

OCTOBER 2022

# NEWSLETTER



Recent Local Rankings  
Shakeup Was Not Due  
To An Update!

Google Can Suspend  
Your Google My  
Business Account  
When Not Following  
The Rules

A Short Guide To  
Writing Quality  
Meta Descriptions



# 1

## GOOGLE CAN SUSPEND YOUR GOOGLE MY BUSINESS ACCOUNT WHEN NOT FOLLOWING THE

If you receive this message from Google, "Your business profile on Google has been unfortunately suspended, and the reason for the suspension normally is only "due to quality issues" or "suspicious activity", if you are on Google Business Profile Manager, or "this profile doesn't follow the guidelines" if you are on Google Search Dashboard," Google has suspended your account.

Let's know more about the "Suspended" alert messages from Google and the most common reasons for a profile suspension.

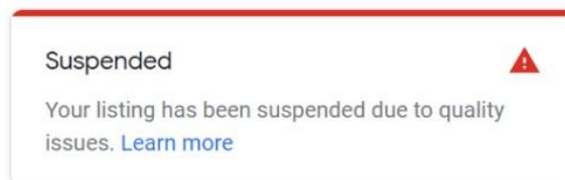
### Main Suspended Messages from Google:

#### Suspended for suspicious activity:

- "Your listing has been suspended because it was flagged for suspicious activity"
- "This location has been suspended because it was flagged for suspicious activity"
- or "Your Business profile on Google has been suspended because it was flagged for suspicious activity"

#### Suspended due to quality issues:

- "Your listing has been suspended due to quality issues"
- "This location has been suspended due to quality issues"
- "Your profile has been suspended due to quality issues"



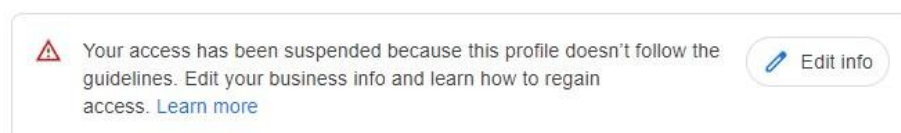
### Your Business Profile has been suspended

[Redacted] your Business Profile on Google has been suspended because it was flagged for suspicious activity.

#### Suspended because this profile doesn't follow the guidelines:

- "Your business is not visible" followed by "Your access has been suspended because this profile doesn't follow the guidelines. Edit your business info and learn how to regain access"

Your business is not visible to customers



## **Want to know what that means?**

**Your Business Profile Listing has been suspended because it was flagged for suspicious activity.**

### **Why was your Google Business Profile flagged for suspicious activity?**

Normally this type of suspension is due to:

Certain Profile Edits (Business name, Address, Service Area Business, Phone number, Category)  
Several edits were made in one single section, and it does not matter which edits were  
The owner's Google Account was suspended

**Your Business Profile Listing has been suspended due to quality issues or doesn't follow the guidelines.**

### **Why was your Google Business Profile suspended due to quality issues?**

Normally, this type of suspension is due to:

- Google Algorithm signaled issues with your profile, most of the time because:
  - Finds conflicting information about your business on the web (directories, Social Networks, your website)
  - Identifies your address as a residential address, co-working space, PO Box, UPS Store, Virtual address
  - Found duplicates (How to find and remove duplicates)
- User(s) reported the listing on Google through the "Suggest an edit" feature – Algorithm suspension if it thinks reporting is justified
- User(s) reported through redressal form – Manual suspension by a Support Agent

### **Here are the Main Reasons That Get Your Google Business Profile Suspended:**

- Keyword stuffing your business name.
- Using a P.O. Box or UPS store address.
- You set up your listing at a virtual office or co-working space address.
- You have a service-area business and are displaying a physical address.
- You have an online-only business.
- You are in a high-risk business category, like lawyers, plumbers, HVAC, locksmiths, rehab centers, etc.
- If another business shares the same address.
- You have made a bunch of changes/edits to your GMB profile in one sitting.
- The URL you add to your GMB profile forwards/redirects to another website or links to a social media page.
- If you change your listing from a Storefront to a Service Area Business (SAB).
- Your address or hours don't match what is listed on your website or other online business directories/citations.
- You list your business hours as 24/7.
- An owner user (sometimes a manager) on your profile got their Account suspended – so your listing got suspended because they got suspended.
- You created multiple listings for the same business at the same address (duplicate listings).
- Photos, Posts, Services, and Business descriptions are spammy or against Google's policies.

## **The thing you need to worry about is Google doesn't tell you the reasons why your business account was suspended.**

Yes, Google doesn't tell the business owners about the reasons why their profile was suspended. Even if you contact support asking for the reasons, they just tell you to go through the guidelines and try to figure out by yourself the why.

### **Google's advice on how to resolve the business profile suspension issue**

Google Business Profile's support article only advises:

- Review the Google Business Profile [guidelines](#).
- Ensure your profile follows the guidelines.
- After your profile meets the guidelines, you can ask for [reinstatement](#)

Please review the [guidelines for representing your business on Google](#). If you're sure your profile is compliant, submit it for [reinstatement](#) and our team will review your request as quickly as possible.

And if it is denied, you can appeal; but it does not tell you how.

Note: Even though the reinstatement process can be very frustrating, please note you should never: remove the profile from the dashboard (you will lose all the reviews); create a new profile (high chances of getting suspended, even if Google support tells you to do it); or submit multiple reinstatements yourself (will only delay your case).

Need expert help? Do get in touch with our team for technical assistance.

## 2

## RECENT LOCAL RANKINGS SHAKEUP WAS NOT DUE TO AN UPDATE!

Many business owners and SEO experts had a baffling afternoon on 23rd September, Friday. The reason being the roll out of a fix for the bug that caused a number of businesses to experience a drop in local rankings in the last month.

A local search expert uploaded a post on Twitter about this.



Referred to as the “Kansas” bug, it has been dropping some service area businesses in the middle of the USA — in Independence, Kansas in Google Maps / Google My Business.

However, thanks to the recent fix rolled out by Google, some of the businesses have recovered their local rankings, albeit not as they were before the shakeup.

Why this matters — It's always nice to know it wasn't you when it was them.

# 3

## A SHORT GUIDE TO WRITING QUALITY META DESCRIPTIONS

Your meta descriptions are important for your website's SEO. Make sure they are clear and concise so potential viewers will be able to get a good idea of what your page is about before clicking through to it. In addition, high-quality descriptions can be displayed on SERPs, and can also help improve the quality & quantity of your website's search traffic.

Let's dive into some examples to get better at writing meta descriptions:

DETAILS INCLUDED	BAD WAY OF WRITING	GOOD WAY OF WRITING
Keywords	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Sewing supplies, yarn, colored pencils, sewing machines, threads, bobbins, needles"&gt;</code></li> <li>Just a list of keywords</li> </ul>	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Get everything you need to sew your next garment. Open Monday-Friday 8-5pm, located in the Fashion District."&gt;</code></li> <li>Explains what the shop sells and details like opening hours and location</li> </ul>
Description for articles	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Local news in Whoville, delivered to your doorstep. Find out what happened today."&gt;</code></li> <li>Same description used for every news article</li> </ul>	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Upsetting the small town of Whoville, a local elderly man steals everyone's presents the night before an important event. Stay tuned for live updates on the matter."&gt;</code></li> <li>Uses a snippet from the specific news article</li> </ul>
Summary of the page	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Eggs are a source of joy in everyone's life. When I was a small child, I remember picking eggs from the hen house and bringing them to the kitchen. Those were the days."&gt;</code></li> <li>Doesn't summarize the page</li> </ul>	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Learn how to cook eggs with this complete guide in 1 hour or less. We cover all the methods, including over-easy, sunny side up, boiled, and poached."&gt;</code></li> <li>Summarizes the whole page</li> </ul>
Length of the description	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Mechanical pencil"&gt;</code></li> <li>Too short</li> </ul>	<ul style="list-style-type: none"> <li><code>&lt;meta name="description" content="Self-sharpening mechanical pencil that autocorrects your penmanship. Includes 2B auto-replenishing lead. Available in both Vintage Pink and Schoolbus Yellow. Order 50+ pencils, get free shipping."&gt;</code></li> </ul>

		Specific and detailed
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Lastly, your descriptions should be easy for people to read and understand and should also be diverse, so potential customers can get a good sense of what your product or service can offer them.