

GOOGLE ADSENSE · COMPLIANCE INTELLIGENCE REPORT

AdSense Compliance

How to Get Approved and Stay Approved —
A Complete Practitioner's Guide to Google AdSense Policies, Site
Preparation, and Long-Term Monetization Success

APPLICATION STRATEGY

POLICY COMPLIANCE

CONTENT STANDARDS

APPEAL PROTOCOLS



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This guide covers every critical dimension of Google AdSense compliance — from initial site preparation through long-term account maintenance. Follow the sections in order for a new application, or jump to any chapter as needed.

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2-4

WEEKS TYPICAL REVIEW

30+

POLICY CATEGORIES

\$100

PAYOUT THRESHOLD

(USD)

CHAPTER 01

What is Google AdSense?

Google AdSense is a cost-per-click (CPC) and cost-per-impression (CPM) advertising program that allows website owners to earn revenue by displaying ads served by Google's vast advertiser network.

Launched in 2003, AdSense remains the world's most widely used display advertising platform, placing contextually relevant ads on publisher sites and paying publishers a share of advertiser spend. Google acts as the intermediary: advertisers bid through Google Ads, and publishers earn when users view or interact with those ads on their sites.

How Approval Works

- › Submit site via AdSense signup
- › Google crawls & reviews content
- › Policy team evaluates quality
- › Approval or rejection email sent
- › Some accounts get 2-stage review
- › Review typically takes 1–4 weeks

Why Sites Get Rejected

- › Insufficient or low-quality content
- › Prohibited content categories
- › Missing required policy pages
- › Traffic from suspicious sources
- › Template/placeholder site
- › Violation of Google policies

CHAPTER 02

Eligibility Prerequisites



Age Requirement

You must be 18 years or older. If under 18, a parent or guardian must create the account. The Google Account must be in the account holder's real name.



Domain Ownership

You must own and control the site you're monetizing. Free subdomains (e.g., Blogspot, WordPress.com) are accepted in some regions, but a custom domain significantly improves approval odds.



Site Age & Activity

No hard minimum age, but sites with 3–6 months of consistent publishing have dramatically higher approval rates. Some markets (India, China) require 6 months minimum.



Google Account

You need a standard Google Account. Each person may only have one AdSense account. Using multiple accounts is a policy violation that can result in permanent ban.

CHAPTER 03

Content Quality Standards

Content is the single most important factor in AdSense approval. Google evaluates whether your site provides genuine value to users — a standard that has grown dramatically more stringent since the Helpful Content updates.

What Google Looks For

Google's review team and automated systems assess content against the same "People-First Content" framework used in organic search. The question they ask: *does this content exist primarily to help people, or primarily to earn ad revenue?*



Original Writing

Content must be original — not scraped, spun, or auto-generated without human editorial oversight. Google can detect duplicate, near-duplicate, and low-effort AI-generated content.



Depth & Expertise

Articles should demonstrate genuine knowledge of the subject. Thin content (under ~500 words per page) signals low value. Longer, well-researched posts perform much better.



Regular Publishing

Active sites with consistent publishing schedules signal legitimacy. A blog with 20+ substantive, regularly updated posts demonstrates an active, maintained property.



Clear Niche Focus

Sites with a coherent topic focus perform better than random-topic sites. Your content should serve a clearly identifiable audience with specific interests or needs.

★ KEY STANDARD

Google's official guidance states: *"Does this content provide original information, reporting, research, or analysis? Does it provide a substantial, complete, or comprehensive description of the topic?"* Use this as your editorial benchmark before applying.

Minimum Content Benchmarks

METRIC	MINIMUM RECOMMENDED	IDEAL FOR APPROVAL
Number of posts/pages	15–20 substantive posts	30+ posts with depth
Average word count	500–700 words/post	1,000–2,000 words/post
Site age before applying	2–3 months	4–6 months
Organic traffic	Not required, but helpful	100–500 monthly visitors
Media (images/video)	At least some images	Original images per post

⚠️ AVOID THESE

Auto-generated content, article spinners, scraped news, thin affiliate pages with no original text, and posts that exist only to host ads are the fastest paths to rejection — and often permanent bans.

CHAPTER 04

Prohibited Content

Certain content categories are unconditionally prohibited. Sites hosting any of these will be rejected or permanently banned — there are no exceptions, and appeals rarely succeed once a prohibited content violation is confirmed.

ABSOLUTE PROHIBITIONS

 **Adult / Sexually Explicit Content**
Pornography, graphic nudity, or sexual services of any kind — including partial nudity in a sexual context.

 **Child Safety Violations**
Any content that sexualizes, exploits, or endangers minors. Zero tolerance — instant permanent ban.

 **Dangerous & Derogatory Content**
Hate speech targeting race, ethnicity, religion, gender, sexual orientation, disability, or national origin.

 **Counterfeit Goods**
Sites selling or promoting replicas or fakes of brand-name products.

 **Illegal Drugs & Paraphernalia**
Content facilitating the sale, use, or manufacturing of illegal substances.

 **Violence & Gore**
Graphic depictions of violence, gore, or content designed to shock or disturb.

HIGH-RISK CATEGORIES

 **Weapons & Firearms**
Facilitating the sale of weapons, ammunition, or illegal weapon modifications.

 **Misleading Content**
Fake news, misrepresentation of identity, coordinated inauthentic behavior, or content designed to deceive users.

 **Malicious Software**
Sites that distribute malware, viruses, phishing, spyware, or any software designed to harm users.

 **Hacked Content**
Sites that have been compromised — even if you didn't place the content, the account remains ineligible until resolved.

 **Gambling (Without License)**
Online gambling content is restricted unless you hold appropriate regulatory licenses for your target geography.



Tobacco & Alcohol (Promotion)

Direct promotion or sales facilitation of tobacco products or targeting minors with alcohol content.



Google's publisher policies apply not just to your ad units — they apply to the entire site where ads appear. A single page with prohibited content can place your entire account at risk.

GOOGLE ADSENSE PROGRAM POLICIES

CHAPTER 05

Site Structure & Technical Setup

Beyond content, Google evaluates whether your site is professionally structured, navigable, and technically sound. A poorly organized site signals a low-quality property regardless of content quality.

Required Pages

These pages are non-negotiable. Missing any one of them is a common reason for rejection:

- ✓ **Privacy Policy**
Must be present, accessible from every page, and must disclose the use of cookies and third-party advertising (specifically Google's use of cookies to serve ads). Free generators: PrivacyPolicies.com or Google's own template.
- ✓ **About Page**
Explains who you are and the purpose of the site. This establishes legitimacy and human authorship — critical post-Helpful Content era.
- ✓ **Contact Page**
A real way to reach you — email, contact form, or both. PO Box or street address increases credibility but isn't mandatory.
- ✓ **Terms of Service / Disclaimer**
Highly recommended, especially for sites with user-generated content, affiliate links, or medical/legal/financial topics. Demonstrates professionalism.

Technical Requirements



Mobile Responsive

Your site must render correctly on smartphones and tablets. Over 60% of web traffic is mobile;



Page Speed

Slow sites (Core Web Vitals failures) negatively impact both SEO and AdSense evaluation. Use

non-responsive sites are treated as lower quality.

Google PageSpeed Insights to verify. Target LCP < 2.5s.



HTTPS / SSL

Your site must be served over HTTPS. An unsecured HTTP site will not be approved. Most hosts provide free SSL via Let's Encrypt.



Clear Navigation

Users and Googlebot must be able to navigate your site easily. A clear menu, working internal links, and no broken pages are essential.

✓ BEST PRACTICE

Add a **sitemap.xml** and submit it via Google Search Console before applying. This ensures Googlebot can crawl all your content efficiently during the review, and signals you're running a professionally managed site.

CHAPTER 06

The Application Process

The AdSense application is straightforward, but preparation is everything. Most rejections happen because publishers apply too early — before the site is truly ready for evaluation.



STEP 01 — PREPARE

Audit Your Site Against All Policy Requirements

Before submitting, run through every item in the Chapter 11 Compliance Checklist. Ensure all required pages exist, content is original and substantial, and no prohibited content is present anywhere on the site.



STEP 02 — ACCOUNT

Create or Verify Your Google Account

Ensure your Google Account uses your real name and is in good standing. Do not create a new Google Account just for AdSense if you already have one — use your primary account. Remember: one AdSense account per person, ever.



STEP 03 — APPLY

Submit at adsense.google.com

Sign in and enter your website URL. Complete all required information including name, address, and payment details. These must be accurate — your payment details are verified before first payout.



STEP 04 — CODE

Add the AdSense Code to Your Site

Google provides a snippet of JavaScript to place in your site's <head> tag. This enables Google to crawl your site during review. For WordPress: use Site Kit by Google plugin. For others: paste directly into the theme header.



STEP 05 — WAIT

Review Period: 1–4 Weeks

Google's review is both automated and human. You'll receive an email notification. In some markets, there's a two-stage approval: an initial review, then a secondary review after you've received some initial traffic with ads showing.



STEP 06 — OPTIMIZE

Post-Approval: Configure Ad Units

Once approved, create ad units in AdSense, place them following the ad placement rules (Chapter 07), and connect to Google Analytics for full performance visibility. Use Auto Ads as a starting point, then refine manually.

✦ **PRO TIP**

If rejected, Google usually provides a reason code. Read it carefully — many reasons are fixable in days. You can reapply immediately after addressing the issue, though waiting 2–4 weeks before reapplying allows Google's systems to re-evaluate your site freshly.

CHAPTER 07

Ad Placement Rules

Even after approval, how you place ads can trigger policy violations. These rules govern the physical placement, labeling, and context of ad units.

PLACEMENT RULE	ALLOWED?	NOTES
Ads within article content	ALLOWED	Standard in-content ads are fine and typically perform best
Sticky/fixed-position ads	CONDITIONAL	Allowed if they don't cover content or obstruct navigation
Ads that look like content	PROHIBITED	Ads must be clearly labeled "Advertisement" or "Sponsored"
Ads next to prohibited content	PROHIBITED	Pages with policy violations cannot host any ad units
Pop-up or interstitial ads	PROHIBITED	Only standard Google-served ad formats are permitted
Ads on "thank you" / error pages	CONDITIONAL	Pages with minimal content should not carry ads
Ads visible without scrolling (above fold)	ALLOWED	No restriction on above-fold placement for standard formats
Clicking own ads	PROHIBITED	Any self-clicking, even accidental, constitutes invalid activity

CHAPTER 08

Traffic & Click Integrity

Invalid click activity (IVA) is one of the top causes of AdSense account termination. Google uses sophisticated detection systems that flag anomalous traffic patterns in real time.

What Triggers IVA Flags

- › Clicking your own ads
- › Asking others to click your ads
- › Using traffic bots or services
- › Placing ads in misleading contexts
- › Sudden unexplained traffic spikes
- › Unusually high CTR (>10–15%)

Protect Yourself

- › Enable Traffic Quality reports
- › Block suspicious IP ranges
- › Investigate unusual spikes
- › Report suspicious activity to Google
- › Never buy traffic from unknown sources
- › Monitor CTR trends regularly

CHAPTER 09

Staying Compliant Long-Term

Approval is not a one-time achievement. Google's policy team continuously monitors active AdSense accounts, and policy violations post-approval can result in ad serving being disabled or account termination.

Ongoing Compliance Practices

01

Review Policy Updates Quarterly

Google updates its publisher policies regularly. Subscribe to the AdSense blog and review the Program Policies page every 3 months. Policy changes often come with a grace period — act before enforcement.

02

Audit New Content Before Publishing

Every new post or page that will carry ads should be reviewed against prohibited content rules before going live. Don't wait for Google to flag it.

03

Monitor AdSense Policy Centre

Log in regularly to the Policy Centre in your AdSense dashboard. This is where Google surfaces specific page-level violations with details about what to fix.

04

Keep Contact Information Current

Google sends policy notices to your account email. Ensure it's monitored. Missed notices can result in escalation from a warning to account suspension.

05

Handle User-Generated Content (UGC)

If your site accepts comments, forum posts, or other UGC, you're responsible for their compliance. Enable comment moderation and have a clear takedown process.

CHAPTER 10

Account Suspension & Appeals



Step 1: Read the Notice

Google's suspension emails specify the exact policy violation. Read it carefully — the specific policy code tells you exactly what needs to be addressed.



Step 2: Audit & Fix

Find and remove or fix every instance of the violating content. Check not just recent posts but your entire archive, comments, and any third-party widgets.



Step 3: Submit Appeal

Use the Appeal form in the Policy Centre. Be specific: describe what was wrong, what you fixed, and why it won't recur. Vague appeals are rejected.



Step 4: Wait & Monitor

Appeals take 1–2 weeks. If denied, you can submit one additional appeal. After that, contact AdSense Help Community or a Google partner for guidance.

CHAPTER 11

Master Compliance Checklist

Use this checklist before applying and as an ongoing monthly audit. Every item should be confirmed before you submit your AdSense application.

ACCOUNT & ELIGIBILITY

- ☐ Account holder is 18+ years old
- ☐ Only one AdSense account ever
- ☐ Google Account uses real name
- ☐ Domain is owned and controlled by you

CONTENT QUALITY

- ☐ 20+ substantive, original posts
- ☐ Average post length 700+ words
- ☐ No scraped or auto-generated content
- ☐ Clear niche / topic focus
- ☐ Regular publishing schedule maintained

REQUIRED PAGES

- ☐ Privacy Policy (mentions Google ads & cookies)
- ☐ About page with author information

TECHNICAL REQUIREMENTS

- ☐ HTTPS / SSL enabled on all pages
- ☐ Site is mobile responsive
- ☐ Page speed is acceptable (LCP <2.5s)
- ☐ No broken links or 404 errors
- ☐ Sitemap submitted to Search Console
- ☐ AdSense code placed in <head>

CONTENT COMPLIANCE

- ☐ Zero adult or sexually explicit content
- ☐ Zero hate speech or derogatory content
- ☐ Zero illegal drug / weapons facilitation
- ☐ Zero malware, phishing, or deceptive content
- ☐ No gambling content without license

AD PLACEMENT

☐ Contact page with working method

☐ Terms of Service / Disclaimer (if applicable)

☐ Ads are clearly labeled as advertisements

☐ Never clicked own ads, even by accident

☐ No ads on pages with minimal content

☐ CTR monitored — no anomalous spikes

CHAPTER 12

Quick Reference & Next Steps

A condensed summary of the most critical compliance principles — everything you need to remember in a single reference page.

The Golden Rules

01

Content First, Always

Build a site you'd be proud of regardless of monetization. Quality content is the foundation of everything else.

02

Never Touch Your Own Ads

Invalid click activity is the #1 cause of permanent bans. Physically impossible to fix once it crosses thresholds.

03

Read Policy Updates

Google changes policies. Stay subscribed to the AdSense blog and review your Policy Centre monthly.

04

Fix Issues Before Appeal

Don't appeal until every instance of the violation is removed. Appealing with violations still present resets the clock and damages credibility.

Key Resources

PROGRAM POLICIES

support.google.com/adsense/answer/48182

POLICY CENTRE

adsense.google.com → Policy Centre tab

ADSENSE BLOG

adsense.googleblog.com

HELP COMMUNITY

support.google.com/adsense/community

PAGESPEED INSIGHTS

pagespeed.web.dev

Your 30-Day Action Plan

WEEK 1

Audit & fix content.
Add required pages.
Enable HTTPS.

WEEK 2

Publish 5 high-quality posts. Submit sitemap. Speed test.

WEEK 3

Run full checklist.
Place AdSense code.
Submit application.

WEEK 4

Monitor Policy Centre. Continue publishing. Await approval.

✦ FINAL NOTE

AdSense is a long-term revenue channel, not a quick fix. Publishers who build genuine, user-focused content and maintain active compliance habits consistently report stable, growing revenue. Treat it as the foundation of a professional publishing operation, not an afterthought added to any site.



Stay Approved. Stay Compliant.

AdSense compliance is not a one-time task — it's an ongoing commitment to publishing quality, respecting policy boundaries, and maintaining the trust that Google places in its publisher partners.

1

Build a quality site with original, helpful content

2

Follow all structural and policy requirements

3

Monitor, audit, and update continuously

