

GBP Suspension Quick Check

The 10-minute consistency fix that prevents "easy" reinstatement mistakes.

Why this matters: One of the fastest ways to waste a reinstatement attempt is submitting evidence that doesn't match your listing. This quick check helps you catch the top "consistency" problems before you submit anything.

Step 1: Snapshot Your Current Listing (2 minutes)

Write what your Google Business Profile currently shows. Don't guess. Copy it directly.

GOOGLE BUSINESS PROFILE

Business name: _____

Primary category: _____

Phone: _____

Website URL:

Address or SAB? Address shown
Service-area (no public address)

YOUR WEBSITE (CONTACT PAGE)

Name shown: _____

Phone shown: _____

Address/service area shown:

Footer name/phone match? Yes No

Step 2: The 10-Minute Consistency Checklist

Check what's true. Fix the "No" items before you submit anything.

- The business name on my website matches my GBP exactly (no extra words, cities, or "best" type keywords).
- My GBP phone number matches the phone number on my website contact page.
- If I'm a service-area business (SAB), my website does NOT imply a storefront I don't have.
- If I show an address, it's a real business location (not a virtual office/mailbox/coworking address).
- My website contact page includes the same name/phone and is easy to find.

I'm not using a keyword-stuffed business name that doesn't match signage/legal name.

I can produce real proof (vehicle, tools, invoices/work orders, signage if applicable).

Step 3: Fix These 3 Common "Easy Triggers"

TRIGGER #1: NAME MISMATCH

Example: GBP says "Smith HVAC" but the website says "Smith Heating & Cooling Madison".

Fix: Make the website match your real-world business name consistently.

TRIGGER #2: ADDRESS CONFUSION

Example: You're SAB but the site lists an office like a walk-in storefront.

Fix: Clarify you serve customers at their location (if true).

TRIGGER #3: WEAK "PROOF"

Google wants boring evidence. Real operations. Real paperwork. Real work.

Fix: Gather proof that looks organized, consistent, and real.

Good news: If you just fixed 1–2 mismatches, you already improved your odds.

Next step: build a clean, submit-ready evidence packet.

Want the "Submit-Ready" Version?

If you want the full packet builder (evidence checklist + file naming + folder structure + copy-paste scripts), that's what the paid kit is for:

Get Unsuspended: 30-Minute Packet — built for service businesses that need a fast win.

[Get the Paid Packet →](#)

Free Download: GBP Suspension Quick Check

Note: Educational guidance only; outcomes can't be guaranteed.