

The 5-field Google listing audit — 20 seconds per listing

Sent to anyone who comments CATEGORY, PHONE or SUSPENDED. One page. Open your listing and check the five fields in this order.

#	Field	Pass looks like	The usual bug
1	Primary category	One dropdown. The category a customer would say out loud ("Plumber", "Locksmith").	Chosen for keywords, or changed on a working listing. Never change the primary category of a live, working listing.
2	Primary phone	The number that actually rings a person or an agent that takes a ticket.	The right number sits in "additional phones". Google's call button dials primary only, so the listing looks fine and never rings.
3	Website button	Points to <i>this</i> location's page on the current domain.	Old domain, homepage instead of the location page, or a link that redirects.
4	Business name	Matches the signage, the bills and how customers say it.	Keywords stuffed into the name. A rename is the fastest way to a suspension or a re-verification.
5	Address type	Walk-in premise with signage: address shown. Service-area business: address hidden, service area set.	Address shown for a business nobody can walk into.

IF THE LISTING IS SUSPENDED

1. Read the actual reason in the email from Google. Do not assume it matches last time.
2. Align all five fields above to real-world proof (signage, formation docs, a recent utility bill at that address). Every document must show the same name and address.
3. Real documents and real photos only. AI-generated storefronts, trucks or teams as evidence end the listing for good.
4. One appeal per decision. The evidence-upload window opens right after filing, so have the files ready before you click.
5. Check the other listings on the same Google account. Suspensions travel through shared accounts.

THE FOUR OTHER LISTINGS (ONE HOUR, ONCE)

Apple Business Connect · Bing Places · Yelp · your city or state license registry (the .gov record). Same name, same address, same primary phone as Google, character for character.