How Long Do Google Business Profile Suspensions Last?

Over the years, in working with small businesses, we've come across several who have had their Google Business Profile (GBP) suspended. It stinks. Getting reinstated was kind of a hassle because we weren't exactly sure what the steps were. Google gives you hints, but it's not like they're going to give you the answers or cheat sheet for it verbatim.

Since it isn't easy to get out of GBP jail, I did the research and I came up with a packet that gives small business owners guidance on how to help get their profile un-suspended. It's the **Get Unsuspended: 30-Minute Packet**.

TL;DR: The Reinstatement Process in 6 Steps

1. **Stop making big edits** (name, category, address, phone, website).
2. **Check the reason** in the appeals tool (it shows the policy area involved).
3. **Fix obvious mismatches** (business name and phone are the big ones).
4. **Gather boring proof** (license, registration, utility bill, etc.).
5. **Submit one clean appeal** with clearly named attachments.
6. **Stabilize after reinstatement** and avoid "celebration edits" for a few weeks.

Google's own help docs emphasize submitting an appeal through the appeals tool and keeping your evidence consistent with your listing details.

How Long Do Google Suspensions Last?

Answer: A Google Business Profile suspension does not have a guaranteed "timer" that runs out. It typically lasts **until you fix the issue and your profile is reinstated**, or until Google determines the profile can't be reinstated.

Google is pretty direct about the general rule: profiles may be suspended if they don't follow guidelines, and if you believe your profile should be reinstated, you submit an appeal.

- **If you do nothing:** the profile can stay suspended indefinitely.
- **If the business is ineligible:** reinstatement may not be possible.
- **If it's a fixable mismatch:** once corrected, you can appeal with strong evidence.

How Many Times Can You Appeal a Suspended Google Business Profile?

Answer: Google doesn't publish a simple "you get X attempts" rule for every situation. What they do state is: you can **submit an appeal**, and **if your reinstatement request is denied**, you may be able to request an **additional review** and add evidence that wasn't included the first time.

Practically speaking, you want to treat your first appeal like your best appeal:

- **Fix the likely trigger first** (don't submit while your info is still messy).
- **Submit organized proof** that matches your business name/address/service-area setup.
- **Avoid duplicate submissions** unless Google specifically indicates you can request an additional review.

In the appeals tool, you'll also see statuses like "Approved," "Not Approved," or "Can't be appealed," which is another reason to keep the first submission clean.

How To Find Out Why My Google Business Profile Is Suspended?

Answer: The most reliable place to see the reason is the **Google Business Profile appeals tool**. Google states the tool shows **the reason for the moderation action** and links you to the **violated policy**.

Here's the quick way to triage it:

1. **Check your email** tied to the GBP owner account (Google often sends a suspension notice).
2. **Open the appeals tool** and select the profile to view the reason + policy link.
3. **Compare your "core details"** across GBP and your website: business name, phone, address vs service area, category.

Important: Google may not spell it out like "You changed X on Tuesday." But the policy category and your recent changes usually point you to the real trigger.

Why Would a Business Account Be Suspended?

Answer: The most common reason is that something about the profile (or the account managing it) appears to violate Google's guidelines for representing a real business.

Here are the "usual suspects" I see most often with service businesses:

- **Business name problems:** keyword stuffing, adding city names, adding services to the name.

- **Address issues:** using an address that's not staffed, not eligible, or doesn't match how you operate (especially for service-area businesses).
- **Service-area confusion:** showing an address when you shouldn't, or setting things up in a way that looks like a fake storefront.
- **Inconsistent info:** website/contact page doesn't match GBP name/phone/address setup.
- **Account-level restriction:** if your Google account is restricted, the profiles you manage can be suspended until the restriction is resolved.

Google's guidelines page is worth reviewing if you're unsure whether your listing setup is eligible.

How Long Does It Take To Reinstate a Google Business Profile?

Answer: There is no guaranteed reinstatement time. Some appeals resolve in a few business days, and others can take weeks depending on complexity and backlog.

What Google does state is that they'll **review your appeal** and email you a decision, and you can also **check the status** inside the appeals tool.

In the real world, here's a reasonable expectation to set:

- **Fast cases:** a few business days when the issue is obvious and your proof is clean.
- **Normal cases:** 1–3 weeks.
- **Backlogs / complex cases:** sometimes 4–5+ weeks.

Third-party support providers also commonly report multi-week timelines during backlogs, which matches what many businesses experience.

One more important detail: if you choose to submit evidence, Google notes you must submit it within **60 minutes** once the evidence form is opened, or it won't attach to your appeal.

Want the Calm "Do This Next" Checklist?

If you want to start free, download the **GBP Suspension Quick Check**. It's a no-email, 10-minute checklist that helps you spot common mismatches before you submit anything.

Then, if you want the full "submit-ready" packet (evidence checklist, file naming, folder structure, and short scripts you can hand to a manager), that's exactly what **Get Unsuspended: 30-Minute Packet** is for.

- **Best for:** local service businesses (HVAC, plumbing, electrical, roofing, etc.)

- **Use it:** same day
- **Goal:** submit once, clean

Get Unsuspended: 30-Minute Packet ?

Note: This is educational guidance, not official Google support. Policies and enforcement can change, and outcomes can’t be guaranteed.

Key Takeaways

- **Suspensions don’t “expire” on a set schedule.** They usually last until the issue is fixed and you’re reinstated.
- **Use the appeals tool** to see the reason and the policy area involved.
- **Keep your submission boring and organized.** Clear proof beats long explanations.
- **Expect days to weeks** for reinstatement depending on backlog and complexity.

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