
Google Merchant Center

Misrepresentation Troubleshooting & Compliance Checklist

A practical checklist based on the actual troubleshooting process followed.

1. Initial Merchant Center Assessment

- ☐ Confirm the exact account-level issue shown in Merchant Center.
- ☐ Record the suspension reason as **Misrepresentation** and capture screenshots before changing anything.
- ☐ Check whether products are individually disapproved or whether the entire account is suspended.
- ☐ Record the current product approval/status information.
- ☐ Check whether a **Request Review** or **I Disagree with the Issue** option is actually available.

2. Build the Detailed Troubleshooting Checklist First

- ☐ Create a written audit checklist before making changes.
- ☐ List every business identity, website, product, platform and trust signal that Google could evaluate.
- ☐ Track each issue found, the correction made, and the platform(s) where the correction was applied.
- ☐ Keep screenshots and supporting documents for important changes.

3. Business Information Consistency

- ☐ Verify the exact legal/business name across the website, Shopify, Merchant Center and other business profiles.
- ☐ Check the business address character-by-character.
- ☐ Correct spelling errors in the business address.
- ☐ Make sure the same address is used consistently wherever the business is represented.
- ☐ Verify the business phone number.
- ☐ Correct phone-number inconsistencies between Shopify and Merchant Center.
- ☐ Use one consistent primary business phone number across the website and business profiles.
- ☐ Check business email/contact details for consistency and accessibility.

4. Website Trust & Transparency Audit

- ☐ Review the homepage for clear business identity and purpose.
- ☐ Review and strengthen the About Us page.
- ☐ Ensure the Contact page clearly presents ways to reach the business.
- ☐ Check that the website uses HTTPS.
- ☐ Confirm that important policy pages are accessible from the website navigation/footer.
- ☐ Review Privacy Policy.
- ☐ Review Shipping Policy.
- ☐ Review Refund/Return Policy.
- ☐ Review Terms & Conditions.

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- [] Remove placeholder, incomplete or misleading content.
 - [] Check that customer-facing business information is clear and transparent.

5. Shopify Store & Product Data

- [] Compare Shopify product information with the information submitted to Merchant Center.
- [] Check product titles and descriptions for accuracy.
- [] Check prices and availability.
- [] Check product images.
- [] Check brand names and product identifiers where applicable.
- [] Check that products actually offered on the website match the Merchant Center feed.
- [] Review health/wellness claims and remove unsupported or exaggerated claims.
- [] Confirm that checkout, shipping and return information are understandable to customers.

6. Brand & Product Authenticity

- [] Document the relationship with brands being sold.
- [] Verify that brand names, product information and authorization claims are accurate.
- [] Where applicable, maintain authorized retailer/brand documentation.
- [] Use clear website wording explaining product authenticity and authorized retail relationships without making unsupported claims.
- [] Keep relevant authorization documents ready for Google Support if requested.

7. Social Media & Digital Presence

- [] Check whether the business has a genuine online presence beyond the store.
- [] Create relevant official social media profiles if absent and appropriate for the business.
- [] Use the same business name, logo, website URL and contact information across profiles.
- [] Keep business information consistent between social profiles and the website.
- [] Ensure profiles represent the same real business rather than creating unrelated or duplicate identities.

8. Google Business Profile

- [] Connect/establish the business's Google Business Profile where appropriate.
- [] Use consistent business name, address and phone number.
- [] Add the correct website URL.
- [] Select the most appropriate business category.
- [] Complete business information and operating details.
- [] Use authentic business imagery and branding.
- [] Check consistency between Google Business Profile, website, Shopify and Merchant Center.

Important: This checklist is a case-specific troubleshooting framework based on this project. It should not be treated as a guarantee of reinstatement. Google Merchant Center decisions can depend on account-specific signals and policy reviews.

Prepared as an internal case-study / troubleshooting document for Geeks Global Digital.