AIRFIND

Google CSA/RSOC – Compliance Guidelines

The entire user experience from the ad, to the RSOC landing page, to SERP should be clear as to what is being advertised and should be realistically fulfilled to the user. The referring ad promise should be completely fulfilled by the content article.

Misleading, non-relevant or unrealistic user experiences are non-compliant. Pretend like the KW Block is not there.

1. **Examples of what we cannot say or do on the RSOC Landing Page:**
   a. Ask others to click or view ads or use deceptive implementation methods to obtain clicks or views.
   b. Compensate users for viewing ads or performing searches or promise compensation to a third party for such behavior.
   c. Encourage users to click the ads using phrases such as "click the ads", "support us", "visit these links" or other similar language.
   d. Direct user attention to the ads using arrows or other graphical gimmicks.
   e. Place misleading images alongside individual ads.
   f. Place ads in a floating box script. (sticky ads)
   g. Format ads so that they become indistinguishable from other content on that page.
   h. Format site content so that it is difficult to distinguish it from ads.
   i. Place misleading labels above Google ad units. For instance, ads may be labeled "Sponsored Links" or "Advertisements", but not "Favorite Sites" or "Today's Top Offers".

2. **Examples of what we cannot say or do on Referring Ads:**
   a. Ad must not include a specific salary or hourly pay expectation.
   b. Ad must not falsely offer a free service.
   c. Ad should not claim a product is free or for a specific price.
   d. Ad must not claim a false timeline or level of effort.
   e. Ad must not imply the image includes option buttons.
   f. Ad image must not include elements that imply a user will receive a different experience by where they click. (option lists)
   g. Ad must look like an ad.
   h. Ad must should not claim a specific discount rate or percentage.
   i. Ad image must be relevant to the ad text.
   j. Ad should not claim the user will receive something after a specific number of clicks.
   k. Ad should not make false or misleading health or wellness claims.
   l. Ad should not claim a medical cure or unrealistic outcome.
   m. Ad should not claim specific prices or approval is guaranteed.
   n. Ad language should be consistent across text and image.

    o. Ad should not use phrases like 'search', 'find x', 'near me' or sell anything specific.

    p. Ad should not use clickbait tactics or sensationalist text or imagery to drive clicks.

    q. Ad should not directly offer products or services.

    r. Ad should not use phrases like 'our service' or 'let us help' since the article will not provide a product or service to the user.

3. **Other Points to reference when creating ads and ad copy:**

    a. All images or videos must either be free use or owned by the company using the ad.

    b. Do not misrepresent the ad company as the one fulfilling the product or service.

    c. Do not assume that something is compliant simply because you have seen it done by someone else.

    d. Do not make exaggerated claims such as 'Increase your followers by 50%' or 'Lose weight overnight'.

    e. Do not include absolutes such as 'everyone', 'no one' or 'guaranteed'.

    f. Do not use dollar amounts or percentages in your ads as you do not control the user outcome.

    g. Do not create a false sense of urgency such as 'act now' or 'supply is limited'.

    h. Do not include call to action elements to your image which misrepresent the user experience such as buttons for 'age ranges' or 'college degrees'.

    i. Do not use dynamic keyword insertion, such as location, as our articles aren't dynamically localized.

    j. Do not use trademark terms (company names) in your ad which would mislead the user to think you are associated with the company.

4. **Examples of Acceptable CTA's allowed on Ad Creatives:**

    a. "Learn More"

    b. "Explore More"

    c. "See More"

    d. "Discover More"

    e. "Find More"

    f. "See Options"