A guide to common AdSense policy questions

Publishers are a crucial part of the Google advertising ecosystem. To continue hosting high-quality content, creating demand for your site, and receiving monetization, you must comply with our policies for content, layout, and traffic. This guide will help you understand why we care about maintaining a healthy ecosystem.

Google Ad Network Ecosystem

We value users, advertisers, and publishers, and we host quality advertisers, earning money, and connecting with users, your sites must comply with our policies for content, layout, and traffic. This guide will help you understand why we care about maintaining a healthy ecosystem.

Best Practices to Remain Policy Compliant

Follow the policies and best practices outlined in the AdSense Help Center for your site to continue to grow and benefit from our system.

Create outstanding content

Every piece of content should be for the benefit of your users. Create valuable content, and provide clear structure and navigation so that users are not tricked, and become loyal, return visitors to your site.

About the Policy Center

The Policy Center is a searchable resource of content on various AdSense topics, including policy, payments, best practices, and general announcements.

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Have you Received a Policy Violation Notice?

If you've received a policy violation notice, you can review previous threads or post questions to the AdSense Help Community, a library of videos on various policy topics can be found on the AdSense YouTube channel.

How have you Received a Policy Violation Notice?

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