ZKR STUDIO // GMC SHIELD — PRE-APPEAL TECHNICAL AUDIT

Forensic Diagnostic Report for Google Merchant Center 'Misrepresentation' Suspensions

Audited Storefront:	https://[REDACTED-JEWELRY-STORE].com	**Suspension Risk Score:**	**100 / 100**
Shopify Domain:	[redacted-jewelry-id].myshopify.com	**Pre-Appeal Verdict:**	**CRITICAL - DO NOT APPEAL YET (HIGH BAN RISK)**
Active Currency:	USD	**Total Vulnerabilities:**	**14** (Critical: 5 | High: 8 | Medium: 1)
Compliance Engine:	v2.4 Deterministic DOM & Schema Reconciler	**Audit Timestamp (UTC):**	2026-11-07 13:37:05

1. Executive Summary & Business Identity Verification

Operational Warning: Google Merchant Center strictly limits appeal attempts and enforces progressive cool-down lockouts after each failed review. Do NOT click 'Request Review' in Google Merchant Center until 100% of the CRITICAL and HIGH vulnerabilities listed below have been resolved.

Legal Business Name	[REDACTED FINE JEWELRY BRAND] (Missing LLC/LTD Suffix)
Physical Street Address	NOT DETECTED IN PLAIN TEXT
Customer Support Phone	+1 (646) [redacted]-[redacted], +44 20 [redacted] [redacted] (Conflicting)
Corporate Support Email	concierge@[REDACTED-JEWELRY-STORE].com, support@[REDACTED-JEWELRY-STORE].com
Policies Discovered & Crawled	shipping, returns, privacy, terms, contact, about
Mandatory Policies Missing in Footer	None (Compliant)

2. Step-by-Step Remediation Action Plan (14 Vulnerabilities Detected)

[1] [CRITICAL] DUPLICATE_PRODUCT_SCHEMA — Structured Data (JSON-LD)

Detected 3 conflicting Product Schema objects on '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: A third-party SEO app and custom Liquid snippet are injecting 2 extra @type:Product JSON-LD blocks alongside Shopify's native Product schema (3 total Product nodes). When multiple Product schemas exist in the same DOM, Googlebot parses stale offer prices and availability states.

✓ Step-by-Step Fix: Disable Product Schema injection in your third-party SEO app and remove the duplicate <script type='application/ld+json'> block located in [redacted] and [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

[2] [CRITICAL] DOM_VS_JSONLD_PRICE_MISMATCH — Price Integrity (DOM vs. Schema)

Active DOM Price ($125.00) != JSON-LD Offer Price ($125.95) on '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: Googlebot Smartphone rendered a visible price of $125.00 USD in the primary buy-box DOM, while the primary Offer node inside application/ld+json declares price: '125.95' ($0.95 rounding conflict caused by dynamic currency/tax filter in Liquid).

✓ Step-by-Step Fix: Open your theme's structured data snippet at [redacted] and replace the price filter expression with [redacted] so JSON-LD outputs exact parity with the active variant DOM selector [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[3] [CRITICAL] AVAILABILITY_MISMATCH_DOM_VS_SCHEMA — Availability Integrity

Stock contradiction on '[redacted-14k-gold-chain]': DOM shows 'InStock' while JSON-LD declares 'OutOfStock'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: The visible Add-to-Cart button state in Googlebot Desktop/Mobile is active ('InStock'), contradicting the 'https://schema.org/OutOfStock' availability value hardcoded in the secondary JSON-LD Offer node.

✓ Step-by-Step Fix: Update the JSON-LD Offer 'availability' property inside [redacted] to dynamically evaluate [redacted] instead of referencing the static inventory array [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[4] [CRITICAL] INCOMPLETE_BUSINESS_IDENTITY — Business Identity (4 Pillars)

Incomplete 4-Pillar Business Identity: Missing Verifiable Physical Street Address

Affected URL: https://[REDACTED-JEWELRY-STORE].com/pages/contact

Technical Root Cause: No physical street address was detected in static No-JS HTML across the Contact Us page, Footer, or Terms of Service. Google Merchant Center requires all 4 identity pillars (Legal Name, Physical Street Address, Direct Phone, Corporate Domain Email) matching national registry records.

✓ Step-by-Step Fix: Navigate to Shopify Admin > Online Store > Pages > Contact and inject the static semantic block inside [redacted] containing Street, Suite, City, Postal Code, and Country matching [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[5] [CRITICAL] OPENGRAPH_VS_DOM_PRICE_MISMATCH — Price Integrity (OpenGraph vs. DOM)

Meta tag og:price:amount ($125.95) contradicts rendered Mobile DOM price ($125.00)

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: The <meta property='og:price:amount' content='125.95'> header tag disagrees with the rendered Googlebot Smartphone price ($125.00) on '/products/[redacted-14k-gold-chain]'. GMC cross-checks OpenGraph meta tags against JSON-LD and visible DOM prices.

✓ Step-by-Step Fix: Locate the OpenGraph meta snippet in [redacted] and replace the deprecated price tag logic with [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[6] [HIGH] MISSING_MERCHANT_RETURN_POLICY_SCHEMA — Structured Data (JSON-LD)

Missing 'hasMerchantReturnPolicy' attribute in JSON-LD Schema on '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: The product's structured data Offer node does not include the mandatory 'hasMerchantReturnPolicy' (@type: MerchantReturnPolicy) specification required by Google Merchant Center product structured data guidelines.

✓ Step-by-Step Fix: Inject the @type: 'MerchantReturnPolicy' JSON-LD object inside [redacted] with properties [redacted] and returnPolicyCategory set to [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[7] [HIGH] MISSING_SHIPPING_DETAILS_SCHEMA — Structured Data (JSON-LD)

Missing 'shippingDetails' (@type: OfferShippingDetails) in JSON-LD Offer node on '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: The JSON-LD Offer tree omits 'shippingDetails' (shippingRate, shippingDestination, and deliveryTime with handlingTime/transitTime), forcing Googlebot to rely solely on unstructured policy text.

✓ Step-by-Step Fix: Add the 'shippingDetails' schema block inside [redacted] declaring QuantitativeValue day ranges [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[8] [HIGH] INVALID_GS1_GTIN_CHECKSUM — Product Identifiers (GS1 Mod-10)

Invalid GS1 Mod-10 Check Digit on submitted GTIN-13 barcode for '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: Vectorized GS1 Mod-10 validation failed on the barcode exposed in JSON-LD ('gtin13': '97819436[redacted]3'). The final check digit is 3, whereas the official GS1 Modulo-10 checksum formula requires 0.

✓ Step-by-Step Fix: Purge synthetic barcodes from variant metafield [redacted] and configure GMC feed rule [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[9] [HIGH] INTERNAL_SKU_SUBMITTED_AS_MPN — Product Identifiers (MPN/SKU)

Internal Shopify SKU submitted as manufacturer MPN on '[redacted-14k-gold-chain]'

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: Diagnostic: The 'mpn' attribute in JSON-LD ('JW-14K-[redacted]') is identical to the internal Shopify SKU. Google Merchant Center prohibits submitting internal store SKUs into the manufacturer MPN field when no official GS1/brand MPN exists.

✓ Step-by-Step Fix: In [redacted], decouple the 'mpn' key from variant.sku using conditional Liquid filter [redacted] and set identifier_exists to [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[10] [HIGH] MISSING_GTIN_WITHOUT_IDENTIFIER_EXISTS_NO — Product Identifiers (GTIN/MPN)

Custom fine jewelry variants on '[redacted-14k-gold-chain]' lack identifier_exists='no' flag

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: Secondary size/length variants on '/products/[redacted-14k-gold-chain]' omit global GTINs without declaring custom product status, triggering 'Limited performance due to missing identifiers [gtin]' and account-level data quality flags.

✓ Step-by-Step Fix: In Google & YouTube channel mapping and [redacted], apply attribute rule [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[11] [HIGH] BUSINESS_IDENTITY_CONTRADICTION — Business Identity

Conflicting Customer Support Phone Numbers Across Contact and Terms Pages

Affected URL: https://[REDACTED-JEWELRY-STORE].com/pages/contact

Technical Root Cause: The site displays conflicting customer service phone numbers: '+1 (646) [redacted]' (US New York) appears on /pages/contact and /policies/terms-of-service, while '+44 20 [redacted]' is injected across global footer templates and /policies/refund-policy.

✓ Step-by-Step Fix: Standardize the telephone string in [redacted] and theme locale file [redacted] to match your verified GMC Business Information phone number [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[12] [HIGH] SHIPPING_TIMEFRAME_CONTRADICTION — Shipping Policy

Inconsistent Transit Times Between Product DOM ('3-5 business days') and Shipping Policy ('5-7 business days')

Affected URL: https://[REDACTED-JEWELRY-STORE].com/products/[redacted-14k-gold-chain]

Technical Root Cause: The Shipping Policy specifies domestic delivery tiers of 5-7 business days and international 10-20 business days. However, the product accordion on '/products/[redacted-14k-gold-chain]' promises 'Express 3-5 business days delivery' without separating handling vs. transit time.

✓ Step-by-Step Fix: Synchronize the shipping accordion block inside [redacted] with /policies/shipping-policy and explicitly declare handlingTime [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[13] [HIGH] VAGUE_REFUND_PROCESSING_WINDOW — Refund Policy

Non-Deterministic Refund Processing Window Phrasing in Refund Policy

Affected URL: https://[REDACTED-JEWELRY-STORE].com/policies/refund-policy

Technical Root Cause: Under the 'Refunds' section of /policies/refund-policy, customers are told refunds are processed 'within a reasonable period of time after inspection'. Google Merchant Center requires deterministic numeric day intervals and explicit return address & restocking fee disclosures.

✓ Step-by-Step Fix: Replace ambiguous refund timing in Shopify Admin > Settings > Policies > Refund Policy with the deterministic clause [redacted] and return facility address [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]

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[14] [MEDIUM] CURRENCY_PROMOTION_MISMATCH — Shipping Policy

Announcement Bar Currency Symbol Mismatch with Store Base Currency

Affected URL: https://[REDACTED-JEWELRY-STORE].com

Technical Root Cause: The global header announcement bar on 'https://[REDACTED-JEWELRY-STORE].com' promotes free shipping thresholds using a hardcoded currency symbol that conflicts with dynamic regional storefront rendering.

✓ Step-by-Step Fix: Update the announcement bar section in [redacted] to use dynamic money filter [redacted] [REMEDIATION CODE & LIQUID PATHS REDACTED IN PUBLIC SAMPLE — FULL ACCESS IN PAID $49 AUDIT]
