
Google Ads Suspension Recovery Checklist

When Google suspends an ad account, most owners lose the first day guessing at the cause. This checklist puts that day in order: find out which status you have, rule out the paperwork causes, fix your pages, and send one appeal that proves the fix.

Work through it at a desk with your Google Ads login, your billing details, and your business license and registration nearby.

● PART 1: Which Status Do You Have?

Open Google Ads and read the notification bar at the top of the screen and the Status column next to your ads. Tick the one that matches.

WHAT GOOGLE SHOWS	WHAT IT MEANS	WHERE TO GO NEXT	THIS IS ME
Account suspended	Every ad in the account has stopped	Parts 2 to 5	☐
Account paused for verification	Every ad has stopped until you prove who runs the business	Finish advertiser verification, then Part 5	☐
Ad disapproved	One ad has stopped, and the rest are running	Fix the ad or its page, then appeal it in Policy manager	☐
Eligible (limited)	The ad runs in fewer places or at fewer times	Nothing, unless it is costing you calls	☐

● PART 2: The First 48 Hours

- ☐ I have not opened a new Google Ads account. A new account counts as getting around the suspension and can be suspended too.
- ☐ I took a screenshot of the suspension notice.
- ☐ I wrote down the exact policy the notice names:
- ☐ I asked anyone who set up or ran our ads for the full notice and a list of every account tied to our business.
- ☐ I turned up our other lead sources: Google Business Profile posts, an email to past customers, and a referral push with our technicians.

● PART 3: Find the Cause

Check each row. Mark **Found** if it applies to you, then do the fix before you appeal.

CAUSE	HOW TO CHECK IT	THE FIX	FOUND?
1. Advertiser verification	Is verification finished? Does the legal name match across your billing profile, your documents, and your website?	Finish verification with documents that all show the same legal name.	☐
2. Billing and payment	Any declined card, unpaid balance, or chargeback you filed with your bank against Google?	Pay the balance, update the card, and verify the payment method if Google asks.	☐
3. License and qualification claims	Does any ad, landing page, or website page name a license, certification, or badge you cannot prove today?	Remove or correct every claim you cannot back up with a current document.	☐
4. More than one account	Do you have, or did an old agency open, a second account for your business?	List every account and why it exists. Never open a new one to get back on.	☐
5. Warnings and strikes	Search your email for Google Ads policy warnings from the last few months.	Fix every warned ad, and check that every phone number in your ads rings your office.	☐

● PART 4: Your Appeal

Fill this in before you select Contact Us in the suspension notice. Keep it short, honest, and specific.

APPEAL SECTION	WHAT YOU WRITE
The policy named in the notice	
What caused it, in one or two sentences	
What you changed, with the web address of each page	
Documents attached (license, business registration), all under the same legal name	
Other accounts, if any, and how each was resolved	

Before you send it:

- ☐ Every page I changed is live.
- ☐ Nothing in the appeal blames Google or promises a fix I have not made yet.
- ☐ I am sending one appeal, not several. Google may not process repeated appeals for the same suspension.

● PART 5: Keep It From Happening Again

Put these on the calendar once the account is back.

CHECK	HOW OFTEN	WHO OWNS IT
Read every Google Ads policy email the week it arrives	Weekly	
Call every tracking number in your ads and confirm your office answers	Monthly	
Confirm a backup card is on file and the main card has not expired	Monthly	
Review every license, certification, and warranty claim on your website and landing pages	Twice a year, and whenever a license renews or a technician leaves	
Confirm the same legal name shows on your billing profile, website, and Google Business Profile	Twice a year	

Built by RS Gonzales. We run Google Ads for HVAC contractors across the U.S. in accounts the contractor owns. If you want a second set of eyes on a suspension notice, book a strategy session at rsgonzales.com/book-strategy-session/