

This is with regard to Anthony R. Friedman, personal injury attorney Mo. Bar # 65531 d.b.a. The Friedman Law Firm LLC who markets his services to the St. Louis, St. Charles, Missouri area and the Metro Near East of Illinois

Section 1: The Violation Google Business Profile Guidelines Violated

- **“Service-area businesses can’t list a virtual office unless that office is staffed during business hours.”**
- **Businesses using a “rented mailing address but [not operating] out of that location” are ineligible.**
- **UPS Store mailboxes (formatted as suites) are explicitly prohibited as virtual/mailbox spam.**

Section 2: Evidence Key Evidence Submitted

- **Publicly listed address: 6209 Mid Rivers Mall Dr, Suite 204, St. Charles, MO 63304**
- **This is a private mailbox inside The UPS Store located in Dierbergs Markets (mail receipt only – no dedicated office space or staffing).**
- **UPS Store confirmation:**
<https://locations.theupsstore.com/mo/saint-charles/6209-mid-rivers-mall-dr>
- **The profile displays business hours, Google reviews, call buttons, and other features implying a legitimate local presence.**
- **The same address appears consistently on the firm’s website, Super Lawyers profile, and other directories.**

Section 3: Additional Context Supporting Issues

- **The profile description repeatedly uses “we,” “us,” and “our firm,” suggesting a multi-person practice.**
- **Public records and listings indicate Anthony R. Friedman operates as a solo practitioner with no employees.**
- **While solo home-based operations in the 63304 zip code are permitted (with hidden address), using a prohibited private mailbox instead violates Google’s eligibility rules.**

Section 4: Action Requested Relief Sought from Google

- **Immediate suspension or removal of the Google Business Profile due to address ineligibility.**

Further information for the suspension / removal of Friedman Law Firm LLC - GBP

Direct GBP Guideline Violations (from official support.google.com/business guidelines):

- "Service-area businesses can't list a **virtual office** unless that office is staffed during business hours."
- Businesses using a "rented mailing address but [not operating] out of that location" are **ineligible**.
- Prohibits addresses like **UPS Store mailboxes** (formatted as suites)—explicitly treated as virtual/mailbox spam.

Evidence Summary:

- Hidden address tied publicly to: **6209 Mid Rivers Mall Dr, Suite 204, St. Charles, MO 63304**
- This is a **UPS Store private mailbox** (mail receipt only—no dedicated space or staffing).
 - UPS location page:
<https://locations.theupsstore.com/mo/saint-charles/6209-mid-rivers-mall-dr>
 (confirms mailbox services).
- Profile displays **hours** (implying availability) and rich features (reviews, calls)—but no staffing possible at a PMB.
- Firm consistently lists this address across directories/website (e.g., Super Lawyers, firm site).

Supporting Point (Secondary—Keeps Focus Sharp):

- GBP description uses plural "**we/our/our firm**" repeatedly, implying a multi-person team.
- Firm is a **solo practitioner** (no employees)—adds minor misrepresentation, but does not dilute the address violation.

Home Office Note (Brief—Compliant Alternative Ignored):

- Solo home-based operations in 63304 are allowed (hidden address, no clients/employees required).
- Using a prohibited PMB instead violates eligibility.

Requested Action:

- **Suspend/remove** the Business Profile for address ineligibility.