

GBP reinstatement case pack

Structured case pack with profile facts, evidence index, clarifications, and readiness notes.

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

PROFILE

**Evergreen Plumbing
Austin Emergency
Plumber 24/7**

SUSPENSION

RISK SCORE

100/100

Case severity critical

READINESS

11/100

Not ready yet

Business Profile snapshot

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

PUBLIC BUSINESS NAME

Evergreen Plumbing Austin Emergency Plumber
24/7

LEGAL / BUSINESS NAME

Evergreen Plumbing Services LLC

PROFILE URL

<https://business.example.test/profile/ever-green-plumbing>

PLACE ID

demo-place-sab-001

ADDRESS / SERVICE AREA

PO Box 412, Austin, TX, 78701, US

PHONE

Not provided

WEBSITE

Not provided

PRIMARY CATEGORY

Not provided

VERIFICATION STATUS

UNVERIFIED

OPERATIONAL STATUS

SUSPENDED

LAST CHECKLIST DATE

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

Case summary

Case workflow context, current severity, and timing metadata.

CASE TYPE
SUSPENSION

STATUS
EVIDENCE REQUESTED

SEVERITY / PRIORITY
CRITICAL / URGENT

SUSPECTED CAUSE
Service-area address visibility and incomplete
business identity proof

RISK SCORE
100/100

EVIDENCE READINESS
11/100

OWNER
Jordan Mills

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

SUBMITTED EXTERNALLY
Not recorded

EVIDENCE FORM OPENED
5/10/2026, 12:10:00 PM

EVIDENCE DUE TIME
5/10/2026, 1:10:00 PM

60-minute evidence warning

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

The Google evidence submission window appears to have expired. Confirm the next manual review step before opening another evidence form.

Opened: 5/10/2026, 12:10:00 PM | Deadline: 5/10/2026, 1:10:00 PM | Status: Deadline passed

Risk findings

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

APPEAL TIMING

- **CRITICAL:** Evidence submission window is active. The evidence submission window appears to have expired, so new files may not attach to that session. Recommendation: Re-check the external submission flow and avoid opening a new evidence form until the full file set is ready. Evidence needed: business_registration, utility_bill, profile_screenshot, client_written_explanation, website_contact_page_screenshot, service_area_proof, storefront_exterior_photo, signage_photo. Confidence: HIGH. Source: CASE.

EVIDENCE READINESS

- **CRITICAL:** Profile is suspended. The profile is already marked as suspended, which is the strongest visible GBP risk signal in this workflow. Recommendation: Complete the core identity and location evidence set before any external submission. Evidence needed: business_registration, utility_bill, profile_screenshot, client_written_explanation. Confidence: HIGH. Source: PROFILE.
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CRITICAL: Suspension case is active. This case is already being worked as a suspension workflow, so evidence readiness matters immediately. Recommendation: Use the case to organize identity, location, and profile evidence before any external appeal step. Evidence needed: business_registration, profile_screenshot, client_written_explanation. Confidence: HIGH. Source: CASE.

- 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: business_registration, utility_bill, profile_screenshot, client_written_explanation, website_contact_page_screenshot, service_area_proof, storefront_exterior_photo, signage_photo. Confidence: HIGH. Source: EVIDENCE.

SERVICE AREA

- CRITICAL: Service-area profile appears to show a public address. The metadata indicates the address is visible even though the profile is meant to operate as a service-area business. Recommendation: Hide the address if customers are not served there and record the change before any evidence form is opened. Evidence needed: service_area_proof, profile_screenshot, client_written_explanation. Confidence: HIGH. Source: PROFILE.
- MEDIUM: Service-area profile is missing a service area summary. A service-area setup is harder to understand when the operating area is not described at all. Recommendation: Add a specific service area summary that matches where the business actually operates. Evidence needed: service_area_proof, client_written_explanation. Confidence: HIGH. Source: PROFILE.

LOCATION ELIGIBILITY

- HIGH: Address looks like a PO box, mailbox, or virtual-office setup. The address contains wording commonly associated with mailbox or virtual-office risk patterns. Recommendation: Review whether the location is publicly eligible and gather strong location proof before moving the case forward. Evidence needed: utility_bill, lease_agreement, storefront_exterior_photo, signage_photo. Confidence: HIGH. Source: PROFILE.

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.

OWNERSHIP VERIFICATION

- HIGH: Profile is unverified. An unverified profile makes it harder to prove control and stability while the case is active. Recommendation: Prepare identity and location evidence before making more sensitive profile changes. Evidence needed: profile_screenshot, business_registration, utility_bill. Confidence: HIGH. Source: PROFILE.

CONTACT CONSISTENCY

- HIGH: Profile phone is missing. A missing phone number weakens contact consistency and makes the case harder to support with public evidence. Recommendation: Add the correct business phone number and capture supporting evidence that the number belongs to the business. Evidence needed: website_contact_page_screenshot, phone_bill, profile_screenshot. Confidence: HIGH. Source: PROFILE.
- HIGH: Profile website is missing. A missing website leaves the profile without one of the easiest public identity checks. Recommendation: Add the correct website and collect website contact-page screenshots for the case file. Evidence needed: website_contact_page_screenshot, profile_screenshot. Confidence: HIGH. Source: PROFILE.

CATEGORIES

- **MEDIUM:** Primary category is missing. The profile does not currently show a primary category, which removes a basic relevance signal. Recommendation: Select one primary category that accurately describes the main business activity and document why it fits. Evidence needed: client_written_explanation, 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 - evergreen-business-registration.pdf | Uploaded 5/10/2026, 11:20:00 AM | Source: Client portal | Status: UPLOADED | Notes: Uploaded through the portal but still pending review.
- Website contact page screenshot - evergreen-contact-page.png | Uploaded 5/10/2026, 11:20:00 AM | Source: Client portal | Status: MISSING | Notes: None

Missing or weak evidence

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

Missing or requested

- Business license: This recommended item has not been provided yet.
- Tax certificate: This recommended item has not been provided yet.
- Utility bill: This required item is still missing.
- Lease agreement: This recommended item has not been provided yet.
- Profile screenshot: The item was requested from the client but has not been provided yet.
- Client written explanation: Evidence exists but needs clarification before review.
- 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: Evergreen Plumbing Services LLC
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Public business name different from legal name: The public GBP name was edited by a contractor and added city/service keywords.

- Do customers visit this address?: No. Customers do not visit the mailing address.
- Is this a service-area business?: Yes. Technicians visit customers in Austin and surrounding suburbs.
- Recent sensitive changes: Name and address settings changed earlier this week during an attempted clean-up.
- Known duplicate profiles: No confirmed duplicates yet.
- Who owns or admins the profile?: Owner and one former agency admin still have access.
- Suspension or disabled notice text: Your Business Profile has been suspended due to policy concerns.

Fix log

Remediation and evidence-collection tasks linked to this case.

Completed fixes

- No fix tasks have been marked complete yet.

Pending fixes

- Hide the public address for the service-area profile (P0, CRITICAL)
- Collect recent utility or service-area location proof (P1, WARNING)

Appeal notes draft

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

This pack organizes the profile facts, service-area explanation, and supporting documents prepared by the agency and client. 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

11/100

NEXT BEST ACTION

Profile screenshots and the factual case explanation are not complete.

BLOCKERS

- Profile screenshots and the factual case explanation are not complete.
- Evidence readiness is below the minimum threshold for a review-ready case.
- Hide the address if customers are not served there and record the change before any evidence form is opened.

WARNINGS

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The evidence submission window appears to have expired, so new files may not attach to that session.

- An unverified profile makes it harder to prove control and stability while the case is active.
- 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, 6:29:04 PM
- Workspace: Harborline Agency Desk
- Agency client: Evergreen Plumbing
- Evidence pack id: demo_pack_suspended-service-area-business
- 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.