

Search Engine Marketing with Google

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If you signed up for a package with SimplePart that includes Search Engine Marketing, then you will need to comply with Google's policies. It is important to do so to avoid Google suspending your store due to policy violations.

In this article, we'll cover some key Google policies and suggest some ways you can address specific issues so that your store can align with Google's requirements.

Dealer contact information

Many Google suspensions have fallen under the category of "Misrepresentation".

When working to unsuspend clients for Misrepresentation, SimplePart has found that the following have resolved Misrepresentation suspensions:

- adding or correcting the business name,
- adding or correcting the physical address,
- adding or correcting the business phone number,
- adding an email address for customer use to contact the business,
- a combination of the above

Recommendations

Provide your customers with contact information, not for your convenience, but for theirs. Make it easy for customers to contact you in the way they prefer by providing a physical address, phone number, and an email address for your business.

Selling parts at different prices to online customers vs. in-store customers

SimplePart has seen some dealers take actions to promote a "vanity" URL (a URL that does not contain the business/dealership name) to replace their existing URL in order to avoid customers associating their in-store prices with their online prices. These dealers may provide only minimal business contact information (e.g. just an email address).

However, using a vanity URL in combination with limited contacted information, could lead to a suspension by Google for Misrepresentation.

Recommendations

If you run a vanity URL, SimplePart's recommendation is for you to:

- Supply a URL for advertisements that include your business name
- Supply the correct name of the business
- Supply an accurate physical address for the business on the website
- Ensure a working "map container" on the website
- Supply a suitable phone number for customers to use to contact the business
- Supply a suitable email address for customers to use to contact the business

Requirements

Google changes policies over time, be sure to [check this link for the most up-to-date requirements](#).

For our purposes, the most important parts of their policies are:

- Merchants are required to list a minimum of one piece of contact information on their site ([source 1](#), [source 2](#)). Examples include, but are not limited to:
 - a contact us form
 - a link to your business profile on social media
 - a phone number
 - Unacceptable business practices include concealing or misstating information about the business, and presenting a false identity, business name, or contact information ([source](#)).
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