



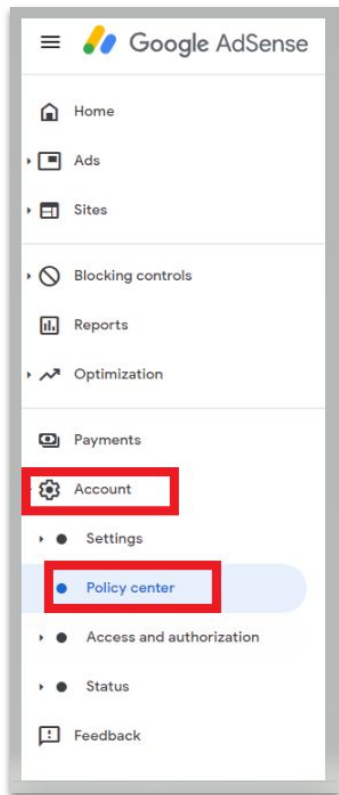
ezoic

Understanding Google Publisher Policies for Monetization

What is the Role of the Ezoic Platform Quality & Compliance Team?



AdSense Policy Center



- **Page-level violations:** Violations that result in preventing a specific URL from monetizing
- **Site-level violations:** Violations that result in de-monetization

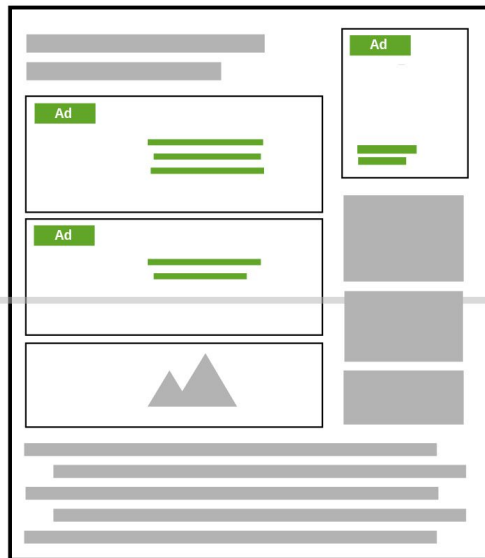
Must fix [?]	Pages with issues	Site status	Last enforcement date	
No	5	Only pages affected	Jul 21, 2020	>
Yes	1	Only pages affected	Jul 19, 2020	>



AD PLACEMENT POLICIES

Pushing Content Below the Fold

Full Website



What Users See



Misrepresentative Content: Ad Labeling

Violating Examples

Suggested Articles:

YOU MAY ALSO LIKE:



10 Road Trip Wonders & Tips

Car travel can be long and tiresome. Learn how to beat the boredom and skip the fast food from Martin Smith, sales advisor for RentRVs.com, who has traveled across the United States more than a dozen times since 1999...



Choosing the Best International Itinerary

Picking where to go next, or where to go first can be difficult for

Comment Below:

SUBMIT A COMMENT



Comment

Acceptable Examples

Sponsored Links

Advertisements

Privacy guaranteed. We never share your info.

Starting a Business

Small Business Survival: 5 Common Mistakes to Avoid

We have listed the most common stumbling blocks that small businesses fall prey to. Learn the 5 common mistakes to avoid to ensure the survival of your small

Working from Home

Balancing Home and Work: The Challenge of the Home-Based Business

Separating home work and business can be a challenge. Here are tips on how to balance your home and work, and bring

Sponsored Links

[200,000 Free Leads = \\$200 Per Day!](#)

[Home Online Business. Change your hours your income, and your life.](#)

<https://support.google.com/adsense/answer/1346295?hl=en>

Ad Placement Policy Examples

Ad Close to a Next Button

(2 OF 4) NEXT PAGE »

Free Online Public School

onlineacademy.edu

Give Your Student a Chance to Excel
Enroll Now for 2020-2021 School Year!

>


Ad Too Close to Menu

Baking Cookware Knives Tea & Coffee Tools & Utensils More ▾

Psychology Graduate Degrees

DOCTORAL, MASTERS, BACHELORS & CONTINUING EDUCATION

In San Diego & Online [learn more](#)




featured

9 Best Recipe Websites in 2020

Updated: June 13, 2020 | 0

This article may contain affiliate links. When you purchase through links on our site, we may earn an affiliate commission.



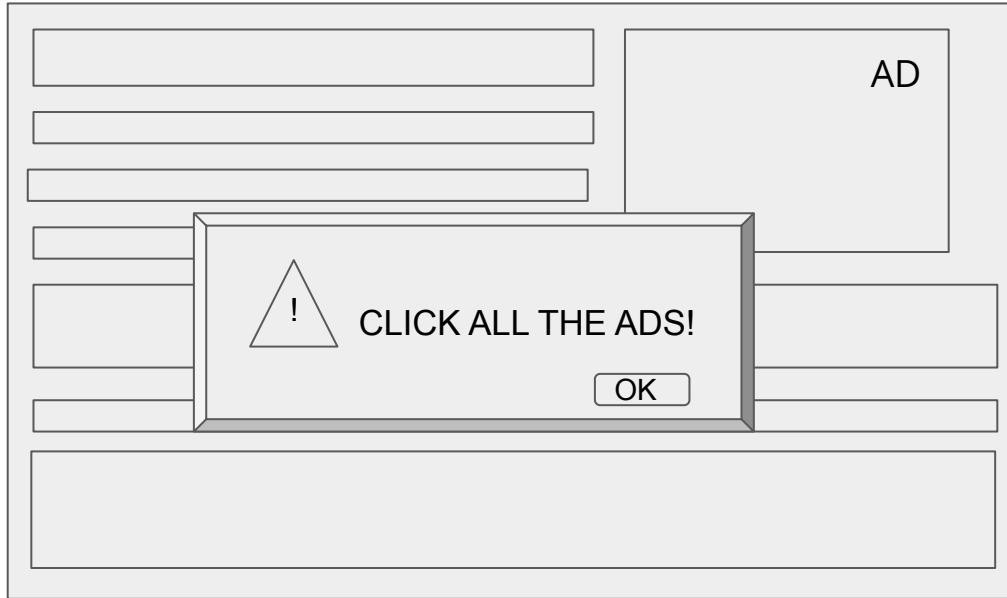
<https://support.google.com/adsense/answer/1346295?hl=en>

Ads Mimicking Content



Offering Compensation

- Offering compensation or any incentive for clicks on ads is strictly prohibited.



<https://support.google.com/adsense/answer/1346295?hl=en>

Ad Placement Policy Violations



- Ads on thank you, exit or login pages
- Ads in software applications or emails
- Ads on error pages or “no search results”

<https://support.google.com/adsense/answer/1346295?hl=en>

Ads in a pop up and pop under windows



CONTENT POLICIES

Google Webmaster Policies

- Make sure your site adds value. Publishers are not allowed to create multiple pages, sub-domains, or domains with substantially **duplicate content**
- Publishers must provide **unique and relevant content** that gives users a reason to visit your site first.
- Avoid “doorway” pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content

<https://support.google.com/adSense/answer/1348737?hl=en>

Changes in Google Policies

Google Publisher Policies

Google Publisher Policies

Google helps to enable a free and open web by helping publishers monetize their content and advertisers reach prospective customers with useful, relevant products and services. Maintaining trust in the ads ecosystem requires setting limits on what we will monetize.

When you monetize your content with Google ad code you are required to adhere to the following policies. By content we mean anything present on your page or app - including other advertisements and links to other sites or apps. Failure to comply with these policies may result in Google blocking ads from appearing against your content, or suspending or terminating your account.

These restrictions apply in addition to any other policies governing your use of Google publisher products.

Illegal content

We do not allow content that:

- is illegal, promotes illegal activity, or infringes on the legal rights of others.

Intellectual property abuse

We do not allow content that:

- infringes copyright. It is our policy to respond to notices of alleged infringement that comply with the Digital Millennium Copyright Act (DMCA). You can file a counter-notification via [this form](#).
- sells or promotes the sale of counterfeit products. Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another. They mimic the brand features of the product in an attempt to pass themselves off as a genuine product of the brand owner.

Endangered or threatened species

We do not allow content that:

- promotes the sale of products obtained from endangered or threatened species.
Examples: Sale of tigers, shark fins, elephant ivory, tiger skins, rhino horn, dolphin oil

Dangerous or derogatory content

VS.

Google Publisher Restrictions

AdSense Help

Describe your issue

Google Publisher Restrictions

Google helps to enable a free and open internet by providing the ability for publishers to monetize their content and for advertisers to reach prospective customers with useful, relevant products and services.

Publisher restrictions identify content that is restricted from receiving certain sources of advertising. By content, we mean anything present on your page or app - including other advertisements and links to other sites or apps. If your content is labeled with an inventory restriction, fewer advertising sources will be eligible to bid on it. In some cases this will mean that no advertising sources are bidding on your inventory and no ads will appear on your content. Please note that Google Ads (formerly AdWords) advertisements will not serve on content labeled with these restrictions. Therefore, while you can choose to monetize content covered by these Google Publisher Restrictions, this content will likely receive less advertising than other, nonrestricted content.

These restrictions apply in addition to any other policies governing your use of Google publisher products.

Sexual content

Is content that:

- contains nudity.
- is sexually gratifying, sexually suggestive and/or intended to cause sexual arousal.
Examples: Close-ups of breasts, buttocks, or crotches, sheer or see-through clothing, sexual body parts that are blurred, or censored images of men or women posing and/or undressing in a seductive manner
- discusses sexual fetishes.
Examples: Voyeurism, role-playing, bondage, dominance and submission, sadomasochism
- is about sexual entertainment.
Examples: Pornographic movie festivals, adult webcam services, strip clubs
- promotes sexual merchandise.
Examples: Sex toys, personal lubricants, genital enhancement tools
- facilitates affairs and/or sexual encounters.
Examples: Affair, swinger, hook up or fling dating
- provides advice regarding sexual performance.
Examples: Sex tips
- promotes sexual enhancement medications or supplements.
Examples: Erectile dysfunction pills, libido boosting supplements

Shocking content

https://support.google.com/adsense/answer/9335567?hl=en&ref_topic=1250104

Google Publisher Policies

The following are types of content that are not allowed to show Google ads:

- Intellectual property abuse
- Dangerous or Derogatory
- Enabling Dishonest Behavior
- Misrepresentative Content
- Sexually Explicit Content
- Mail-order Brides
- Child sexual abuse material and pedophilia

https://support.google.com/adsense/answer/9335564?hl=en&ref_topic=1250104

Common Page-level Violation: Valuable Inventory


- The ads on your pages should **not** exceed your content
- The content you provide should **add value** and be the focal point for users visiting your page
- For this reason, Google may limit or disable ad serving on pages with little to no value and/or excessive advertising until changes are made.

Examples of unacceptable pages include but are not limited to:

- Mirroring, framing, scraping or rewriting of content from other sources without adding value;
- Pages with more advertising than publisher-provided content;
- Automatically generated content without manual review or curation;
- Hosted ad pages or pages without content;
- Pages that don't follow our Webmaster Guidelines

<https://support.google.com/adsense/answer/1346295?hl=en>

Youtube/Soundcloud/etc to MP3



Please insert a valid video URL

Convert

mp3

mp4

YouTube to Mp3

By using our converter you can easily convert YouTube videos to mp3 (audio) or mp4 (video) files and download them for free - this service works for computers, tablets and mobile devices.



Publisher Policy vs. Publisher Restrictions

The differences between policy and restricted sexual content

Changes in Google Policies

Before, as Policies:

Guns, gun parts and related products

Google ads may not be placed on pages any content that:

- promotes the sale of firearms or sporting or recreational guns that can cause serious harm if misused, or that appear to be real guns.
- promotes the sale of any firearm-related part, component or equipment whether finished or unfinished, that's essential to or enhances the functionality of a firearm.

After, as Restrictions:

Guns, gun parts and related products

Content covering guns, gun parts and related products no longer violates Google policy, but may not be appealing for all advertisers.

Because of this, it is considered as **Restricted Content** and may receive less advertising than non-restricted content would.

So, while you can choose to monetize content covered by these Google Publisher Restrictions, this content will likely receive less advertising than other, non restricted content.

https://support.google.com/adSense/answer/9335567?hl=en&ref_topic=1250104

Policy: Sexually Explicit Content

Google policy does not allow content that:

- Includes graphic sexual text, image, audio, video, or games
 - Example: pornography (including cartoon porn)
- Contains non-consensual sexual themes, whether simulated or real
- May be interpreted as promoting a sexual act in exchange for compensation.



Restrictions: Sexually Explicit Content

- Contains nudity
- Is sexually gratifying, sexually suggestive and/or intended to cause sexual arousal
 - Examples: Close-ups of breasts, buttocks, or crotches, sheer or see-through clothing, sexual body parts that are blurred, or censored images of men or women
- Posing and/or undressing in a seductive manner
 - Examples: Pornographic movie festivals, adult webcam services, strip clubs
- Discusses sexual fetishes
- Is about sexual entertainment
- Promotes sexual merchandise
- Facilitates affairs and/or sexual encounters
- Provides advice regarding sexual performance
- Promotes sexual enhancement medications or supplements

https://support.google.com/adSense/answer/9335567?hl=en&ref_topic=1250104

Restrictions: Shocking Content & Explosives

Shocking Content

- Content that contains gruesome or graphic accounts or imagery
- Depicts acts of violence
- Contains a significant amount obscene or profane language.

Explosives

- Promoting the sale of products that are designed to explode and could cause damage to nearby people or property.
- Content containing instructions on the assembly, enhancement or acquisition of explosive items.

https://support.google.com/adsense/answer/9335567?hl=en&ref_topic=1250104

Restrictions: Guns & Other Weapons

Guns & Related Parts

- Promoting the sale of firearms or sporting or recreational guns that can cause serious harm if misused, or that appear to be real guns.
- Promoting sales of any firearm-related part, component or equipment whether finished or unfinished, that's essential to or enhances the functionality of a firearm.
- Content that contains instructions on the assembly or enhancement of the functionality of firearms

Other Weapons

- Promoting sales of other weapons designed or sold as products that can be used to injure an opponent in sport, self-defense, or combat.
- Promoting the sale of knives designed to provide a confrontational advantage
- Content that contains instructions on the assembly, enhancement, or acquisition of any product covered under this "Other Weapons" section.

https://support.google.com/adsense/answer/9335567?hl=en&ref_topic=1250104

Restrictions: Recreational Drugs and Unapproved Pharmaceuticals & Supplements

Recreational Drugs

- Content that promotes substances that alter mental state for the purpose of recreation or otherwise induce "highs".
- Content that promotes products or services marketed as facilitating recreational drug use.
- Content that provides instructions on producing, purchasing, or using recreational drugs.

Unapproved Pharmaceuticals & Supplements

- Is content that promotes the sale of unapproved pharmaceuticals and supplements.

Examples:

- All items on this non-exhaustive list of [unapproved pharmaceuticals and supplements](#)
- Products that contain Ephedra
- Herbal and dietary supplements with active pharmaceutical or dangerous ingredients
- Products with names that are confusingly similar to an unapproved pharmaceutical, supplement, or controlled substance

https://support.google.com/adSense/answer/9335567?hl=en&ref_topic=1250104

Restrictions: Alcohol, Tobacco, & Prescription Drugs



Tobacco

Examples:

- Cigarettes
- Cigars
- Tobacco pipes
- Rolling papers
- Chewing tobacco
- E-cigarettes

Alcohol Sales or Misuse

Examples:

- Favorable portrayal of excessive, binge, or competition drinking
- Online alcohol purchases

Prescription Drugs

- Content that promotes online sale of prescription medication.

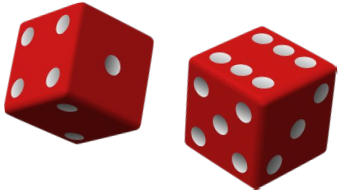
Examples:

- Sale of prescription drugs
- Online pharmacies

Online Gambling

Examples:

- Online casinos or bookmakers
- Online lottery ticket or scratch card purchase
- Online sports betting
- Aggregator or affiliate sites that promote online gambling pages



https://support.google.com/adsense/answer/9335567?hl=en&ref_topic=1250104

Best Practices

- Everything you do should be for the benefit of the users visiting your site
- Provide content that is original and family friendly
- Provide content that's useful, interesting and adds value
- Monitor your traffic **AND** understand what normal traffic patterns for your site look like
- If you are buying traffic, ensure that it is from a high quality source
- When in doubt, ask an Ezoic team members for help!

EZOIC'S 'PUBLISHER STIMULUS'
WINNER IS....



Email Questions to

mblanc@ezoic.com or
msigner@ezoic.com

Thank you