

Google Merchant Center Audit Checklist — 30 Points

The checklist I run on every new client's Merchant Center before touching any campaign.

1 ACCOUNT & IDENTITY

5 items

- Business name matches website exactly
- Business address is real (not PO Box or virtual office)
- Phone number is a real landline/mobile (not VoIP)
- Website URL is correct and accessible
- VAT/Tax ID is valid and verified

2 PRODUCT FEED HEALTH

6 items

- All required attributes present (title, description, price, availability, image_link, link)
- Product titles include brand + product type + key attributes (color, size)
- Prices match landing page exactly (including currency)
- Availability status matches real stock levels
- Product images are high quality (min 800×800px, white bg preferred)
- GTINs/MPNs provided where applicable

3 POLICY COMPLIANCE

5 items

- Return & refund policy page exists and is accessible
- Shipping policy with delivery times and costs
- Privacy policy with data collection details
- Terms & conditions page
- Contact information easily findable (phone + email + address)

4 LANDING PAGE QUALITY

5 items

- Product landing pages load in under 3 seconds
- Price on landing page matches feed price exactly
- Add-to-cart button is visible above the fold
- Mobile responsive and fully functional
- No broken links or 404 errors

5 COMMON DISAPPROVALS

5 items

- No promotional overlay on product images
- No watermarks or logos on product images
- Descriptions don't contain promotional text ("buy now", "free shipping")
- No restricted products in the feed (check Google's prohibited list)
- No duplicate products with different URLs

6 SUSPENSION RISK FACTORS

4 items

- No fake or imported reviews on the website
- No countdown timers or fake urgency tactics
- No misleading claims or exaggerated benefits
- SSL certificate valid across all pages

Score: _____ / 30

Below 25? Your Merchant Center is at risk. Get a free scan at unblockr.co