EcomEye

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FREE CHECKLIST

Avoid a misrepresentation flag: 10 store checks

Google can suspend your Merchant Center account without warning, and often without saying why. Run these once, and again after every store change.

Tick them off in order. Only change things to what's true of your business.

Your 10 checks

- [ ] **Send any documents Google asks for.** If Merchant Center asks for ID or business documents, send them first.
  Where: Merchant Center › Needs attention

- [ ] **Put your address, phone and email on your store.** Use the same details as in Merchant Center.
  Where: Shopify › Settings › General

- [ ] **Replace any virtual address with your real one.** Don't show a virtual office as your headquarters.

- [ ] **Add steps, a timeframe and a payout date to your refund policy.** No returns? Say that instead.
  Where: Shopify › Settings › Policies

- [ ] **Link your refund policy and terms of service in your footer.** Add the terms page first if you don't have one.
  Where: Shopify › Settings › Policies, then Content › Menus

- [ ] **Put your real delivery time where buyers see it.** Include processing time, not just in small print. Don't hide where products ship from.

- [ ] **Compare a few products in your feed with their live pages.** Price, availability and attributes must match exactly.

  Where: Merchant Center › Products

- [ ] **Show shipping and return costs before people buy.** Returns go to another address than your business? Show that cost too.

- [ ] **Place a test order on your own store.** Go through checkout to the end, with at least one normal payment method.

- [ ] **Delete placeholder pages and imported reviews.** Store owners on forums warn about these. Google doesn't name them.

Already suspended?

1. Do all 10 checks and any verification first. A failed review can start a cool-down that gets longer each time. If Google names something, fix that first.
2. Request a review: **I fixed the issue** if you changed something, **I disagree with the issue** only if you can back it up. You may only get one chance.
3. Log every change below. You'll need it for a second review.

Change log

Date	What I changed	Review requested?	Result

View full research here:
ecom-eye.com/research/misrepresentation-suspension

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No guarantee and not legal advice. Based on Google's and Shopify's help pages, as read on 6 Nov 2026.