



MerchantProof

SYNTHETIC EXAMPLE REPORT

Northstar Goods

A human-reviewed diagnostic demonstration using invented store and product data.

Review readiness

Corrections required

Based on observable synthetic evidence only

Independent from Google. No guaranteed outcome. MerchantProof identifies observable issues and explains what to fix before you request another review.

Sample report • Version 1.0

HUMAN-REVIEWED EXAMPLE

Executive summary

The synthetic store is publicly accessible and its main policy pages are present. Before requesting another review, the merchant should correct a confirmed sale-price conflict, reconcile inconsistent return information, make its customer-facing phone details consistent and manually verify business identity evidence that cannot be assessed from the public website.

4

Representative findings

8

Pages checked

24

Products sampled

240

Products in feed

Representative findings

FINDING 01 • CRITICAL

Confirmed

Sampled sale price conflicts with the landing page

The submitted synthetic feed states a £49.00 sale price while the visible landing page and its structured product data state £59.00 for the same sampled variant.

Affected synthetic product: Trail lamp / SKU NG-104

Affected synthetic page: <https://northstar-goods.example/products/trail-lamp>

Evidence considered

- Synthetic feed value: £49.00, in stock
- Visible landing-page value: £59.00, in stock
- Structured product-data value: £59.00

Specific corrective action

Choose the intended active price, then publish the same price in the feed, visible product page and structured product data. Recheck the exact variant before requesting another review.

FINDING 02 • HIGH

Probable

Return timeframes are inconsistent

The synthetic returns policy gives customers 30 days, while the site footer states 14 days. The pages do not explain whether different conditions apply.

Affected synthetic page: <https://northstar-goods.example/policies/returns>

Evidence considered

- Returns policy: requests accepted within 30 days
- Site footer: 14-day returns
- No visible explanation reconciles the two statements

Specific corrective action

Select one accurate return timeframe and apply it consistently to the returns policy, footer and any checkout-facing policy summary.

FINDING 03 • MEDIUM

Possible

Customer-facing telephone details may identify different businesses

The contact page and footer show different telephone numbers. Public evidence does not establish whether both numbers belong to the same trading operation.

Affected synthetic page: <https://northstar-goods.example/contact>

Evidence considered

- Contact page: +44 20 7946 0182
- Site footer: +44 20 7946 0174
- Both numbers are presented as the primary customer contact

Specific corrective action

Confirm which number customers should use, publish it consistently and explain any genuinely separate support line.

FINDING 04 • MEDIUM

Unavailable

Business identity evidence requires manual verification

MerchantProof cannot verify private Merchant Center identity checks or documents from public website evidence. No private Google account or identity documents were accessed for this synthetic example.

Evidence considered

- Manual verification required
- Private Merchant Center information was not available
- No conclusion is drawn about Google’s hidden reasoning

Specific corrective action

Before requesting another review, manually confirm that the legal or trading name, address, telephone number and authorised domain are accurate and consistent with the evidence the merchant is entitled to provide.

Prioritised remediation sequence

1

Reconcile SKU NG-104 pricing across the feed, visible landing page and structured product data.

2

Publish one accurate return timeframe across every customer-facing policy location.

3

Use one primary customer telephone number or clearly explain separate lines.

4

Manually verify business identity details and permitted supporting evidence.

5

Recheck the corrected store and sampled feed before requesting another review.

Coverage and methodology

- Feed checks cover a documented sample of 24 of 240 synthetic products, not the complete feed.
- Website checks cover eight public pages using static HTML; JavaScript-rendered states are not examined.
- Private Google account signals, account history, identity checks and Google's reasoning are unavailable.
- This sample contains invented demonstration data and does not assess a real merchant or predict a Google decision.

How to use this report

Work through the prioritised corrections in order, starting with confirmed and critical issues. You may share this report with colleagues and professional advisers helping your business. The paid service includes one limited rescan when requested within 14 days of initial report delivery.

Important service limitations

MerchantProof is an independent diagnostic service and is not affiliated with, endorsed by or sponsored by Google. MerchantProof does not access your private Google account or submit Merchant Center review requests or appeals. Findings and recommendations are based on your publicly accessible website, product data, information you provide and the evidence available at the time of review. Google may consider additional information and account history that MerchantProof cannot access. Following MerchantProof's recommendations does not guarantee approval, reinstatement, restored product visibility or any other Google outcome. Google controls and decides the outcome of its reviews.

MerchantProof reports provide diagnostic guidance for your business. They are not legal advice, a certification of compliance or confirmation that every possible issue has been identified.

Independent from Google. No guaranteed outcome. MerchantProof identifies observable issues and explains what to fix before you request another review.