CHECKLIST

Merchant Center Misrepresentation Fix Checklist for Shopify

Tick every box before you click Request review.

START HERE

Fix pricing and identity first: Google gives **0 days** of warning for them. Request a review only when every box is ticked.

Identity and policies (4)

- [ ] **Business name, address, phone and email match everywhere**
  Merchant Center, Store details, footer, contact page, policies
- [ ] Refund Policy and Terms of Service linked in the footer menu
- [ ] **Return window matches on product pages and the policy**
  A 30-day badge over a 14-day policy is a hidden condition
- [ ] Return policy stated even if you take no returns

Price, fees and delivery (5)

- [ ] **Shipping costs shown before checkout, not only at checkout**
  Put a rate table in the shipping policy
- [ ] No pre-ticked add-on fee in the cart or checkout
- [ ] **Subscription widget shows the recurring price and billing interval**
  Google names omitted billing intervals as an example
- [ ] Handling time sits next to the delivery estimate, same size
- [ ] Shipping badges match where orders really ship from

Offers and claims (5)

- [ ] **No countdown timer that resets for each visitor**
  Real scarcity is fine, like a true last-item label
- [ ] No compare-at price that never ends
- [ ] Continue selling when out of stock is off where you can't restock
- [ ] No "as seen on" logos or badges you can't document
- [ ] No improbable result promised as the likely outcome

Before you request review (4)

- [ ] Merchant verification complete in the Needs attention tab
- [ ] **One purchase walked as a new visitor, every price written down**
  Product page to payment step, in your target country
- [ ] Every box above ticked before you click Request review
  STOP IF NO
- [ ] **Review date noted: allow up to 7 business days**
  A second failed review can start a one-week cool down

Ticked: ___ / 18 Any STOP item unticked: fix it before anything else.

Want the store checked before you request review? kaspianfuad.com/contact

Kaspian Fuad, Shopify developer and CRO consultant
Built a true last-item stock label for a one-of-a-kind furniture store.

kaspianfuad.com/blog/google-merchant-center-misrepresentation-shopify | v1.0 | 2026-11-20
Sources: Google Merchant Center Help; Shopify Help Center