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Accidental clicks explained

If you're an AdSense publisher you're probably looking for some optimization tips to configure your advertising platform. Because this aspect is very important for both user and company, Google today posted a detailed procedure concerning the accidental click prohibited to the publishers. Some time ago, Google informed us that all the AdSense registered members must avoid placing the adverts near the Macromedia Flash games, under popups or near site navigation control. Today, the company brings a little bit more information about the accidental clicks, sustaining that the ads must be placed at a reasonable distance from the website's navigation controls."However, in some instances we've found that publishers have placed their ad units so close to interactive (clickable) content that users accidentally click on the ads instead of the site content. While this type of ad placement may not inherently violate our program policies, it could increase the risk of invalid clicks being generated on the ads, which would be in violation of our policies," Mike Deeringer, AdSense Publisher Support, sustained today. In fact, what is the problem with the accidental clicks and how can the navigation controls influence our revenues? Well, as you can see in the picture attached to the article and provided by Google, the page's menu might interfere with the ads and, a user looking to click on a link, accidentally clicks on an advert. As you know, every visitor click means money for the AdSense member so, the company prohibits this type of configuration. Many users think that it's very easy to own an AdSense account and receive money from Google. Actually, it isn't. Because the search giant has a lot of guidelines that prohibit some of the most popular tricks, a considerable segment of the registered members being banned from using the advertising platform.