

LIST OF REQUIRED DOCUMENTS

GBP
REINSTATEMENT

Document Type	Description
Business License	Must include the exact business name and address
Utility Bill	With business name + address
Government-issued ID	Of the business owner or representative
Lease Agreement	If operating from a rented office or storefront
Business Signage Photo	Outside signage showing business name and location
Business Interior Photo	Optional but recommended for legitimacy

HOW TO SUBMIT AN APPEAL PROMPT

GBP
REINSTATEMENT

Generate a clear, concise, and authentic appeal text for a local business's Google Business Profile that adheres to the following

Business details -

Name:

Address:

Category:

Things we changed:

Proof we added:

guidelines:

- Narrative Quality & Readability

Readability: Use language that meets a low Flesch-Kincaid grade level. The appeal should be easily understood by a broad audience.

Coherence: Ensure the text follows a logical flow with well-structured sentences and clear transitions. Use bullet points or a structured template where appropriate to enhance clarity.

Sentiment: Maintain a positive tone throughout the appeal. Avoid overly enthusiastic or generic expressions. The language should be sincere and measured, aligning with VADER sentiment standards.

- Narrative Quality Score Considerations

Aim for a narrative quality score above the internal threshold by emphasizing clarity and coherence.

Use simple, relevant language that clearly explains the appeal without unnecessary complexity.

- Structured Narrative & Keyword Usage

Organize the appeal using structured elements such as bullet points, numbered lists, or clearly defined paragraphs. This enhances readability and helps reviewers quickly grasp the key points.

While specific keywords are not mandatory for improving the narrative quality score, incorporate concise and pertinent terms that align with the business's context and the appeal's argument.