ONLYDEB · FIELD KIT

Google Ads Suspension Survival Kit

The fix-first sequence, from someone who sat on Google's side of the glass.

FIRST 24 HOURS: DO NOT

- **Fire off an instant appeal.** A rushed appeal with no fix behind it reads as noise and gets an auto-reject.
- **Open a new account.** That is circumventing systems on its own, a separate and worse policy violation.
- **Pay a "recovery service."** No third party has a back channel. The appeal queue is the only door.
- **Mass-edit the account.** Changing campaigns, billing, and site content all at once muddies the review trail.

THE SEQUENCE

1. **Read the exact policy named in the email.** Not the general category, the specific clause cited.
2. **Audit billing and payment details.** Card validity, billing name match, and account ownership signals.
3. **Fix the actual cause.** On the website and inside the account, before touching the appeal form.
4. **Document what changed.** Screenshots, dates, and a short plain-English change log.
5. **Submit one complete appeal.** Everything in a single, well-organized submission.

APPEAL CHECKLIST

- [ ] Policy named correctly
- [ ] Root cause identified
- [ ] Fix described with specifics
- [ ] Evidence attached
- [ ] Professional, factual tone
- [ ] Single submission, no duplicates

PREVENTION

Billing hygiene.
Keep the card current and the billing name matched to the business on file.

Read policy before creatives ship.
Check the relevant ad and landing page policy before a campaign goes live, not after a flag.

No gray-hat tricks.
Cloaking, misleading claims, or workaround scripts cost more in downtime than they ever save.

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