

Sentryly — 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.

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