

# Calculating the Ratio of the Parameters for Approving Google AdSense Account

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## Abstract

*AdSense is a free that can provide a simple and fundamental way to earn money by all kind of website owners and publishers by displaying Google ads on their websites. Google AdSense is a program in which enterprises can display Google advertisements on Web sites and earn revenue from hits that generate traffic for the Google search engines. Google AdSense represents businesses of all sizes worldwide in multiple languages. AdSense is a refinement and expansion of the concept behind banner -ad sharing arrangements that have been in use for years. AdSense delivers targeted advertisements to participants' Web sites. Google search boxes can be placed on Web pages, generating text ads targeted to search results produced by visitors' search input. The Google algorithm s are designed to interpret context in such a way that irrelevant results are discarded and only those most likely to produce revenue are delivered. Google reviews ads using language filters and professional linguists to prevent the display of inappropriate text or content and to ensure that all material conforms to professional editorial and ethical standards. Competitive advertisements can be blocked and default ads can be created or selected. It is difficult to approve your AdSense account if you are a website publisher .A website publisher must follow some ratio or criteria's that is written in Google algorithm which is unknown to everyone for approving your website's AdSense account.*

**Keywords:** AdSense, adsharing, linguists, Adsense parameters.

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## I. INTRODUCTION

### A. What is Digital Marketing?

When you type Digital Marketing on Google search bar About 1,45,00,000 results (0.52 seconds). This shows millions of interpretation and definition comes for this so it's too hard to get actual and good definition of Digital marketing.

Many blogs and websites defines the digital marketing is a online marketing or sales approach of the product of your company or business through online channels like Facebook, Google+ etc. By promotion of your product through social media cause popularity and increases the traffic to your website which ultimately reaches to your business. Hence, online marketing is the type of marketing that enables a business to reach a mass audience in the shortest possible time through digital media.

In simple language, Digital marketing means promotion or advertising of your business or company through digital media i.e. through websites, social media (Facebook, Twitter, Pinterest, and Google+ etc), radio, television, mobiles. Basically any marketing media that is delivered electronically is considered digital marketing.

### Why digital marketing is important?

You can't deny that world is shifted from analog to digital .Today almost everyone are consuming digital content daily – on mobile phones, laptops, desktop computers at work. Why is digital marketing so important? Because it is not only a swiftly growing in the current

marketing scenario, it is set to be the future of marketing, and surely digital media would replace traditional media.

The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital offers just as much potential to marketers as it does to consumers.

### What are the benefits of Digital Marketing?

1. The very first benefit of the digital marketing is affordable than traditional offline marketing methods. Suppose you have to broadcast the marketing the message to the consumers as you can use social or email media which limited fraction of cost rather than giving on TV ad or and printing newspaper that costs so much high.
2. The second benefit is through digital you can monitor or your results can be tracked easily. You can have customer response quickly rather than researching or conducting any expensive method and through digital media you can have the real time results that helps you to execute the plan in more efficient way. That can also judge the success of your marketing.
3. There are so many statistics gathered that shows most of the humans are addicted to Computers as what traditional methods providing the information like news, serials as they can watch all through websites. So it is necessary to promote every business online that will attract more customers towards your business.

### B. SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO) as the name suggests optimizing the search engine. Nowadays Search Engine Optimization techniques are amplifying rapidly because preparing websites are not enough, it has to be on the top of the search engine result page (SERP). Usually users visit those websites which are on the top of SERP and whose page rank is high. This task can be accomplished using the techniques known as Search Engine Optimization techniques.

Search Engine Optimization is the web marketing technique to enhance the page rank of websites which brings website on the top. It also increases popularity of websites among users.

Google is best and powerful search engine, when the query is inserted in the query bar it searches for appropriate result and shows result on SERP based on relevance of that query which depends on the popularity and page rank of websites related to that query.

How Search Engine works? There are so many search engines Google, Yahoo, Ask etc but Google is best among all as it optimizes the result to bring the best out of it.

Google was discovered by Larry Page and Sergey Brin in 1996. They designed powerful algorithms known as (Crawlers, bots, robots) that crawls over the network and whenever a new website is registered in website's catalog, these crawlers make snapshots of all pages in that website and put it into Google's giant database, known as Indexer. Whenever query is inserted in query bar, algorithm runs at back side in database and makes a cluster relevant to that query and results are shown on SERP based on the rank of the websites. The results shown on SERP are of two types one are paid that comes on top of SERP having yellow background and another pages are known as organic pages (unpaid) which comes on top after paid by using the techniques of SEO. SEO includes so many techniques to make websites on top just like Online Marketing, Pay per Click (PPC) and Link Building. Online Marketing is a technique in which selling and promotion of the products through advertisements on websites. Link building techniques are of two types On-page and OFF-page.

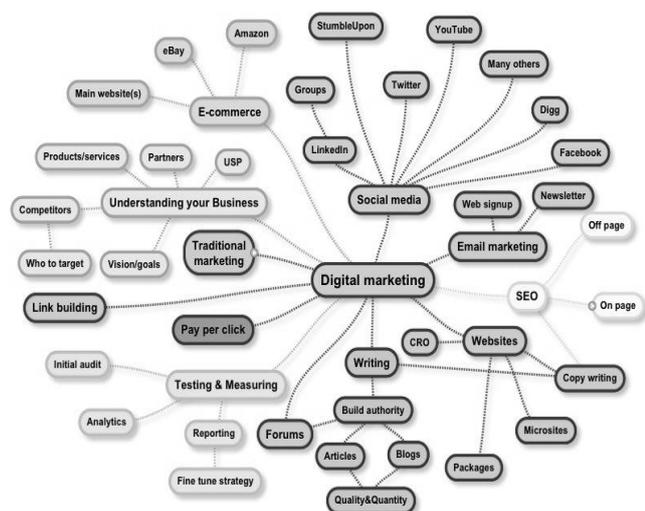


Fig 1

In on-page technique changes occur in source code of that corresponding website and OFF-page techniques are divided into 8 techniques Article Submission, Blog-posting, Profile Linking, Social Bookmarking, Blog Commenting, Directory Submission, Forum Posting and Tracking Competitors.

Search Engine Optimization has great scope in future. The present scenario is the scenario of exposure which need to bring the website on the top, along with its development and this could be achieved through search engine optimization techniques.

### C. Social Media Optimization

Social media optimization (SMO) the use of a number of social media outlets (Facebook, Twitter, Googleplus) and communities (Business related pages) to publicize or increasing the awareness of the product and brand. However SMO is not very significant for any business not only for increasing of Social media but it increases the performance of SEO. Social sharing are capable to get more traffic on your website. It was started by Rohit Bhargava with his article 5 rules of Social media optimization.

#### What are the steps necessary to do good SMO?

1. **Reputation** – The fundamental and important step is to build your reputation as a trustworthy qualified source
2. **Engagement** – You should encourage more engagement and sharing.
3. **Authority** - become a notable authority in your field of expertise
4. **Leadership** – The content you share or post must be creative and original.
5. **Social** - be social, find and engage sociable experts in your field
6. **Media** - know your social media platforms to maximize influence
7. **Optimization** – By improving the technical knowledge to increase optimization.



Fig 2.

#### D. Google Analytics

Google Analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. It's the most widely used website statistics service. Google Analytics provides powerful digital analytics for anyone with a web presence, large or small. It's one of the most powerful digital analytics solutions available - and it's free for anyone to use. In addition, Google AdWords customers can see their Analytics data from inside their AdWords account—we've added a tab with your Analytics reports and settings. Just go to Tools & Analysis > Google Analytics. Plus, Analytics automatically tags your AdWords campaigns for detailed tracking - simply enable the auto tagging option when you link your AdWords and Analytics accounts. See the full list of benefits Analytics offers

#### E. Google AdWords

AdWords is the Google's online advertising platform that help you drive interesting people to your website. AdWords allow you to take advantage of millions of searches conducted on Google each day. You create ad for your business and choose where you want to appear on Google above or below next to your relevant searches. The concept is simple you enter words that are relevant to your business, products and services then Adwords shows ad on Google when someone searches that or related words to your business.

So, how does Adwords Works? Say you have search for Window repair, Google search from millions of WebPages blogs and other pages to find the ones which is more relevant to window repair, But wait many of them are other businesses also providing the business of window repair but not among all will come on the top results. Adwords give your business visibility even after you are not searched or your website not in the top results. Adwords provide ad on Google in front of many potential customers. They searched, they find, they click on your business and become your customers.

Example: If you want to attract your customers in your local area, Adwords pick when and where ad to show, then you target your ad so whenever the people living in your region, neighborhood can search for business like yours, your ad can show next to it.

Google AdWords also helps to show your ads on millions of websites that helps your business to grow by having potential customer through websites.

#### Lastly Go mobile with AdWords

Millions of people access the internet from mobile devices to look for products and search for services and they can click on ads and becomes your potential customer. With AdWords you can select maximum amount that you willing to spend, And you only pay if someone can click on your ad and visit on your website. It takes your online marketing level to the next way.

#### F. Google Webmasters

Want to get found on the web? We can help.

Webmaster Tools is a free service offered by Google that helps you monitor and maintain your site's presence in

Google Search results. You don't have to sign up for Webmaster Tools for your site to be included in Google's search results, but doing so can help you understand how Google views your site and optimize its performance in search results.

#### Why use Webmaster Tools?

Monitor your site's performance in Google Search results:

- Make sure that Google can access your content
- Submit new content for crawling and remove content you don't want shown in search results
- Create and monitor content that delivers visually engaging search results
- Maintain your site with minimal disruption to search performance
- Monitor and resolve malware or spam issues so your site stays clean

Discover how Google Search—and the world—sees your site:

- Which queries caused your site to appear in search results?
- Did some queries result in more traffic to your site than others?
- Are your product prices, company contact info, or events highlighted in rich search results?
- Which sites are linking to your website?

Is your mobile site performing well for visitors searching on mobile?

## II. DISCUSSION

For this particular subject preparing a website can make you analyze about the Google algorithms and even by using the tools like Google Analytics, Google Adwords, Google Webmasters and Google Trends.

Applying some parameters on any website gives the idea about Google AdSense approval algorithms.

#### This can be done by applied in several steps:

This can be done by selecting a topic for a particular website. Then, this done by purchasing the domain and web hosting from any domain vendor or web Then create any website but give preference to make a responsive blog website, using any of the technology php, word press, html, and CSS. Keyword Analysis can be done by making an account on Google AdWords and this tool gives the idea of selecting short and long tail keywords. Selecting keywords (having low competition in local and global search) with highest number of searches are suitable for the website. Then, select keywords which are having high or low competition according to area, according to globally or locally research, according to Google search results. If variation in keyword required then do it. This can able to find best keywords for the website. For any website unique title and description is required and this can be done by using met tags for description of the website. After this unique content writing is required to fill the categories and subcategories of the website. Try to write more than 1000

words articles and blog and each category must have at least one. Measuring the actual result and performance by of the website can be done by making an account on Google Analytics and Google Webmasters where submission of domain name and sitemap respectively can analyze the website. Applying Search engine optimization for the website to get the variation of the results that can tell much about Google searching algorithms. Google Analytics tool helps in analyzing the Page views, Session, Average Sessions, and Bounce rate etc. It can help in analyzing the traffic rate on the website which is highly crucial for analyzing the behavior of visitors.

Google Webmasters, checks for the crawled website links and even tell the errors or breaking of the links .Applying SMO (Social media optimization) can give huge impact in analyzing the results on website. Google Analytics tools can also tell about the organic, social, and direct and even tell about the country state and the city. Then following parameters that are need to be satisfied for approving Google AdSense account .Approving of AdSense account is to be done by finding the ratio of particular parameter that is required for the Google AdSense approvals.

### III. EXPERIMENTAL RESULTS

Following are the parameters required for the Google AdSense Account approval with ratio mentioned:

Weight age decided by google as per experimental research: High Quality Content: 30%, Robots.txt: 20%, Optimize Blog Post with Meta Tags and Make It Search Engine Friendly: 10%, Don't Have AdSense Prohibited Content: 8%, Domain name: 6%, Never Do Keyword Stuffing and change Synonyms: 5%, Be Serious to Choose Content Images: 4%, Have Sufficient Contents or Posts: 4%, Check if the Blog on the website is Not Blocked by Google: 4%, Lead a Nice design and Blog Structure: 3%,Apply Using Root Domain: 2%, Blog Domain Must Old At-least 6 Months: 1%,Paid Traffic: 1%, Address Verification Details and Person Name: .8%, Back links not more than 5 in a day: 0.3%, Providing Value: 0.2%, Privacy and Contact Us page: 0.1%, Sitemap: 0.1%, Webmaster Submission: 0.1%,Social Share not be Spammed: 0.1%,Regular Posting: 0.1%,Visitors Are Not a Factor for Approval Yet: 0.1 %, Alexa Rank: 0.1%.

**Note:** Some are the binary parameters whose value is 0 or 1 i.e. if that particular parameter is submitted then it is 1 otherwise 0 so ratio matters but if not added its share is 0 in Google algorithm.

**Algorithm Formula given as per the research:**

**Quality Score= Summation (%work done for particular parameter)\*(Weight age decided by Google for particular parameter) +.....n parameters).If Quality Score<70% then AdSense not approved**

### IV. CONCLUSION

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach consumers. The key objective is to promote brands through various forms of digital media. Google AdSense is a program run by Google that allows publishers in the Google Network of

content sites to serve automatic text, image, video, or interactive media advertisements, that are targeted to site content and audience. These advertisements are administered, sorted, and maintained by Google. So we design a formula by which we can calculate the ratio of parameters for approving google adsense account. This formula calculates the quality score, if quality score is less than 70% then the adsense is not approved.

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