

A guide to common AdSense policy questions

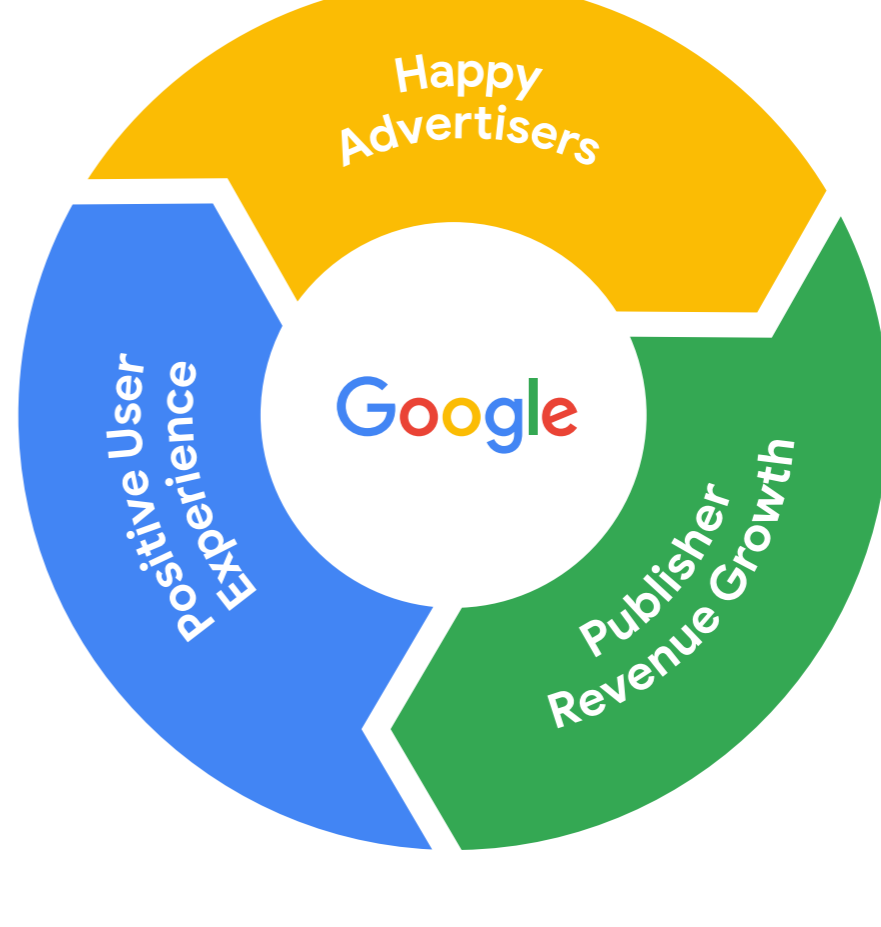
Publishers are a crucial part of the Google advertising ecosystem. To continue hosting quality advertisers, earning money, and connecting with users, your sites must comply with our policies for content, layout, and traffic. This guide will help you better understand why we care about maintaining a healthy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

Google Ad Network Ecosystem

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

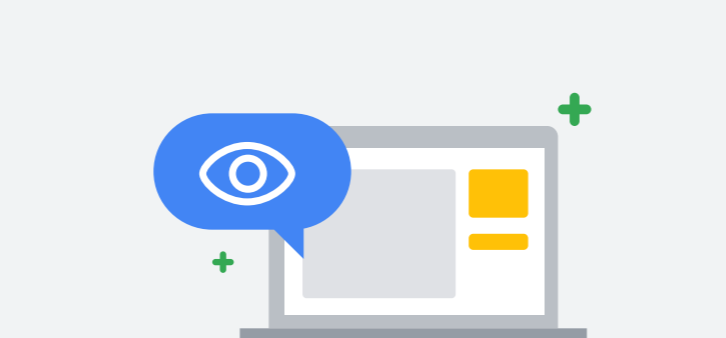
A healthy ecosystem means that each finds value in their relationship with Google:

- **Users** feel respected, and protected, and continue to return to publisher sites with valuable content
- **Advertisers** find ROI in their investment in online 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 from their content



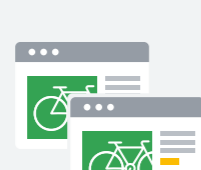
Best Practices to Remain Policy Compliant

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



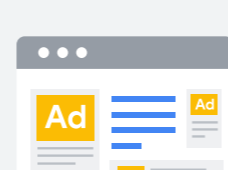
Create outstanding content

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



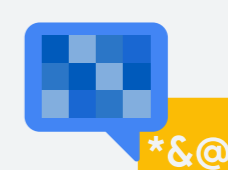
Replicated Content

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



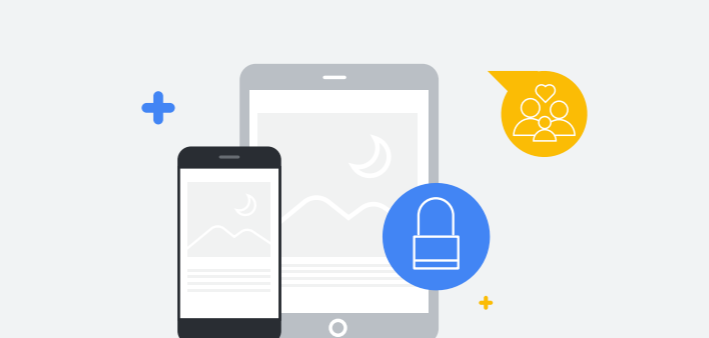
Valuable Inventory

Advertisers and other paid promotional material should not exceed the content of a page, or site. The content of a page, or site should always be the focal point for users visiting the page/site.



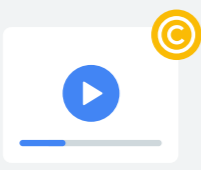
Dangerous or Derogatory Content

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



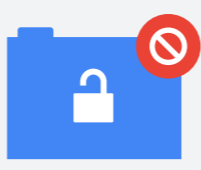
Keep it family safe, and legal

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



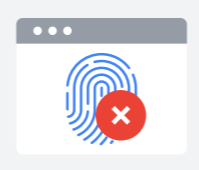
Copyright

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



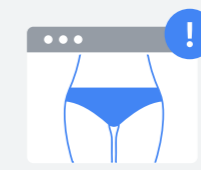
Illegal File Sharing

Unless you have the necessary legal rights to this content, it is disallowed in our network.



Enables dishonest behavior

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



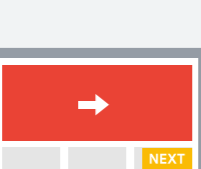
Sexually Explicit Content

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



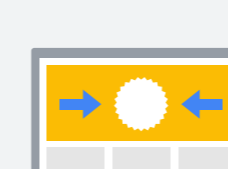
Focus on the user

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 become loyal, return visitors to your site.



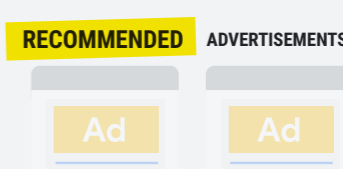
Deceptive Layout

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



Unnatural Attention

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



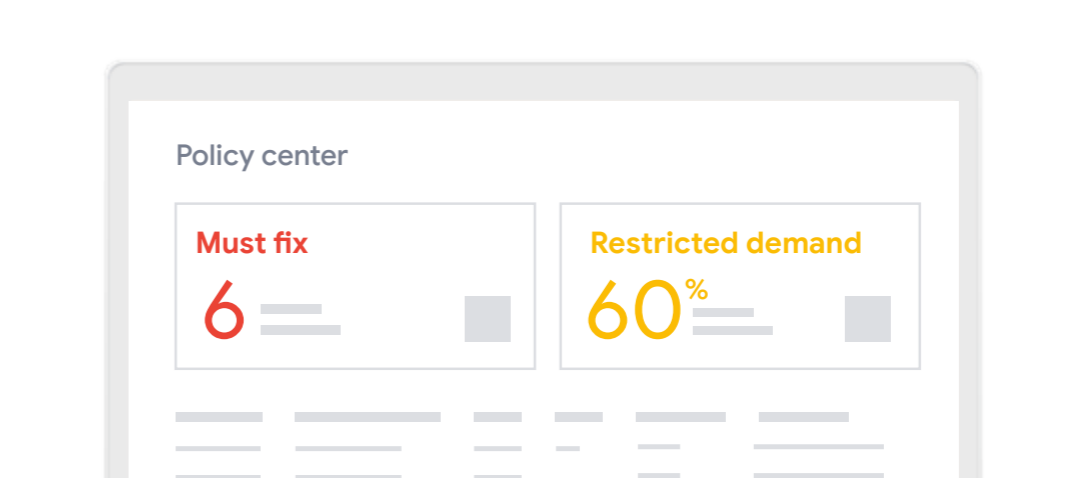
Mislabeling

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.

About the Policy Center

The Policy Center gives you detailed information about issues that may restrict ads from appearing on your site, site sections, or pages, as well as steps you can take to resolve issues with ad serving. You can also request reviews for any changes you've made to 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.



Have you Received a Policy Violation?

Not to worry! Log into the Policy Center

Focus on the "Must Fix" items. 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 having this issue occur again in the future. Basically, the better information you give our team, the easier it will be for our team to reinstate monetization.

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



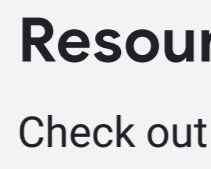
Have you Received a Publisher Restriction?

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.

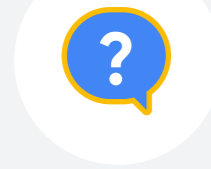
Resources

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



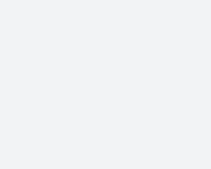
Help Center

All of our program policies can be found in our Help Center, and like our other resources, this is searchable.



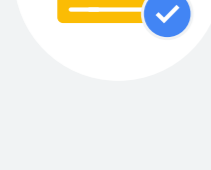
AdSense Help Community

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.