

Common Reasons for Facebook Business Manager Verification Rejection

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Verifying your business in **Meta Platforms Business Manager** is a crucial step for accessing tools like advertising, WhatsApp Business API, and other advanced features. However, many companies face rejection during the verification process due to avoidable mistakes.

Below are the most common reasons why verification gets denied — and what you should pay attention to before submitting your application.

1. Mismatch in Business Information

One of the most frequent issues is inconsistency between the information provided in Business Manager and the official documents.

Even small differences can cause rejection, such as:

- Missing “LLC” or “Ltd.” in the company name
- Different spelling or formatting
- Address written differently

☐ Make sure all details match **exactly** across every document and platform.

2. Incomplete Business Profile

If your Business Manager account does not contain full and accurate company information, verification is likely to fail.

Ensure that you have filled in:

- Legal business name
- Registered address
- Phone number
- Website

Incomplete profiles are often automatically rejected.

3. Missing or Weak Website

A website is not always strictly required, but in practice, it plays a major role in approval.

Common issues include:

- No website at all
- A website with little or no information
- No clear explanation of what the company does

Your website should look like a real business presence, not a placeholder.

4. No Legal Information on the Website

Meta expects transparency. If your website does not include legal details, it raises trust issues.

Make sure your website footer includes:

- Legal entity name
 - Registration number (e.g., VAT, OGRN, EIN)
 - Address
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5. Outdated Documents

Some documents (such as utility bills or bank statements) must be recent.

☐ If your documents are older than **3-6 months**, they may be rejected.

6. Poor Quality Documents

Blurry, cropped, or low-resolution files are a common reason for failure.

Avoid:

- Photos with glare or shadows
- Cut-off edges
- Illegible text

☐ Always upload clear, high-quality scans.

7. Using Personal Instead of Business Documents

Verification is strictly for businesses, not individuals.

Submitting:

- Personal bank statements
- Personal IDs instead of company registration

can lead to immediate rejection.

8. Unsupported or Unclear Business Type

Some business categories may be restricted or require additional checks.

If your business activity is unclear or falls into a high-risk category, Meta may deny verification.

9. Domain Not Verified

While not always mandatory, failing to verify your domain can sometimes delay or negatively impact the verification process.

☐ Verifying your domain adds credibility and improves your chances of approval.

10. Inconsistent Language or Naming

Using different languages or transliterations across documents can create inconsistencies.

For example:

- Company name in Russian on documents
- Slightly different English version in Business Manager

☐ Stick to one consistent format, preferably matching your official registration.

Final Thoughts

Most verification rejections happen due to small but critical inconsistencies. Before submitting your application, double-check that all your data is aligned, your documents are clear, and your online presence reflects a legitimate business.

Taking a little extra time to prepare can save you days — or even weeks — of delays in getting verified.

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