

## Google AdSense Fraud Prevention

Many web site owners are getting their Google AdSense account terminated when they have done nothing wrong to deserve the punishment. Considering the money that they are getting from AdSense, they would certainly want to get back into it.

Click fraud is the act of clicking on ads for the purpose of costing the advertiser money. It is simply the same as paying out cash for false leads. Many people website owners are aware of this fraud and are sharing the same sentiment that this is the one big problem that AdSense is facing.

How do you prevent being involved in this fraud?

Majority of web hosts are offering access logs. Once this is offered to you, it is necessary that you hand it over to Google as well. This allows them to look for any suspicious activity on your site. Problems like this are very serious and giving it to them is saying that you would want to help them in any way you can in solving the problem.

It can also help if you have a click monitoring software. If you do not have one yet, you should try and get one. There is absolutely no major factor preventing you from having one because most of this software is free.

As usual, all the information you have received should be turned over to Google. This is showing Google that you too are fighting against click frauds and you are no way a part of it.

Study your server logs and watch for any activity that seems suspicious. Report anything that you may find odd, may it big or small thing.

You may want to consider disabling ads for your own IP address and local geographic area. This will certainly prevent accidents and will not make Google mistake another user as you. You can do through a htaccess file. This will avoid Google mistaking as clicking on your own ads and be kicked out because of it.

Keep your AdSense off on pop ups and pop unders. Your ads should not be displayed on content sites that promote illegal activity or tampering of the legal rights of other people or business. Included in this are the content that is considered adult and gambling ones. If you think that you may be breaking this rule, immediately remove your content or AdSense from the web page.

Be truthful and confess up to Google about times when you might have clicked on your own ads, whether accidentally or intentionally. Or the times when you have done something that is against the Terms of Service that they are implementing. Be honest about anything that you may have done that is wrong. Confessing is way better than Google learning about it eventually. It would mean eventual termination and no getting back what you have worked so hard for.

Do not tell your family or friends about AdSense on your website. Chances are they may start clicking on them to help you make money without you knowing it. They may be doing more harm to you than help by trying it in the first place.

If ever someone you know chanced upon your AdSense, make sure they understand that they cannot click on your ads under any circumstances. It would be wise to brief them on important things about AdSense and what not to do with them.

Most pay per click networks have different measures in hand to protect website owners against click frauds. Other search engines can track more than 50 data points, IP address, browser's information, user's session info and pattern recognition. They also have "systems" available that detects fraud. Not to mention the specialized teams monitoring how things are going and helping advertisers stop click frauds.

Google offers suggestions on how to avoid click fraud. Using "negative keywords" can be used to keep your AdSense showing on products and services that are in no way related to yours. Adding tracking URLs to your links so you can track the traffic coming from Google.

Do not be caught in the Google click fraud. Be aware and be wary.

Source: <http://www.articlecircle.com>

About the Author

