



How to be & Stay compliant with Google Ads?



With Ilya Gurman

Google compliance recipe: 7 Points

- 1) Run a **safe ad** (Safe Niche) first, for a few days.
- 2) Have **contact info**, and **privacy policy** on the page.
- 3) Try to have **basic branding** and a bit of your content on the page.
- 4) **Don't over promise**, be **realistic** and refer to third party or talk in first person.
- 5) **Don't mislead**, fit the ad to the presell page (be **congruent**).
- 6) Be **unique (at least a little)**, make sure to alter swipes.
- 7) Choose **bank account** or **credit card** as payment method, avoid debit cards.

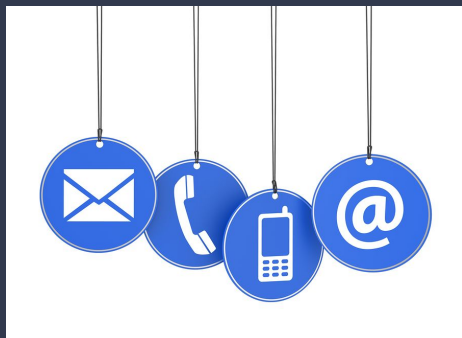
Point 1) Run a **safe ad** (Safe Niche) first, for a few days.



- Once Google approves an Ad one time, the review mechanisms for the next ads are minimized.
- Once you pay Google your first payment, the ads review process and suspicion level of your account are minimized.

Try running an ad from a safe niche & product (Dog training, marketing tools, health, beauty, education..) for **just a few days** so google can see you are able to follow all policies and construct a compliant ad.

Point 2) Have **contact info**, and **privacy policy** on the page.



- **This can be Clickbank's.**
- **This can be your own.**
- **This can be the vendor's.**

Just make sure you have this info via a few links on your page, so that you're established as a serious independent business in Google's eyes.

Point 3) Try to have **basic branding** and some of your own content on the page.



- **Don't get scared!** Branding is simple and achievable, and it gives you a great feeling once your own stuff is present, at least minimally, on your page.

- **Free:** Logo design: <https://www.freelogodesign.org/>,
Banner/Poster/Etc: <https://www.canva.com/>.
- **Paid:** outsource! <https://fiverr.com/>

Make sure to add your logo, a banner representing your business/domain, or a few sentences of content to that page, to make it belong to your business.

Point 4) **Don't over promise**, be **realistic** and refer to third party or talk in first person.



100%
POSSIBLE

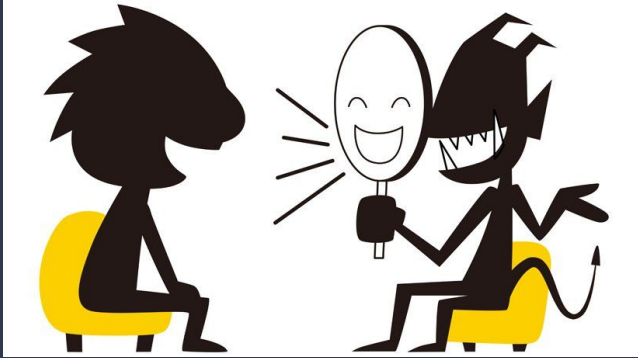
Don'ts

- “Learn how you can earn money today!”
- “Get passive income now!”
- “100% success guaranteed!”
- “Anyone can do it”
- “Free and easy way to make money”

Do's

- “See how John managed to generate a side income..”
- “94% success rate among students!”
- “John/Mike/Brandon managed to break free of society's chains and quit his daily job thanks to this step by step system”
- “See how you **might** earn a steady side income, thanks to this revolutionary system”
- “Jordan managed to earn a monthly side income of \$4,327 by following this system”

Point 5) **Don't mislead**, fit the ad -> to the presell page -> to the product (be **congruent**).



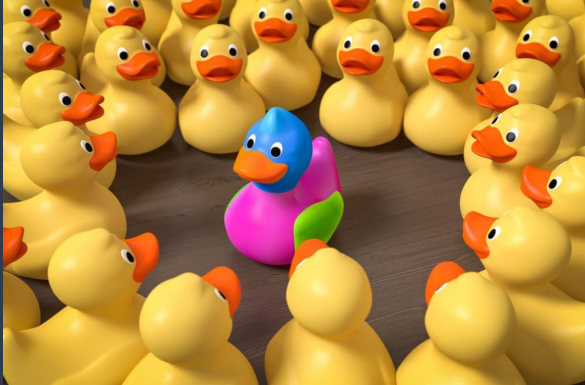
Don'ts

- Say “learn about it now” on the ad and then expect them to pay to get any info.
- Say “watch how” or “see how” or “read how” on the ad, and then try to sell something without revealing anything.
- Tell them something the product doesn't do or mention a functionality the product doesn't possess.
- Make an illusion that they're getting something for free, and then sell it (it also wastes your ad budget).

Do's

- Be clear about the product's benefits/functions.
- Give them on the presell page what you promise them on the ad (read now, watch now..)

Point 6) Be **unique at least to some extent**, make sure to alter swipes.



Google's bots are after 'mass advertising', be a little unique with your Ads, make a change, even a slight one, to stand out from the crowd.

Example Ad Copy:

Headline 1:

Break Free From Society Limits

Headline 2:

Try Online Training that Works

Example what we can do:

Headline 1:

It's possible to break the limits

Headline 2:

Finally Online Training that Works

Point 7) Choose **bank account** or **credit card** as payment method, avoid debit cards.



- Google likes it “safe”
- Bank accounts are always the preferred payment method.
- Credit cards are to be used if a Bank Account payment method isn’t available / possible.
- After Google had processed one payment, their account check-ups are scarce and potential suspension chances are very low.