STOREFIX DESK · SUSPENSION AUDIT

Merchant Center suspension audit

Store: name removed (UK, Shopify) · Suspension reason given by Google: Misrepresentation

6	2	2	4
STOREFRONT AREAS CHECKED	ISSUES FOUND	HIGH PRIORITY	AREAS PASSED

1. Fix these first

In this order, before requesting a review.

HIGH Unfilled template text in Terms of Service

WHERE /policies/terms-of-service, section “Law”

EVIDENCE

> “These terms and conditions are governed by the laws of [Your Jurisdiction].”

WHY IT MATTERS A policy page with template text left in reads as an unfinished or copied legal page. Incomplete business information is one of the things Google's misrepresentation policy covers.

FIX Shopify admin → Settings → Policies → Terms of service. Replace the bracketed text with your country, and read the whole policy once for other leftovers.

HIGH 3 products listed at a price of 0.00

WHERE 3 product pages (links listed in the full report)

EVIDENCE

> `Product data: all variants → "price": "0.00"`

WHY IT MATTERS If these products are in your feed, Google sees items offered for free that can't actually be bought at that price. Price accuracy is checked between the feed and the page.

FIX Set the real price, or unpublish the three products from the Google channel before the next feed sync.

2. Checked and passed

So you don't spend time on these.

- ✓ Refund policy present, with a return window
- ✓ Shipping policy present, with delivery times and cost
- ✓ Privacy policy present
- ✓ Email, phone and address visible
- ✓ "About" page present
- ✓ No unverifiable claims on the home page
- ✓ Store name matches the site title
- ✓ Price values in page markup match the product data (3 products sampled)

3. Merchant Center account

This part is filled in once you add us as a user. In this sample no account access was available, so only the layout is shown.

LAYOUT **What this section contains**

COVERS — Account issues and diagnostics · business details vs your website · shipping and returns settings vs your policy pages · feed prices and availability vs product pages · product-level disapprovals.

FORMAT — Same as above: where, evidence, why it matters, fix.

4. What we could not determine

Whether the two issues above are what triggered the suspension. They are the likely candidates visible from outside. Google does not confirm causes, so the report never claims certainty.