

The Google Search Mediation Scheme

Preparation Guidance & Case Summary Template

This document provides guidance on how to prepare a case summary for mediation. There is also a suggested template for a case summary.

This document is prepared to assist preparation for mediation and it is not mandatory to use the case summary template.

2025 Edition

What is a Case Summary for a mediation?

A Case Summary is a written document which sets out the factual background of your dispute, the main issues you want to discuss, and what you want the mediation to achieve.

It is usual for parties to prepare and exchange case summaries in advance of the joint mediation session.

- **Your case summary is the key document which the mediator and the other party will read and use to understand the case from your perspective.**

CEDR recommends that case summaries are exchanged and sent to the mediator at least ten working days before the mediation.

A Case Summary is **not** a formal legal document. It is covered by the confidentiality provisions and of the Mediation agreement and is “without prejudice”; this means it cannot be used or referred to by the other party in any legal or other formal proceedings relating to your dispute.

What Should I include in my Case Summary?

You should include all the factual, commercial and legal issues that you want to discuss at the mediation in the case summary. This will ensure that negotiations during the mediation joint session are informed, efficient and productive.

You should prepare your Case Summary with the objective of explaining your case to the mediator and the other party and to assist the negotiation process. Case Summary should be concise; ideally no more than 10 pages long including supporting documents. The Case Summary must explain how your website adheres to the general conditions of access for Google Search, as set out [here](#).

You may want to attach documents to your case summary but only where they will assist understanding of your case. Below is a list of examples of the types of supporting documents which it may be helpful to include:

- **Correspondence**
- **Details of relevant webpages, URLs, and information relevant to Google’s indexation of the webpage**
- **Chronology of events**
- **Relevant rules or policies**
- **Communications and / or decisions from Google**
- **A list of persons attending the online mediation with job titles**
- **Glossary or an explanation of any technical terms**

ANNEX: Google Search Mediation Scheme Case Summary Template

The Parties to this mediation

Party A/Google

and

Party B /
Business User

1. Factual Summary

[Please provide a summary of the relevant facts, organised chronologically.]

2. Issues in Dispute

[Please list the issues where the parties are in disagreement. A short bullet pointed list is sufficient.]

3. Desired Outcome

[Please set out your objectives for the mediation and what you hope to achieve.]

Attachments

[Please provide an index or list of the documents attached to your case summary.]