Policy compliance

Why should you care about policy compliance?

1. Earn revenue
2. Offer content
3. Reach audiences
4. Enjoy enriched experiences
5. Connect with users
6. Enjoy enriched experiences

Top triggers of policy violation warnings

1. Copy or use content
2. Include sponsored links
3. Allow ads on site
4. Have sensitive content
5. Inappropriate ads
6. Encourage click fraud
7. Have automating code
8. Have non-original content

Policy compliance guide

- Focus on making content great, not ads per page.
- Keep ads away from games, slideshows, or freak accidents.
- Keep ads away from the images and navigation elements.
- Avoid deceptive layouts.
- Don't duplicate content.
- Keep it family-safe and legal.
- Maximize content, not ads per page.
- Your clicks will not count toward revenue.
- Your traffic should be organic.
- Your grandparents should not be able to see it.
- Your traffic should be organic.

Only 20% of publishers who apply are approved.

If you received a policy violation warning, you can either fix the issue or remove the AdSense code. You'll receive additional information that explains the content that is in violation. Once this has been removed from the page(s) where the violation appears, the AdSense code must be re-enabled.

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

If you failed to fix to policy violation warning, you may be blocked from participating in the AdSense network.

If you're affected, you may need to remove the AdSense code. Review and understand the policy, processes, and best practices. Together, we can continue to ensure a healthy ad ecosystem.