MERCHANT CENTER HEALTH CHECK

SAMPLE REPORT

# https://example-store.com

Checked 2026-10-19 03:43 UTC · public pages only · platform: woocommerce

**SAMPLE REPORT.** example-store.com is a fictional demo store we built to show the issues we see most often. Your report covers your own store's public pages, with your own findings.

We found **18** issues a Merchant Center reviewer could see: the biggest are “No phone number published anywhere” and “No contact email published”.

`Fix first: 0  High: 10  Medium: 6  Low: 2  Check in Merchant Center: 5`

## What we found, most important first

High **No phone number published anywhere**

`https://example-store.com/contact/`

**Fix:** Publish a phone number on the contact page and in the footer, and add it to Merchant Center and the Organization schema.

High **No contact email published**

`https://example-store.com/contact/`

**Fix:** Publish an email at your own domain on the contact page and in the footer.

High **No privacy page found**

`https://example-store.com/`

**Fix:** Publish a privacy page with your real facts and link it in the footer of every page.

High **No returns page found**

`https://example-store.com/`

**Fix:** Publish a returns page with your real facts and link it in the footer of every page.

High **No terms page found**

`https://example-store.com/`

**Fix:** Publish a terms page with your real facts and link it in the footer of every page.

High **WooCommerce's sample returns page is public**

`https://example-store.com/refund_returns/`

Found: “Default 'Refund and Returns Policy' template”

**Fix:** Set /refund_returns/ to draft so it can't contradict your real policy.

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High **Drug-like or unprovable claims in the page text**

`https://example-store.com/`

Found: “clinically proven”

**Fix:** Remove the phrase, or name and link the certification or study behind it.

High **Drug-like or unprovable claims in the page text**

`https://example-store.com/product/night-cream/`

Found: “botox-like, clinical-grade”

**Fix:** Remove the phrase, or name and link the certification or study behind it.

High **Supplier/reseller copy on the page**

`https://example-store.com/product/glow-serum/`

Found: “any skincare brand, product lineup”

**Fix:** Rewrite the sentence for your shopper, or delete it.

High **The schema price isn't the price shown on the page**

`https://example-store.com/product/glow-serum/`

Found: “schema: 38.00; page shows: 42.00”

**Fix:** Make the structured data, the page and the feed agree, including sale prices and currency.

Medium **Organization schema is missing the address or phone**

`https://example-store.com/`

Found: “{"name": "Example Store", "legalName": null, "telephone": null, "email": null, "address": null}”

**Fix:** Add the same address and phone as the contact page.

Medium **The contact page doesn't name the legal business**

`https://example-store.com/contact/`

**Fix:** Add a 'Who you are contacting' block: legal name, registration number if any, city/region/country, phone, email.

Medium **The shipping page gives no handling or delivery time**

`https://example-store.com/shipping/`

**Fix:** State how long orders take to prepare and to arrive (from your carrier or fulfilment partner), and set the same in Merchant Center.

Medium **A placeholder page is public**

`https://example-store.com/about-2/`

Found: “/about-2/”

**Fix:** Set placeholder pages (about-2, services, sample page…) to draft.

Medium **Placeholder text is public**

`https://example-store.com/about-2/`

Found: “dedicated to providing the best products and services”

**Fix:** Replace it with real text, or unpublish the page.

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Medium **No brand in the product schema**

`https://example-store.com/product/glow-serum/`

**Fix:** Add your brand (or the maker's) to every product.

Low **Product schema has no shippingDetails**

`https://example-store.com/product/glow-serum/`

**Fix:** Optional but helpful: add shippingDetails (rate, destination, handling and transit days) matching checkout.

Low **No GTIN or MPN in the product schema**

`https://example-store.com/product/glow-serum/`

**Fix:** Use the real barcode, or the maker's part number; for own-brand products without one, tell Merchant Center no identifier exists.

## Check these in Merchant Center (we can't see them from outside)

Check in Merchant Center **Shipping service in Merchant Center matches checkout**

**Fix:** Buy one unit of each product (don't pay): the shipping cost and days must equal Merchant Center's.

Check in Merchant Center **Return policy settings match the returns page**

**Fix:** Same window, same fees, same URL.

Check in Merchant Center **Business info: name, phone, website**

**Fix:** Same as the contact page and footer.

Check in Merchant Center **Only the countries you ship to are targeted**

**Fix:** Check data sources, markets and programmes; remove the rest.

Check in Merchant Center **One product source**

**Fix:** Turn off any automatic 'found on your website' source once your feed app syncs everything.

How this was made: we read your store's public pages only, as a shopper or reviewer would, with no access to your accounts, and with AI assistance. Google decides every review; nobody can promise reinstatement. This report lists what a reviewer could see and how to fix it. LeyMish Labs · Independent, not affiliated with Google.

## Prefer to fix it yourself? A one-page checklist

SAMPLE REPORT

Work top to bottom. Change one thing at a time, keep a short log of what you changed and when, and request a review only when every box is ticked. Each failed review can lengthen the wait before the next one.

1. **One identity, everywhere.** The same business name, email, phone number and address on your contact page, footer, policy pages, checkout emails and in Merchant Center (Business info).
2. **A real returns and refund policy,** linked in your footer: time limit, item condition, who pays return postage, how refunds are paid. Delete any template or sample text you didn't write.
3. **A shipping policy that matches checkout:** where you ship, handling and delivery times, costs. Make the same settings in Merchant Center (Shipping and returns).
4. **Privacy policy and terms of service,** both linked in your footer.
5. **Prices and stock agree** between the product page, the product's structured data and your product feed, including sale prices and variants.
6. **Claims you can prove.** Remove health, results or "guaranteed" wording, fake "was" prices and badges you can't back up, in titles, descriptions, images and old blog posts.
7. **Your own words.** Replace copied supplier descriptions and leftover demo pages (About 2, Sample Page, placeholder text).
8. **Brand and barcode:** add the brand to every product, and the GTIN or MPN where the maker assigned one. Never invent a barcode.
9. **Let Google in.** robots.txt must not block Googlebot or Storebot-Google; checkout and cart must work.
10. **Then request one review,** in Merchant Center, with a short, factual note of what you fixed. Google decides; nobody can promise reinstatement.

> **Did this report help?** Reply to the email it came with and tell us. With your OK, we may quote you.