

A guide to common AdMob policy questions

Publishers are a crucial part of the advertising ecosystem. To continue earning revenue and connecting with users, your apps must comply with our policies for content, layout and traffic. This guide will help you better understand why we care about maintaining a healthy ecosystem.

The advertising Ecosystem

We value users, advertisers and publishers, and we create and enforce policies to help enable a healthy digital advertising ecosystem.

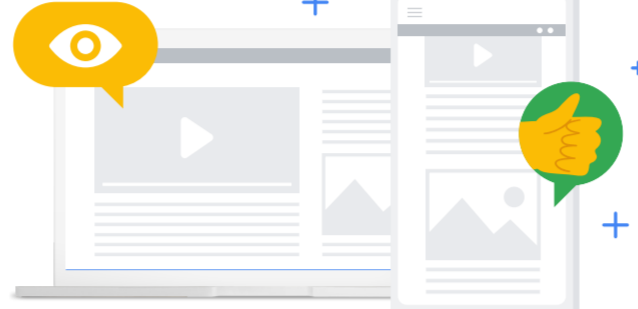
This means each party can find value in their relationship within the ecosystem.

- **Users** feel respected and protected, and continue to return to publisher sites and apps to access valuable content.
- **Advertisers** find return on investment (ROI) in their investment in digital advertising, with their ads shown alongside content that does not negatively reflect upon their brand.
- **Publishers** earn ad revenue from relevant ads that do not distract users from their content.



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 solutions so that visitors will continue to come back to your app and become loyal users. Advertisers must find value in where their ads are placed. Adhere to our content policies and avoid these common policy violations.



Replicated content

Ads should only be placed on content that you've created that provides value to users. Do not copy content from other sources.



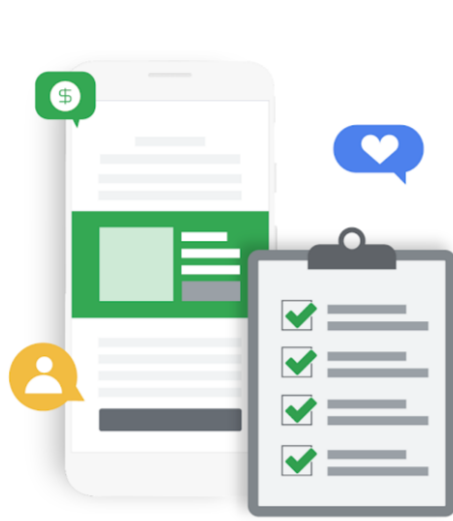
Low-value content

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



Unsupported languages

We do not allow ads to be shown on apps that are not primarily in one of the supported languages.



Policy compliant ad implementation

Our ads are designed to visually complement the content of your apps. Good ad placement can provide publishers with reliable revenue without sacrificing user experience. Avoid these ad interfering violations to provide a good ad experience.



Google-served ads interfering with content or user interactions

We do not allow Google-served ads that overlay or are adjacent to navigational or other action items and may lead to unintended ad interactions.



Google-served ads obscuring content

We do not allow Google-served ads that fully or partially obscure content for any period of time.



Content obscuring Google-served ads

We do not allow content that fully or partially obscures Google-served ads.



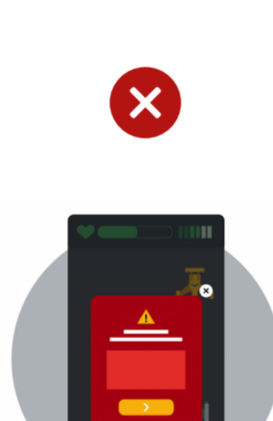
Focus on the user

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 or app. Adhere to our policies and avoid these common policy violations.



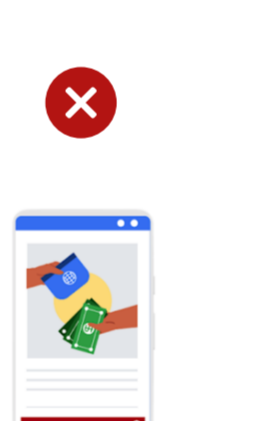
Deceptive layout

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



Encouraging accidental clicks

Publishers are not permitted to encourage 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.



Enabling dishonest behavior

We do not allow content that helps users to mislead others, promotes any form of hacking or enables tracking or monitoring another person or their activities without their authorization.



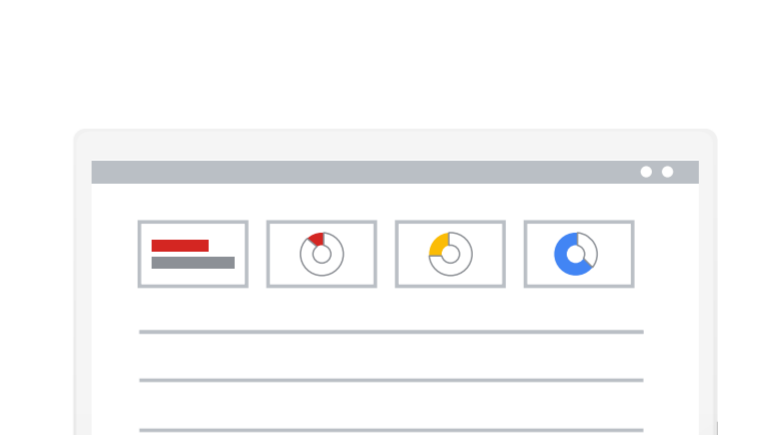
More ads than publisher-content

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.

About the Policy Center

The [Policy Center](#) gives you detailed information about issues that may restrict ads from appearing on your apps and the steps you can take to resolve issues with ads serving. You can also request reviews for any changes you've made to address policy violations.

- With **Policy Violations**, you must fix issues we've identified in order to receive monetization.



- With **Publisher Restrictions**, you do not need to change your content. However, you may receive restricted demand for this content. You'll likely receive less advertising on this restricted content than you would receive on other, non-restricted content.

Have you Received a Policy Violation?

Not to worry! Log into the [Policy Center](#).

Focus on the "Must Fix". If the "Must Fix" column is labeled with a "yes", an enforcement has been taken and you must address this issue, or issues before you can receive monetization.

After you've resolved your policy issues, file a strong review - provide information that indicates that you've read and understand the policy violated, and explain what you've done to fix this violation, and what steps you've taken to avoid this issue occurring again in the future. Basically, the more comprehensive the information you give our team, the easier it will be for us to reinstate monetization.

[Learn more](#) about how to resolve policy violations.



Have you Received a Publisher Restriction?

Publisher restrictions identify content that is restricted from receiving certain sources of advertising. This content is not a policy violation, so not to worry! We identify this content, and post links to it within the Policy Center for you to review.

Keep in mind, with this content, fewer advertising sources are bidding on it, and in some cases, no advertising may appear.

Resources

Check out these resources for more information on AdMob policies, and best practices.

Help Center

All of our content policies can be found in our Help Center, and like our other resources, this is searchable. Learn more about Google Publisher policies and restrictions at our [Publisher Policies Help Center](#).

AdMob Help Community

Comprising expert publishers that are passionate about helping other publishers better understand AdMob 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.

AdMob Policy Videos

A library of videos on various policy topics can be found on the AdMob YouTube channel, with videos for specific policies, as well as topics around payments, approvals and ad formats.

AdMob Blog

Our AdMob blog is a searchable resource of content on various AdMob 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