

COMPLETE GUIDE • 2026 EDITION

Google AdSense Approval on Blogger

From Hobbyist Blog to Approved Publisher

A step-by-step 101 guidebook for meeting Google's
quality and technical standards in 2026



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INTRODUCTION

From Hobbyist to Publisher

If you have been running a Blogger site for personal enjoyment and now want to monetize it through Google AdSense, you are about to make a meaningful transition. Google no longer treats AdSense as a free-for-all advertising platform. By 2026, its review process has evolved into a rigorous publisher audit — one that evaluates your content quality, legal compliance, technical infrastructure, and the authenticity of your audience simultaneously.

This guidebook distills every requirement into a logical, sequential roadmap. Whether you are starting fresh or auditing an existing blog that was previously rejected, you will find clear, actionable steps here. Work through each Part in order. Do not skip ahead to the application stage until every earlier checklist item is green.

Note: *The single biggest mistake applicants make is applying too early. Google's automated and human reviewers will reject a blog that is missing even one key requirement. Patience and preparation are your greatest assets.*

How to use this guide: Each Part builds on the previous one. Treat each section heading as a milestone checkpoint. By the time you reach Part 5 (the Application Process), your blog should be fully submission-ready and your chances of approval significantly elevated.

PART 1 OF 5

The Foundation: Eligibility & Setup

Before you write a single post or choose a theme, your foundational infrastructure must meet Google's baseline requirements. Think of this as laying the concrete slab before construction begins — everything else rests on it.

1.1 Age & Ownership Requirements

Google AdSense enforces a strict **minimum age of 18 years**. If you are under 18, a parent or guardian must register the account and they must be the legal owner of the blog. You must have **full administrative control** over the Blogger site — shared or co-authored blogs where you are not the primary owner are not eligible.

- You must be the **blog admin**, not just an author.
- The AdSense account must be registered in your **real legal name**.
- Your name and address must match your Google payments profile exactly.

1.2 The Domain Debate: .blogspot.com vs. Custom TLD

One of the most frequently asked questions is whether a free **.blogspot.com** subdomain can be approved. The short answer is: technically yes, but practically difficult. Google's reviewers associate custom top-level domains with serious, invested publishers.

Domain Type	Approval	Notes
.blogspot.com	Low–Medium	Possible but harder; lower perceived authority.
Custom .com / .org	High	Strongly recommended; signals professional intent.
Country TLDs (.ca, .co.uk)	High	Accepted; useful for geo-targeted content.

Note: Recommendation: Purchase a custom domain through Namecheap or GoDaddy. Connect it via Blogger Settings → Publishing. Allow 48–72 hours for DNS propagation before applying.

1.3 Theme Selection: Speed Is Non-Negotiable

Google's PageSpeed Insights score is a live signal that reviewers check. Aim for a **mobile score of 80 or above**.

- **Median UI** — Lightweight, magazine-style; excellent Core Web Vitals.
- **Fletro Pro** — Clean personal/professional layout; fast render.
- **iMagz** — Image-forward; strong mobile optimisation.
- Avoid themes with heavy JavaScript sliders, auto-play media, or pop-ups.
- Remove unused gadgets/widgets from the Blogger Layout editor.
- Test at pagespeed.web.dev before and after theme changes.

1.4 Enable HTTPS

Navigate to **Blogger Settings** → **HTTPS** → **HTTPS Availability** → **Enable**. Also activate **HTTPS Redirect** so all HTTP traffic is sent to the secure version. HTTPS is mandatory for AdSense compliance.

PART 2 OF 5

Essential Legal Pages

Google's policy team treats missing legal pages as an immediate disqualifier. These pages establish your identity, transparency, and compliance with data protection regulations such as GDPR, CCPA, and Canada's PIPEDA.

■ About Us

Explains who you are, your editorial mission, and the purpose of the blog. Include your real name or pen name, a brief bio, and the topics you cover. Google reviewers use this page to verify human authorship and topical authority.

■ Contact Us

Provides a clear, functional method for readers and Google staff to reach you. Use Blogger's built-in Contact Form widget, or embed a Google Form. A contact email address is also acceptable.

■ Privacy Policy

Mandatory for AdSense. Must disclose that you use Google AdSense (which places cookies), how you collect user data, and users' rights regarding that data. Use Google's Privacy Policy generator at policies.google.com/privacy for a compliant template.

■ Disclaimer / Terms of Service

Protects your liability on content accuracy, affiliate links, and sponsored posts. A combined Disclaimer + ToS page covering earnings disclosures, content ownership, and comment policy is sufficient for most bloggers.

Tip: Create a 'Legal' label in Blogger and add all four pages to it. Link this label in your footer so reviewers can find every page within two clicks.

PART 3 OF 5

Content Strategy: The Value Factor

In 2026, thin or AI-generated content without a human editorial layer is the single most common cause of AdSense rejection. Google's Helpful Content System and manual review teams are specifically trained to identify low-effort, regurgitated, or scraped material.

3.1 The 15–20 Post Threshold

While there is no officially published minimum post count, blogs with **15 to 20 substantive posts** perform significantly better in review, signalling a sustained editorial commitment rather than a hastily assembled site.

- Publish posts over **several weeks** to show an organic publishing cadence.
 - Every post should have a clear **title, body, author attribution, and publication date**.
 - Posts should be **topically coherent** — stay in your chosen niche.
-

3.2 Word Count and Depth

The sweet spot for most niches in 2026 is **600 to 1,200 words per post**. Posts under 300 words are routinely classified as thin content.

Warning: *Warning: Do not inflate word counts with repetitive statements or keyword stuffing. Google's NLP models detect padding and classify it as low-quality.*

3.3 E-E-A-T: The Human Authority Signal

Google's **E-E-A-T framework** (Experience, Expertise, Authoritativeness, Trustworthiness) is the primary lens through which content quality is evaluated:

Experience: Share first-hand accounts, personal tests, or real-world examples.

Expertise: Demonstrate subject knowledge. Cite credible sources and use accurate terminology.

Authoritativeness: Your About page, author bio, and external mentions all build authority signals.

Trustworthiness: Accurate facts, working links, transparent disclosures, and a professional tone.

3.4 The 100% AI Content Warning

Warning: *Do NOT submit a blog where every post was generated entirely by an AI tool without human editing. Google's Spam Policies explicitly address 'scaled content abuse.' Use AI as a*

drafting assistant, then rewrite, fact-check, and add your personal perspective to every piece.

3.5 Prohibited Niches & Image Compliance

- **Adult / sexually explicit content** — zero tolerance.
- **Gambling and online casinos** — not permitted on standard AdSense.
- **Weapons, firearms, and ammunition** — even informational content.
- **Illegal drugs or controlled substances.**
- **Scraped news / aggregated content** without substantial added commentary.
- **Hacking, cracking, and piracy tutorials.**

Images: Use only royalty-free assets from **Pexels**, **Unsplash**, or **Pixabay**, or your own original photography. Never save images from Google Images or any third-party website.

PART 4 OF 5

Technical Navigation & UX

Google's reviewers navigate your blog like any ordinary visitor. Broken links, dead-end pages, confusing menus, or a site that functions poorly on mobile will result in a 'Low Value — Site Behavior/Navigation' rejection.

4.1 Clear Menu Structure

- Include a **Home button** in the top navigation bar.
- Create **Category/Label pages** so posts are organised by topic.
- Add a **footer navigation** with links to all legal pages.
- Avoid dropdown menus deeper than two levels.

4.2 Search Bar

Add a **Search Box widget** to your Blogger sidebar or header. In the Blogger Layout editor, go to **Add a Gadget → Search Box**.

4.3 Internal Linking

For every post you publish, aim to include **2–4 contextual links** to other relevant posts on your blog. This builds a coherent topical network and improves Google's understanding of your site structure.

Tip: Tip: Add a manual 'Related Posts' section at the bottom of each article. It reinforces depth and keeps visitors engaged.

4.4 No Under-Construction Zones

- Remove or hide empty **Label pages** with no posts assigned.
 - Test every navigation link on both **desktop and mobile**.
 - Use Google Search Console's URL Inspection tool to confirm indexation.
 - Fix all **404 errors** — broken links are a red flag.
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4.5 Mobile-First Experience

The majority of Blogger traffic comes from mobile in 2026. Test your blog on multiple screen sizes using Chrome DevTools (F12 → Toggle Device Toolbar) and ensure text is readable, buttons are tappable, and images scale correctly.

PART 5 OF 5

The Application Process

If you have completed Parts 1–4 systematically, your blog is now submission-ready. Follow these steps in order — do not skip the Search Console or Analytics steps, as they provide evidence of a legitimate, actively monitored web property.

01

Submit Your Sitemap to Google Search Console

Go to search.google.com/search-console and add your blog as a property. Verify ownership via the HTML tag method. Navigate to Sitemaps and enter `yourdomain.com/sitemap.xml`. Wait until Google confirms pages are indexed.

02

Integrate Google Analytics (GA4)

Create a GA4 property at analytics.google.com. Copy your Measurement ID (G-XXXXXXXXXX). In Blogger Settings → Google Analytics, paste the ID. This demonstrates active management.

03

Navigate to the Earnings Tab

In your Blogger dashboard, click the Earnings tab in the left sidebar. Ensure your blog is set to Public in Settings → Basic if this tab is not visible.

04 Create or Link Your AdSense Account

Click Get Started and either create a new Google AdSense account or link an existing one. Complete the sign-up form with your real name, address, and payment details.

05 Place the Auto Ads Code

AdSense will provide an Auto Ads snippet. In Blogger, go to Theme → Edit HTML, locate the tag, and paste the snippet immediately below it. Save the theme.

06 Submit and Wait (3–14 Days)

Confirm site submission in your AdSense dashboard. Continue publishing during the review window — an active cadence is a positive signal. Do not remove the AdSense code or alter your theme while under review.

Warning: *If rejected: Read the rejection email carefully — Google now specifies the primary reason. Address it thoroughly and wait at least 2–4 weeks before reapplying.*

APPENDIX A

Common Rejection Fixes

Use this quick-reference table to diagnose and resolve the most frequent AdSense rejection reasons in 2026.

Rejection	Root Cause	Fix
Low Value Content	Posts too short, generic, or AI-only.	Increase word counts to 600+, add original insights, edit AI drafts with your own voice.
Site Behavior / Navigation	Broken links, empty categories, poor mobile UX.	Audit all links, remove empty labels, test on mobile, simplify menus.
Policy Violation	Copyrighted images or restricted niche content.	Replace unlicensed images, audit for prohibited content, remove restricted-niche posts.
Insufficient Content	Too few posts or pages not yet indexed.	Publish 15–20 quality posts, submit sitemap, confirm indexation before applying.
Ownership / Domain	Unverified domain, no HTTPS, or DNS not propagated.	Verify in Search Console, enable HTTPS + redirect, confirm DNS via mxtoolbox.com.
Missing Legal Pages	No Privacy Policy, Contact, About, or Disclaimer.	Create all four pages and link them in header or footer navigation.

APPENDIX B

2026 Pre-Submission Audit Checklist

Run through every item below before submitting. All boxes should be confirmed green before you click Apply.

Foundation & Setup

- You are 18+ and the registered owner of the blog.
- Blog is public (not private or restricted).
- Custom domain is connected and DNS is fully propagated.
- HTTPS is enabled and HTTPS redirect is active.
- Responsive theme installed (PageSpeed mobile score ≥ 80).

Legal Pages

- About Us page published and linked in navigation.
- Contact Us has a working form or email address.
- Privacy Policy mentions Google AdSense and cookie usage.
- Disclaimer / Terms of Service page published.

Content Quality

- 15–20+ posts published.
- All posts are 600+ words with genuine value.
- No 100% AI-only posts — each edited and humanised.
- No prohibited niche content.
- All images are royalty-free or original.
- All posts have author attribution and publication dates.

Technical & UX

- Navigation has a Home link and organised category labels.
- All label pages have posts (no empty labels).
- Search bar widget present in sidebar or header.
- Each post has 2–4 internal links to other posts.
- All links work on desktop and mobile.

- No broken links or 404 errors.

Application Preparation

- Sitemap submitted to Google Search Console.
- 10–15+ posts confirmed as indexed.
- Google Analytics (GA4) integrated and receiving data.
- AdSense Auto Ads code placed in theme .
- AdSense name/address matches Google payments profile.

APPENDIX C

Recommended Tools & Resources

Google PageSpeed Insights pagespeed.web.dev

Test Core Web Vitals and get specific optimisation recommendations.

Google Search Console search.google.com/search-console

Submit your sitemap, monitor indexation, and detect crawl errors.

Google Analytics (GA4) analytics.google.com

Track audience behaviour, traffic sources, and engagement metrics.

AdSense Policy Centre support.google.com/adsense

Official policy documentation — bookmark and review before applying.

Pexels / Unsplash pexels.com • unsplash.com

High-quality royalty-free images suitable for monetised blogs.

Privacy Policy Generator policies.google.com/privacy

Google's own tool for generating a compliant privacy policy template.

MXToolbox mxtoolbox.com

Verify DNS propagation for your custom domain after connection.

Chrome DevTools Built into Chrome (F12)

Test mobile responsiveness, identify console errors, debug layout issues.

Good luck with your application.

Preparation beats patience.

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