

GBP client action plan

Action-focused summary of client tasks, missing proof, and readiness blockers.

This pack organizes evidence and workflow information. It is not affiliated with Google and does not guarantee reinstatement or approval.

PROFILE

Best Emergency Locksmith Denver 24/7 Cheap Car Keys
PREVENTION

RISK SCORE

56/100
Case severity high

READINESS

17/100
Not ready yet

Business Profile snapshot

Current public identity, contact, and operational details for the profile referenced by this case.

PUBLIC BUSINESS NAME

Best Emergency Locksmith Denver 24/7 Cheap Car Keys

LEGAL / BUSINESS NAME

Summit Locksmith LLC

PROFILE URL

<https://business.example.test/profile/summit-locksmith>

PLACE ID

demo-place-stuffing-001

ADDRESS / SERVICE AREA

889 Blake Street, Denver, CO, 80202, US

PHONE

+1 720 555 0161

WEBSITE

<https://summit-locksmith.test>

PRIMARY CATEGORY

Plumber

VERIFICATION STATUS

VERIFIED

OPERATIONAL STATUS

ACTIVE

LAST CHECKLIST DATE

5/10/2026, 12:30:00 PM

Case summary

Case workflow context, current severity, and timing metadata.

[Empty input field]

[Empty input field]

CASE TYPE
PREVENTION

STATUS
FIXES NEEDED

SEVERITY / PRIORITY
HIGH / HIGH

SUSPECTED CAUSE
Business name and category selection are no longer aligned with the real-world identity

RISK SCORE
56/100

EVIDENCE READINESS
17/100

OWNER
Jordan Mills

CREATED DATE
5/8/2026, 11:00:00 AM

SUBMITTED EXTERNALLY
Not recorded

EVIDENCE FORM OPENED
Not recorded

EVIDENCE DUE TIME
Not recorded

60-minute evidence warning

Google may only attach evidence to an active submission window for a limited time.

Prepare evidence before opening Google's evidence form. Once opened, supporting evidence must be submitted within 60 minutes.

Opened: Not recorded | Deadline: Not recorded | Status: Pending / not opened

Risk findings

Deterministic findings grouped by public GBP policy areas and evidence-readiness checks.

BUSINESS IDENTITY

- **HIGH:** Business name may be keyword-stuffed. Contains marketing-style language that looks promotional rather than factual. Recommendation: Use the factual business name customers know in the real world and capture before-and-after proof of the cleanup. Evidence needed: client_written_explanation, profile_screenshot, business_registration. Confidence: HIGH. Source: PROFILE.
- **MEDIUM:** Profile name differs from the provided business identity. The profile name does not exactly match the provided business or legal name, which should be checked before a case moves forward. Recommendation: Document which name is correct and align the profile, website, and identity documents around that final choice. Evidence needed: business_registration, client_written_explanation, profile_screenshot. Confidence: HIGH. Source: PROFILE.

EVIDENCE READINESS

-

HIGH: Core evidence requirements are still missing. The case is still missing one or more required evidence items from the current GBP template set. Recommendation: Collect the missing required evidence before treating the case as review ready. Evidence needed: storefront_exterior_photo, signage_photo, utility_bill, website_contact_page_screenshot, profile_screenshot, client_written_explanation, business_registration. Confidence: HIGH. Source: EVIDENCE.

CATEGORIES

- MEDIUM: Category may not align with the current business identity. The primary category does not overlap much with the provided business identity, so the case should confirm the category choice with evidence. Recommendation: Review the category against the real business activity and capture website proof that supports the final choice. Evidence needed: client_written_explanation, website_contact_page_screenshot, profile_screenshot. Confidence: HIGH. Source: PROFILE.

RECENT CHANGES

- MEDIUM: Recent sensitive profile changes were detected. One or more sensitive fields changed recently, so the case should keep a clear internal timeline. Recommendation: Record what changed, why it changed, and what supporting evidence confirms the current values. Evidence needed: client_written_explanation, profile_screenshot. Confidence: HIGH. Source: RECENT_CHANGES.

Evidence index

Uploaded files currently linked to the case or profile, including the requirement they support.

- Business registration - summit-registration.pdf | Uploaded 5/10/2026, 11:20:00 AM | Source: Workspace upload | Status: ACCEPTED | Notes: None
- Profile screenshot - summit-current-profile.png | Uploaded 5/10/2026, 11:20:00 AM | Source: Workspace upload | Status: UPLOADED | Notes: None

Missing or weak evidence

Required items that are still missing, rejected, expired, or still need clarification.

Missing or requested

- Client written explanation: The item was requested from the client but has not been provided yet.
- Website contact page screenshot: This required item is still missing.

Rejected or expired

- No rejected or expired evidence items are currently recorded.

Client clarification answers

Structured answers submitted through the no-login client portal.

- Legal business name: Summit Locksmith LLC
- Public business name different from legal name: The public name was edited by a contractor to include promotional keywords.
- Recent sensitive changes: Name, category, and website contact details were edited during a growth campaign.

Fix log

Remediation and evidence-collection tasks linked to this case.

Completed fixes

- No fix tasks have been marked complete yet.

Pending fixes

- Restore the factual public business name (P1, WARNING)

Appeal notes draft

Deterministic draft notes based on confirmed facts, attached proof, and remaining uncertainty.

This action plan documents the profile naming and category corrections prepared by the agency. It does not guarantee any Google decision.

Final readiness checklist

Transparent blockers, warnings, and next best action from the latest case state.

READY FOR REVIEW

No

READINESS SCORE

17/100

NEXT BEST ACTION

Storefront location proof is still incomplete.

BLOCKERS

- Storefront location proof is still incomplete.
- Evidence readiness is below the minimum threshold for a review-ready case.

WARNINGS

- One or more sensitive fields changed recently, so the case should keep a clear internal timeline.

Appendix

Export metadata, evidence manifest summary, and non-affiliation notes.

- Generated at: 5/10/2026, 6:29:06 PM
- Workspace: Harborline Agency Desk
- Agency client: Summit Locksmith
- Evidence pack id: demo_pack_category-name-stuffing-risk
- Manifest entries: 2
- This pack organizes evidence and workflow information. It is not affiliated with Google and does not guarantee reinstatement or approval.
- FeedIQO helps organize evidence, remediation workflow, and readiness checks only. Google review decisions remain under Google's control.
- Use this export to document facts, uploaded proof, and remaining blockers before any manual submission step.