

# Google Merchant Center

## Misrepresentation Compliance Checklist

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### *How to use this checklist*

This checklist is designed to help merchants review their website, product data, and business information against Google Merchant Center's misrepresentation requirements.

Use it to identify and fix trust, transparency, and consistency gaps before submitting a review or appeal in Google Merchant Center.

Google evaluates misrepresentation holistically across your entire website, product data, and account history.

### **SECTION 1: Business Identity & Trust Signals**

- Verify that your legal business name is clearly displayed
- Ensure business address, phone number, and email are accurate and prominently visible
- Confirm business details match exactly across your website, Google Merchant Center, and Google Ads
- Display a clear and informative "About Us" page
- Make customer support contact information easy to find
- Avoid placeholder, fake, or unverifiable business information

### **SECTION 2: Product Data Accuracy & Feed Consistency**

- Ensure product prices match exactly between your website and Merchant Center feed
- Confirm product availability status is accurate and up to date
- Use clear, truthful, and accurate product descriptions
- Avoid exaggerated, misleading, or unsupported product claims
- Ensure ads accurately reflect the products and offers on your website
- Regularly update and re-sync your product feed

## **SECTION 3: Policies, Pricing & Transparency**

- Display clear and easy-to-understand return policies
- Display refund and cancellation terms with timelines and conditions
- Clearly explain shipping fees and delivery timelines
- Avoid hidden charges or fees added at checkout
- Ensure policy pages are publicly accessible without login, pop-ups, or restrictions

## **SECTION 4: Website Experience & Technical Compliance**

- Maintain a fully functional website with no broken links or error pages
- Ensure fast loading times on both desktop and mobile
- Secure your website with HTTPS and a valid SSL certificate
- Keep website navigation intuitive and shopper-friendly
- Confirm product images accurately represent the actual product delivered
- Avoid misleading urgency, countdown timers, or false scarcity messaging

## **SECTION 5: Supplier & Fulfillment Integrity**

- Use only reliable and verifiable suppliers
- Avoid counterfeit or unverifiable products
- Ensure shipping promises match actual fulfillment capability
- Do not expose third-party supplier branding to customers

## **SECTION 6: Monitoring & Ongoing Compliance**

- Promptly review and fix any warnings or issues flagged in Google Merchant Center
- Audit your website and product feeds periodically for inconsistencies
- Monitor Merchant Center notifications regularly
- Maintain documentation for policies, product data, and past fixes

## SECTION 7: Pre-Appeal & Review Readiness (Critical)

Complete this section only before clicking “Request Review” in Google Merchant Center

- Confirm all fixes are live on the public website (not staging or preview mode)
- Clear cache and recheck pages as a normal visitor
- Test the checkout process end-to-end as a customer
- Ensure no redirects, broken links, or blocked content exist
- Review the website experience on both desktop and mobile devices
- Document all fixes made since the last suspension or warning
- Prepare a factual appeal explanation listing specific changes made
- Avoid submitting multiple appeals without meaningful, verifiable changes

### Important Compliance Note

Google does not evaluate misrepresentation based on a single issue.

Repeated suspensions indicate unresolved trust or consistency gaps.

Appeals should clearly explain what was fixed and where, not intentions or assurances.

### Need Help After Reviewing This Checklist?

If you’ve completed the checklist and your Google Merchant Center account is still flagged or suspended, you may contact Max Rev Ads for a structured compliance review.

We focus on identifying policy gaps and alignment issues based on Google’s guidelines.

No guarantees. No shortcuts. Only compliance-based recommendations.

### Contact

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