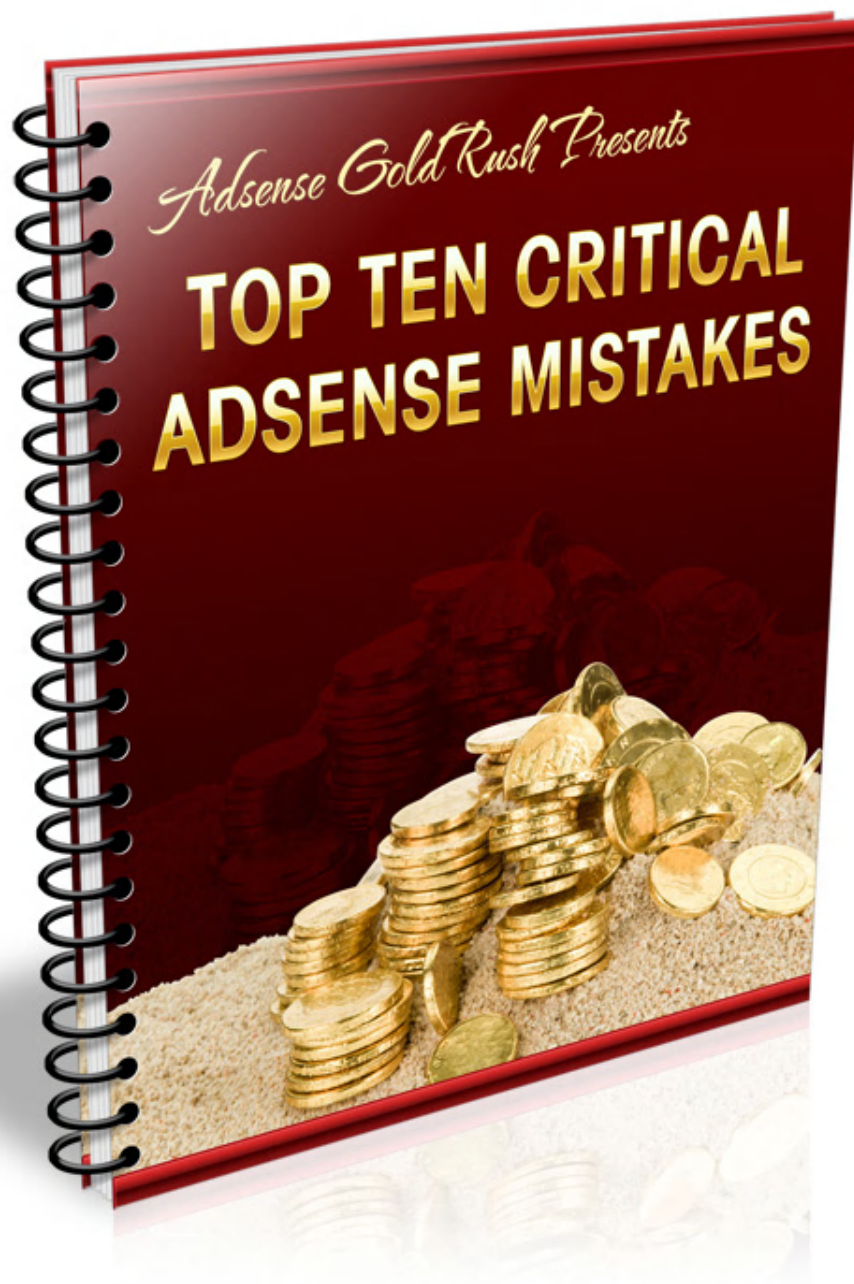


**Adsense Gold Rush Presents: Top Ten Critical
Adsense Mistakes**



**A Complete Guide To Making A Fortune With Adsense:
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Critical Mistakes To Avoid

When it comes to making money with Adsense, there are common mistakes that you need to avoid if you truly want to maximize your income, and stay within Google's terms of service.

Failing to avoid these common mistakes could cause your account to be banned, suspended with all payments withheld. Furthermore, if you are found making these mistakes, you could suffer permanent suspension from ever being allowed to participate in Google's advertising programs again.

Sometimes these mistakes are made by publishers intentionally, as a way of increasing revenue and maximizing the exposure of Google Adsense on their website, while other times marketers aren't even aware that they have broken the rules until it's too late.

To help you create properly structured Adsense pages, and avoid any problems with Google's Adsense program, here are the top ten mistakes that you need to avoid to ensure that you stay well within Google's terms of use.

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Mistake #1: Failing To Read The TOS

Before you even consider setting up a website that features Adsense advertisements; you should carefully review Google's terms of service so that you understand the rules, and any applicable restrictions that are in place.

You want to make sure that your websites are constructed properly, and that you are not inadvertently violating their user agreement.

Since you won't receive your first payment for 30-45 days from the time you begin to publish Adsense advertising on your website, the last thing you want is for Google to withhold your paycheck simply because you weren't aware of a restriction or guideline featured within their terms of service, so be sure to review it thoroughly and frequently (it can change at any time).

You can read the TOS, along with additional documentation concerning Google's policies, guidelines as well as how to set up Adsense on your website at:

<https://www.google.com/adsense/support/>

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Mistake #2: Disclosing Confidential Information

It used to be against Google's Terms of Service to even display or publicly discuss your earnings.

With changes to their terms of service you are now able to reveal your overall (total) earnings, however you are still not permitted to discuss or display images that showcase your CTR (click through rate) or CPM, as well as individual campaign earnings.

Mistake #3: Excessive Keyword Stuffing

While it's important to use relevant keywords within your webpage's content if you want to better target your Adsense advertisements so that they cater to your target audience, keyword stuffing can get your account banned.

It's far more important to focus on high quality, relevant content and to use keywords responsibly as well as focusing on correct Adsense placement, and in maximizing your Adsense income from targeted traffic campaigns than to jeopardize your account with the excessive use of keywords.

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Mistake #4: Over Stuffing Adsense

This is different than keyword stuffing, and instead involves placing Adsense advertising blocks on non-content pages.

According to Google's terms of use, you are only allowed to showcase Adsense on content pages, meaning that using Adsense on registration pages, thank you or download pages, pop up advertisements, or even parked pages is not permitted.

Mistake #5: Clicking On Your Own Advertisements

This is a very common mistake, and one that will cause your account to be permanently banned. Do NOT click on your own advertisements.

Publishers are paying to showcase their advertisements across Google's network, so personally clicking on these ads as a way to boost your Adsense income will cause your account to be terminated, without notice.

Furthermore, don't offer incentives for visitors to click on your Adsense advertisements or use any automated software or scripts to generate clicks to your ads.

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You are not permitted to offer credits, free downloads, or any exchange or incentive for your users to click on your Adsense advertisements.

This also includes having personal friends or family members click on your featured ads.

Google is very clear on this, and it's one of the most common reasons why publishers end up finding their accounts permanently closed, so avoid it at all costs.

Mistake #6: Modifying The Google Adsense Code

You are not permitted to modify or change the Google adsense code.

You are allowed to customize the color scheme of the featured ad boxes, including the border and background however you are not permitted to make any changes to the actual source code, or search code whatsoever.

Mistake #7: Placing Too Many Ads On Your Website

When it comes to showcasing Adsense on your webpages, you are only allowed to display up to 3 ad links, 3 ad unites or 2 adsense search boxes on any one page.

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Mistake #8: Opening Multiple Accounts

One Adsense account can power dozens of campaigns, so you really don't need to open multiple Google Adsense accounts, and those that do may find all of their associated accounts permanently closed.

Whether you open multiple accounts with the intention of protecting yourself should Google close one of your accounts, or you simply want to better manage and maintain your advertising channels, Google does not allow individuals to open more than one account.

In the event that you experience problems with one account, such as in the case where you are found to be in violation of Google's terms of service, they will instantly close all associated accounts, anyway.

Furthermore, you are able to easily maintain and manage your advertising stats from within one account simply by using channels with real time statistics.

Mistake #9: Tricking Your Visitors Into Clicking On Your Adsense Advertisements

Creating ad boxes that directly indicate that they are not advertisements is against the Google Adsense TOS, as is labeling ad boxes or sponsored links as anything but "Advertisements" or "Sponsors".

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You are not allowed to use any other labels that could confuse or deceive your visitor into clicking on an advertisement believing that it's part of your website content.

Mistake #10: Placing Images And Adsense Ad Blocks together

Publishers used to use adjacent images to increase their Adsense earnings, however with the changes in Google's Terms of Service, publishers are no longer allowed to showcase images or image blocks next to Adsense advertising blocks, even when separated by spacing.

The policy changes were required due to excessive abuse where publishers were placing images and text ads together, giving the false impression that they were somehow connected or associated.





This ended up confusing visitors who would click both on the images unaware that it was an advertisement.

Here is an example of an image series combined with Google Adsense that doesn't comply with their terms of service and could end up getting your account banned.

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Ads by Google Advertise on this site

	<p><u>Citrus Fruit Baskets</u> This is an example advertisement that might appear on a site www.example.com</p>
	<p><u>Order Grapefruit</u> This is an example advertisement that might appear on a site www.example.com</p>
	<p><u>Buy Plums Online</u> This is an example advertisement that might appear on a site www.example.com</p>
	<p><u>Holiday Fruit</u> This is an example advertisement that might appear on a site www.example.com</p>

Google offers an extensive overview of guidelines and it's essential that you read through the policy prior to participating in the AdSense program.

Don't put your earnings at jeopardy by indirectly working against the rules. They are in place to protect both publishers and advertisers, and to ensure that everyone is following the same guidelines.

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Now that you know what mistakes you
need to avoid, it's time to discover
how you can maximize your Adsense
income, **quickly and easily!**



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for the definitive guide to maximizing
your online income with Adsense!

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