

# Google AdSense Advertising Policies

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If you are interested in using Google AdSense to advertise then you need to make sure you are aware of their policies. This will make the process smoother for you and eliminate any misunderstandings down the road.

Google AdSense is a program that allows businesses to advertise on other websites. They business only pays the host website when a consumer clicks on the link to take them to their website. This is a very effective way of advertising because of the millions of people who access the internet every day. It is also a low cost marketing method that businesses of all sizes can benefit from. Websites are eager to host advertisements for other businesses because it doesn't cost them anything and they earn money for doing it when consumers choose to follow the link from a particular advertisement.

If you are interested in using Google AdSense to advertise then you need to make sure you are aware of their policies. This will make the process smoother for you and eliminate any misunderstandings down the road. This can be a great money maker or advertising tool, but only when it is used correctly.

There is no long term contract with Google AdSense. You can choose to leave the program at any time. You will need to provide written notice by mail or email to Google. All ads will be removed from your website within ten days. They also have the right to discontinue your business from the program at any time for not following their policies. You do have the right to file an appeal if your account is canceled. This gives you the opportunity to discuss the situation with a Google AdSense representative.

You must be approved by Google AdSense before you are allowed to be a part of the program either as a host site for advertisements or to post your ads. The owner of the website must be at least 18 years of age. The approval process involves an application that you complete with information on your website including keywords. You will have a response to your application within two days. Make sure it is completed entirely or your application will be denied.

All communications must take place with Google. This means if you have concerns or issues about an advertisement your business has on a website or about an ad you are hosting on your website everything goes through Google. The two businesses are not to discuss the issue between each other. Google does not guarantee a set amount of clicks or earnings for a host website. It also doesn't guarantee any increase in traffic or sales for a business.

Google AdSense has the right to use the name of businesses participating in the program for presentations, marketing, and financial reports. Users of Google AdSense are required to pay for the amount of pay per clicks their ads received as outlined. AdSense accounts are non-transferable under any circumstances. They can't be resold to another provider. A maximum of three ads per webpage can be displayed. Advertisements can't be placed on webpages that don't contain content for your website. A webpage can't be used for the sole purpose of displaying ads to make money.

Click fraud is not acceptable at all by Google AdSense. It damages the reputation of the program and costs the advertisers a great deal of money. Any website hosting advertisements that is believed to be involved in Click Fraud will be banned from using the program. If you chose to use Google AdSense to advertise your business, protect it from Click fraud by purchasing Click Fraud software.

Google AdSense is a great opportunity for businesses to advertise their products and services on various websites and pay only for the number of consumers who click on the link to go to that businesses website. It is also a great way for a business to make money by hosting advertisements for other businesses. Understanding the policies of Google AdSense will help you determine if the program is right for you. It also helps the program work properly for all those involved in it.

Terry Detty, 42 years old, finds internet marketing his passion. In addition to marketing he enjoys reading, and occasionally goes out for a short walk.

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