



+ Google Business Profile Suspensions

What is a Google Business Profile Suspension?

GBP Suspensions Types

[Hard Suspension](#)

[Soft Suspension](#)

[Other Suspensions](#)

[Manager account suspension](#)

[Owner account suspension](#)

Recent Changes to Google Algorithm

[Vicinity Update](#)

[Proximity Rebalance](#)

[Screws Tightening On Spam Listings](#)

[Other GBP Changes](#)

[How Do The Changes Affect Us?](#)

[Lead Gens](#)

[Clients](#)

Common Causes For Suspensions

[Breaches Of Google Guidelines](#)

[Identified As Spam Listing/Lead Generation Listing](#)

Other Causes For Suspensions

[Changes to your Listing](#)

[Inconsistent NAP](#)

[Internet User Suggest an Edit](#)

[Mistakes or Variations of Business Name](#)

[Lack of Supporting Evidence](#)

Suspension Recovery

[First](#)

[Common Issues](#)

[Second](#)

[Third](#)

Avoiding Future Instant Suspensions

[Supporting Evidence for Changes](#)

[Foundation Listings](#)

[How Do We Identify Foundation Listings?](#)

[Some Basic Optimization Steps](#)

Indexing Your Listings



What is a Google Business Profile Suspension?

A Google Business Profile suspension is when your GBP listing is no longer publicly visible on Google\Google Maps.

Suspended

This location has been suspended due to quality issues.

[Learn more](#)

Unfortunately, Google won't tell you why your listing has been suspended.

GBP Suspensions Types

Hard Suspension

This is the worst type of suspension

- Google has determined your listing violates their guidelines or is otherwise ineligible for a listing
- The company's name, city, and Knowledge Panel doesn't show up online
- Potential customers can no longer find your listing on Google Maps or map pack
- Lose all access to the backend of your listing

Soft Suspension

- Listing becomes unverified
- Knowledge panel is still displayed online
- Still have access through GBP dashboard
- Can't update your public listing
- GBP can be edited using the 'suggest an edit' functions by internet users more easily

Other Suspensions

Manager account suspension

- Removes a manager's ability to work with a listing
- Listing remains unaffected



Owner account suspension

- An owner account suspension completely removes an owner's Google account
 - All listings will be removed including reviews
 - Successfully reinstating the account will reinstate listings, however reviews may be lost
-

Recent Changes to Google Algorithm

Vicinity Update

Proximity Rebalance

Google added more weight to the proximity factor to prevent large businesses/agencies from ranking GBPs far outside of their local area.

This makes local search results more relevant to the user.

The change also places more emphasis on the IP address/location used to create/manage the listing.

Screws Tightening On Spam Listings

This change has made several verification methods redundant including making many previous instant verification methods (verification without an address) redundant.

Google is continually updating its algorithm to combat spam listings. They have introduced a more rigorous application process often requiring more proof to open a new listing.

This can include business documents, recordings of the work area, or a video call with a Google representative.

Google used to allow verification of listings before checking for supporting evidence of the business online. Occasionally a listing would be suspended within weeks of verification as Google identifies any issues.

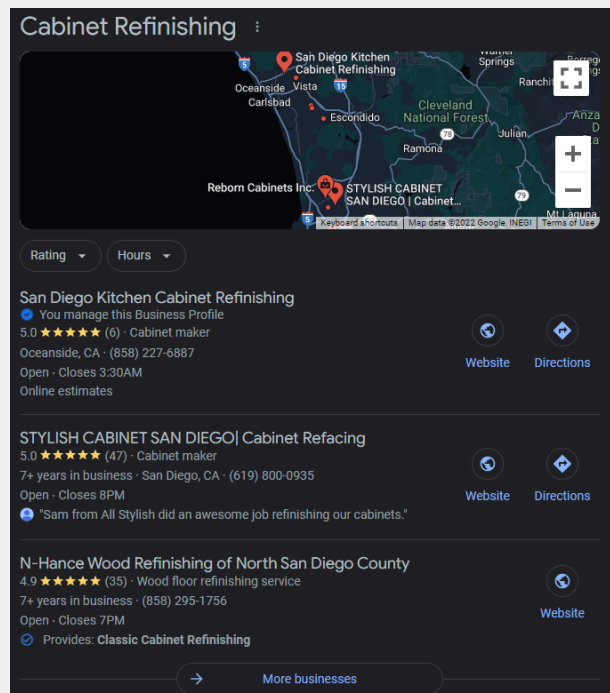
We are now seeing many instant suspensions. Google is now checking the index for supporting evidence at the time of verification. If there is none, the listing will be instantly suspended upon entering the postcard code and require further proof to reinstate.



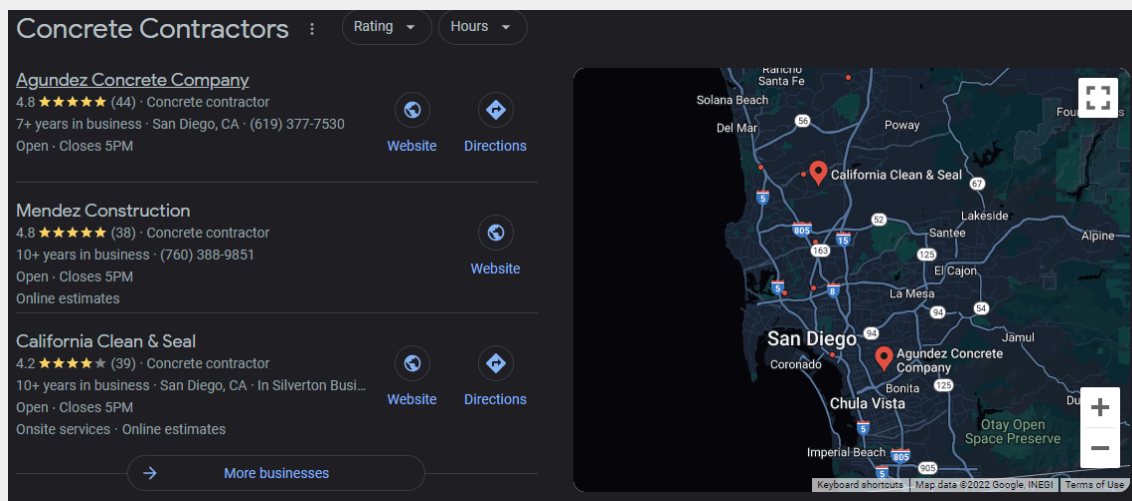
Other GBP Changes

- Rebranded Google My Business to Google Business Profile
- Business owners with single listings will now manage from Google Search (desktop) and Google Maps app (mobile)
- Agencies and Businesses with multiple listings will maintain normal access to GBP dashboard
- Map pack aesthetic changes
- Keyword stuffed business names are dropping in rankings

From this

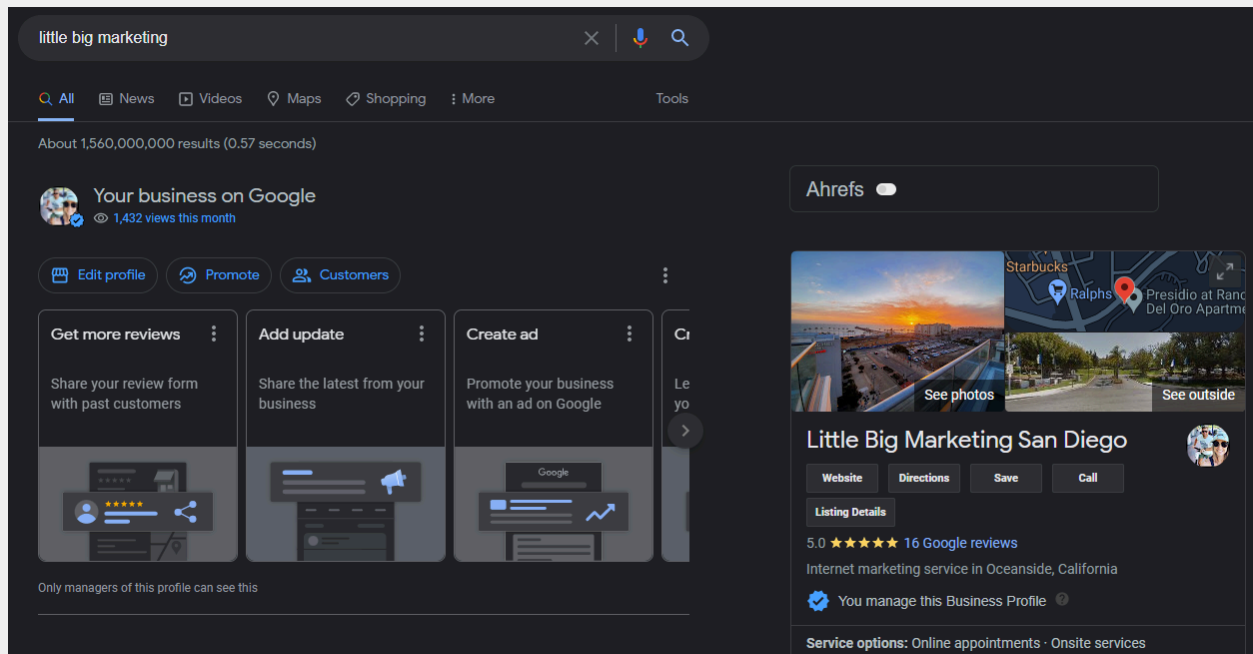


To this





You can now manage your listing from search



How Do The Changes Affect Us?

Lead Gens

Listing verification continues to increase in difficulty. We must take care when setting up new listings.

Take the time to learn the steps below to use for your lead gen listings. There are many different things you can do to mitigate instant suspensions.

Never let a VA access the GBP dashboard or make changes to the listing.

The Facebook method still works.

Clients

Clients may have seen a drop in rankings.

Ranking fluctuation caused by the change is now complete however some businesses will see a continued reduction in calls due to ranking in smaller proximity to their listing address.



Common Causes For Suspensions

Breaches Of Google Guidelines

MOST COMMON

- Mistakes on listing due to improper understanding of Google's guidelines
- Trying to rank in a completely different area from listing address
- Adding a public address to a service area business
- Using PO box addresses

Identified As Spam Listing/Lead Generation Listing

SECOND MOST COMMON

- IP address
- IP used to set up listing/associated Gmail
- How many IPs are identified over a period of time
- IP Location
- VPNs
- Stock images

Other Causes For Suspensions

Changes to your Listing

- Recent changes to address, categories, name, website, or phone number
- Google will recrawl and check for supporting evidence of the change online
- Without sufficient evidence this likely results in a suspended listing

Inconsistent NAP

(name, address, and phone number)

- NAP should be consistent across your entire online presence
- Exact phone formatting, abbreviations, or suite numbers aren't super important

Internet User Suggest an Edit

- Keyword stuffing
- Showing address on service area business
- Using a PO box

Mistakes or Variations of Business Name

- Social media
- Website
- Directories



Lack of Supporting Evidence

- Google uses a brand's online presence to build trust. If it can't find other listings supporting the information it will result in an instant suspension
-

Suspension Recovery

This is the exact suspension recovery method I use.

First

Use [Guidelines for representing your business on Google](#) to attempt to identify any guideline breaches.

Once identified, correct the issue if possible.

Common Issues

- NAP inconsistencies across online listings/website etc. This can sometimes extend to business hours
- Multiple GBPs at one address
- PO Box/Virtual offices
- Overly keyword-stuffed business/service/product description or GBP post
- Stock image vs real image ratio
- Address showing for service area business
- Service areas too far outside of the listing address
- Google believes you to be an online business only

IMPORTANT NOTE:

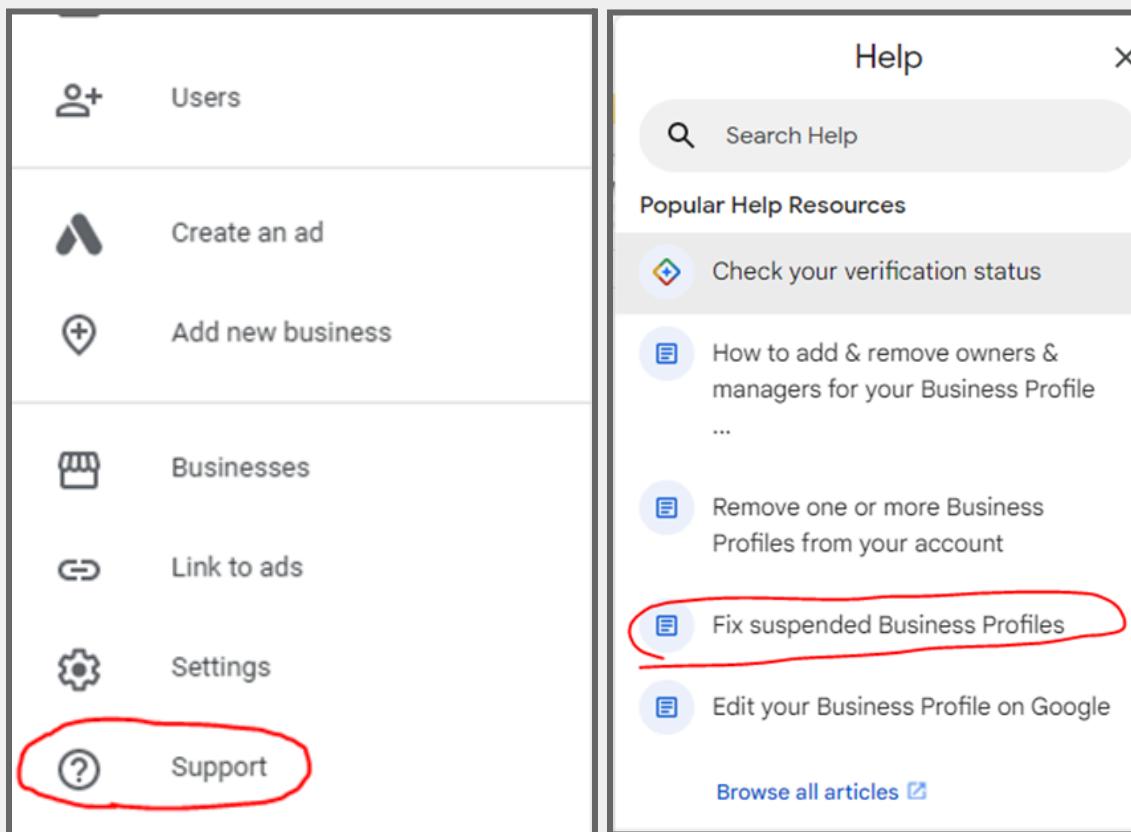
Google identifies lead generation listings as spam listings.

For our lead generation GBPs, take as many steps as possible to make the business look real to Google. This isn't always easy and takes time to understand what Google is looking at.



Second

Inside the GBP account click 'support' bottom left-hand corner. Follow the prompts to request reinstatement. **Submit ONLY ONE request.**



Third

Wait for a response.

If you haven't heard from Google within 1-2 weeks (depending on the urgency, as they can just be slow), contact them using the same support system to ask them if there are any problems causing the delay. Use the Case ID number provided in the previous request.

NOTE: There is no need to request another reinstatement.

Reinstatement Approved:

Great job! Keep in mind the listing will need time to 'settle'. Google will watch the listing closely for some time. Continue to add online branded material and citations until you feel comfortable editing the listing.



Reinstatement Refused:

Often Google won't give you a reason which is frustrating. Attempt again to identify any breaches of [Google's guidelines](#) and correct them.

If you can't find anything, you may appeal the decision.

For a client listing, it's easiest to ask your client for business documents supporting the business address being at the listed address. I.e. utility bill, business registration, business license, etc.

Attach this to your appeal.

NOTE: You can submit these documents the first time you request reinstatement for a better chance the first time around.

For lead gens I have seen people forge these - I am not advocating this - but I know it can work.

Still Won't Reinstate:

If for some reason Google STILL won't reinstate your listing, you can request a video call between your client and Google to verify the listing is a real business listing.

It's likely now Google isn't reinstating because it doesn't believe the listing is real, as opposed to a breach of guidelines.

If it's a lead gen account you can attempt to do the video call yourself. You will need to be at the location of the business to do this.

They will only ask basic questions (business hours, what you do etc), but may want to see evidence the business is real such as tools, equipment, documentation, etc.

Keep in mind the person conducting the interview likely doesn't care in the slightest about your listing or if it's fake.

Once you have had the conversation they should reinstate the listing.

Note: Sometimes the algorithm will sandbox (prevent the listing from ranking) suspicious/previously identified suspicious listings so it may take some time for your rankings to come back. If it's more than a few weeks you can contact support again and ask if there are any residual issues.



Always continue to build out your online presence as per normal regardless of suspensions.

Avoiding Future Instant Suspensions

It goes without saying Google Business Profiles require a branded online presence to be considered remotely real. Therefore we need to establish brand presence BEFORE we verify our account.

1. Ensure you have set up an online brand foundation before verifying new listings
2. Add information to your website footers such as business hours, services, service areas or address (if applicable), brand hub, and NAP
3. Interlink your brand foundation and create brand hubs
4. Post on foundation social media accounts
5. Ensure all information on the GBP is complete and accurate
6. Use a phone verified Gmail/Google Account or domain email when setting up or making changes
7. Ensure listings are indexed BEFORE verification

Supporting Evidence for Changes

Before making changes to your listing, it's best to notify Google BEFORE you make the changes. For example, if you need to change the phone number on the GBP, first change the number on your website and foundation social medias/directory listings

Let Google index the changes.

This allows Google to familiarize and associate the new number with your business. When you update the number on the GBP, Google shouldn't suspend the listing as it essentially knew it was coming.

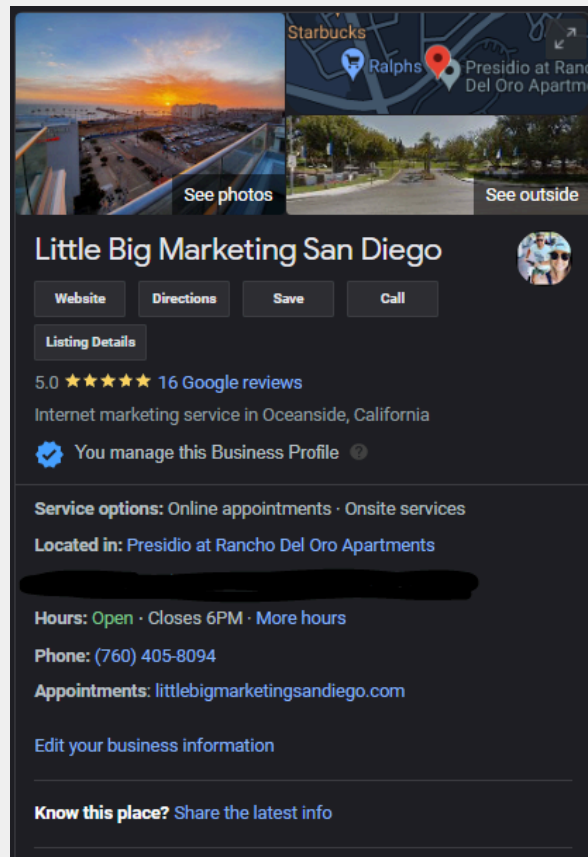
Foundation Listings

Some social media accounts and directories are weighted more heavily than others. Considering "not all backlinks are created equal", the same applies to these accounts.



How Do We Identify Foundation Listings?

When searching for a brand/business online, it's common to see a knowledge panel returned in the search results.



Along with this, the brand's most powerful listings are displayed

<https://www.littlebigmarketingsandiego.com>

San Diego SEO Marketing : No Results, No Payment : Little BIG

Little BIG Marketing is a result-oriented Digital Marketing Agency in San Diego, California. We take great care in ensuring our team only uses ...

[About](#) · [Blog](#) · [Contact](#) · [In The News](#)

<https://www.linkedin.com/company/little-big-marketing>

Little Big Marketing San Diego | LinkedIn

Little Big Marketing San Diego specializes in Search Engine Optimization, Website Builds, Google Pay-Per-Click and Social Media Marketing. We want to help small ...

<https://www.facebook.com/littlebigmarketing>

Little Big Marketing San Diego - Home | Facebook

An SEO Expert in California, Little Big Marketing San Diego is a full-service Digital Marketing Agency specializing in Search Engine Optimization, ...

<https://little-big-marketing-san-diego.mailchimpsites.com>

Little Big Marketing San Diego: Home

A Local NO Lock In CONTRACT SEO Expert in San Diego. Also specializing in Website Design, Social Media Management and Google Pay-per-click(PPC) advertising.

<https://www.bbb.org/profile/digital-marketing/little-big-marketing-san-diego>

Little Big Marketing San Diego | Better Business Bureau® Profile

This business offers digital marketing services. Business Details. Location of This Business 4421 Mission Ave Apt F109, Oceanside, CA 92057- ...

<https://clutch.co/profile/little-big-marketing-san-diego>

Little Big Marketing San Diego Client Reviews | Clutch.co

A San Diego SEO Expert, Little Big Marketing San Diego provides customized Internet Marketing Services in Oceanside, Ca. Little Big Marketing is a ...

<https://www.yelp.com/.../Marketing>

LITTLE BIG MARKETING SAN DIEGO - Women-Owned - Yelp

Apr 14, 2021 — Specialties: Little Big Marketing is a San Diego SEO expert and full-service digital marketing agency servicing businesses in San Diego and ...

<https://www.instagram.com/littlebigmarketing>

Little Big Marketing San Diego is on Instagram • 43 posts on ...

1804 Followers, 657 Following, 43 Posts - See Instagram photos and videos from Little Big Marketing San Diego (@littlebigmarketing)



The most commonly displayed listings across an industry indicate which listings Google values the most for that niche. However, some listings are displayed in almost all industries. These include (in no particular order):

- Facebook
- Instagram
- YouTube
- Twitter
- LinkedIn
- Pinterest
- Yelp
- Better Business Beureagh (BBB)

Remember, all listings can be layered with optimizations.

Some Basic Optimization Steps

- Add images, logos, business details, and any other relevant information
- Posting on social medias. Optimize the posts also.
- Interlink the accounts and create brand hubs where possible
- You will almost always see the business's most active listings displayed near the top of the search results indicating Google weights these higher than inactive listings.

Indexing Your Listings

To ensure Google has seen our supporting listings before we verify or edit our GBP, we can check which have been indexed.

The easiest way to do this is to Google the business phone number. All indexed listings will be displayed at the top of the search results. If you don't see any, Google has not yet indexed your listings.

Sometimes this takes time!

Make sure you are adding quality backlinks to help Google find your website.



By creating the brand hub in your website footer, Google will follow the links and index your listings. If they are interlinked, Google will go from one to the other.

Good luck!

SP

