



inuvo
Compliance Guide

Policy Overview

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These Actions are Driven by Advertiser Complaints

- **User Encounters Misleading Ad:** An ad makes an unrealistic claim, like “Free E-bikes for 55+,” catching the user’s attention.
- **Reinforcement on Landing Page:** The user lands on a page that reinforces the false claim with language like “These programs help seniors get a free e-bike” and related keywords.
- **Clicking on Keywords:** Believing the claim, the user clicks on keywords suggesting the same, such as “Free E-Bike Program for Seniors.”
- **Broad-Matched Ads Appear:** Ads for legitimate e-bike companies (e.g., Emerald E-bikes) show up based on broad keyword matching.
- **User Visits Advertiser:** Expecting a free e-bike, the user visits the advertiser’s site.
- **Customer Confusion and Complaints:** When users can’t find the promised deal, they overwhelm the advertiser with complaints.
- **Advertiser Investigation:** The advertiser traces the issue back to the misleading ad that led to the confusion.
- **Advertiser Opts Out:** Frustrated, the advertiser opts out of the ad marketplace and files a complaint with Google.
- **Marketplace Decline:** This cycle repeats across numerous advertisers, causing advertiser dissatisfaction and reduced revenue per click (RPC) for publishers.

What Policies is Google Flagging?

- There are two key policies:
 - **Incentivizing Searches**
 - **Encouraging Clicks**
- They are very similar and have a lot of overlapping language.
- Overall, the goal is to ensure that users engage with ads naturally and without manipulation. This includes prohibiting tactics that encourage clicks through misleading phrases, incentives, or deceptive visual elements.

ENCOURAGING CLICKS: Publishers are not permitted to encourage users to click on Google ads or bring excessive attention to ad units. For example, your site or app cannot contain phrases such as "click the ads," "support our sponsors," "visit these recommended links," or other similar language that could refer to the Google ads on your site or app. For more information, see the [ad placement policies](#) in our Help Center.

No incentivizing searches

In order to provide a great user and advertiser experience, you may not request that users click the ads or rely on deceptive implementation methods to obtain clicks. The following is not permissible:

- Encouraging users to search or click on ads by using phrases such as "search now", "click the ads," "support us," "visit these links" or other similar language.
- Directing user attention to the ads via arrows or other graphical means.
- Placing misleading content alongside individual ads.
- Promoting sites that access Google services through malware, adware, or unsolicited mass emails.
- Compensating users for viewing ads or performing searches, or promise compensation to a third party, such as a charity, for such behavior.
- Placing misleading labels above ads - for instance, ads may be labeled "Sponsored Links" but not "Favorite Sites."
- Placing ads in a floating box script.

Where issues are being flagged? **Two Places.**



Ad Creatives:

Ads that mislead a user in one way or another to progress to a landing page are non-compliant, as are ads that provide a false incentive.



Content Pages:

Content that encourages users to click or search are non-compliant. This can be explicit - "Click on these searches to continue" - or implicit - wording that is placed above or around ads to provide some sort of endorsement or encouragement.

What **Specific Things** is Google Flagging?

In order of severity:

- **Unverifiable claim:** Claims like “free phone” or “no-fee lawyer” that make a claim about what is available that may in fact be possible, but are not guaranteed. The more improbable, the bigger the issue is for advertisers. Things that also could qualify here:
 - Specs: don’t include specs of something like a phone or a car unless it’s a very specific model.
 - Savings %: the user isn’t guaranteed to save a specific rate.
 - Free E-bikes for Seniors: There are no free e-bikes for seniors.
- **False Promise:** Text that states something that just isn’t true. Examples include
 - Fake expiration dates (expires 10/1 at midnight!!)
 - Fake quantities (only 17 remain!, limited spots, etc)
- **Implied Functionality:** Wording that implies that users are performing an action that is not available on the next page. Examples include:
 - See/Search Prices: In most cases prices are not included on the next page.
 - Get Quotes: Implies that the next page can generate quotes. It cannot when just a content page.
- **Leading Text:** This text typically occurs on content pages. If a page has content adjacent to an ad that steers the user to click on ads then it is seen as non-compliant.
 - For example, if the last sentence before a keyword block about online eye tests is something like “Start your online test below” that would be an explicit violation, as would “check out these top searches.”
 - If a video ad instructs a user about how to act on the page following the ad, that would also be interpreted this way. So a video cannot tell users to click on the ad, then on one of the orange search links, and so on.
- **Ad / Content Mismatch:** The topics need to match. If an ad is about cruise outfits for women then the article needs to be about that too.

Do **This**, Not That

Some topics and approaches can be made compliant with minor adjustments.

Instead of this	Say this
Search for X	Research X
Request more Info	Get more Info / Learn More
X Clearance Sale	Your guide to X Clearance Sales
Offers	Info / Information

Remember: Disappointed users = Advertiser complaints.



Problematic Ads

These flows all have one issue or another.

Example Ad:

- **False Promise:** offer isn't limited.
- **Unverifiable Claim:** can't guarantee advertisers will be local.
- **Implied Functionality:** There isn't an offer and there is no mechanism on the next page to get an estimate or a consultation.

Sponsored

Attention Miami Homeowners 🏠

False promise

We're extending a special offer to the next 4 qualified homeowners: a complimentary home remodeling and design consultation to help bring your dream home to life!

Unverifiable claim

Work closely with a top-rated Miami contractor and save countless ...

Implied Functionality

Get a Free Estimate Now!

Free Remodeling Estimate + Design consultation

Get Offer

Example Ad:

- **Unverifiable Claims:** These are absurdly low insurance rates, especially for older people who are at higher risk.
- **Leading Text:** Headline text could imply to users to look at the purple keywords
- The keyword normally wouldn't be a problem, except it repeats the unverifiable claim from the ad, thus increasing the likelihood of consumer disappointment.

The Top Life Insurance Options In
For People Over 50 (See the List)

Possibly seen as leading text.
 As we enter our golden years, life insurance becomes a safety net, a buffer against the unforeseen, and a means to ensure our loved ones' financial stability. Yet, as critical as the right life insurance policy is, many seniors worry about the cost – which doesn't have to be a barrier to reliable coverage. If you are 50 or older, you can still secure a robust budget-friendly policy right now.

Related searches

- > \$250000 Life Insurance For \$15/Month
- > Life Insurance Rates by Age Chart
- > \$500000 Life Insurance For \$19/Month
- > How Much Does Life Insurance Cost for People Over 75
- > How Much Does Life Insurance Cost for a 75 Year Old

Unverifiable Claims

<p>\$250,000 Life Coverage From \$3.75/Week</p> <p>Many Seniors Under 85 Still Haven't Realized They Could Get \$250,000 Life Insurance for As Little As \$3.75/Week 😊</p> <p>\$250,000 Life Coverage From \$3.75/Week Compare & save \$\$\$ Implied Functionality</p>	<p>Get \$500,000 Life Coverage From \$19/Month</p> <p>Many Seniors Under 85 Still Haven't Realized They Could Get \$500,000 Life Insurance for As Little As \$19/month 😊</p> <p>Get \$500,000 Life Coverage From \$19/Month Compare & save \$\$\$</p>
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Example Ad:

- **False Promise:** offer isn't limited.
- **Unverifiable Claim:** can't guarantee advertisers will be local.
- **"Free"** type ads seemed to be a big trigger and should be avoided. This one is particularly problematic.

The advertisement features a woman holding a sign that says "Free!". To her right is an iPhone. The ad text includes "FREE SMARTPHONE!", "Triple HD Cameras, Snap Everything You Love", and "smartphone 16 GB + 256 GB". A "\$0" icon is also present. At the bottom, it says "iPhone, Android, Galaxy".

Annotations on the ad include:

- FREE SMARTPHONE!** (highlighted in a red box)
- FREE SMARTPHONE** (highlighted in a red box)
- smartphone 16 GB + 256 GB** (highlighted in a red box)
- \$0** (highlighted in a red box)
- Unverifiable claims** (text overlay pointing to the "\$0" icon)
- iPhone, Android, Galaxy** (highlighted in a red box)
- limited slots available!** (highlighted in a red box)
- False Promise** (text overlay pointing to the "limited slots available!" text)
- Free Smartphones and Services** (highlighted in a red box)
- Unverifiable claim** (text overlay pointing to the "Free Smartphones and Services" text)

Example Ad:

- **Unverifiable Claims:** No fee is dangerous territory because it is hard to guarantee.
- **Leading Text:** text sets up the keywords and also repeats the no fee claim.
- Two of the ads are topical and fine. As long as the leading text is changed it could be compliant.



Finding The Best Truck Accident Law Firm Near You

Have you (or has someone you know) recently been in a truck accident? Finding the right lawyer is essential in getting you the compensation you deserve. Find qualified and reputable no fee truck accident lawyers in your area.

Example Ad:

- **Unverifiable Claims:** Biggest issue is the price is just too low - image shows nice new car and price is \$1500. This kind of ad is a big problem.
- Could potentially be framed as a guide to best SUVs under \$X, but has to be realistic. See landing page if value was higher.
- Repeat that this kind of ad is a big problem for advertisers. Just blatantly misleading.

Unverifiable promise - not many \$1500 cars.

Implied functionality - not a search.

SUVs for Cheap

Discover a selection of cars priced under \$1500 offering budget-friendly options for reliable transportation.

Affordable Cars Under \$1500!

When it comes to finding a car on a tight budget, the idea of getting something reliable for under \$1500 may seem like a challenge. However, with the right approach, research, and patience, it's possible to find a vehicle that fits your budget without sacrificing basic functionality.

Should be positioned as a guide to getting... functionality.

Guide to Finding Cars Under \$1500: A Budget-Friendly Approach

When it comes to finding a car on a tight budget, the idea of getting something reliable for under \$1500 may seem like a challenge. However, with the right approach, research, and patience, it's possible to find a vehicle that fits your budget without sacrificing basic functionality.

Related searches


Landing page could be ok - it is direct.

- 🔍 Cars for Sale Under \$1500 Near Me >
- 🔍 Cars Under 1500 Near MeCars Under 1500 Near Me >
- 🔍 Used Car Cheap Nearby >
- 🔍 Cheapest Best SUV >
- 🔍 Cheap Car for Sale >
- 🔍 Cheapest Used Cars Nearby >

Example Ad:

- **Implied Functionality:** Multiple “buttons” that all go to the same place is misleading as it implies that prices are on next page.
- Could be a “check” to show that different sizes are available.
- “Research pricing” suggests that the user is going to read something not see an actual price.

Save More with Custom Prefab Metal Building Kits!



Durable Metal Building Kits

Research Pricing is better. Isn't a search.

✓ 30x40	----->	See Price
✓ 40x50	----->	See Price
✓ 30x60	----->	See Price
✓ 40x40	----->	See Price
✓ 40x60	----->	See Price

ON SALE
Search Prices


Implied Functionality
- can't have “fake links” or multiple buttons
- can't see a price on the next page.

✓ Affordable Metal Building Kits
Immerse yourself in the art of designing spaces that perfectly reflect you...

ore


Example Ad:

- **Unverifiable Claims:** Prices are too low, false sense of scarcity
- Description is good. Article can be a “how to” guide to buying repossessed vehicles.



REPOSSESSED

Unverifiable / False promise

Your dream car might not be far-fetched with  repossessed cars selling for pennies on the dollar!

Act fast before they're gone

False scarcity

Repossessed vehicles

Repossessed vehicles are those that have been reclaimed by a lender or financial institution when a borrower fails to make timely payments on an auto loan. Once a vehicle is repossessed, the lender typically sells it to recover the remaining balance on the loan. These vehicles can include cars, truc...

Example Ad:

- **Unverifiable Claims:**
Need to avoid these. With job and career ads, need to not overstate income in an unreasonable way.
- Landing page is a good approach - focus on a guide to this type of job.

LOOKING FOR A JOB?
FORKLIFT OPERATOR

THIS MIGHT BE FOR LIMITED TIME ONLY

Unverifiable claims

Forklift Operator Jobs. No Experience Need

Forklift Operator Jobs.

Forklift Operator Jobs: A Comprehensive Guide

Forklift operators play a crucial role in various industries by managing the movement and storage of materials and goods. Certain positions in this field offer impressive salaries, reflecting the high demand for skilled operators in specific sectors or regions.

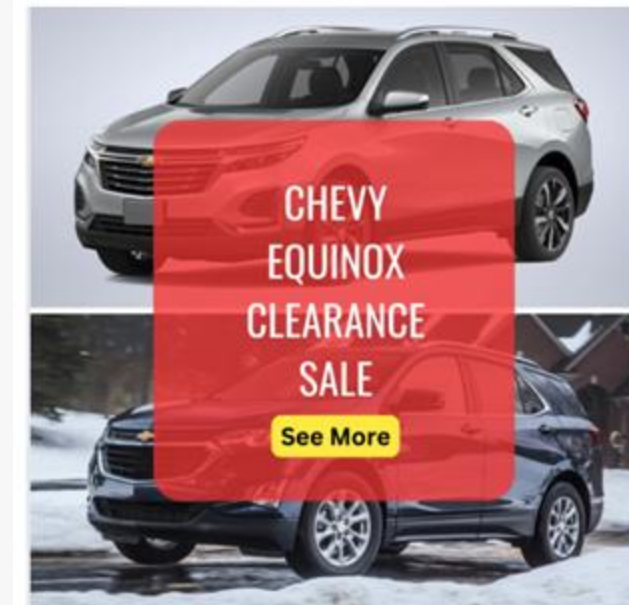
Related searches

Landig page is ok - guide is good path.

- 🔍 Warehouse Forklift >
- 🔍 Forklift Jobs Near Me Full Time >
- 🔍 Warehouse Hire Nearby >
- 🔍 Management Training >

Example Ad:

- Unverifiable Claims:** If sale doesn't exist at all it creates a big incentive for advertisers to complain. Use of brand name heightens advertiser complaint risk because consumers complain to dealers when they are disappointed.
- If there is a sale or special incentives, needs to be a guide to them and needs to focus on real offers / numbers / timelines.



CHEVY
EQUINOX
CLEARANCE
SALE

See More

Discover Chevy Equinox Clearance! Your Perfect Ride Is Waiting! Explore Now!

Unverifiable - sale may not exist.
Possible implied functionality

Discover Chevy Equinox!

The Chevy Equinox, a popular SUV known for its versatility and comfort, often goes on sale throughout the year. During clearance sales, you can find significant discounts on new and used Equinox models. This guide will help you navigate the Chevy Equinox clearance sale and find the best deals.

Example Ad:

- Implied functionality:**
 Users would reasonably believe they are going to a Lowe's page.
- Needs to indicate that it's information about Lowe's clearance sales, not imply that it's a link to an actual clearance sale.



Upgrade your home for less! Discover amazing deals on tools, home goods, and more at Lowe's Clearance Sale.

Implies next page is Lowes

Lowe's Clearance Sale!

Lowe's, a leading home improvement retailer, is known for its competitive prices and wide range of products. Their clearance sales are a treasure trove for savvy shoppers looking to save big on everything from tools and appliances to home decor and outdoor living items. This comprehensive guide will...

Good

Example Ad:

- **Implied Functionality:** Can't get more info on the next page. Implied that options are available.
- This ad is relatively easy to make compliant as long as the landing page matches.

GEO.

Learn More or Get More Info

Request more info

▶ 0:26 / 0:27

Live your best life in an **Active Retirement Village**. Choose from a variety of amenities, activities, and services to suit your needs and preferences.

Live your life at its fullest - Enjoy Active Villages
Find available options [Research available options](#)

Example Ad:

- **Possible Unverifiable Claim:** Language implies you can get “deals”
- There is some positioning this as a guide, which is better.
- Content matches that and is good.



Learn more about Walmart Clearance Sale. Gr the Best Deals. Explore Now!

Walmart Clearance Sale!
Walmart is renowned for its affordable prices and wide range of products. Their clearance sales are a treasure trove for savvy shoppers looking to save big on everything from electronics to home goods. This comprehensive guide will provide you with valuable insights to maximize your savings during t...

Walmart Clearance Sales: The Complete Guide to Scoring Amazing Deals

Walmart is renowned for its affordable prices and wide range of products. Their clearance sales are a treasure trove for savvy shoppers looking to save big on everything from electronics to home goods. This comprehensive guide will provide you with valuable insights to maximize your savings during the next Walmart clearance sale.

Related searches

- 90% Off Clearance Sale in Chicago >
- 90 Off Clearance Sale >
- 90% Off Clearance Sales >
- Walmart Hidden Clearance >
- Clearance Store Online >
- Clearance Sale Online >

Example Ad:

- **Small implied functionality:** Not egregious but does imply search on landing page.
- **Ad / Page Mismatch:** The topics are fairly different, which is not ideal.
- This is not an egregious example and is fairly easy to cleanup with a few tweaks to the ad and a more specific landing page.



10 Wardrobe Staples Every Woman Needs

Some articles of clothing are in fashion one season and out the next, but there are some staples you should own.

1. **Dark Wash Skinny Jean** **Landing page doesn't match at all. Needs to be about same topic.**
The most flattering cut and color are in one category pair of jeans. These can be dressed up for work with a blouse and pumps or paired with riding boots for effortless street style.
2. **Pencil Skirt**
This one's a true classic. Find one in a crisp, black shade and it will seamlessly take you from office wear right into evening wear. Just trade out your work blazer for a chiffon blouse and you're ready for a night out.
3. **Little Black Dress**
A simple black dress is one of the most stunning outfits you can wear. Find one with a hemline that is appropriate for both work events and girls night out and you'll never be at a loss for what to wear.
4. **Chambray Top**
A light blue chambray top is the essential layering piece for all seasons and can function both as a top and a lightweight cardigan. Add some black leggings and riding boots for a cozy outfit or pair with a pencil skirt for an office-appropriate ensemble.
5. **Collared Blouse**
Buy just one of these in a neutral hue, such as cream, and you'll have the perfect top for any occasion. These are light enough to be part of your summer style, and

Example Ad:

- **Small implied functionality:** Not egregious but does imply search on landing page.
- **Leading Text:** Minor example of how text can set up clicks.
- This is not an egregious example and is fairly easy to cleanup with a few tweaks. Leading sentence could be removed or changed.

SYSTEMS WITH BUILT IN GPS

Find the Best Results or Senior Medical Alert Devices. Find the Most Popular of the Year. 🌐

Search For Senior Medical Alert Device

Implies that it's a search not an article

Affordable Medical Alert Devices

Staying healthy is a full-time job, but with wearable medical devices, it doesn't have to be a chore. In recent years, wearable medical devices have transformed the world of healthcare. These innovative technologies bring healthcare monitoring out of traditional clinical settings and into our daily lives. From fitness trackers to advanced medical-grade devices, wearable devices are playing a bigger role in preventive care, as well as chronic disease management. These are just some of the wearable medical devices that can help you take control of your health!

Related searches

Leading text

🔍 Medical Alert Systems for Seniors Free >

🔍 Medical Alerts Without Monthly Fee >

🔍 Wrist Alert for Seniors >


🔍 Best Medical Alert Devices for Seniors >

🔍 Senior Medical Alert Devices >

🔍 Medical Alert Systems >

Example Ad:

- **Implied Functionality:**
User can't see specific jobs or explore positions.
- Needs to be positioned as a guide to working in Japan. This is super valuable for people who are interested and doesn't need that many tweaks.



WORK IN JAPAN
New opportunities! 🤗

AND THERE MAY BE INCREDIBLE

Implied functionality

Navigate job opportunities in Japan that align your career goals. Explore positions that offer growth, stability, and a chance to thrive. Discover more now!

Explore Job Opportunities in Japan!