

GOOGLE

COMPLIANCE CHEATSHEET

The Ultimate Marketing Playbook to Stay Google Compliant,
Never Get Banned, And Flood Your Site With
People Desperate To Buy



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Important - The most important part of creating a Google AdWords compliant website is being very clear, detailed, and explicit about 3 main things...if you flunk this part, your are google slapped before you even get started. They are:

- The nature of your business
- How your site interacts with a visitor's computer
- How you intend to use a visitor's personal information, if you request it.

Also, Google AdWords is a place where businesses advertise their products or services. Using a website for the purpose of “Personal Branding” and using “You” as your business will not work. You must be a “Legitimate” business advertising on a website. You cannot rely on the Parent Company to be your “Legitimate Business.” Thus, a simple site with just a collection of simple landing/squeeze pages offering an opportunity along with sales copy explaining why they should follow you as a leader will not be accepted on Google AdWords.

Pages That MUST Exist On Each Hub Content Website (Home page links and content)

- About Us – Must Clearly State Who You Are, What You Do, And Who You Serve Up Front And Clear and Explain More About Who is behind this company (here is the only place Personal Branding Will Be prominent).
Update Google has increased their requirements to know who is behind the company, i.e. the ceo, founder, instructors, important personnel, etc.
- Contact Us – Clearly state the Contact Process Here. Line out what will happen once they submit a form, call, or email their request. Privacy Policy must be prominent here if you have a form. Business Name, Business Address, Business Phone, Business Email (optional), Hours of Operation (optional) need to be prominently shown here. Location is very important. Google uses their mapping software to identify is the location is accurate and true.
- Product/Services - Provide Clear and Substantial Information About Your Companies Service Areas and what you provide. If you have multiple products, then you create an overview product page that have all the individual products on it that you can click to learn more or a product page that has drop down links to the individual products. If you are an affiliate, make sure you make crystal clear these points in your products page or throughout your website HUB funnel: 1. Why Your Choose Your Company or Service – “Why Work With Your Company Rather Than Another Competitor or Affiliate?” 2. Your Approach – What Is your company’s philosophy to solving the problems of your target audience. 3. How your Product/Service Is Unique- Features/Benefits of Service or Products. 4. How Your Service/Products Work – General Outline of process, no need to give away any secret sauce but it must be clear to user what they are buying or signing up for. This page should be robust. An overview isn’t sufficient. You need to specifically outline what your product or service does and if you are selling products that can be had for free, you will need to outline the services that are proprietary to you and of value to justify the pricing even more.
- Original / Unique Testimonials or Success Stories Using Your Service or Product (optional) – Individual Results May Vary. Results are based on one’s adherence to the program, diet, and exercise requirements. Can’t use one disclaimer to cover all testimonials, must have Individual results vary on each one individually. A paragraph disclaimer at the bottom is not sufficient for testimonials.
- FAQs Section - Answering The Most Commonly Asked Questions
- Privacy Policy – Must clarify what information you collect. Must clearly state how visitor information is used throughout site. Must clarify your third party policy and if you sell personal information. Cookies policy. How

your site interacts with their computer. The **OPT OUT** process. Give them the option to opt out in this section as well. State law information about how your site complies with privacy laws. Newsletter FAQs

- Disclaimer – Must be very robust and clear outline the risk associated with following the information on your site, using your products or service, or following your newsletter suggestions. Claims must be clarified and the average experience with following your advice must be stated. Clearly outline how you make money and your relationship to any links on your site. Income expectations (Saying a result not typical is not good enough. You must clearly outline the success rates of people who go into your particular industry if you are advertising business opportunities).
- Product Pricing Structure – Pricing must be clear and conspicuous and disclosed before people enter billing information or start the purchase process. Showing the price only in the cart is a violation of the User Safety Policy. Pricing disclosure is required before people put personally identifiable information into a website. Monthly continuity must be clearly outlined and people must opt-into it before submitting payment.
- Terms and Conditions/Terms of Use
- Refund Policy
- Business Address, Business Phone, Business Email
- Risk Associated with your product or service
- Cost associated with product or service
- Detailed information about what is required to perform business or job
- Sample/Preview of the product or service
- If a subscription service, a detailed Subscription Agreement is needed - <http://www.weightwatchers.com/legal/gensubagreement.aspx>

Elements To A Landing Page/Squeeze Page For Lead Generation

On a squeeze page, you require certain elements to be in compliance with AdWords:

- Business Name
- Business Contact Info
- The Landing Page **MUST** be explicit in 3 main areas: The nature of your business & purpose of your website; How your site interacts with a visitor's computer; How you intend to use a visitor's personal information, if you request it.
- Privacy Policy
- Terms & Conditions
- Easy Navigation Path To Learn More About Your Company Prior To Submitting Personal Information
- Preview of What They Will Receive By Opting In – Bullet points are good.

- Opt-in offers must be a legitimate business reason. Legitimate business reasons are reason where you need the opt-in for your business to function. For example, free consultations, newsletter subscriptions, registration, etc. Free E-books, Free Boot Camps, and other Free offers in exchange for personal information are NOT considered “business necessities.” You must alter your offer to be compliant on this point to collect personal information.
- Explain What Will Happen Once They Opt In
- Deliver What You Promised In Your Ad
- Any Videos MUST load quickly

It's Google's policy to not accept ads that make inaccurate or misleading claims regarding the product being promoted. Google AdWords does not permit sites that promote unrealistic claims or promises with little to no effort.

Your site must realistically and accurately convey the benefits of your product. Your site must be transparent to our users about any risks involved in using your product or service.

In order to be in compliance per this policy, you can consider making the following changes:

- Mention what are the steps involved in using your product.
- Tone down your claims, and if the claims are true, back it up by proof.
- Conveys the benefits of your product more realistically and accurately.
- Be transparent to users about any risks involved in using your product.
- Add original user reviews...completely unique and credible. Whole stories with proof sources are best.
- Add a prominent disclaimer, meaning robust in disclosure and easily seeable prior to taking any action on the webpages.

Below are three main components of a high-quality Google AdWords Compliant website:

- Relevant and original content
- Transparency
- Navigability

Relevance and originality are two characteristics that define high-quality site content. Here are some pointers on creating content that meets these standards.

Relevance

- Users should be able to easily find what your ad promises.

- Link to the page on your site that provides the most useful information about the product or service in your ad. For instance, direct users to the page where they can buy the advertised product, rather than to a page on your site with a description of several products.

Originality

- Feature **original content** that can't be found on another site. This guideline is particularly applicable to resellers whose site is identical or highly similar to another reseller's or the parent company's site, and to affiliates that use the following types of pages:
 - Bridge pages: Pages that act as an intermediary, whose sole purpose is to link or redirect traffic to the parent company
 - Mirror pages: Pages that replicate the look and feel of a parent site; your site should not mirror (be similar or nearly identical in appearance to) your parent company's or any other advertiser's site
- Provide substantial information.

It's especially important to feature original content because AdWords won't show multiple ads directing to identical or similar landing pages at the same time.

Transparency

In order to build trust with users, your site should be explicit in three primary areas: the nature of your business; how your site interacts with a visitor's computer; and how you intend to use a visitor's personal information, if you request it. We've listed some tips on maximizing your site's transparency below.

Your site should:

- Openly share info about your business and clearly define what your business is or does.
- Honor the deals and offers that you promote in your ad.
- Deliver products and services as promised.
- Only charge users for the products and services that they order and successfully receive.
- Distinguish sponsored links from the rest of your site content.
- Ensure prices or billing methods are easily located on the website and are obvious to users.*
- In cases of recurrent billing or subscription situation, the price and billing interval must be present in a clear and obvious location on the page where the user provides their information, and a mandatory opt-in box must be present.*

*Providing prices and billing information in very small print on the webpage is not considered "obvious" to the user.

Your site's interaction with a visitor's computer

- Avoid altering users' browser behavior or settings (such as back button functionality or browser window size) without first getting their permission.
- If your site automatically installs software, be upfront about the installation and allow for easy removal. Refer to [Google's Software Principles](#) for more guidelines.

Visitors' personal information

- Unless necessary for the product or service that you're offering, don't request personal information.

- If you do request personal information, provide a privacy policy that discloses how the information will be used.
- Give options to limit the use of a user's personal information, such as the ability to opt out of receiving newsletters.
- Allow users to access your site's content without requiring them to register. Or, provide a preview of what users will get by registering.

Navigability

The key to turning visitors into customers is making it easy for users to find what they're looking for. Here are a few suggestions:

- Provide a short and easy path for users to purchase or receive the product or offer in your ad.
- Avoid excessive use of pop-ups, pop-unders, and other obtrusive elements throughout your site.
- Make sure that your landing page loads quickly. Learn [ways to improve your load time](#).
- Turn to [Google's Webmaster Guidelines](#) for more recommendations, which will improve your site's performance in Google's search results as well.

For additional information about landing page quality and site policies, please review our full set of [FAQs on this topic](#).