



www.gmcscout.com

<https://demo.gmcscout.example>

42 Pages • 18 Products • 4 Collections • 38.4s Scan Time
Scanned on August 01, 2026 at 12:00 PM

STORE COMPLIANCE SCORE

Total Checks	Passed	Failed	Success Rate
74	68	6	91.9%

STORE INTELLIGENCE

BUSINESS METRICS

Domain Age: 2 years • **Currency:** EUR • **Jurisdiction:** Ireland • **Language:** English (en) •
Timezone: Europe/Dublin • **Theme:** Dawn

CONTACT INFORMATION

Email: hello@demo.gmcscout.example
Phone: Not found
Address: 12 Demo Street, Dublin, Ireland
Customer Support Hours: Mon–Fri 9:00–17:00

PAYMENT & SHIPPING

Payment Methods: Visa, Mastercard, PayPal
Shipping Cost: From €4.95
Shipping Time: 3–5 business days
Shipping Countries: Ireland, United Kingdom, EU
Order Cutoff Time: 14:00

RETURNS & REFUNDS

Return Window: 30 days

Return Shipping: Buyer pays
Refund Processing: 5–10 business days
Accepts Exchanges: Yes
Restocking Fees: Not specified

TRUST & REPUTATION

Trustpilot Score: NOT PRESENT
ScamAdviser: NOT FOUND

GOOGLE'S PUBLISHED WEBSITE AUDIT

Merchant Center Help tells you to audit the website and verify these items for misrepresentation or “Website needs improvement”. This section maps that published list to findings from this storefront scan. It is not a ranked scorecard and it does not predict the review.

Consistent business information — 1 flagged on this storefront

Legal business name, physical address, phone number and email match across the website and the Merchant Center account.

[Misrepresentation policy](#)

- Missing Store Phone Number

Clear policies — 2 flagged on this storefront

Explicit links to shipping, refund and privacy policies.

[Misrepresentation policy](#)

- Missing Privacy Policy
- Missing Returns Policy

Site functionality — 1 flagged on this storefront

Fix broken links; checkout is fully functional and secured with HTTPS.

[Fully functional online store](#)

- 2 × Broken Links Found

Other storefront findings

These checks are part of the 70+ storefront scan. They are not listed on Google's published three-item website audit.

- 2 × Product Title Issues
- Domain is relatively new

We only check the storefront. Google also reviews your product feed, Merchant Center verification, ad account history, and payment processing — we cannot see those from the outside. Fixing what we flagged does not guarantee approval or reinstatement.

Official Help: [Misrepresentation \(website audit list\)](#) · [Fully functional online store](#) · [Account warnings and suspensions](#)

6 x STORE COMPLIANCE ISSUES DETECTED

● Missing Store Phone Number

ISSUES

No phone number was found on the contact page or footer. Merchant Center Help asks for a phone that matches the account.

PAGES

- <https://demo.gmcscout.example/pages/contact>
- <https://demo.gmcscout.example/>

● Missing Privacy Policy

ISSUES

No privacy policy link was found in the footer or policy pages.

PAGES

- <https://demo.gmcscout.example/>

● Missing Returns Policy

ISSUES

Returns terms were not linked from the storefront footer.

PAGES

- <https://demo.gmcscout.example/>

● 2 × Broken Links Found

ISSUES

Two internal links returned HTTP 404.

PAGES

- <https://demo.gmcscout.example/pages/shipping>
- <https://demo.gmcscout.example/collections/outlet>

● 2 × Product Title Issues

ISSUES

Two product titles use promotional all-caps phrasing.

PAGES

- <https://demo.gmcscout.example/products/demo-jacket>
- <https://demo.gmcscout.example/products/demo-mug>

● Domain is relatively new

ISSUES

The demo domain is presented as a sample storefront only.

PAGES

- <https://demo.gmcscout.example/>

HOW TO USE THIS REPORT

This is a dated storefront audit. Use it as notes when you write a Merchant Center appeal. Fix the live site first. You may attach this as supporting material — Google reviews the live site and your account (feed, verification, ads, payments), not this file. A later scan is a new snapshot, not a before/after.