Grow That Local

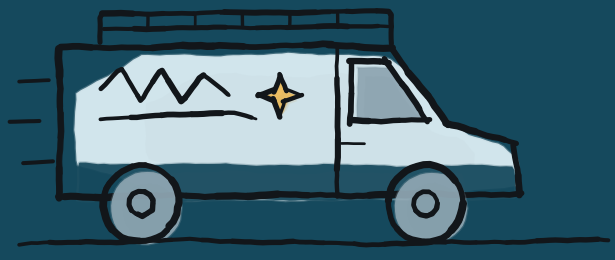
a free guide

Google Profile suspended? Get it back

Google's own appeal path, step by step: what to fix first, what proof to have ready, and how to keep it from happening again.

For owners locked out of their profile.

- 8 short sections in 3 parts
- 31 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Your profile is gone from the map, or your dashboard says it's suspended, and the phone has gone quiet. Take a breath before you click anything. Google gives you one appeal per decision, and it says not to make a new profile for the same business (Google Business Profile Help, support.google.com). Doing things in the right order matters more than doing them fast.

Part 1 helps you work out what happened and why. Part 2 is Google's appeal path, step by step, with the proof to gather first. Part 3 is how to keep your profile safe from here on.

We checked every Google page in this guide on November 12, 2026. Google renames buttons now and then. If a step looks different, follow Google's page.

Two rules we kept while writing it:

- Every Google rule has a link to Google's own page, listed at the end. When something is our advice rather than Google's, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real businesses or results.



Part 1

What happened

1 Check that it's really a suspension

The idea. Not every drop is a suspension. If customers can still find your profile when they search your exact business name, and you can still edit it, you've most likely lost ranking, which is a different problem. Our guide Why the Other Guy Shows Up First on Google covers that.

To know for sure, open Google's appeals tool and select your profile. Google shows its status there: Submitted, Approved, Not Approved, Can't be appealed, or Eligible for appeal (Google Business Profile Help, support.google.com). The tool also shows the date of the decision, the reason and a link to the rule Google says you broke.

One more case: if your whole Google account is restricted, every profile it manages is suspended too. Google says to appeal the account first, on the Google account restrictions page, and appeal the profile only after the account is cleared (same page).

Example. A made-up HVAC company notices calls from Google have stopped on a Monday in July. Searching their name shows nothing. The owner opens the appeals tool and sees "Eligible for appeal," with the reason "Business name" and a link to Google's naming rules. Now they know what to fix.

Do it in 24 hours

- [ ] Search your exact business name on Google and on Google Maps, on your phone. Write down what shows.
- [ ] Open Google's appeals tool, signed in to the Google account that owns the profile.
- [ ] Write down the status, the date and the reason it shows.
- [ ] If the account itself is restricted, start there instead.

2 Why Google suspends home-service profiles

The idea. Google says it may suspend or disable profiles that don't follow its guidelines (Google Business Profile Help, support.google.com). For trades that work at customers' homes, these are the rules in Google's guidelines that trip people up most often (Google Business Profile Help, support.google.com):

- **Extra words in the name.** Service descriptions and taglines don't belong in it. Google says this "could result in the suspension of your Business Profile."
- **The wrong kind of address.** P.O. boxes, mailboxes at remote locations and virtual offices aren't accepted.
- **Showing a home address.** If customers don't visit you, Google asks you to hide your address and set a service area. Its own example is a plumber who runs the business from home.
- **A service area that's too big.** Google says it shouldn't reach farther than about 2 hours of driving from your base.
- **More than one profile for one business.** Google says there should be one profile per business, with separate ones only for separate locations with their own staff.
- **A phone number you don't control.** The number must be under the business's direct control, and numbers or links that send people somewhere else aren't allowed.
- **Categories used as keywords.** Pick the fewest categories that describe what your business is.

Example. A made-up landscaper runs two profiles from the same home address: one called "(Their name) Lawn Care" and one called "(Their name) Hardscapes." Same phone, same crew. Google suspends both. To Google, that's one business with a duplicate profile.

Do it in 24 hours

- [ ] Read the reason in the appeals tool, then open the Google rule it links to.
- [ ] Go down the list above and mark every one that applies to your profile, not just the one Google named.
- [ ] Write down what you'll change for each.



Part 2

Get it back

3 Fix the cause before you appeal

The idea. Google's page says to make sure the profile follows all its guidelines before you appeal, and that appeals can be submitted only once (Google Business Profile Help, support.google.com). So the fix comes first. An appeal for a profile that still breaks a rule is an appeal you've used up.

If your dashboard still lets you edit, make the changes there. If it doesn't, fix things in the real world and say what you changed in your appeal: the second profile you've stopped using, the name that now matches your sign.

Example. A made-up roofer's profile was suspended for its name, "(Their name) Roofing | Storm Damage Experts." The paperwork and the truck say "(Their name) Roofing." They change the profile name to match, exactly, and set the primary category to "Roofing contractor." Then, and only then, they start the appeal.

Do it in 24 hours

- [ ] Make every change you wrote down in section 2.
- [ ] Check the name against your sign and your business registration, letter by letter.
- [ ] If you have a duplicate profile, decide which one is the real one and stop using the other.
- [ ] Take screenshots of the corrected profile.

4 Gather your proof before you open the appeal

The idea. Google lets you upload proof with your appeal. Its help pages suggest an official business registration, a business license, tax certificates and utility bills such as electricity, phone, water or internet. The business name and address on each one should match your profile (Google Business Profile Help, support.google.com).

Have everything scanned and in one folder on your phone before you start, so you're not hunting for a utility bill halfway through. We'd also add clear photos of your sign, your lettered truck or van, and your shop if you have one. Google doesn't list photos, but they show a real business at a real place.

Example. A made-up house cleaner works from home with a service area, so no address shows on the profile. Their folder holds the LLC registration, the county business license and an electric bill, all with the same name and the home address they verified with. They add a photo of their car with the company name on the door.

Do it in 24 hours

- [ ] Find your business registration and license. Scan or photograph them clearly.
- [ ] Find a recent utility bill in the business name at the address you verified with.
- [ ] Check that the name and address on every document match your profile.
- [ ] Take photos of your sign and your lettered vehicle, and put everything in one folder.

5 File the appeal, step by step

The idea. Google's appeal steps for one profile are short (Google Business Profile Help, support.google.com):

1. Open the Google Business Profile appeals tool.
2. Sign in to the Google account that owns the profile, then choose Confirm or Switch account.
3. Select the profile, then Continue.
4. Select the decision you're appealing, then Continue.
5. Upload your proof and use the text box to explain why the profile should be reinstated.
6. Tick the box to confirm you're ready, then Submit appeal.

Google sends the decision by email. It says reviews and decisions can take up to 5 business days, and asks you not to send more appeals for the same issue before you hear back (Google Business Profile Help, support.google.com).

Keep the explanation short and factual: what the business is, where it works, what was wrong and what you changed.

Example. A made-up HVAC company's appeal text:

> **Appeal text:**
> **"We're a heating and cooling company based in [town], serving homes within about 30 miles. Our profile name included extra words. We've changed it to match our registration and our trucks exactly. Attached: our LLC registration, our state mechanical license, an electric bill for our shop and a photo of our sign."**

Do it in 24 hours

- [ ] Write your explanation first, in four or five plain sentences, in your phone notes.
- [ ] Open the appeals tool with your proof folder ready.
- [ ] Follow the six steps and submit.
- [ ] Put a reminder in your phone for 5 business days from now to check the status.

6 While you wait

The idea. Google says not to create a new profile for the same business (Google Business Profile Help, support.google.com). A second profile is a duplicate, which is one of the reasons profiles get suspended in the first place. Leave the suspended profile alone apart from the fix, and don't send a second appeal for the same issue.

Meanwhile, keep the phone ringing from everywhere else. Your past customers still have your number, and your website still works.

Example. A made-up plumber's profile is suspended during the first hard freeze of the year. While they wait, they text past customers who've agreed to texts with a short reminder about frozen pipes and their number, post the same reminder on Facebook and Nextdoor, and check that their website's phone number and call button work on a phone.

Do it in 24 hours

- [ ] Don't create a new profile, and don't send a second appeal.
- [ ] Text or email past customers who've agreed to hear from you, with your number.
- [ ] Check that your website shows your phone number and a call button on a phone.
- [ ] Check the appeal status in the tool once a day.

7 If the appeal is turned down

The idea. If your appeal is denied, Google lets you ask for an additional review, and you can add proof that wasn't in your first appeal. You can only ask for it after the appeal through the appeals tool has been denied (Google Business Profile Help, support.google.com; Google local appeals form (support.google.com)).

Before you send it, read the reason again. A denial usually means Google still sees the problem, or the proof didn't match the profile. Find the gap, fix it, and send proof that closes it.

If the tool says "Can't be appealed," it won't take an appeal for that decision. Read the reason and the rule it links to, so you know what Google decided.

Example. A made-up painter's appeal is denied. Their utility bill is in their personal name, and the profile is in the business name. For the additional review, they add the county business license and the shop's phone bill, both in the business name at the same address.

Do it in 24 hours

- [ ] Read the denial email and the reason in the appeals tool.
- [ ] Find what didn't match: the name, the address or the rule.
- [ ] Gather proof that fixes that gap.
- [ ] Ask for the additional review through Google's local appeals form.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

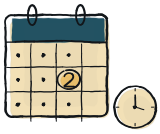
Win-back texts: growthatlocal.com/services/win-back-texts

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 3

Keep it safe

8 The keep-it-safe checklist

The idea. Most suspensions come from a rule broken by accident, often years ago, or from a big batch of changes made at once. A short check every few months catches both.

Google's rules to keep (from section 2): a name that matches your sign, no P.O. box or virtual office, a hidden address if customers don't visit you, a service area within about 2 hours, one profile, your own phone number and as few categories as describe you (Google Business Profile Help, support.google.com).

Our own habits on top of those: change one big thing at a time, such as an address, then wait a few days before the next. Keep the proof folder from section 4 up to date. Check who has owner and manager access, and remove anyone who's left, like a former employee or an old marketing company.

Example. A made-up roofer moves to a new shop. Instead of changing the address, phone, hours and name style in one afternoon, they change the address first. A week later, they update the hours, then the phone. They add the new lease and a utility bill to the proof folder the day they move.

Do it in 24 hours

- [ ] Take screenshots of your whole profile today, so you have a record.
- [ ] Go down Google's rules above and fix anything that doesn't match.
- [ ] Check the list of owners and managers. Remove anyone who shouldn't be there.
- [ ] Put a reminder in your phone to repeat this check every three months.



Your first 24 hours, in one list

If your profile is suspended right now, do these in order:

- [ ] Check the status, date and reason in Google's appeals tool (section 1).
- [ ] Fix every rule your profile breaks before you appeal (sections 2 and 3).
- [ ] Gather proof with a matching name and address, then file one appeal (sections 4 and 5).
- [ ] Don't create a new profile, and keep calls coming from your site and past customers while you wait (section 6).



If you'd rather hand it off

Grow That Local sets up and looks after Google Business Profiles for local businesses, inside Google's rules, so they stay on the map. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Google Business Profile. Free sample: a profile check-up with 10+ fixes. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

This guide has no statistics. Every Google rule and step comes from Google's own pages, each checked on 2026-11-12:

- Google Business Profile Help, "Fix suspended or disabled profiles" (statuses, account restrictions, proof to gather, the six appeal steps, one appeal per decision, no new profile, additional review): support.google.com (sections 1 to 7)
- Google Business Profile Help, "Appeal Business Profile content and profile restrictions" (up to 5 business days; no repeat appeals before a decision): support.google.com (section 5)
- Google Business Profile Help, "Guidelines for representing your business on Google" (names, addresses, service areas, one profile per business, phone numbers, categories): support.google.com (sections 2 and 8)
- Google Business Profile appeals tool: support.google.com (sections 1 and 5)
- Google local appeals form, for an additional review after a denial: support.google.com (section 7)
- Google account restrictions page: myaccount.google.com (section 1)

GTL estimates

These are our own judgment, not measured facts:

1. If you can still find and edit your profile, it's most likely a ranking drop, not a suspension (section 1). Reasoning: Google's page says a removed profile can't be seen by the public, so a profile that still shows is usually live.
2. Add photos of your sign and lettered vehicle to your proof (section 4). Reasoning: Google doesn't ask for them, but they cost nothing and show a real business, which is what the review is checking.
3. Change one big thing at a time (section 8). Reasoning: a batch of big edits on one day can look like someone taking over a profile, and changing one thing at a time makes it easy to see which change caused a problem.
4. Check who has access every three months (section 8). Reasoning: a restricted account suspends every profile it manages, so an old login you no longer control is a risk you can remove for free.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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