

2024 Publisher Policies Recap

Publishers are a crucial part of the Google advertising ecosystem. Compliance with our content, design, and traffic policies is essential for maintaining a positive user experience and ensuring continued access to high-quality advertisers. This recap outlines the updates in Google Publisher Standards and some common policy issues in 2024.

Updates to Google Publisher Standards

Publishers are required to keep abreast of changes to policies and be in compliance with them at all times.

Nov 2024

AdSense for Search Product-Integrated Feature

The AdSense for Search Product-Integrated Feature policies will be updated to include new requirements for Ad intents, Related search for Auto ads and Related search for content pages. Additionally, we will update the name of "Custom Search Ads" to "Search ads".

- [Help center article](#)

Aug 2024

Ads in private communications

"Ads on dynamic content" policy has been replaced with the "Ads in private communications" policy. Ads are prohibited on screens where the primary focus is private communication between users like direct messages, live chats, video-chats, and private chat rooms.

- [Help center article](#)

Personalized advertising

All publishers must follow the rules about personalized ads serving in order to protect user privacy and prevent discriminatory practices. The creation of this policy as a Publisher Policy is simply to provide a consistent policy experience for all publishers.

- [Help center article](#)

Monetization in Russia

Due to ongoing developments in Russia, we are pausing the ability of Russia-based publishers to monetize with AdSense, AdMob, and Ad Manager.

Sep 2024

Video inventory restrictions

Google's video inventory restrictions require publishers to accurately describe their video ad placements, use specific Google tools for implementation, ensure video controls are functional, and respect user experience with limitations on autoplay and sticky ads. Video inventory that contains content restricted in the Video inventory restrictions may receive less advertising than other, non-restricted content.

- [Help center article](#)
- [Video guide](#)

Jul 2024

EU User Consent policy

Google expanded the scope of the EU User Consent Policy to apply to users in Switzerland. Customers using Google advertising products will be required to obtain Swiss users' consent to the use of cookies or other local storage, where legally required; and the collection, sharing and use of personal data for personalization of ads. This is in addition to existing requirements for European Economic Area (EEA) and UK users.

- [Help center article](#)

May 2024

Sexually explicit content

The sexually explicit content policy has been updated to specify that we do not allow promoting the creation or distribution of content that has been synthetically altered or generated to be sexually explicit or contain nudity.

- [Help center article](#)
- [Video guide](#)

Mar 2024

AdSense for Search policies

The AdSense for Search (AFS) policies have been updated with clarifications that queries may originate from clear user search intent coming from a search query, an AdSense for Search Product-Integrated Feature or an Alternative Search Query, as well as editorial updates for better clarity and readability.

- [Help center article](#)

Feb 2024

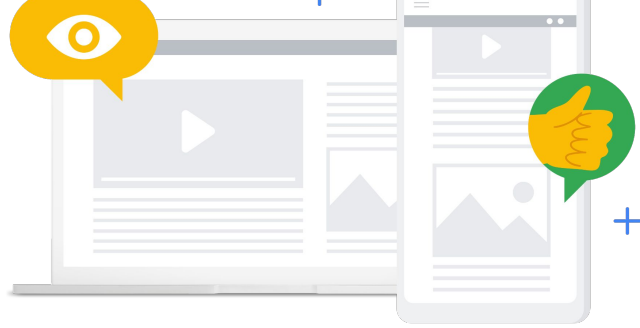
Sensitive events

A 'Sensitive Event' policy has been introduced into our Program Policies. It is an unforeseen event or development that creates significant risk to Google's ability to provide high quality, relevant information and ground truth, and reduce insensitive or exploitative content in prominent and monetised features. During a sensitive event, we may take a variety of actions to address these risks.

- [Help center article](#)

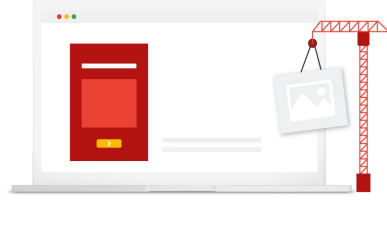
Best Practices to Remain Policy Compliant

These examples of policy violations are among the most common reasons that publishers receive warnings.



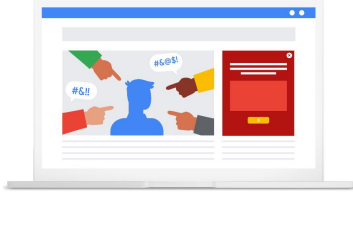
Create outstanding content

Your content should be the focus of your site. Turn casual visitors into loyal users. Advertisers must find value in where their ads are placed.



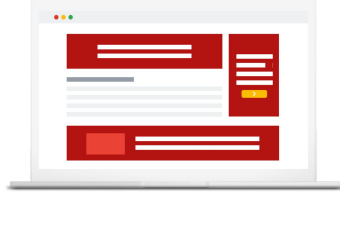
Google-served ads on screens without publisher-content

We do not allow Google-served ads on screens without publisher-content, with low-value content or are under construction.



Dangerous or Derogatory Content

Ads should not appear next to content that contains derogatory terms, harmful images, hate speech, threatening speech, or content that harms marginalized groups.



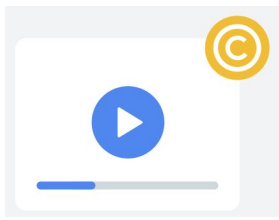
More ads or paid promotional material than publisher-content

Advertising and other paid promotional material added to your pages should not exceed publisher-content. Publisher-content includes images, videos, games, article text and user-generated content created or managed by the publisher.



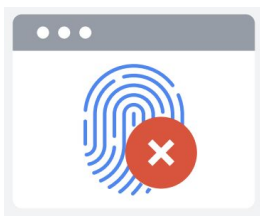
Keep it family safe, and legal

Illegal content can never be monetized. Ads cannot be placed alongside content that negatively impacts their brands.



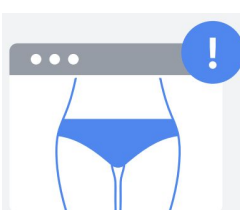
Copyright

Ads cannot be placed alongside material that you don't have authorization to use, including content that violates copyright laws.



Enables dishonest behavior

Ads may not be placed on pages that promote content that enables dishonest behavior.



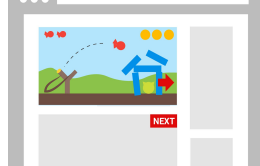
Sexually Explicit Content

Google Ads cannot be placed on adult content that is sexually explicit or intended to be sexually gratifying.



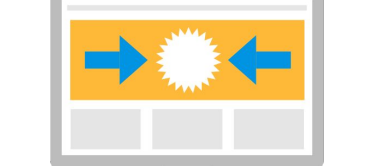
Focus on the user

Everything you do should be for the benefit of your users. Create valuable content, and provide clear structure and navigation so that users are not tricked, and can become loyal, returning visitors to your site.



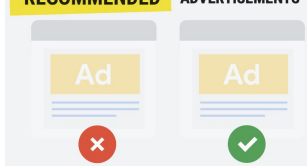
Encouraging accidental clicks

Avoid encouraging users to click on ads in any way. This includes implementing the ads in a way that they might be mistaken for other content, such as a menu, navigation, or download links.



Unnatural attention

Drawing unnatural attention to ads by using visuals, call-outs, or placements that call too much attention to ads is not allowed.



Mislabeling

To help ensure a good experience for users and advertisers, publishers should clearly label Google ad units with only "Sponsored Links", or "Advertisements". Any other labels are disallowed.

Resources

- [Help Center](#)
All of our program policies can be found in our Help Center, and like our other resources, this is searchable.
- [AdSense Help Community](#)
Comprising expert publishers that are passionate about helping other publishers better understand AdSense policies. Here, you can review previous threads or post questions and receive feedback from the community. Many common issues are addressed here, and the answers come from publishers like you, who have experienced the same issue you've experienced.
- [AdSense Policy Videos](#)
A library of videos on various policy topics can be found on the AdSense YouTube channel, with videos for specific policies, as well as topics around payments, approvals and ad formats.
- [AdSense Blog](#)
Our AdSense blog is a searchable resource of content on various AdSense topics, including policy, payments, best practices and general announcements.
- [Policy Center Guidance](#)
Step by step instructions on how to resolve policy issues, and request a review.