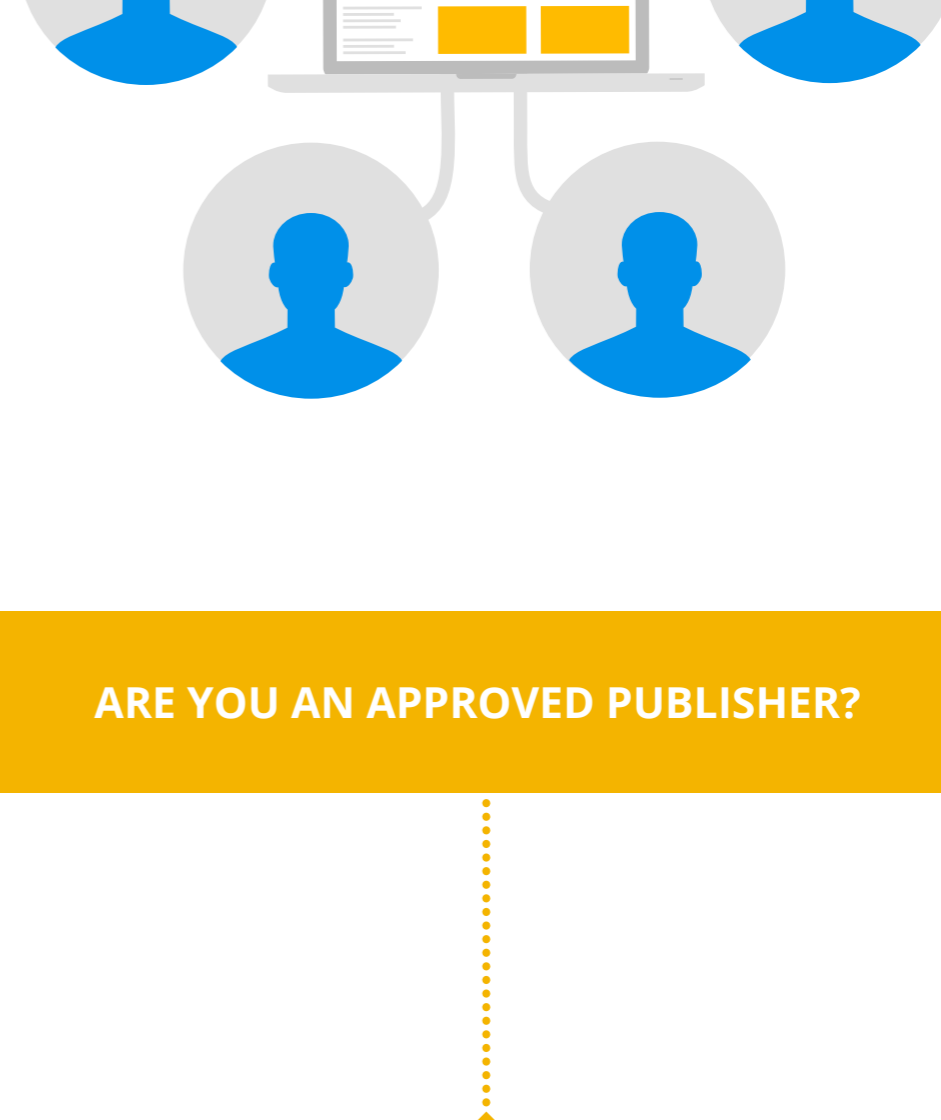
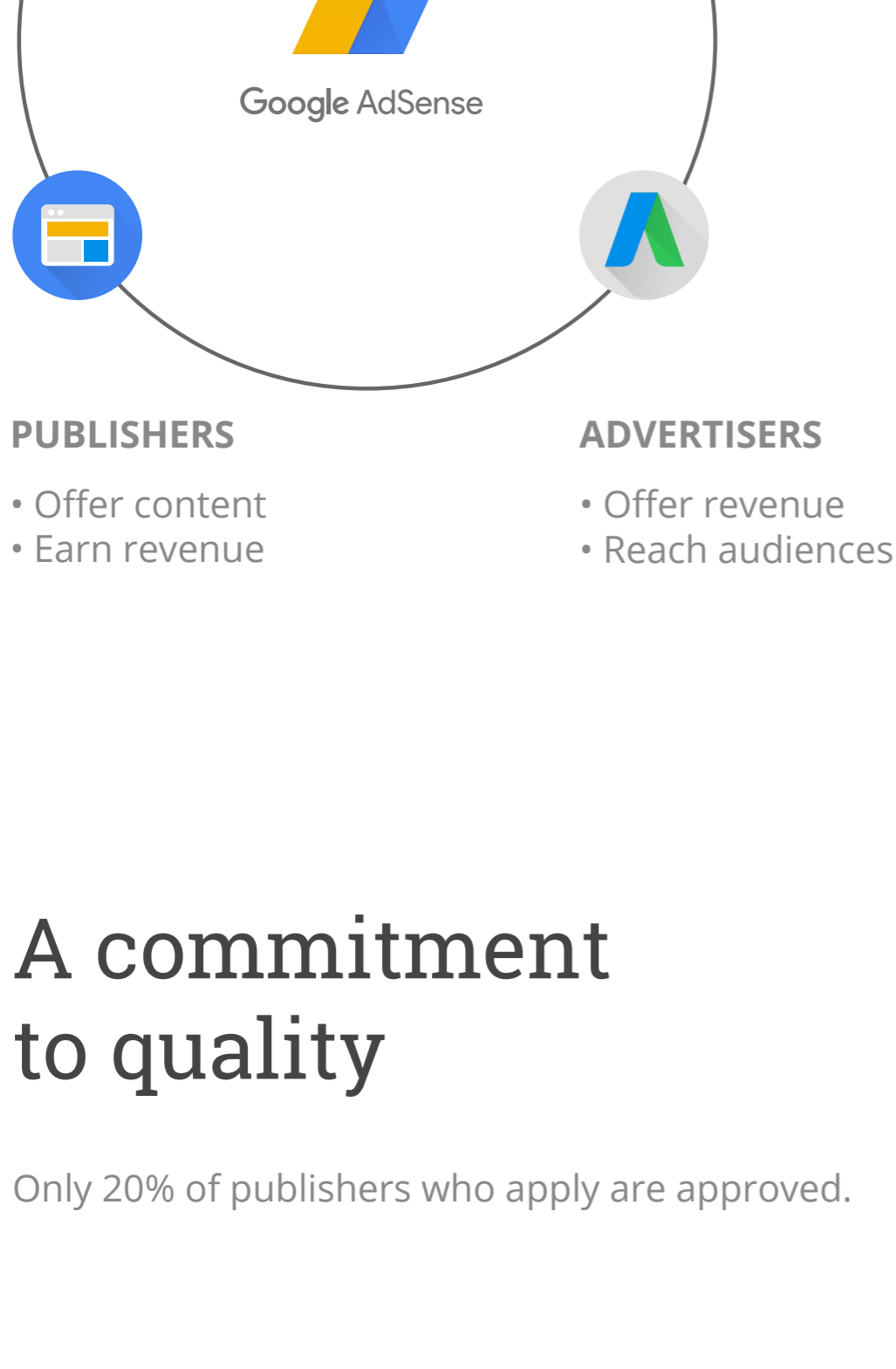




## Your all-in-one policy compliance guide

Publishers are a crucial part of the Google advertising ecosystem. To continue hosting quality advertisers, earning money, and connecting with users, your sites must comply with our policies for content and layout. This guide will help you understand the *whats* and *whys* so you can always stay one step ahead.

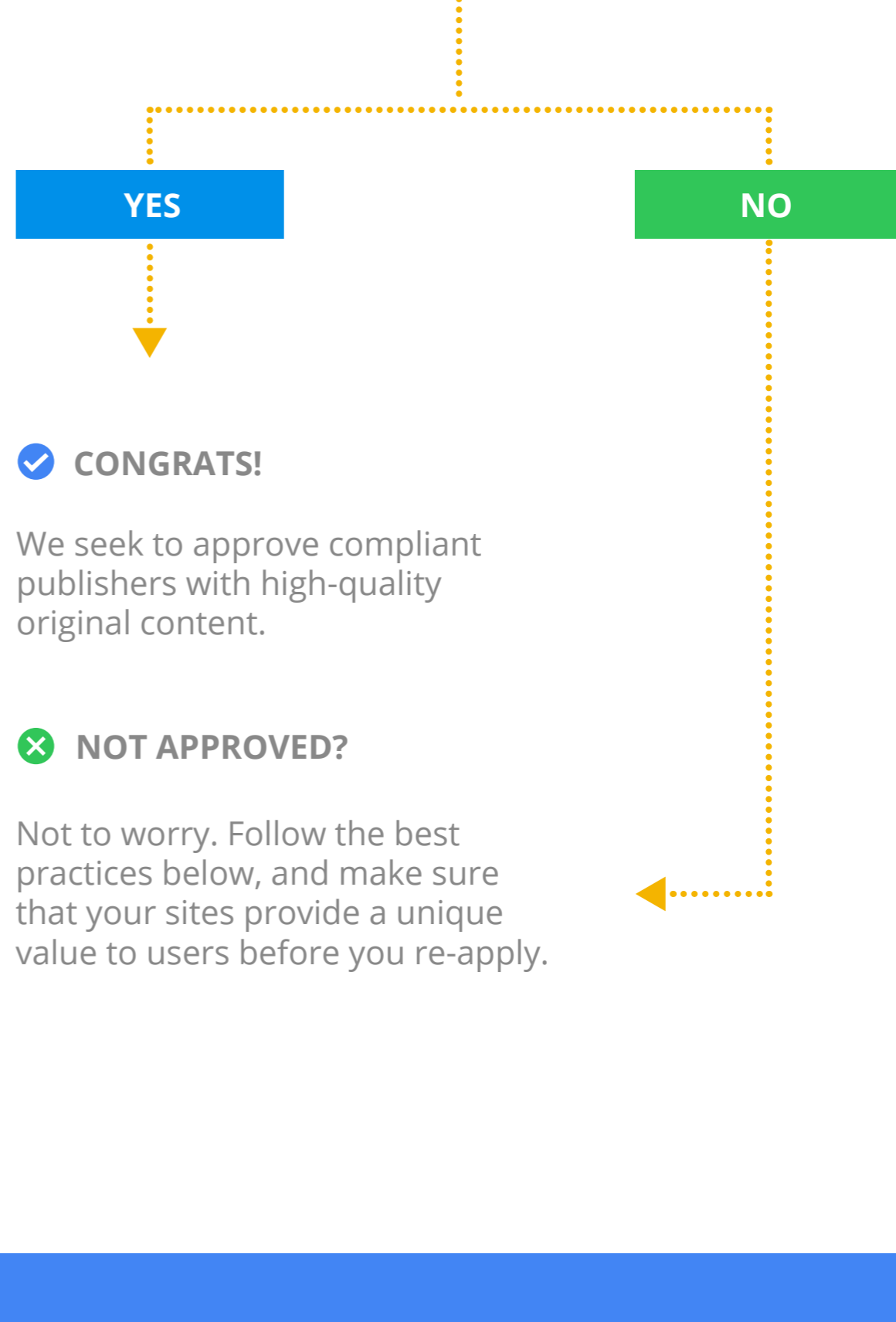
## Google ad network ecosystem



### ARE YOU AN APPROVED PUBLISHER?

## A commitment to quality

Only 20% of publishers who apply are approved.



## Top triggers of policy violation warnings

These 8 policy violations top the list of reasons that publishers receive warnings.

- 1. COPYRIGHTED MATERIAL**  
If the content isn't yours or you don't have permission to use it, you can't monetize it.
- 2. DECEPTIVE LAYOUT**  
A site or page layout that encourages invalid clicks, such as ads adjacent to photos or games.
- 3. EXPLICIT TEXT**  
Text descriptions including erotic stories, jokes, or discussions, or excessive use of profanity.
- 4. MISLABELING**  
Placing ads under misleading headers such as "Resources". The only acceptable headers are "Advertisements" or "Sponsored Links".
- 5. SEXUAL CONTENT**  
Content that is sexually explicit or suggestive without being explicit, such as lingerie.
- 6. UNNATURAL ATTENTION**  
Drawing unnatural attention to ads by using visuals, call-outs or placements that call too much attention to ads aren't permitted either.
- 7. VIOLENT CONTENT**  
Includes bloodshed, fight scenes, and gruesome or freak accidents.
- 8. WEBMASTER GUIDELINES**  
Failure to adhere to Webmaster Guidelines, which require publishers to make sure that their content is original and adds value.

### HAVE YOU RECEIVED A POLICY VIOLATION WARNING?

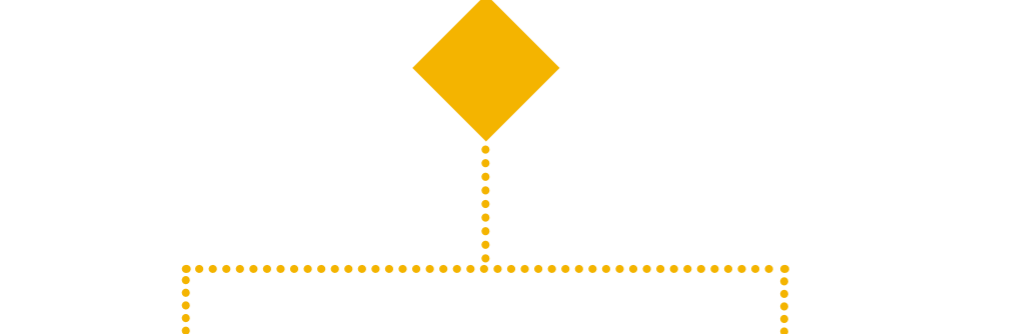


## Policy compliance is easy

## If you received a policy violation warning

- 1** You'll receive an email and see a notification in your AdSense account under the Status tab. These will explain where your violation occurred and how to fix it.
- 2** Click on the link provided to take you to a page where the violation occurs. To resolve the issue you can either fix the content that violates our policies across your site or remove the AdSense code. Please remember that every page on your site which has AdSense code must be compliant in order to participate in the AdSense program.
- 3** Once you've made all necessary changes to your site, please check Resolved on the site level violation notification under the Status tab in your AdSense account and you're done.

### HAVE YOU RECEIVED AN "ADS DISABLED" NOTIFICATION?



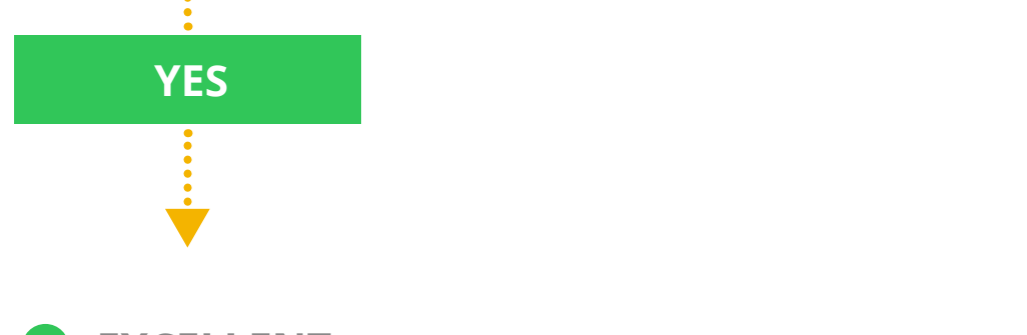
### ✗ ADS DISABLED

Publishers who fail to fix to policy violation warnings, receive multiple warnings, or display egregious violations may have their ads disabled. This means that Google will no longer display ads on their site(s) until the violation(s) have been corrected or the AdSense code has been removed from the page(s) where the violation appears.

- 1** You'll receive an email and see a page level violation notification in your AdSense account under the Status tab. These will explain where your violation occurred and how to fix it.
- 2** Click on the link provided to take you to a page where the violation occurs. To resolve the issue you can either fix the content that violates our policies across your site or remove the AdSense code. Please remember that every page on your site which has AdSense code must be compliant in order to participate in the AdSense program.
- 3** Once you've corrected the violations across your entire site, please submit an appeal from the Status tab in your AdSense account or via the AdSense policy troubleshooter. Please note that we can only review appeals from sites with AdSense code enabled.



### HAS YOUR ISSUE BEEN RESOLVED?



## Follow these best practices

- 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
- 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
- 4. MAXIMIZE CONTENT, NOT ADS PER PAGE**
  - Create new, relevant, interesting content
  - Update regularly
- 5. AVOID DECEPTIVE LAYOUTS**
  - Prevent accidental clicks by placing ads away from the images and navigation elements
  - Keep ads away from games, slideshows, and other click-heavy content
- 6. DON'T DUPLICATE CONTENT**
  - Focus on making content great, not duplicating it across pages
  - Create added value to your users
- 7. TRACK YOUR TRAFFIC**
  - Your traffic should be organic
  - Set up alerts with Google Analytics to quickly identify unusual traffic patterns
- 8. DON'T MODIFY THE ADSENSE CODE**
  - Follow the Code Implementation Guide
  - If you have trouble, visit the Troubleshooting page or contact publisher support

## Policy compliance helps ensure a healthy ad ecosystem

Thanks for taking the time to learn about Google ad network policy, processes, and best practices. Together, we can continue to make the web and advertising experience great.