

Google™ AdWords

**Site Policy  
Starter Guide**



# INTRODUCTION

## Welcome to Google's AdWords Site Policy Starter Guide!

If you're new to AdWords, you may not know that to succeed on the platform, you not only need great ads, but your ads also need to link to a website — a landing page — that offers a positive user experience. We have a set of AdWords policies that govern these sites as well.

In this guide, we'll take a look at the policies below and help you avoid some common pitfalls. Here are some common site policy violations we see:

- Parked Domain
- Site not Working
- Bridge Page
- Information Harvesting
- Malware
- Phishing
- User Safety

To help illustrate some of the points in this guide, we've created a fictitious business called *'Brandon's Baseball Cards'*. Here's some more information about the site we'll use:

**Website/business name:** "Brandon's Baseball Cards"

**Domain name:** brandonsbaseballcards.com

**Focus:** Online-only baseball card sales, price guides, articles, and news content

**Size:** Small, ~50 pages

Here's an example creative for Brandon's Baseball Cards:

[Looking for Baseball Card](#)

[www.brandonsbaseballcards.com](http://www.brandonsbaseballcards.com)

Find all you need in this one stop shop for baseball cards. Visit now!

We hope this guide helps you better understand some of our policies. Of course, for more information about these policies, you can always check out our help center, **here**. **Ok, enough chat — let's get started!**

# PARKED DOMAINS

Especially among smaller advertisers, it's not uncommon to miss a deadline renewing their site domain with their hosting service. This can result in the site's content being replaced with a page full of pay-per-click (PPC) links by the hosting service.

A website that appears as this type of a placeholder page is called a parked domain. Google AdWords prohibits ads that lead to websites that don't provide the user with unique and valuable content on the landing page domain.

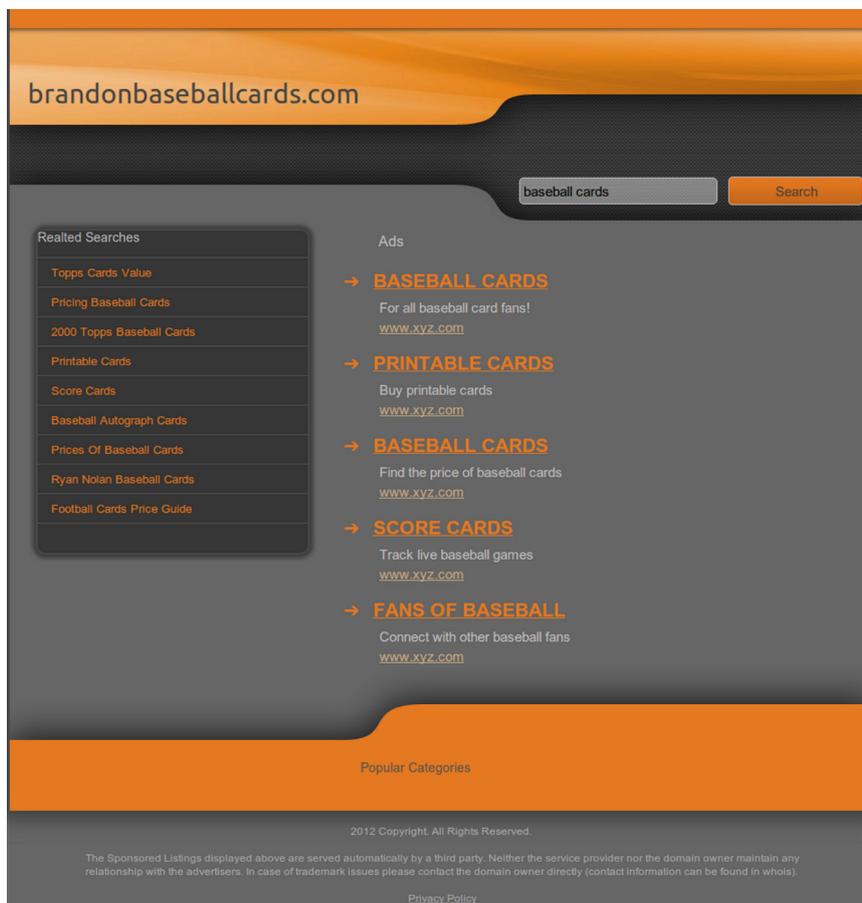


Image 1: Screenshot of a parked domain

## How to avoid AdWords policy violations:

- This is often an easy fix — if you have a parked domain, renew your domain and fill it with useful content! Then write to us to get your site re-enabled. You should keep track of website registration dates and renew them well ahead of time to avoid your advertising campaign from being impacted by the parked domain policy.
- **For more information, please check out our AdWords help center.**

# 'SITE NOT WORKING' VIOLATIONS

Advertisers sometimes accidentally point their ads to sites that give a page not found error (also known as a 404 error). This happens when our systems reach a page that does not exist, is blank, or otherwise does not appear to be functioning correctly.

Such errors most commonly occur when the advertiser:

- Deletes the destination URL
- Renames a redirecting destination URL to a new page
- Makes a typo while entering the destination URL
- Tries to generate dynamic content but the feed breaks

## All online campaigns

The screenshot shows the Google Ads interface for 'All online campaigns'. The 'Ads' tab is selected, displaying a table of ads. The first ad is highlighted, showing its details in a modal window. The destination URL is 'http://www.brandonsbaseballcards.com', which is circled in red. The ad text includes 'Buying baseball cards?', 'One stop place to get them', and 'Students save 20%!'. The destination URL is also shown in the 'Side ad' and 'Top ad' preview sections.

Image 2: You can check the accuracy of your destination URL in the Ads tab, pictured above

## How to avoid AdWords policy violations:

- Remember to double check all of your destination URLs, and fix those that are broken.
- Remember to double check the accuracy of your destination URL on the Ads tab of your AdWords account to see if your page is returning a 404 error.
- **For more information, please check out our AdWords help center.**

# 'BRIDGE PAGE' VIOLATIONS

Our advertising policies encourage the creation of websites with original content that adds value for users. A bridge page, also known as a doorway page, is a webpage created for the main purpose of sending visitors to a different site. For example, if Brandon's baseball cards were making a bridge page, they would send users to another site to purchase baseball cards without offering anything of value to users on their own site.

Bridge pages can also be sites that drive traffic from AdWords-compliant content to non-compliant content. That's one reason why we prohibit bridge pages from running on AdWords. If you are part of an affiliate program and your site displays these characteristics, here are a few steps you can take to prevent your site from being disapproved.

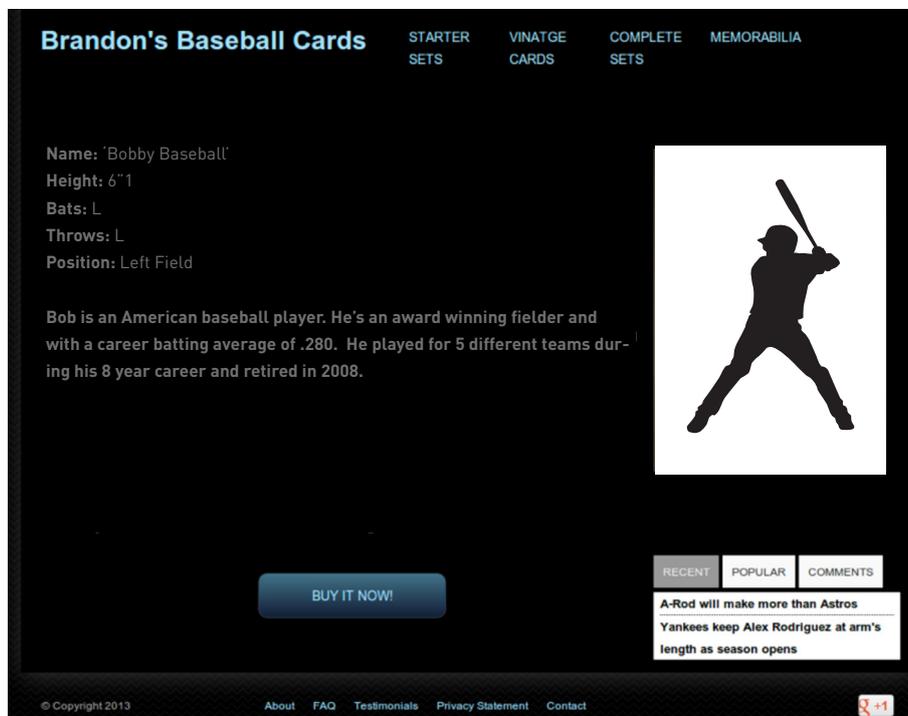


Image 3: Screenshot of a webpage with unique reviews, profile preview, and forum for discussion.

## How to avoid AdWords policy violations:

- Ask yourself what unique and original content or value you're providing on your website.
- Try to build a community among your users. For example, discussion forums, user reviews, and blogs all offer unique content and can provide additional value to users.
- Keep your content updated and relevant. Fresh, on-topic information increases the appeal of your content to users.
- **For more information, please check out our AdWords help center.**

# PROTECTING YOUR CUSTOMERS' INFORMATION

Google AdWords does not allow websites whose primary purpose is to collect personal information. Google also does not allow websites that offer free gifts or other incentives (such as prizes, offers, videos, eBooks, and quiz/survey results) in exchange for personal information.

However, when doing business with your customers online, you might need to ask for your customers' information at some point – for example, if they're signing up for your newsletter or placing an order. One way to keep users' data safe is to use an SSL certificate every time a user's personal information is requested. An SSL certificate is issued by a third party and provides privacy and security by confirming that a message actually did come from the person identified. You might want to check with your existing web host to find out what SSL certificate offerings they have available and whether they can assist with certificate installation.

Using SSL provides greater privacy and security than an unencrypted web connection. It reduces the risk that information might be intercepted and misused by a third party.



Image 4: A browser's URL bar showing a secure website. The lock icon indicates a secure website.

## How to avoid AdWords policy violations:

- If the primary intention of your site is to collect personal information, it will not be allowed to serve on Google AdWords.
- Always use SSL when collecting sensitive personal information on your website.
- **For more information, please check out our AdWords help center.**

# PROTECT YOUR SITE AGAINST MALWARE

It is critical that you ensure your site is always clean and safe for users. Google, as a result, does not allow the promotion of sites that are infected, linking to, or hosting malware. Whether this is intentional or not, we will not permit ads that link to infected websites.

If your site has been infected, it is generally because some vulnerability has allowed a hacker to take control of your site. They may inject malicious code that pulls content from another website that tries to attack any computer that views the page. To check if your site is listed as suspicious, you can use Google's Safe Browsing Tool. In our example, the URL would be <http://www.google.com/safebrowsing/diagnostic?site=brandonsbaseballcards.com>

## How to avoid AdWords policy violations:

- Take down your site immediately. It's extremely important that you take action to prevent your site from infecting others.
- Contact your web hosting services. If the attack affects other sites they host, they may already be taking steps to address the problem.
- Change the passwords for all users and all accounts (such as FTP access, administrator accounts, and content management system authoring accounts). Check your users, since it's possible that the hacker created one or more new accounts.
- Clean up all malware pages. Close any vulnerabilities that were exploited and clean up your content, removing any pages that were added, any spammy content, and any suspicious code identified by virus scanners or the Safe Browsing Tool.
- Get your site re-reviewed. Once you're sure that all malicious code has been removed, you can request a review of your site from Google's Webmaster Tools console. Google will check your site and, if no malware or phishing is detected, it will remove the warning label that appears in your site's listing.
- **For more information, please check out our AdWords help center.**

# PROTECTING YOUR SITE AGAINST PHISHING SCAMS

Phishing is an attempt to steal your identity by getting you to disclose sensitive personal information such as credit and debit card numbers or account passwords. Google AdWords does not allow the promotion of websites that use phishing techniques.

## How to avoid AdWords policy violations:

- Quarantine your site. It's extremely important that you take action to prevent your site from infecting others. **Report** phishing pages to the Google Safe Browsing team.
- Assess the damage. Once you've locked down your site, you'll need to identify the scope and scale of the damage that's been caused. Scan your computer using an up-to-date scanning program to identify any malicious code the hackers might have added. Be sure to scan all your content, not just text-based files, as malicious content can often be embedded in images.
- Clean up your site. Clean up your content, removing any pages that were added, any spammy content, and any suspicious code identified by virus scanners. Once you feel confident that your site is clean, change your passwords again.
- Ask Google to review your site. Once your site is completely free of phishing pages, you can ask Google to reconsider it for inclusion. To request reconsideration of your site:
  - Sign in to Webmaster Tools with your Google Account.
  - Make sure you have added and verified the site you want reconsidered.
  - Request reconsideration of your site.
- **For more information, please check out our AdWords help center.**

# AVOIDING DECEPTIVE CLAIMS

Our advertising policies have been created to help protect users from ads, websites, and businesses that are generally deceptive or misleading. As an advertiser, you must provide transparency into the business and product that you are promoting while keeping in mind how users will approach your site. Google doesn't allow ads or sites that promote products without a realistic, credible, and reasonable claim (for instance, "get rich quick" schemes).

**Sell Baseball Cards and Easily Earn \$5000 Per Day Through This massively Unexposed Market... !**

**And Guess What... I Don't Even Use A Cell Phone...**

Please Wait for Video to Start Below- This may take up to 30 seconds... Thanks!

00:00 / 00:00

**Current members Testimonials**

I am John Smith. I think by now I'm qualified to call myself an entrepreneur... but by using this program to buy and sell the right cards I already earn **3500 USD each week** all thanks to this amazing program.

- John Smith

Arr! Tweet this video... Your fellow tweeters will thank you!

**Satisfaction Guaranteed** - I promise that you'll be thrilled with all of the great step-by-step videos once you're inside Baseball Cards Treasure. If not, let me know within 60 days of access and I'll give you a **100% refund**. Sound fair?

Image 5: Screenshot of a site making unrealistic claims of making money with no clear business model

## How to avoid AdWords policy violations:

- Be transparent about the product or service being promoted to users, providing upfront and accurate information about any risks involved.
- Include relevant disclosures and links to third-party accreditation or endorsement.
- Provide a way to contact the company with questions about how the business or product works.
- **For more information, please check out our AdWords help center.**