it
- Lease agreement if applicable
- Business insurance
- Articles of incorporation
- DBA documentation (if applicable)

Have scans or pictures of these documents in a file on your computer for easy access.

Physical Location or Work Materials Proof

- Exterior signage
- Google Maps street view
- Office entrance with sign (use a door sticker)
- Interior workspace
- Vehicle Wraps
- Signs on the Wall

Any of these can be used if you have them. Have these pictures ready to go so you can send them along with your business documentation.

Website and Online Presence Proof

- Consistent NAP (Name, Address, Phone) across profiles, website, Yelp, etc.
- Screenshots of digital footprint, logged in to your website, your profiles, etc.
- Chamber of Commerce listing
- Contact page matches GMB
- Professional email domain

Nothing here is required, but they can all help prove your case quickly!



Need help with your profile? [Book here.](#)

Additional Tips for your Profile

Regularly send these trust signals to Google to help keep your profile healthy and keep you from getting suspended.

Keep a strong GMB Profile History including:

- A clear, keyword-accurate Business Description
- Accurate Business Category selections
- Avoid using P.O. Boxes or UPS Stores
- Ensure Service Areas are realistic
- Have business hours filled out (even if “by appointment”)
- Don’t use tracking phone number as primary number
- No excessive keywords in the business name
- Add photos of your team, work, and location to the profile
- Respond to all reviews regularly

Send Positive User Behavior Signals:

- Post to the profile regularly, at least monthly
- Fill in Q&A section consistently, (questions asked and answered)
- Customers should click “Call”, “Website”, or “Get Directions”, often

Backup and Reinstatement Prep

- Pre-draft the reinstatement request documentation. Have a letter of explanation ready to fill in the reason you made changes to your profile. This will be included with your reinstatement request.
- Keep records of contact with support, and email/chat logs (if you’ve ever interacted with them)

Bonus Proof/Trust Signals

Links to review platforms like Yelp, Angi, etc.

Screenshots of customer communication or contracts (if applicable)

Photos or videos of your team doing real work

Before/after project photos with timestamps

A list of “best clients” who will give you 5-star reviews pre-saved just in case you have to rebuild a listing

Want to see where you rank? Get a [Free Scan Here](#)

Your business must have a physical address for the scan tool to do a free scan. If you don’t have a physical address, please book an appointment, we can do it manually.