AdSense Program Policies
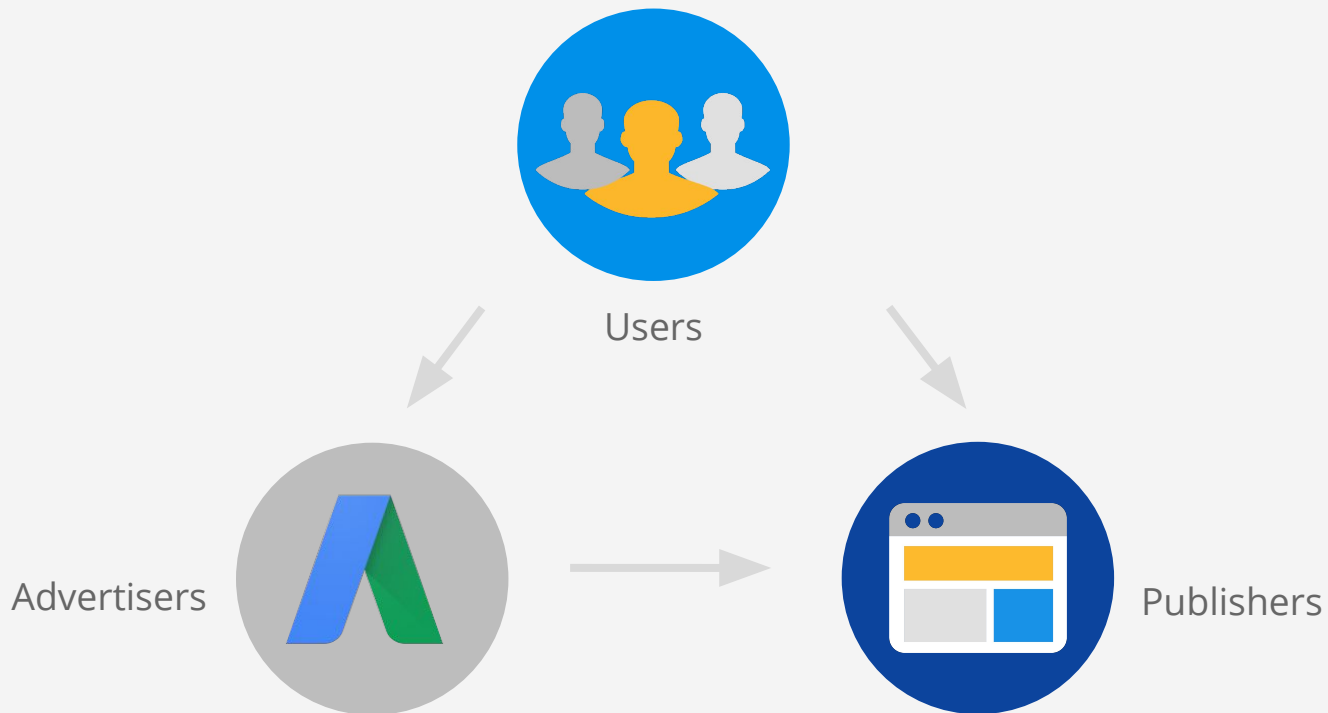
A safe environment for users, publishers, and advertisers = greater success for all.

Google AdSense

Welcome to Google's digital advertising ecosystem

Users

Advertisers

Publishers

Why users trust the Google ad network

An ad network
with family-safe
policies

Original content that
informs and appeals

Relevant advertising that
doesn't feel invasive

A commitment to quality

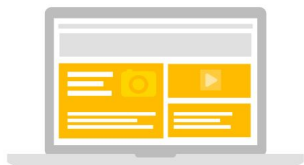**20%** **publisher acceptance rate**
We look for policy-compliant publishers
with great original content

12 years development
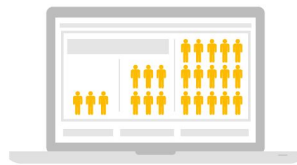Engineering strong safety signals and filters
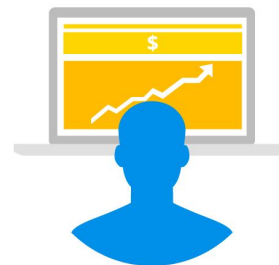
Benefits of enforcing publisher policies

Help advertisers trust digital advertising

Create a great experience for users

Connect publishers with over 1 million advertisers
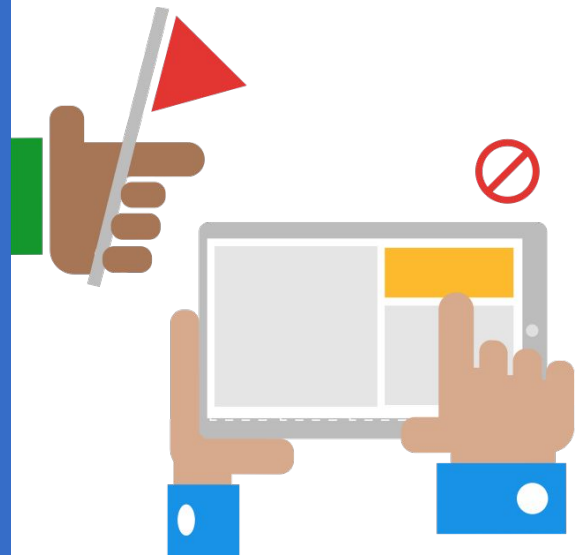
Help publishers build enduring businesses

AdSense Policy in action

#1

Don't click on your own ads

- Don't click your own ads, or ask others to click them
- Your clicks will not count toward revenue and may get you flagged

#2

Think like a user

- Provide content that's useful, interesting and adds value
- Make it easy for them to find what they're looking for

See: *Webmaster Quality Guidelines*

#3

Keep it family-safe and legal

- Review and understand the prohibited content guidelines
- If you wouldn't want a child or grandparent seeing it, it shouldn't be on your site

See: Prohibited Content

#4

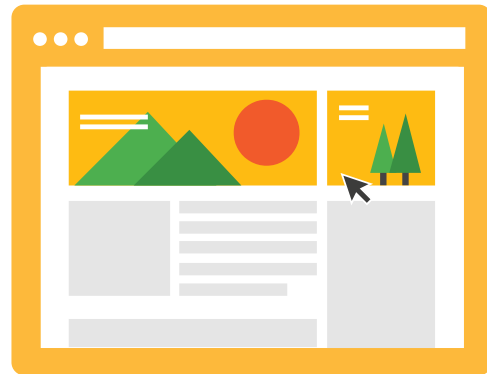# Maximize content, not ads per page

- Create new, relevant, interesting content
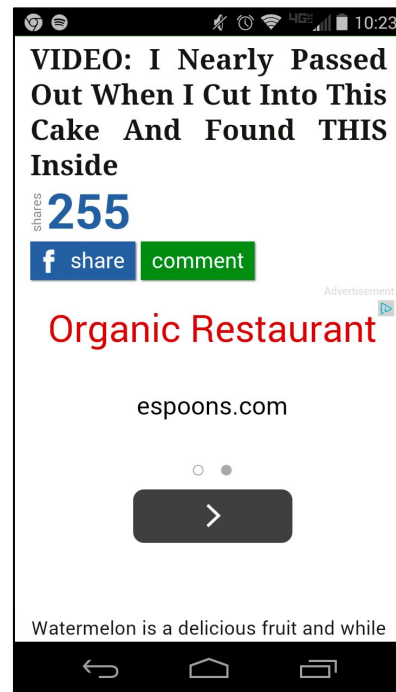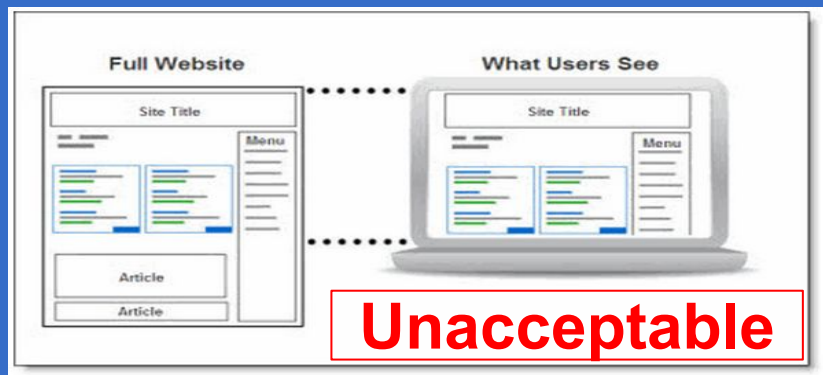- Update regularly

#5
Avoid deceptive layouts

- Don't place ads near images to enable accidental clicks
- Keep ads away from games, slideshows, and other click-heavy content

#6
Avoid site layouts that push content below the fold

Full Website

Site Title

Menu

Article

Article

What Users See

Site Title

Menu

Unacceptable

#7

Don't duplicate content

- Focus on making content great, not duplicating it across pages
- Create added value to your users

#8

Track your traffic

- Your traffic should be organic
- Set up **alerts** with Google Analytics to quickly identify unusual traffic patterns

See: Google Analytics alerts

#9

Don't modify the AdSense code

- Follow the Code Implementation Guide
- If you have trouble, visit the Troubleshooting page or contact publisher support

See: Ad Implementation guide

Common triggers of policy warnings

Common reasons for policy warnings

#1 Ads placed on images that are primarily dynamic content

#2 Sexual content

#3 Deceptive layout

#4 Unnatural attention

Common reasons for policy warnings

#5 Mislabeling

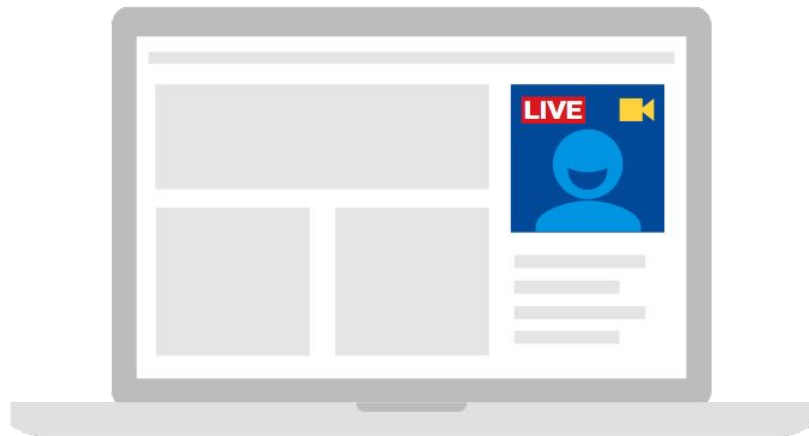**#6** Copyrighted materials

#7 Explicit text

#8 Violent content

#1

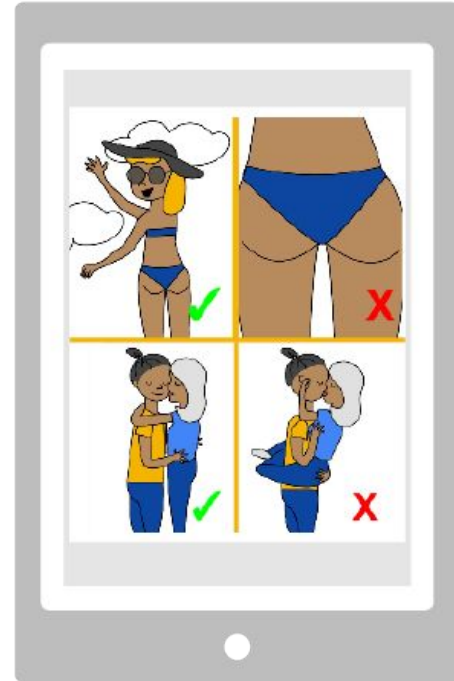## Ads placed on pages that are primarily dynamic content

Dynamic content can include live chats, instant messaging, or auto-refreshing comments
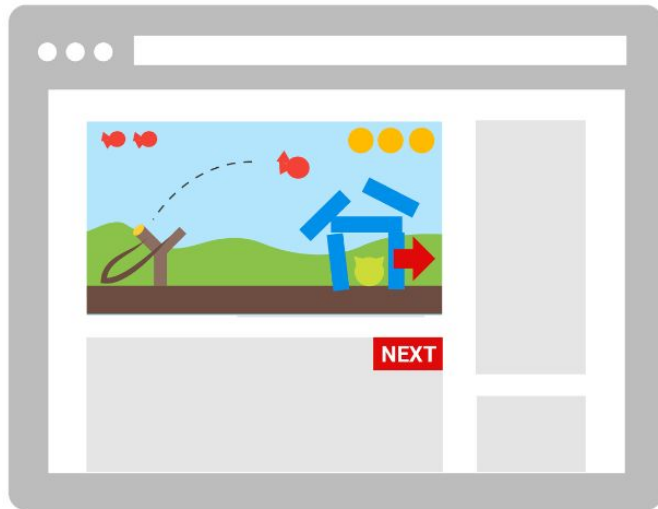
#2

Sexual content

- Sexually explicit content
- Content that is sexually suggestive without being explicit, such as sheer lingerie
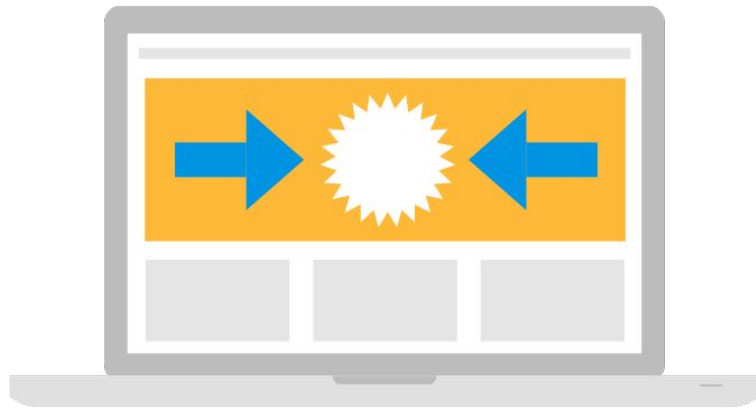
#3

Deceptive layout

A site or page layout that encourages invalid clicks, such as ads adjacent to photos or games
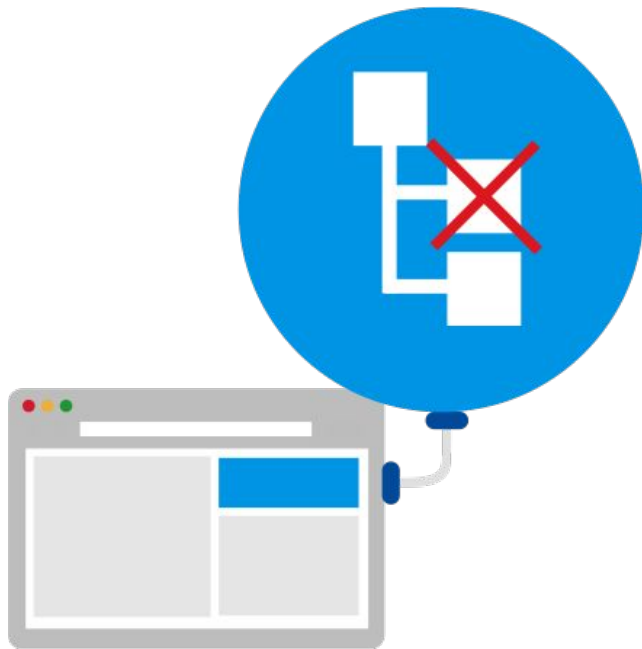
#4

Unnatural attention

Visuals or placement that call too much attention to ads, such as flashing arrows

#5

Mislabeling

Placing ads under headers such as "Resources."
The only acceptable headers are "Advertisements"
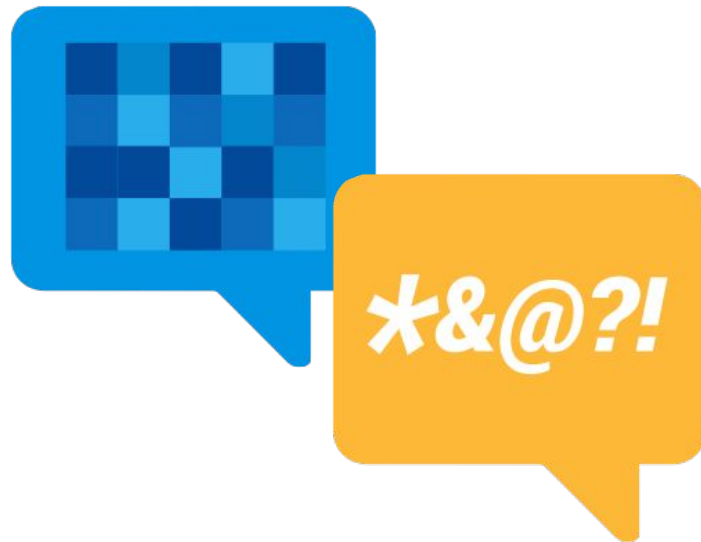or "Sponsored Links"

#6

Copyrighted material

If the content isn't yours or you don't have permission to use it, you can't monetize it.

#7

Explicit text

Text descriptions including erotic stories, jokes, or discussions, or excessive use of profanity

#8

Violent content

Includes bloodshed, fight scenes, and gruesome or freak accidents
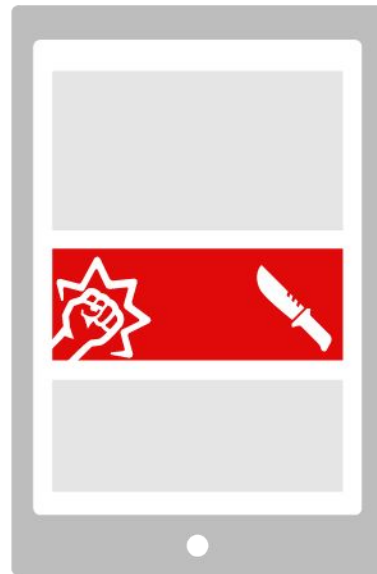
Making policy compliance easy for everyone

What should you do upon receiving a notification

1 Read the notification email

2 Read through the policy page

3 Fix violation

4 Submit appeal

72 **hours**

72 hour review of all appeals by our policy experts

Violation notification in ASFE

Settings > Message Inbox > Policy Violations

Policy violations

Google monitors the sites that AdSense ads appear on to ensure they comply with our program policies. We have identified the following violations on your sites. Please note that this represents only the violations that we have currently identified. You are responsible for ensuring that your properties comply with our policies at all times. We suggest that you regularly review all your sites for compliance. For more information regarding our policy notifications, visit our Help Center.

Account level violations	Site level violations

	Violation	Notification date	Status	Consequence	Site
⊟	Sexual content	Sep 28, 2015	Unresolved	Ads disabled	example url

The above website is not currently in compliance with our AdSense program policies and as a result, ad serving has been disabled to that website. Please review and follow the instructions in our guidelines to get ad serving reinstated on your site.

Example URL: example url

Issue ID: XXXXXXXX ⍰

Google ads may not be placed on pages with adult or mature content. This includes, but is not limited to, pages with images or videos containing:

- Strategically covered nudity
- Sheer or see-through clothing
- Lewd or provocative poses
- Close-ups of breasts, buttocks, or crotches

For more information about keeping your content family-safe, you can

- review our program guidelines.
- watch our animated video.
- watch the recording of previous adult content hangout.
- review these tips from the policy team.

Policy support

Have a question about an AdSense Policy?
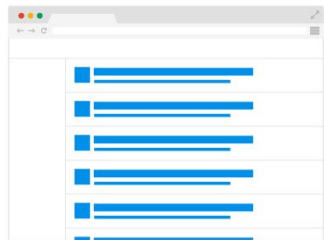
The AdSense Help Forum	The AdSense help center	AdSense Policy FAQs	The Inside AdSense Blog

Thank you