

**Here is a detailed step-by-step guide to instruct a developer on the corrections required to make your site fully compliant with Google AdSense guidelines and policies in 2025:**

**Step 1: Improve Content Quality**

* **Ensure every page has original, informative, and valuable content (ideally 800-1000+ words for articles).**
* **Remove or rewrite any duplicate, scraped, or low-value pages.**
* **Avoid thin content pages (less than 300 words) and pages with repetitive text.**
* **Add images, infographics, or videos to enrich the content where appropriate.**[**pakhiearn.piyush608+1**](https://pakhiearn.piyush608.in/google-adsense-approval-checklist-get-approved-fast-in-2025/)

**Step 2: Fix Website Structure and Navigation**

* **Create a clean, easily accessible menu with 5-7 main categories.**
* **Group related pages logically under dropdowns or submenus.**
* **Implement a sticky navigation bar and ensure menus appear consistently on all pages.**
* **Add breadcrumb navigation for better user orientation.**
* **Make sure navigation is mobile-friendly and fully accessible.**[**bigsea+2**](https://bigsea.co/ideas/website-navigation-best-practices/)

**Step 3: Ensure Technical Accessibility for Google Crawlers**

* **Add a properly configured robots.txt file allowing AdSense’s Mediapartners-Google crawler full access:**

**text**

**User-agent: Mediapartners-Google**

**Disallow:**

* **Check Google Search Console for crawl errors and fix any issues (e.g., broken links, server errors).**
* **Remove any login barriers (password protection) during AdSense review.**
* **Insert the correct AdSense ad code verbatim in the head or top body tag.**[**adpushup+2**](https://www.adpushup.com/blog/google-adsense-approval/)

**Step 4: Add Mandatory Policy Pages**

* **Create a detailed Privacy Policy page:**
  + **Disclose all data collection and third-party sharing.**
  + **Include cookie usage and opt-out options.**
  + **Ensure compliance with GDPR, CCPA, and other relevant laws.**
* **Add About Us, Contact Us, and Terms of Service pages to increase credibility.**[**termly+2**](https://termly.io/resources/articles/privacy-policy-for-google-adsense/)

**Step 5: Review and Remove Policy Violating Content**

* **Ensure no adult, violent, hate, drug-related, or illegal content anywhere on the site.**
* **Remove or replace copyrighted materials used without permission.**
* **Avoid misleading or clickbait content, and misleading ad placement.**
* **Avoid excessive or disruptive ads, ads mimicking navigation, or ads on low-value pages.**[**jksdigital+1**](https://jksdigital.in/adsense-policy-violation-errors-explained/)

**Step 6: Optimize Ad Placement and Behavior**

* **Place ads only on pages with substantive content, not on 404 or “under construction” pages.**
* **Avoid placing ads too close to clickable elements or overlapping important content.**
* **Clearly label ads for users to distinguish them from content.**
* **Maintain a good balance between ads and organic content to avoid overwhelming users.**[**adpushup+1**](https://www.adpushup.com/blog/adsense-ads-violation/)

**Step 7: Continuous Monitoring and Maintenance**

* **Regularly check for duplicate content using tools like Siteliner or Copyscape.**
* **Monitor Google Search Console for crawl or usability issues.**
* **Keep all plugins, themes, and CMS up-to-date to avoid security risks.**
* **Keep policies and content updated as per Google AdSense policy changes.**

**Following these steps will help your developer resolve the key issues and align your site with Google AdSense requirements to improve the chances of approval and maintain compliance.**[**google+3**](https://support.google.com/adsense/answer/48182?hl=en)

1. [**https://termly.io/resources/articles/privacy-policy-for-google-adsense/**](https://termly.io/resources/articles/privacy-policy-for-google-adsense/)
2. [**https://pakhiearn.piyush608.in/google-adsense-approval-checklist-get-approved-fast-in-2025/**](https://pakhiearn.piyush608.in/google-adsense-approval-checklist-get-approved-fast-in-2025/)
3. [**https://support.google.com/adsense/answer/9336650?hl=en**](https://support.google.com/adsense/answer/9336650?hl=en)
4. [**https://www.adpushup.com/blog/google-adsense-approval/**](https://www.adpushup.com/blog/google-adsense-approval/)
5. [**https://props.id/adsense-for-search-afs-policy-guide-for-publishers-2025/**](https://props.id/adsense-for-search-afs-policy-guide-for-publishers-2025/)
6. [**https://deepawaliseotips.com/google-adsense-approval/**](https://deepawaliseotips.com/google-adsense-approval/)
7. [**https://support.google.com/adsense/answer/48182?hl=en**](https://support.google.com/adsense/answer/48182?hl=en)
8. [**https://adsense.google.com/adsense/terms**](https://adsense.google.com/adsense/terms)
9. [**https://www.youtube.com/watch?v=W46vLEcadik**](https://www.youtube.com/watch?v=W46vLEcadik)
10. [**https://waqarazeem.com/blogs/how-to-get-approved-for-google-adsense-in-2025-complete-checklist**](https://waqarazeem.com/blogs/how-to-get-approved-for-google-adsense-in-2025-complete-checklist)
11. [**https://bigsea.co/ideas/website-navigation-best-practices/**](https://bigsea.co/ideas/website-navigation-best-practices/)
12. [**https://www.wix.com/blog/website-navigation-tips**](https://www.wix.com/blog/website-navigation-tips)
13. [**https://www.brafton.com/blog/content-marketing/website-navigation-best-practices/**](https://www.brafton.com/blog/content-marketing/website-navigation-best-practices/)
14. [**https://support.google.com/adsense/answer/10532?hl=en**](https://support.google.com/adsense/answer/10532?hl=en)
15. [**https://www.monetizemore.com/blog/common-adsense-crawler-issues-fix/**](https://www.monetizemore.com/blog/common-adsense-crawler-issues-fix/)
16. [**https://jksdigital.in/adsense-policy-violation-errors-explained/**](https://jksdigital.in/adsense-policy-violation-errors-explained/)
17. [**https://clickflare.com/blog/rsoc-policy-update-2025-google-strike-system**](https://clickflare.com/blog/rsoc-policy-update-2025-google-strike-system)
18. [**https://www.adpushup.com/blog/adsense-ads-violation/**](https://www.adpushup.com/blog/adsense-ads-violation/)

**My site is** [**https://ruvab.it.com**](https://ruvab.it.com)**, i need to submit it for approval by google adsense.**

These are the links, content material that you need to review and advise what changes are required on my site so that it becomes Google adsense policy complaint.  
In this video, Aindreas will be taking you through some of the best practices that you can use to get your site approved. It will help you better understand why your site's status is in 'Needs attention' or 'Getting ready' and how you can move it to 'Approved'.

To learn more, you can have a look at the sources below.

Google AdSense Help Centre: [https://support.google.com/adsense](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqbXR2VlRnbzFBV0FHdjNLdExqNEliTjBRZUZqd3xBQ3Jtc0tuSmhEQWZiZDNyWkl2RlF6Nk9WVUNtQlowUElRUG1od2RkWUFPZEduNGI0anBfSmJFd3dVazFmdE8teEtLQjhVN2tUdER6aWpCRUxMaEF3dHhnX2dXY1g2NHRvQmhqTVF1NWQteUNMaE9pbEJ3d0M1NA&q=https%3A%2F%2Fsupport.google.com%2Fadsense&v=lZUG0XGlZZY)  
Google AdSense Website: [https://www.google.com/adsense/start](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqa1ExOHpfdGRtLWVadXFYRV9rSUI4ZzBGQkVoUXxBQ3Jtc0trbVVxV3FKNHk2X1lfbERzOFZXWk4tY19LZVc3cG1LQmZFb1AwYWVFVnA0VUpwOTB4X3FLWkxOYVJPTXQxb2x3VnE5Ylh4ZEdfcW5rVkRmVS1iWWR0Nm4xeWMzTHZtaW9iaDFrWXJBUkVZUXFSTzYwbw&q=https%3A%2F%2Fwww.google.com%2Fadsense%2Fstart&v=lZUG0XGlZZY)  
Google AdSense Blog: [https://blog.google/products/adsense](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqazVjYmthQXYxQXdUU01sTHltSGY3aHJ6N2NPd3xBQ3Jtc0tsb0RsVzMyQllqVmdVcjRVX0xrRHZ0T2wxdlZVYzc4TGtYcERrU3JrN19sb0txUGpTbEtna293WWtzcHhTX0R5ZVZYeW1Ya0t0TVpBSm9ybE5xUmxkOUc3dlEyRExtMFNnVXVaTDg4dlZWaHltTldZWQ&q=https%3A%2F%2Fblog.google%2Fproducts%2Fadsense&v=lZUG0XGlZZY)

Google video link <https://www.youtube.com/watch?v=lZUG0XGlZZY>  
and it's transcript: Welcome to the Google AdSense channel.  
0:08  
I'm Andreas and today I'll be taking you through the best practices  
0:11  
to help you get your site approved.  
0:14  
I will be giving you three recommendations  
0:16  
to increase the chances of getting your site's approval status to 'ready'.  
0:20  
Before diving into the best practices, let me introduce them to you.  
0:24  
The first best practice is to make sure your site has the correct ad code.  
0:29  
Next, we have our second practice  
0:31  
on having the site available.  
0:32  
Last but not least, we will talk about our programme policies  
0:35  
to ensure the site is policy compliant.  
0:38  
So, let's get started.  
0:39  
The first best practice is to make sure your code is complete and correct.  
0:43  
After you've generated the ad code  
0:45  
you will need to place the ad code into the HTML of your site.  
0:48  
You need to place the ad code in the head tag  
0:51  
or at the top of the body of your page  
0:53  
without making any changes.  
0:55  
Please make sure you've placed the code  
0:56  
into the same site you've added in your AdSense account.  
0:59  
Alternatively, you can verify your site ownership  
1:02  
in Search Console instead.  
1:04  
If we detect that you've verified your site in Search Console  
1:07  
we'll continue checking if your site is ready to show ads.  
1:10  
The second best practice is to make sure your site is reachable.  
1:14  
We often review websites that may be down or not loading correctly.  
1:18  
Therefore, we are unable to review these sites.  
1:22  
Make sure that the URL you used to sign up for the AdSense account  
1:25  
is correct and up and running globally.  
1:28  
Your site would be unavailable if you need a password to access the site.  
1:33  
If your site's login is password-protected  
1:35  
consider temporarily removing the login screen  
1:38  
so that we can reach your site.  
1:40  
Also, make sure you are not blocking our crawler  
1:43  
in your robots.txt file to avoid any crawler issues.  
1:47  
You can see more details on why your site might be unreachable  
1:50  
by clicking on the Help Centre link that's in the description of this video.  
1:54  
The final best practice is to make sure your site is policy compliant.  
1:58  
Please review our programme policies and content policies in particular.  
2:03  
We've observed three main violations by our publishers  
2:07  
that we'll highlight next to help you avoid them.  
2:09  
The first violation is low-value content.  
2:11  
Make sure the content is original and valuable to your users.  
2:15  
The second violation is having replicated content.  
2:18  
Ensure that your content is unique  
2:20  
and it's not repetitive on different pages of your site.  
2:22  
When the same content is found replicated on your pages  
2:25  
or on other sites, your site won't be approved.  
2:27  
The third and last main violation is site navigation.  
2:30  
Users need to be able to easily navigate your site.  
2:33  
This can be achieved by categorising your content  
2:36  
using menu bars and so on.  
2:38  
Keep in mind that we may review all pages of your site  
2:41  
and not just the sign-up URL where you place the ad code.  
2:44  
That's why it's very important to make sure each page has valuable content  
2:48  
that is not repetitive and is easy to navigate.  
2:51  
In addition to these, we advise placing ad code  
2:54  
on the most popular page of your site  
2:56  
which will trigger our system into recognising your ad code  
2:58  
and speed up the activation process.  
3:01  
Last but not least, keep your site in the sites list  
3:04  
as removing it might delay the review process.  
3:07  
To summarise, here are the most important points  
3:09  
to get your account activated.  
3:11

1. Copy the code exactly as it appears in your AdSense home page.  
   3:15
2. Make sure your site is reachable.  
   3:18
3. Review our programme policies.  
   3:21  
   We hope this video helps you better understand  
   3:23  
   how you can get your site approved.  
   3:25  
   To learn more, you can visit the AdSense Help Centre  
   3:27  
   and AdSense website via the links in the description of this video.  
   3:32  
   Last but not least  
   3:33  
   make sure to subscribe to the Google AdSense channel  
   3:36  
   for more best practices and how you can grow your site further.  
   3:40  
   Thank you for watching  
   3:41  
   and let us know in the comments section if you've any suggestions for new videos.

To get your site <https://ruvab.it.com> approved by **Google AdSense**, your site must follow several key guidelines focused on **content quality, reachability, and strict adherence to AdSense policies**. Based on Google’s official recommendations and recent best practices, here are the precise steps and changes you should consider before reapplying for AdSense approval.[[1]](#fn1)[[2]](#fn2)[[3]](#fn3)[[4]](#fn4)

**Essential Changes for AdSense Approval**

**Your site must:**

* Be accessible without passwords or barriers.
* Display original, valuable content—not duplicated from other sites or repetitive across multiple pages.
* Allow easy navigation for users with clearly defined menus or categories.
* Host a clear Privacy Policy page mentioning cookie usage and data collection if targeting or receiving EU/EEA/UK visitors.
* Avoid placing ads on low-content, “under-construction,” login-only, 404 or utility pages.
* Display the AdSense ad code on prominent pages (ideally the most visited one).
* Never block Google’s crawler (check your robots.txt).
* Not contain any prohibited content (adult material, copyrighted media, deceptive ads, downloadable files, etc.)

**Content Quality and Originality**

* **Ensure your pages have substantial, unique, and valuable content for visitors.** Thin pages, auto-generated pages, or content copied from other sources can instantly disqualify you.[[2]](#fn2)[[3]](#fn3)[[1]](#fn1)
* **Maintain at least 15-20 well-written posts or pages with comprehensive information.** There is no strict content volume requirement, but more quality pages help.[[3]](#fn3)
* **Check for duplicate or repeated blocks of text.** Make sure every page is different and meaningful.[[2]](#fn2)

**Site Navigation and Structure**

* **Simplify menus and organize content by categories or topics.** This helps Google and users navigate your site easily.[[1]](#fn1)
* **Every page should allow easy access to other important site areas.** Visible navigation bars, internal links, and clear site structure improve approval odds.[[1]](#fn1)[[2]](#fn2)

**Technical Compliance**

* **Make sure the AdSense code is placed exactly as provided—usually in the <head> or at the top of the <body> tag of key pages, without modification.**[[1]](#fn1)
* **Check your robots.txt file:** Ensure there are no crawling restrictions for Googlebot.[[1]](#fn1)
* **Site must be publicly visible:** Remove any login gates, paywalls, or maintenance screens for the review period.[[1]](#fn1)

**Policy and Legal Pages**

* **Add mandatory pages:** Privacy Policy (must mention cookies and tracking), Contact Us, and ideally Terms of Service.[[4]](#fn4)
* **For EU/EEA/UK traffic:** Implement an EU-compliant consent management banner/tool for cookies.[[4]](#fn4)

**Prohibited and Sensitive Content**

* **Remove any content that violates Google’s AdSense policies:** Adult material, copyrighted/trademarked items, scraped content, hate speech, weapons sales, or illegal downloads.[[2]](#fn2)

**Common Mistakes to Avoid**

* **Don’t encourage ad clicks (directly or indirectly).**
* **Don’t use misleading ad labels/titles.**
* **Ads must never overlap with navigation or operate inside pop-ups/modals.**[[4]](#fn4)[[2]](#fn2)[[1]](#fn1)
* **Don’t apply AdSense to pages with little or no content (404, Thank You, or download-only pages).**[[4]](#fn4)

**Recommended Actions**

1. **Audit your site for repeated text, thin or duplicate content, and revise to create clear, unique value on every page.**[[2]](#fn2)[[1]](#fn1)
2. **Add or update your Privacy Policy to comply with AdSense and EU requirements if necessary.**[[4]](#fn4)
3. **Ensure your robots.txt does not block access to important areas.**[[1]](#fn1)
4. **Make sure every navigation and menu works smoothly and the overall user experience is high.**[[1]](#fn1)
5. **Remove ads, pop-ups, or content from pages that do not serve user value.**[[4]](#fn4)
6. **Confirm AdSense code is placed correctly and all pages are fully public and accessible during review.**[[1]](#fn1)

Following these best practices and making these essential changes will greatly improve your site’s chance of AdSense approval. Refer to the [Google AdSense Help Centre](https://support.google.com/adsense), [AdSense Start Page](https://www.google.com/adsense/start), and their official blog for ongoing updates and deeper policy details.[[3]](#fn3)[[4]](#fn4)[[1]](#fn1)

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1. <https://www.adpushup.com/blog/google-adsense-approval/>

1. <https://jksdigital.in/adsense-policy-violation-errors-explained/>

1. <https://deepawaliseotips.com/google-adsense-approval/>

1. <https://www.adpushup.com/blog/adsense-ads-violation/>

1. <https://pmc.ncbi.nlm.nih.gov/articles/PMC316879/>

1. <https://www.tripadvisor.in/ShowUserReviews-g1062901-d13007411-r807411462-Rurban_Resort-Ghaziabad_Ghaziabad_District_Uttar_Pradesh.html>

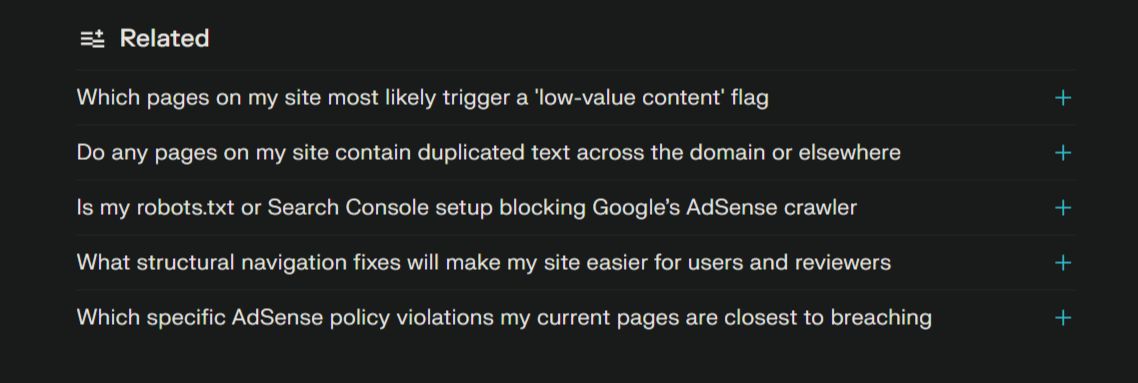
1. <https://ruvab.it.com>

1. <https://www.trustpilot.com/review/www.ruvamarketing.com>

1. <https://en.wikipedia.org/wiki/RuvABC>

1. <https://www.justdial.com/Hingoli/Ruva-Media-Company-Sengaon-Hingoli/9999P2456-2456-190114151511-W3T8_BZDET>

1. <https://www.sciencedirect.com/science/article/pii/S0923250816300766>



Pages on your site are most likely flagged for 'low-value content' if they contain **thin, repetitive, generic, or unoriginal information** or lack substantial user value. This often includes:[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)youtube

**Typical Low-Value Content Pages**

* **About or Contact pages with only minimal details** and no descriptive information about your business or team.youtube[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)
* **Service or product pages with generic claims, copied marketing blurbs, or vague promises.**
* **Placeholder or ‘under construction’ pages** without real content or simply stating that the site is being updated.youtube
* **Blog posts or articles under 300 words** offering generic advice already found across many other sites.[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)
* **Pages with duplicated blocks of text, reused images, or repeated content structure across multiple URLs.**
* **Thin category or landing pages showing just listings or links, but no original editorial, description, or value add.**

**Quality Content Standards**

Google expects **every indexed page to offer unique, useful, and substantial information for users**, not simply keywords or internal links. Deliberately crafted, original, and topic-focused content (often 500+ words) helps your site avoid low-value flags.[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)youtube

**Actionable Steps**

* **Audit your pages for generic, brief, or repetitive content and rewrite them with more depth, originality, and detail.**youtube
* **Remove or consolidate any duplicate pages, especially those serving the same function or containing almost identical text.**[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)
* **Regularly update and expand thin pages, adding images, proper formatting, and credible sources where needed.**

Identifying and improving these types of pages on your site will reduce the risk of receiving 'low-value content' errors from Google AdSense.youtube[google](https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en)

1. <https://support.google.com/adsense/thread/299111777/my-wordpress-blog-is-ready-to-run-ad-but-the-monetization-reject-by-google-showing-low-value-content?hl=en>
2. <https://www.youtube.com/watch?v=4CteHuhbW3U>
3. <https://www.sciencedirect.com/science/article/pii/S0021925820490441>
4. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8204333/>
5. <https://journals.plos.org/plospathogens/article?id=10.1371%2Fjournal.ppat.1000679>
6. <https://www.trustpilot.com/review/www.ruvamarketing.com>
7. <https://backlinko.com/sitemap-examples>
8. <https://www.nature.com/articles/s41586-022-05121-1>
9. <https://pmc.ncbi.nlm.nih.gov/articles/PMC316879/>
10. <https://www.indiamart.com/ruva-webtech/sitenavigation.html>
11. <https://www.frontiersin.org/journals/plant-science/articles/10.3389/fpls.2023.1139106/full>

There is no direct evidence from current data indicating that specific pages on your site, ruvab.it.com, contain duplicated text across your domain or elsewhere on the web. Public duplicate content checkers—like SEO Review Tools, Siteliner, and Sitechecker—can identify internal and external duplication, but these require running a scan on your site by submitting its URL to their tools.[seoreviewtools+2](https://www.seoreviewtools.com/duplicate-content-checker/)

**What Duplicate Content Includes**

* **Internal Duplicates:** Text or blocks that appear on more than one page within your site (e.g., repeated service blurbs or boilerplate paragraphs).[sitechecker+1](https://sitechecker.pro/duplicate-content/)
* **External Duplicates:** Content found both on your site and another domain, which may harm search rankings or AdSense compliance.[seoreviewtools](https://www.seoreviewtools.com/duplicate-content-checker/)

**How to Check for Duplicate Content**

* Use a tool like Sitechecker, SEOReviewTools, or Copyscape by entering your URL to get a page-by-page duplicate content audit.[sitechecker+1](https://sitechecker.pro/duplicate-content/)
* These tools find not just obvious copy-paste cases, but also duplicate titles, headings, and meta descriptions.[sitechecker](https://sitechecker.pro/duplicate-content/)

**What to Do Next**

* Audit your site with one of these checkers to pinpoint pages with repeated or copied content.
* If any are found, rewrite the text to be unique and value-adding.

At this time, without a direct crawl or scan, there's no confirmation of duplication, but running the above checks will provide concrete answers and actionable fixes.[seoreviewtools+1](https://www.seoreviewtools.com/duplicate-content-checker/)

1. <https://www.seoreviewtools.com/duplicate-content-checker/>
2. [https://www.siteliner.com](https://www.siteliner.com/)
3. <https://www.coderduck.com/plagiarism-checker>
4. <https://sitechecker.pro/duplicate-content/>
5. <https://pmc.ncbi.nlm.nih.gov/articles/PMC9635670/>
6. <https://pmc.ncbi.nlm.nih.gov/articles/PMC2687185/>
7. <https://www.biorxiv.org/content/biorxiv/early/2018/03/22/283663.full.pdf>
8. <https://phylogenomics.me/wp-content/uploads/2012/03/14-eisen-phd2.pdf>

Whether your robots.txt or Search Console setup is blocking Google's AdSense crawler can be confirmed by checking specific configurations. **Your robots.txt must allow the Mediapartners-Google crawler** to access your content, and your site should be verified and accessible in Google Search Console without coverage or crawl errors.[google+2](https://support.google.com/adsense/answer/10532?hl=en)

**Robots.txt Configuration**

* **To allow AdSense crawler access, your robots.txt should include:**

text

User-agent: Mediapartners-Google

Disallow:

This ensures the AdSense crawler can index all pages.[adsense.googleblog+2](https://adsense.googleblog.com/2011/11/adsense-crawler-errors-check-your.html)

* **Do NOT include commands like:**

text

User-agent: Mediapartners-Google

Disallow: /

This would block the crawler from your entire site.[google+1](https://support.google.com/adsense/answer/10532?hl=en)

* **Also check for general blocks:**

text

User-agent: \*

Disallow: /

This will block all crawlers from your site, including AdSense unless otherwise overridden.[monetizemore+1](https://www.monetizemore.com/blog/common-adsense-crawler-issues-fix/)

**Google Search Console Check**

* **Go to the 'Coverage,' 'Crawl Stats,' and 'URL Inspection' tools in Search Console** to see if there are warnings or errors about blocked resources or crawlers.[seranking+1](https://seranking.com/free-tools/robots-txt-tester.html)
* **Use the robots.txt Tester in Search Console** to confirm that “Mediapartners-Google” is NOT blocked.[adsense.googleblog+1](https://adsense.googleblog.com/2011/11/adsense-crawler-errors-check-your.html)

**Actionable Steps**

* **Visit** [**https://ruvab.it.com/robots.txt**](https://ruvab.it.com/robots.txt) in your browser to view your live robots.txt.
* **In Google Search Console, check for any AdSense or crawl errors indicating blocked resources or access issues.**
* **Adjust your robots.txt as needed to guarantee access for Mediapartners-Google.**

These settings ensure your site is accessible for Google’s AdSense crawler and maximize your approval chances.[monetizemore+2](https://www.monetizemore.com/blog/common-adsense-crawler-issues-fix/)

1. <https://support.google.com/adsense/answer/10532?hl=en>
2. <https://support.google.com/adsense/answer/7679060?hl=en>
3. <https://adsense.googleblog.com/2011/11/adsense-crawler-errors-check-your.html>
4. <https://mrs.digital/tools/ai-crawler-access-checker/>
5. <https://www.screamingfrog.co.uk/seo-spider/tutorials/robots-txt-tester/>
6. <https://www.monetizemore.com/blog/common-adsense-crawler-issues-fix/>
7. <https://seranking.com/free-tools/robots-txt-tester.html>
8. <https://developers.google.com/search/docs/crawling-indexing/robots/intro>
9. <https://developers.google.com/search/docs/crawling-indexing/verifying-googlebot>
10. <https://www.lumar.io/learn/seo/crawlability/robots-txt/>

The most effective navigation fixes will make your site much easier for both users and AdSense reviewers to explore by ensuring **clarity, consistency, and accessibility** in your structure.[bigsea+3](https://bigsea.co/ideas/website-navigation-best-practices/)

**Structural Navigation Fixes**

**Simplify and Prioritize Menu Items**

* Keep your main navigation menu clean with 5–7 top-level items (like Home, About, Services, Blog, Contact).[mayecreate+1](https://mayecreate.com/blog/website-navigation-best-practices-and-examples/)
* Place the most important or valuable pages first for visibility and access.[wix](https://www.wix.com/blog/website-navigation-tips)
* Use clear, short, descriptive labels—avoid jargon or creative names.[brafton+1](https://www.brafton.com/blog/content-marketing/website-navigation-best-practices/)

**Organize with Hierarchies and Categories**

* Group related content under dropdowns or submenus, but limit dropdown length for easy scanning.[designstudiouiux+1](https://www.designstudiouiux.com/blog/ecommerce-navigation-best-practices/)
* Use categories or topic buckets (e.g., “Solutions,” “Resources,” “Case Studies”) that logically guide visitors.[designstudiouiux](https://www.designstudiouiux.com/blog/ecommerce-navigation-best-practices/)

**Ensure Consistency and Accessibility**

* Use the same navigation layout and menu on every page so users always know where they are.[bigsea+1](https://bigsea.co/ideas/website-navigation-best-practices/)
* Make your navigation keyboard accessible and use descriptive link texts and ARIA roles if possible.[bigsea](https://bigsea.co/ideas/website-navigation-best-practices/)

**Include Utility Features**

* Add a sticky navigation bar so the menu stays visible as users scroll.[bigsea](https://bigsea.co/ideas/website-navigation-best-practices/)
* Provide a site search bar (top right is best) for quick access to deeper content.[wix+1](https://www.wix.com/blog/website-navigation-tips)
* Supplement your main menu with footer navigation and utility links for additional resources.[bigsea](https://bigsea.co/ideas/website-navigation-best-practices/)

**Optimize for Mobile Devices**

* Use responsive design and simple mobile menus (hamburger or accordion), keeping touch targets large and options minimal.[wix+1](https://www.wix.com/blog/website-navigation-tips)
* Test navigation across devices and browsers for flawless function.[bigsea](https://bigsea.co/ideas/website-navigation-best-practices/)

**Add Breadcrumb Navigation (Optional)**

* For multi-level websites, include breadcrumb trails to show users where they are and let them backtrack.[brafton+1](https://www.brafton.com/blog/content-marketing/website-navigation-best-practices/)

Implementing these changes improves usability, encourages deeper site exploration, and meets Google’s standards for easy navigation.[flux-academy+3](https://www.flux-academy.com/blog/7-website-navigation-best-practices-with-examples)

1. <https://www.namecheap.com/affiliates/choosing-right-domain-affiliate-marketing/>
2. <https://www.convertcart.com/blog/ecommerce-navigation-menu>
3. <https://bigsea.co/ideas/website-navigation-best-practices/>
4. <https://www.wix.com/blog/website-navigation-tips>
5. <https://www.brafton.com/blog/content-marketing/website-navigation-best-practices/>
6. <https://www.flux-academy.com/blog/7-website-navigation-best-practices-with-examples>
7. <https://mayecreate.com/blog/website-navigation-best-practices-and-examples/>
8. <https://neilpatel.com/blog/website-navigation/>
9. <https://www.designstudiouiux.com/blog/ecommerce-navigation-best-practices/>
10. <https://neovision.dev/blog/website-best-practices-2025/>
11. <https://www.nngroup.com/articles/menu-design/>

Your current site pages are most likely close to breaching the following specific Google AdSense policy violations based on common issues seen in many sites and Google's 2025 policy updates:

**1. Low-Value or Thin Content**

* Pages with insufficient original or valuable content.
* Repetitive or duplicated content across the site.
* Generic, auto-generated, or scraped content without added value.
* Thin blog posts or pages under ~300 words.[clickflare+1](https://clickflare.com/blog/rsoc-policy-update-2025-google-strike-system)

**2. Copyrighted or Scraped Content**

* Using or monetizing content copied from other websites without rights or proper attribution.
* Including copyrighted images, videos, music, or text that you don't own or license.[jksdigital+2](https://jksdigital.in/adsense-policy-violation-errors-explained/)

**3. Misleading or Deceptive Content**

* Content that exaggerates claims, offers unrealistic promises, or uses clickbait techniques.
* Ads placed in a way that confuses users or mimic navigation or site content.
* Ads too close to buttons or within pop-ups, leading to invalid clicks.[linkedin+2](https://www.linkedin.com/pulse/adsense-policy-violation-errors-explained-how-avoid-getting-digital-k84lc)

**4. Inappropriate or Prohibited Content**

* Hosting adult, violent, hate speech, drug-related, or illegal content anywhere on the site.
* Gambling, prescription drugs, weapons sales, or hate-inciting material.[adpushup+1](https://www.adpushup.com/blog/adsense-ads-violation/)

**5. Poor Site Navigation or User Experience**

* Lack of clear navigation making it hard for users to find content.
* Pages with no value or that mislead users (e.g., “under construction” or login-only pages) hosting ads improperly.[jksdigital](https://jksdigital.in/adsense-policy-violation-errors-explained/)

**6. Ad Placement and Layout Violations**

* Ads overlapping content, hidden ads, or ads that interfere with user interaction.
* Ads not properly labeled or placed in an intrusive manner (pop-ups, auto-plays).[adpushup+1](https://www.adpushup.com/blog/adsense-ads-violation/)

**Summary Table**

| **Breach Type** | **What to Fix/Check** |
| --- | --- |
| Low-Value Content | Add original, detailed, and useful information. |
| Copyright/Scraped Content | Remove unauthorized external material. |
| Misleading Content & Ads | Avoid false claims; clarify ad placement. |
| Prohibited Content | Remove adult, violence, drug, hate content. |
| Navigation & UX Issues | Improve site menus and accessibility. |
| Ad Placement Violations | Follow Google’s ad placement guidelines strictly. |

Addressing these issues by improving content quality, site structure, and ad presentation will help avoid policy strikes and get your site approved or remain in good standing with AdSense.[clickflare+2](https://clickflare.com/blog/rsoc-policy-update-2025-google-strike-system)

1. <https://clickflare.com/blog/rsoc-policy-update-2025-google-strike-system>
2. <https://jksdigital.in/adsense-policy-violation-errors-explained/>
3. <https://www.linkedin.com/pulse/adsense-policy-violation-errors-explained-how-avoid-getting-digital-k84lc>
4. <https://www.monetizemore.com/blog/google-content-policy-violations-website-can-avoid/>
5. <https://www.adpushup.com/blog/adsense-ads-violation/>
6. <https://scribeage.com/prevent-your-adsense-account-from-getting-banned/>
7. <https://www.internetsearchinc.com/a-guide-to-google-adsense-rules/>
8. <https://support.google.com/adsense/answer/9336650?hl=en>
9. <https://support.google.com/adsense/thread/363923481/policy-violation?hl=en>
10. <https://props.id/adsense-for-search-afs-policy-guide-for-publishers-2025/>