

Google Merchant Center Misrepresentation Prevention Checklist

Use this checklist to ensure your Google Merchant Center account stays compliant and avoids misrepresentation suspensions. Check off each item as you complete it.

- ☐ Verify that your business contact details (address, phone, email) are accurate and prominently displayed.
- ☐ Ensure product data (price, availability, descriptions) is 100% truthful and up-to-date.
- ☐ Display clear and easy-to-understand return, refund, and shipping policies on your website.
- ☐ Avoid exaggerated or misleading product claims.
- ☐ Use only reliable suppliers to prevent counterfeit or unverifiable products.
- ☐ Maintain a fully functional website with no broken links or slow loading pages.
- ☐ Secure your website with HTTPS and ensure safe browsing for customers.
- ☐ Regularly update your product feed to keep it consistent with your website.
- ☐ Promptly respond to and fix any warnings or issues flagged in Google Merchant Center.
- ☐ Make sure your customer service contact info is clear and easy to find.
- ☐ Audit your site and product feeds periodically for inconsistencies or outdated information.
- ☐ Avoid hidden fees or unclear refund policies that could mislead customers.
- ☐ Keep your website navigation intuitive and shopper-friendly.
- ☐ Ensure your ads accurately reflect the products and offers on your website.
- ☐ Prepare and maintain detailed documentation for policies and product info to support appeals if needed.