

# The Nitty Gritty Tactics of Google Dropshipping



## Google Merchant Center Suspension Checklist

Use this checklist to prevent Merchant Center Misrepresentation suspension  
Shopify

### General

1. Your website has to be 100% completed - so customers can checkout - test it
2. Submit only 1 or 2 active products for the initial review in the Merchant Center. You can keep all products active but exclude them in the Simprosys App.
3. Add at least 1 payment method, the more, the better (Shopify: Settings → Payments)
4. Store currency in Shopify Settings (Shopify: Settings → Store Details → Store currency) has to match the Primary Target Country in which you are trying to get accepted. The Primary Target Country and the currency have to match the country of your current residence.

If you changed the store currency to the main currency used in your current country of residence, you have to delete the shipping rates and recreate them in the proper currency used in your current country of residence (Shopify: Settings → Shipping and delivery).

In other words, simply make sure the shipping currency matches the store currency. And the store currency should match the country of your current residence.

If you are currently running Social Media ads, and you can't change the currency, then ignore this step.

### Policies

1. Make sure the following Policies are added to the website footer:

- Shipping Policy
- Terms of Service
- Privacy Policy
- Refunds & Returns
- Payments Policy
- About Us
- Contact Us

1. Match the policies above with the checkout policies (Shopify: Settings → Policies)

You can download these for free on our website: <https://www.flomaticx.com/merchant-center-disapproval-templates>

### Contact details

1. Make sure the About Us and Contact Us pages are added not only to the footer but also to the header of your website. Also include the phone number + email adres for the review in the header.

2. Add this contact information to the Contact Us page (template in point number 20):

- e-mail address
- phone number (PHONE NUMBER FROM YOUR TARGET LOCATION, IF YOU WANT TO SELL IN THE USA → ADD A USA PHONE NUMBER)
- business name (it might be your store/brand name) and business address (it might be your home address), DO NOT USE VIRTUAL ADDRESS, use your real business or home address to get accepted in the Merchant Center. (THESE DAYS THE ADDRESS CAN BE WHEREVER, FOR EXAMPLE IN HONG KONG OR THE NETHERLANDS EVEN THOUGH YOU WOULD LIKE TO TARGET THE USA, BUT I RECOMMEND ADDING AN ADDRESS IN YOUR TARGET LOCATION)

### Products & product page

All CRO optimizations like fake reviews, pop-ups, timers or counters can be added 4 weeks after GMC approval. You can do this earlier, but you will increase the risk of getting disapproved.

1. Write your own product descriptions and titles - do not copy them 1:1 from other websites. You can use ChatGPT to rewrite others.
2. Do not use any (fake) reviews or copy/import reviews from Amazon, AliExpress, eBay etc
3. If possible, take your own product photos. You can also choose to use selfmade pictures only for the GMC approval.
4. Do not copy images/banners from major retailers or copyrighted brands
5. Get rid of popups (you can add them later once you get approved in the Merchant Center)
6. Get rid of fake counters (you can add them later once you get approved in the Merchant Center)
7. Turn off sale countdown timers (you can add them later once you get approved in the Merchant Center)
8. Add homepage SEO - Meta Title and Description (Shopify: Online Store → Preferences → Title and meta description)

### Product back-end

1. Make sure product descriptions are added in the Shopify product settings (Shopify: Products tab)
2. Turn off promotions/compare at the price in Shopify product settings, until you get accepted in the Merchant Center
3. Set low stock of each SKU in Shopify product settings, for example between 5-99 (don't set the products' availability at 100,000 because it's suspicious)
4. Add SKU number to each product variant. Each variant should have a unique SKU number.

### Returns & Refund

1. Make sure you meet the Returns & Refunds policy requirements - you can use the template added below (returns window, address for returns, contact phone number, contact email, how to ship a product eg. courier, who pays for shipping, where and how fast the money will be refunded), Customer Complaint - Faulty Product (returns window, address for returns, contact phone number, contact email, how to ship a product eg. courier, who pays for it, where and how fast the money will be refunded) - add all of this information to Terms of Service and Refunds & Returns policy
2. Store Details in Shopify settings (Shopify: Settings → Store Details) have to match the company address on the Contact Us page - this is not required
3. Edit the Shopify checkout settings accordingly: require first and last name, require shipping address phone number (Shopify: Settings → Checkout → Customer information)
4. Locations in Shopify settings should match the company address from the Contact Us page (Shopify: Settings → Locations) - this is not required
5. Domain has to be secured with SLL protocol (green padlock icon next to website URL). If you purchased your domain directly in Shopify, it should have the SLL certificate installed by default - in this case, no action is required.
6. Store language and checkout language has to be the same (Shopify: Settings → Languages) = (Shopify: Settings → Checkout → Checkout language)
7. A customer must have the option to purchase as an unregistered user. This is enabled by default, so if you didn't change it, no action is required.
8. Make sure there are no placeholder images (no empty spots for adding images in different sections) and no placeholder text (Lorem ipsum dolor sit amet) on your live website theme. If needed, customize your theme (Shopify: Online Store → Themes → Customize live theme)
9. SEMrush Page Audit - scanning for broken links (get rid of 404 error pages) - this is not required

### Google Merchant Center

1. Business Address in the Merchant Center account has to match the Contact Us page. (THIS HAS TO MATCH YOUR CONTACT US PAGE)
2. Phone Number in the Merchant Center account has to match the Contact Us page. (THIS SHOULD MATCH YOUR CONTACT US PAGE)
3. The domain URL that is verified in your Merchant Center account has to be the same as your store URL.
4. Shipping Settings (shipping time & cost) in the Merchant Center have to match the website Shipping Policy page and Shopify Shipping Settings.
5. Setup Sales Taxes only if you are trying to get your products approved in the United States.

If you successfully completed this list and still have a disapproval feel free to **Contact Us** so we can take a look and try and help you.

Elvir



Adnan

