SAMPLE - FICTIONAL CASE - NOT A REAL CLIENT

Google Business Profile Reinstatement Packet

Prepared for: Ozark Flow Plumbing LLC (fictional sample)

Profile type: Service-area business, Blue Springs, MO

Suspension type: Profile suspended after business-address edit

1. Triage verdict: WINNABLE — proceed to appeal

- Business is a real, operating service-area business with matching legal documents.
- Suspension trigger identified: address on profile was changed to a UPS Store mailbox (a common service-area violation) while all legal documents show the owner's home-office address in Blue Springs. The profile must be corrected to hide the street address (service-area format) BEFORE the appeal is filed.
- No prior appeal has been submitted, so the first — strongest — appeal is intact.

2. Document consistency audit (the core of this packet)

Every document was checked character-for-character against the profile's business name and address. Mismatches are the most-cited reason appeals fail.

Document	Name shown	Address shown	Matches profile?	Action
MO Articles of Organization	Ozark Flow Plumbing LLC	412 SE Moreland School Rd, Blue Springs, MO 64014	YES	Attach
MO business license (Blue Springs)	Ozark Flow Plumbing LLC	Same	YES	Attach
IRS EIN letter (CP575)	Ozark Flow Plumbing LLC	Same	YES	Attach
Evergy utility bill (last 30 days)	Ozark Flow Plumbing LLC	Same	YES	Attach
Vehicle photo — service van	Logo: "Ozark Flow Plumbing" + phone	n/a	YES (branding matches)	Attach
Insurance certificate (GL)	Ozark Flow Plumbing LLC	Same	YES	Attach (supporting)
Old profile address (UPS Store)	—	1735 SW 7 Hwy	NO — violation	REMOVE from profile before filing

3. Pre-appeal profile corrections (do these BEFORE opening the appeal form)

1. Business name: "Ozark Flow Plumbing LLC" — remove the keyword suffix

"— 24 Hour Emergency Plumber Kansas City" (name keyword-stuffing violation).

2. Address: switch to service-area format; street address hidden from public.

3. Primary category: "Plumber" (was incorrectly "Drainage service").

4. Phone and website: confirm they match the van, license, and invoices exactly.

4. Draft appeal statement (owner pastes into Google's appeal tool)

"Ozark Flow Plumbing LLC is a licensed plumbing business operating in Blue Springs, Missouri since 2021 (Articles of Organization and city license attached). Our profile was suspended after we edited our address to a mailbox address, which we now understand violates service-area business guidelines. We have corrected the profile to service-area format with our legal business address hidden from public view, removed added keywords from our business name, and corrected our primary category. Attached evidence — state registration, city license, EIN letter, a utility bill in the business name at the same address, and a photo of our branded service vehicle — all show the same legal name and address. We respectfully request reinstatement."

5. The 60-minute submission run sheet

Google's evidence form must be completed within 60 minutes of opening it. Everything above is pre-assembled so submission takes under 10 minutes:

- [ ] Corrections in section 3 saved and visible in the dashboard
- [ ] All 6 documents in ONE folder, named 01–06, PDF/JPG, under Google's size limit
- [ ] Appeal text (section 4) copied to clipboard
- [ ] Owner signed into the Google account that owns the profile
- [ ] Submit, screenshot the confirmation, record the date/time
- [ ] Do NOT submit a second appeal or edit the profile while pending

6. If denied: additional-review path

One additional-review request is available with NEW evidence only. Packet v2 would add: dated supplier invoices showing the business address, a photo of permanent signage at the home office, and a short cover note explaining what changed since the first appeal. Included in the $249 tier.

Prepared by [Brand — TBD pending owner approval]. This packet is document preparation and general information, not legal advice. Reinstatement is Google's decision alone and is never guaranteed.