REDACTED SAMPLE

Google Business Profile Evidence Pack

This sample demonstrates the structure of a paid deliverable. Names, facts, evidence, and draft language are fictional and redacted for public viewing.

Request a Case Review

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CASE TYPE

Suspended profile, rejected appeal

CLIENT

Riverside Dental Studio

STATUS

Sample only

1. Executive Snapshot

Primary risk: The profile appears to have been reviewed after multiple edits to category, address formatting, and website landing page content within a short period.

> **Recommended move:** Do not submit another appeal until proof of business identity, location signage, website consistency, and public NAP records are gathered into one concise file.

2. Timeline Summary

DATE	EVENT	EVIDENCE STATUS
May 02	Profile category and service-area edits submitted.	Screenshot available
May 04	Profile disabled notice received.	Notice available
May 07	First appeal submitted with limited documentation.	Appeal text missing
May 10	Appeal rejected.	Notice available

3. Evidence Matrix

EVIDENCE	PURPOSE	STATUS
Exterior signage photo	Supports real-world business presence.	Needed
Business license or registration	Supports legal business identity.	Available
Website contact page	Checks NAP consistency with profile.	Needs edit before appeal
Utility bill or lease page	Supports address legitimacy.	Available, redact account number

4. Draft Appeal Direction

Dear Google Business Profile Support,

We are requesting a review of the disabled profile for Riverside Dental Studio. The business operates at the listed address and the attached evidence is provided to clarify identity, location, and website consistency.

The prior appeal did not include several supporting documents now attached in this file. We have also corrected the public contact page so the profile, website, and business records use the same name, address, and phone format.

[Additional case-specific wording redacted in public sample]

5. Next-Step Checklist

* Capture new exterior signage photo in daylight.
* Export or copy the exact rejected appeal notice.
* Align website footer and contact page with profile NAP.
* Redact utility bill account number before sharing.
* Submit only after the evidence file is complete.

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