



Website Audit Report

sample-store.example

Scanned Thu, 01 Oct 2026 09:00:00 UTC · Order SAMPLE

54 / 100

High risk

3 to fix · 1 to improve · 6 passed

Policy areas these issues relate to: Misrepresentation, Suspicious Payments, Unacceptable Business Practices, Advertiser Verification.

This report is built from your public website, so you never have to share access to your Google Ads account. Google makes the final decision on any appeal.

What to fix, in priority order

1. Your store doesn't clearly show a refund or returns policy

FAIL · Misrepresentation, Suspicious Payments, Unacceptable Business Practices

We looked for a refund / returns policy link in your header/footer and tried common addresses.

What we saw

- /refund-policy
- /returns
- /refund-and-returns-policy
- /return-policy
- /policies/refund-policy

How to fix it

Add a clear refund/returns/cancellation policy and link it in the footer and near checkout or pricing.

2. Homepage uses several risky claims

FAIL · Misrepresentation, Unacceptable Business Practices

We found 4 phrase(s) in categories reviewers look at closely: guarantee, risk-free, results claim.

What we saw

- guarantee: "...100% satisfaction guaranteed on every order..."
- risk-free: "...try it risk-free for 90 days..."
- results claim: "...get the body you want in 30 days..."

How to fix it

Remove or substantiate absolute claims. If a result isn't guaranteed, don't say it is, and show real terms near any offer.

3. We couldn't find a Contact page on your website

FAIL · Advertiser Verification, Misrepresentation, Unacceptable Business Practices

We looked for a contact link in your header/footer and tried common addresses.

What we saw

- /contact
- /contact-us
- /pages/contact

How to fix it

Add a Contact page with real, verifiable contact details (phone, email and a physical address if you have one).

4. HSTS is not enabled

WARNING · Unacceptable Business Practices

No Strict-Transport-Security header with a long max-age was sent.

What we saw

- strict-transport-security: (missing)

How to fix it

Add a Strict-Transport-Security header (e.g. max-age=31536000) once HTTPS works everywhere.

Checks that passed

- Site loads over HTTPS
- SSL certificate is valid
- Privacy Policy found
- Terms & Conditions found
- Homepage has substantial content
- Googlebot and visitors see the same page

Recovery Blueprint: fix it step by step

Work through these in order. Each one says what to do, roughly how long it takes, and how to check it worked.

Step 1: Your store doesn't clearly show a refund or returns policy

Fix first · about 1 hour

1. Create a Refund and Cancellation (or Returns) policy page, for example at /refund-policy.
2. State clearly what can be refunded, when, how to ask, who to contact, and how long refunds take. For digital services, say when the work counts as delivered.
3. Make it match what you say elsewhere on the site and at checkout. Contradictions are a risk signal.
4. Link it in the footer, on the pricing page and near checkout.

How to check it worked: The page is reachable from the footer and pricing pages, and its terms match the rest of your site.

Step 2: Homepage uses several risky claims

Fix first · about 1 to 3 hours

1. Open the evidence list above: it names the phrases found on your homepage. Search your site for each one.
2. Replace absolute promises ('guaranteed', '100% risk free', 'instant results', 'miracle', income claims) with factual statements about what you actually do.
3. If you keep a claim, make it true and provable, and show the real terms next to it: conditions, time frames, who qualifies, and what is not covered.
4. Do not promise a result you do not control. Say what you will do, not what will certainly happen.
5. Check that your ad text does not use the same kind of wording. Reviewers compare the ad with the page.

How to check it worked: Search each flagged phrase on your site. Each is gone or is now backed by clear terms.

Step 3: We couldn't find a Contact page on your website

Fix first · about 30 to 60 minutes

1. Create or fix your Contact page at an address such as /contact.
2. Show a real business name, working phone number and email, and a physical address, plus opening hours if you have them.
3. Add a contact form that works, and reply to test messages to prove it.
4. Link it in the main menu and footer, and make the details match your Google Ads account.

How to check it worked: The Contact page loads from the menu, shows full details, and a test message reaches you.

Step 4: HSTS is not enabled

Then improve · about 15 minutes (only after the whole site works on https)

1. First make sure every page and resource on your site loads over https without errors.
2. Add the response header Strict-Transport-Security with a value such as max-age=31536000 (one year). Many hosts and CDNs have a switch for it (Cloudflare: SSL/TLS > Edge Certificates > HSTS).
3. Start with a short max-age (for example 300 seconds) if you are unsure, then raise it once everything works.
4. Do not add includeSubDomains or preload unless you are sure every subdomain supports https.

How to check it worked: In your browser's developer tools (Network tab), open your homepage request: the response headers include Strict-Transport-Security.

Before you appeal

1. Fix every item marked Fail first, then the Warnings, on your live public website.
2. Open your website in a private browser window and confirm each change is visible to a first-time visitor.
3. Keep a short written record of what you changed and when: page addresses and what they said before and after.
4. Run the free scan again and confirm the issues you fixed no longer appear.
5. Read the exact reason and policy named in your Google Ads suspension notice. This scan reports risk signals, not Google's reason, so make sure your changes address what Google actually named.

6. Write your appeal using the format below, in your own words: what you changed and why your website now follows that policy. Be specific and honest.
7. Submit one carefully prepared appeal rather than several rushed ones, then wait for the response before changing course.

Your appeal format

Use this format for the appeal text. The text in each draft box is pre-filled from your audit and the details you gave us. Replace everything in [square brackets] with your own facts, delete what is not true for you, and do not send anything you cannot back up. Nobody can promise how Google will decide.

1. Account and notice details

Say exactly which account and which notice you are appealing. Use the details from your own Google Ads account and notice. Do not guess them.

Google Ads customer ID: [your 10-digit customer ID]

Date of suspension: 2026-09-28

Policy named in the notice: Misrepresentation

Website: <https://sample-store.example/>

2. What the notice said

Quote the reason Google gave. This shows you read it. If the notice is vague, say so briefly and explain that you reviewed the whole website against the named policy.

The notice stated: "Your account was suspended for Misrepresentation. Sample text: this is the message from your own Google Ads notice."

3. What I found when I reviewed my website

Describe your honest review of the site (this audit is your evidence). Keep it factual and short. Do not blame Google or argue the decision was unfair.

I reviewed my website against Misrepresentation and found these problems:

- Your store doesn't clearly show a refund or returns policy
- Homepage uses several risky claims
- We couldn't find a Contact page on your website
- HSTS is not enabled

4. What I changed

This is the most important section. Give each change, the page it was made on, and the date. Only list changes you have actually made and can show.

- Problem: Your store doesn't clearly show a refund or returns policy

Change made: [describe what you changed]

Page: [address] Date: [date]

- Problem: Homepage uses several risky claims

Change made: [describe what you changed]

Page: [address] Date: [date]

- Problem: We couldn't find a Contact page on your website

Change made: [describe what you changed]

Page: [address] Date: [date]

- Problem: HSTS is not enabled
Change made: [describe what you changed]
Page: [address] Date: [date]

5. How my website now follows the policy

Connect your changes to the policy named in the notice, in a few plain sentences. Only claim what is now true.

My website now shows who runs the business, how to contact us, and what we actually offer, and the claims on it are accurate and supported. [Confirm this is true for your site before you send it.]

Our pricing, payment and refund information is shown clearly before anyone pays. [Confirm this is true for your site before you send it.]

My website now describes our services clearly, shows our terms, privacy and refund policies, and no longer uses misleading or exaggerated wording. [Confirm this is true for your site before you send it.]

The business name, address and contact details on my website match my Google Ads account and my verification documents. [Confirm this is true for your site before you send it.]

6. Business details

Give the same business details everywhere: on your website, in your Google Ads account and in this appeal. Mention that you can provide verification documents if asked.

Business name: [legal or trading name]

Address: [address shown on the website]

Phone: [number shown on the website]

Email: [email shown on the website]

What the business does: Sample Store sells home-fitness equipment online to customers in the US and UK. (Example text.)

I can provide verification documents if you need them.

7. Going forward

End calmly. One or two sentences about how you will keep the site and ads within policy. Do not make promises you cannot keep.

I will review my website and ads against the Google Ads policies before making changes, and I will keep the information on my website accurate and up to date. I ask for a review of this account.

Do

- Be calm, specific and honest, and keep it short enough to read quickly.
- Show evidence: addresses of the pages you changed and the dates.
- Appeal once, with everything fixed, then wait for the answer.
- Use the same business details on your website, your account and your appeal.

Avoid

- Do not argue that the decision was unfair, threaten, or pressure anyone.
- Do not claim changes you have not made or details that are not true.
- Do not open a new account to get around the suspension. That makes things worse.
- Do not send several appeals in a row, or change course before you get a reply.

Expert review

Reviewed by Rohit Kumar on Fri, 02 Oct 2026 06:30:00 UTC

Sample note: this is where Rohit's personal notes on your own report appear, within 24-48 hours of payment.

For this example store, start with the missing refund policy and the absolute claims on the homepage. Those two are what a reviewer sees first. Fix them, check the pages as a visitor would, then submit one clear appeal.