

AdSense Rules You Need to Know

By: Victor Awo

Often the eagerness to start making money with AdSense blinds a new AdSense publisher to the importance of knowing the rules on how to use AdSense. Many beginners dismiss the need to know about all the rules often assuming that all AdSense rules are common sense. You should know the rules of the game before you start playing it otherwise you could spend a long time doing it wrong.

But this is one of the most common mistakes AdSense beginners make. The fact is that AdSense is a scheme that operates on the web that enables publishers to make money. With so many things on the web been so quick, free and easy, it doesn't take much to realize that it needs to be controlled and regulated tightly for it to work properly. That's why AdSense has so many rules, to make sure that the scheme works properly... for as many people as possible. But even with all the rules in place there are still some experienced AdSense publishers that still break them and still get punished.

So what are the AdSense rules you need to know?

First, you need to know that Google are very particular about the type of website that their ads are displayed on. AdSense ads should not be put on pages containing, adult, hacking and gambling content. It also can't be used on sites that promote violence or religious intolerance. The list goes on but you get the general idea of this particular rule. Basically you should avoid putting AdSense on sites that contain negative, non-family safe or potentially offensive material.

Unfortunately, some of these types of sites are extremely popular on the web. But remember, do not put AdSense ads on these sites unless you want to get banned.

This rule also applies to content generated by users. As an AdSense a publisher, Google makes you responsible for **ALL** the content that you display on your website. So you must monitor all the content that is created by the users of your site to make sure they don't break any AdSense rules. This means that a human being must evaluate each user generated page in your site before AdSense code is placed in it. If you think that some of the content created by your users might

be borderline material, you may have to make them aware of AdSense policies and add a 'Report a Violation' link to all the pages in question.

Another important rule concerns copyright material. Copyright infringement is when an individual makes a copy of someone else's work without their permission. Copyright infringement is rife on the web and it is often tolerated in small doses (after all it is what contributes to the quick and easy nature of the internet). But if someone else's work is clearly been stolen and used to make money using AdSense, Google will respond swiftly and may terminate the guilty party's AdSense account. Google AdSense rules on this matter are clearly stated in the section of their site that discusses the Digital Millennium Copyright Act (DMCA). They have a very solid system in place that enables anyone to file a notice of infringement and which also enables individuals to file a counter notice.

Avoid getting involved with issues of infringement. Make sure you understand AdSense rules and always try to create your own material whenever possible.

The last important AdSense rule involves click behaviour. Even though it sounds ridiculous there are some AdSense beginners that still believe they can get away with clicking their own ads. After all, how is Google going to know it's them?

Well Google do know, they do find out. Clicking on your own ads is one of the easiest ways to get yourself banned.

Other AdSense publishers use more subtle ways on their sites to encourage the click. Some use images, symbols (like arrows) and text to 'influence' clicks from visitors.

However, all these methods are not allowed by Google. Clicks must originate from genuine human interest in the ads themselves, not by the publisher encouraging them.

You cannot use methods to encourage accidental clicks by covering ads with hyperlinked images. Or embedding a Google ad link unit into a menu system so that a visitor can't tell the two apart.

You cannot deliberately bring undue attention to the ads themselves by using text such as 'Great Resources', 'More Information Here', or simply 'Navigation.'

These are only some of the rules you need to know about AdSense. But if you are planning to use AdSense, or if you already have a site but want to know more go to Google and find more about their Terms of Service (ToS). Ignorance is no excuse for getting banned. Get informed so that you can use AdSense more confidently and securely.

About the author:

Victor Awo is a student studying Information Technology. He has been looking into the technological and social changes taking place on the internet for the last ten years. His main focus is isolating patterns and trends in the hope of predicting the future shape of the global information highway.

For more information about AdSense: <http://www.best-adsense-guide.com/>