Policies

AdSense Program policies

All publishers are required to adhere to the Google Publisher Policies and the following policies, so please read them carefully. If you fail to comply with these policies without permission from Google, we reserve the right to disable ad serving to your site and/or disable your AdSense account at any time. If your account is disabled, you will not be eligible for further participation in the AdSense program.

Because we may change our policies at any time, please check here often for updates. In accordance with our online Terms and Conditions, it's your responsibility to keep up to date with, and adhere to, the policies posted here. Exceptions to these policies are permitted only with authorization from Google.

Publishers may place AdSense code on pages with content in scope of the Google Publisher Restrictions, though this content will likely receive less advertising than other, nonrestricted content.

[Expand all] [Collapse all]

Invalid clicks and impressions

Publishers may not click their own ads or use any means to inflate impressions and/or clicks artificially, including manual methods.

Learn more   ⌄

Encouraging clicks or views (non-rewarded inventory)

Except for rewarded inventory, publishers may not ask others to click or view their ads or use deceptive implementation methods to obtain clicks or views. This includes, but is not limited to, offering compensation to users for viewing ads or performing searches, promising to raise money for third parties for such behavior or placing images next to individual ads.

Learn more   ⌄

Traffic sources

Google ads may not be placed on pages receiving traffic from certain sources. For example, publishers may not participate in paid-to-click programs, send unwanted emails or display ads as the result of the action of any software application. Also, publishers using online advertising must ensure that their pages comply with Google's Landing Page Quality Guidelines.

Learn more   ⌄

Ad behavior

Publishers are permitted to make modifications to the AdSense ad code so long as those modifications do not artificially inflate ad performance or harm advertisers. Please see modification of the AdSense ad code for more information.

Ad placement

Publishers are encouraged to experiment with a variety of placements and ad formats. However, AdSense code may not be placed in inappropriate places such as pop-ups, emails or software. Publishers must also adhere to the policies for each product used. Please see our ad placement policies article for more information.

View full ad placement policies. ⌄

Site behavior

Sites showing Google ads should be easy for users to navigate. Sites may not change user preferences, redirect users to unwanted websites, initiate downloads, include malware or contain pop-ups or pop-unders that interfere with site navigation.

Deceptive site navigation

Publishers may not use deceptive implementation methods that place ads in a way that might be mistaken for menu, navigation or download links to obtain clicks or views. Keep in mind that every publisher is responsible to ensure that their ad implementation adheres to the ad placement policies.

This includes, but is not limited to:

- False claims of streaming content, or downloads

- Linking to content that doesn't exist

- Redirecting users to irrelevant, or misleading webpages

- Other types of navigation that is designed to intentionally mislead users

- Pages where ads are implemented in placements that are intuitively meant for navigation.

Technical requirements for web content viewing frames for apps

App developers who want to monetize by publishing AdSense and Ad Manager display ads through a web content viewing frame must use one of the following integration options:

1. WebView API for Ads
   App developers are encouraged to integrate the WebView API for Ads to register WebView instances (Android: WebView ⧉ , iOS: WKWebView ⧉) with Google Mobile Ads SDK.

   ❮❯ Learn more in the developer documentation for Android ⧉ and iOS ⧉ .

   AdMob and Ad Manager in-app ads may be shown in an app next to a WebView as long as the Google Mobile Ads SDK is in use and the publisher is compliant with all other relevant program policies and guidelines.

   As a reminder, content in the WebView is subject to the same content policy requirement ⧉ as when it is in a browser.

2. Other supported viewing frames:
   - Android: Chrome Custom Tabs ⧉ and Trusted Web Activities ⧉
   - iOS: SFSafariViewController (iOS9 and iOS10 only)

Product-specific policies

- AdMob ⧉
- AdSense for search

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Need more help?
Try these next steps:

Ask the Help Community
Get answers from community experts

Contact us
Tell us more and we'll help you get there