

# Sentry — AdSense Approval Checklist

Common reasons AdSense applications get rejected — fix these first.

## Site fundamentals

- A real domain (not a free subdomain) with at least a few months of consistent posts.  
*Brand-new sites and free subdomains often miss the bar.*
- Original, helpful content on every indexed page.  
*Thin or scraped content is the most common reason for rejection.*
- Clear navigation: home, categories, key articles within two clicks.  
*Reviewers (and readers) need to find content quickly.*
- Mobile-first responsive design with no broken layouts.  
*Most reviewers test on mobile.*

## Required pages

- About page that names the publisher and the site's purpose.  
*Establishes who is behind the site.*
- Contact page with at least one verified contact method.  
*Reviewers expect a way to reach you.*
- Privacy Policy that mentions cookies, third-party ads and analytics.  
*Required by AdSense and by most data-protection laws.*
- Terms of Service / Disclaimer where the topic involves advice.  
*Especially important for finance, health, and legal topics.*

## Content checks

- No copied or AI-only content presented as original work.  
*Reuse of others' content is a common rejection cause.*
- No prohibited content: adult, hateful, dangerous, deceptive, copyrighted-without-license.  
*Read the AdSense content policies before applying.*
- Image rights are clean: own photos, licensed stock, or public-domain.  
*Stolen images can sink an application.*
- No 'click here for ads' or 'support us by clicking ads' invitations.  
*Encouraging clicks is a hard violation.*

## Technical setup

- HTTPS works site-wide and the domain is indexed in Google Search.  
*If Google can't crawl it, AdSense won't either.*
- AdSense verification snippet placed correctly in the head.  
*A common cause of stalled reviews.*
- ads.txt file present after acceptance, listing your AdSense publisher account.

*Required to fill ads at scale and prevent inventory spoofing.*

Educational content from Sentryly (<https://www.sentryly.com>). Free to share with attribution. Verify time-sensitive details on the relevant vendor site.