

GOOGLE PROFILE SUSPENSION RISK FACTORS



AVOID THESE FACTORS TO MINIMIZE THE RISK OF YOUR GOOGLE BUSINESS PROFILE (GBP) BEING SUSPENDED. HIGHER SCORES INDICATE GREATER RISK.

Rank	Factor	Score
1	Address is a PO Box, UPS Mail Store, Virtual Office, or Other False Address	167
2	Reports of Violations on your GBP	144
3	Association of GBP account with other suppressed listings	127
4	Reports of Review Gating	105
5	Site Hacked / Presence of Malware	98
6	Presence of Other Profiles in the Same Category at the Same Address	95
7	Reports of Fake Reviews on your GBP	95
8	Keyword Stuffing in GBP Business Name	91
9	Presence of Multiple Profiles with Same Phone Number	84
10	Receiving Too Many Google Reviews Too Fast	78
11	Profiles with Same Address/Phone Marked as "Permanently Closed"	53
12	Hiding/Removing the GBP Address	52
13	Mis-match Address on GBP Landing Page	48
14	Incorrectly-placed Map Marker in GBP	42
15	Category Confusion (adding additional categories from completely unrelated industries)	41

"EMPOWERING YOU TO SUCCEED, STEP BY STEP. WHEN YOU'RE READY TO SCALE UP AND REACH THE NEXT LEVEL, [BOOSTSPASALES.COM](https://boostspasales.com) IS HERE TO HELP YOU MAKE IT HAPPEN."

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Rank	Factor	Score
16	Incorrect Primary Category	26
17	Listing 800 Number as the Only Phone Number in GBP	24
18	Absence of Crawlable NAP on Website	23
19	Mis-match NAP / Tracking Phone Numbers Across Data Ecosystem	20
20	Incomplete/Missing Data on the Primary Data Sources	17
21	Presence of Stock Photos on Profile	16
22	Absence of Crawlable NAP on GBP Landing Page	15
23	Presence of 3rd Party Reviews in Schema/JSON on Website	14
24	Keyword Stuffing the Title Tag of GBP Landing Page	11
25	Quantity of Negative Google Review Attributes	10
26	No Hours of Operation on GBP	7
27	Negative Sentiment in Google Reviews	5
28	Negative Sentiment in Third-Party Reviews	5
29	Low Numerical Ratings of Google Reviews (e.g. 1-2)	4
30	No Owner Responses to Any Reviews	4
31	Low Numerical Ratings of Third-party Reviews (e.g. 1-2)	3

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