



The image shows a computer monitor displaying three overlapping web analytics dashboards.

Background Dashboard (ezoic PREMIUM):

- Navigation: Home, Monetiza..., Speed, Video, BETA, SEO.
- ESTIMATED EARNINGS: \$140,299.71
- MOBILE SCORE: 95
- Key Metrics: Largest Contentful Paint, First Input Delay, Cumulative Layout Shift.
- CACHE HIT RATE (LAST 30 DAYS): 73.6%

Top Right Dashboard (Leaps):

Author	Page RPM	AVG Articles Published Per Week
	\$6.19	22.56
Heidi	\$14.50	1.17
Robert	\$11.73	1.09
Jose	\$11.49	1.00
Conde	\$35.07	1.10
		1.13
		1.10
		2.00

Center Dashboard (Leaps BETA):

Leaps is a toolset to help you improve the performance of your website by helping you find the causes of decreased performance and providing automated solutions to many of the most common problems.

Navigation: Overview, Core Web Vitals, Optimization Settings, Technologies, Exact LCP, LoadSpeed

Core Web Vitals Summary:

- Largest Contentful Paint: 16.46s
- First Input Delay: 16.46s
- Cumulative Layout Shift: 16.46s

Your LCP score is better than 96.46% of similar sites.

Chart: Largest Contentful Paint (LCP) over time (Jan 10 to Jan 30). The chart shows a green line representing the LCP score, which is consistently high, indicating good performance. The y-axis ranges from 0 to 2.5 seconds.

Google Ad Manager/MCM

What is Ad Manager/MCM?

Reasons for disapprovals

Q and A

-Fixes/solutions

What is Google Ad Manager?

- Ad management platform
- Facilitates buying and selling of ads across multiple ad networks
- Marketplace for digital advertising



Google Ads





What is Google MCM?

“Feature within Google Ad Manager 360 that enables publishers to gain access to Google Ad Exchange via a certified third-party Google partner.”

- headerbidding.co



Google Ads

MCM Approval is Required to work with Ezoic– why?



We are a GCPP! We must follow Google's site standards in order to remain a Google Certified Publishing Partner.

The Google Ad Manager (MCM) review consists of two components, an account review and a domain review.

MCM account reviews should take no longer than a couple of days.

MCM domain review times vary, taking anywhere from a couple of hours up to two weeks.

Reasons for → Denial:



DENIED

Disapproval reason: Ineligible for MCM

Disapproval reason: Duplicate account

Disapproval reason: Low Value Content

Disapproval reason: Navigation

Disapproval reason: Site down or unavailable

Disapproval reason: The site is not ready to serve ads

Disapproval reason: Google Ads are showing in pages
without publisher content

Disapproval reason: Multiple site disapprovals

Disapproval reason: Multiple Policy Violations

Ineligible for MCM



This usually occurs when you have an outstanding policy issue on your Google Ads account. You need to:


- Check the Policy Centre in your AdSense, Adwords, Ad Manager or AdMob account to make sure that there are no disablements, suspensions, or policy violations on these accounts.
- If there is a violation, you need to get this overturned
- Ezoic is unable to work with publishers that Google deems ineligible.



Duplicate Account

When Google created the MCM process, they merged all Google ads accounts into one 'Google Publisher Account'.

You can only have one of these - any applications with links to another Google publisher account will be automatically denied by Google. To avoid this:

- Make sure that you're applying to MCM using the email address you use for **AdSense**.
- Close any old Google Ads accounts that you're no longer using.
- If you have multiple Adsense accounts, make sure you consolidate them into one.
- If someone registered at your address already has an Ad manager account, make sure you input a different address on your application.
-  ezotic.com

Site Down/Unavailable



If your site is down, then Google will not be able to review your site, so will disapprove it for Ad Manager.
To avoid this:

- Make sure that there's no downtime with your host.
- Make sure that your Ezoic DNS records are updated so that they match your host.

The site is not ready to serve ads

Certain steps need to be taken to make sure that your site is ready to serve Google ads. The main reason for this type of rejection is that there is either no ads.txt file, or that your ads.txt file doesn't contain Ezoic or Google's information. To fix this:

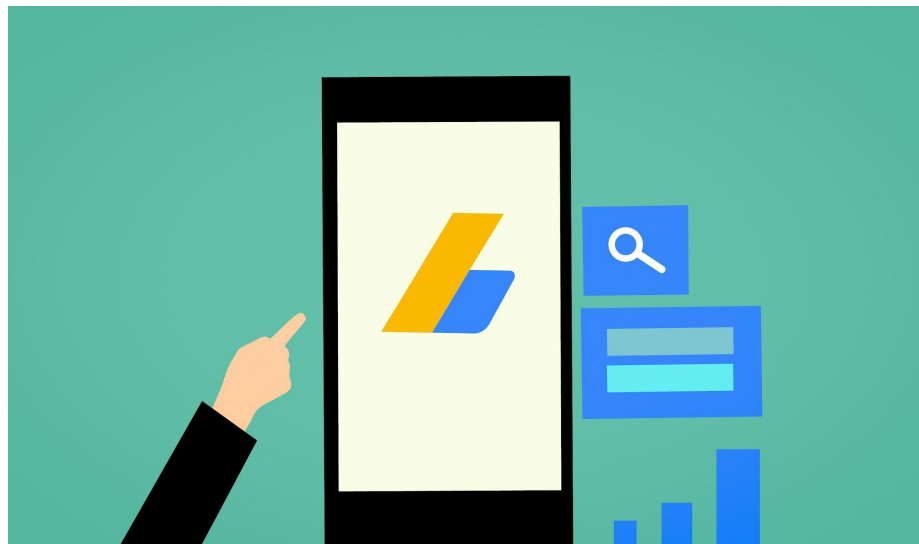
- If you do not have an ads.txt file, create one using the Ads.txt app in your Ezoic dashboard.
- If you already have an ads.txt file, make sure you are Cloud integrated with Ezoic. We will automatically add Ezoic's list of sellers to the file.
- Make sure that (if you have any) your AdSense credentials are added to your ads.txt file. You can do this using Ezoic's [ads.txt app](#)



Google Ads are showing in pages without publisher content

You need to make sure that you're only serving ads on your content pages. This includes About Us, Contact Us or Privacy Policy pages.

This can also include ads on pages with other people's content.





Multiple site disapprovals

This means that you have requested that your site be re-reviewed by Google too many times within a short period without actually fixing the initial issue flagged by Google. By way of penalty, you will now have to wait 30 days before you can re-apply. Please use this time to fix the initial issue flagged by Google.



Multiple Policy Violations

This tends to mean that your site content doesn't meet Google's publisher policies. To fix this, you need to ensure that you're adhering to all policies stated here:

Low Value Content

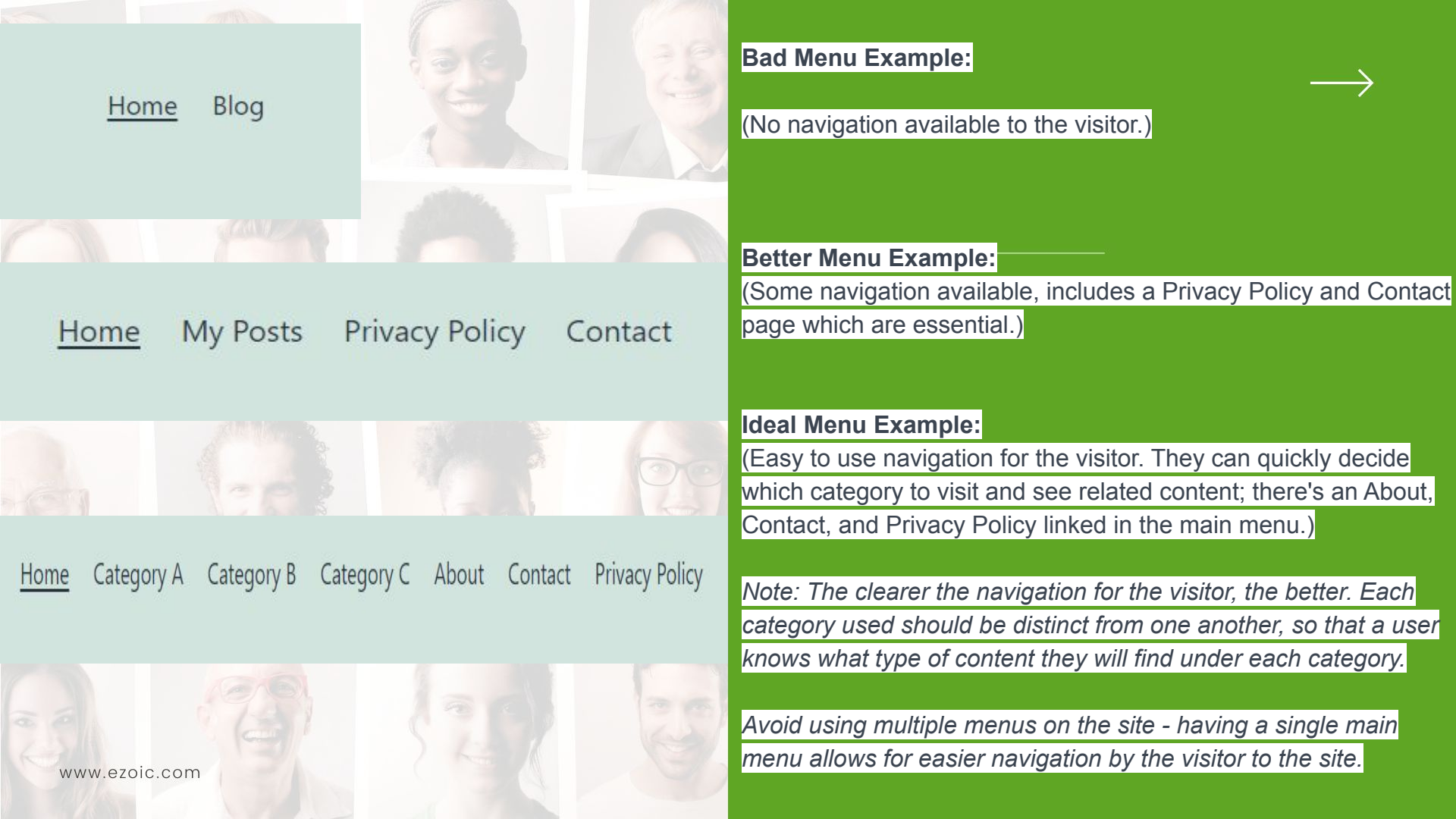


Make sure your site is easy to navigate.



Google's review will check to ensure that your users are able to access your content easily. To meet this requirement:

- Make sure your categories are clearly defined/distinct
- Make sure that any posts on the site are applied to a category, and are relevant to the chosen category.
- Make sure no articles are repeated under multiple categories of the menu.
- Make sure that you have the following pages added to your site, and that they're fully functioning:
 - Privacy Policy (to comply with GDPR)
 - A Contact Us page with a working contact form/email
 - An About Us page with a little info about the site



[Home](#) [Blog](#)

[Home](#) [My Posts](#) [Privacy Policy](#) [Contact](#)

[Home](#) [Category A](#) [Category B](#) [Category C](#) [About](#) [Contact](#) [Privacy Policy](#)

Bad Menu Example:



(No navigation available to the visitor.)

Better Menu Example:

(Some navigation available, includes a Privacy Policy and Contact page which are essential.)

Ideal Menu Example:

(Easy to use navigation for the visitor. They can quickly decide which category to visit and see related content; there's an About, Contact, and Privacy Policy linked in the main menu.)

Note: The clearer the navigation for the visitor, the better. Each category used should be distinct from one another, so that a user knows what type of content they will find under each category.

Avoid using multiple menus on the site - having a single main menu allows for easier navigation by the visitor to the site.



Make sure your content is well Organized and Categorized →

One large element of ensuring your site is easy to use, is to make sure that your site is organized well. This means:

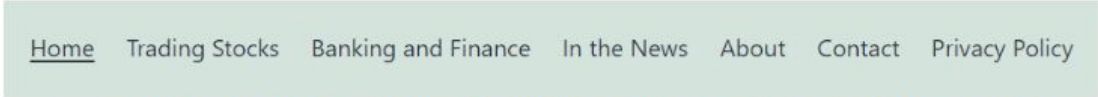
- You should split up your posts into categories
- Your categories should not overlap. Posts should only fit into one category
- Making sure that your posts are relevant to the category that they're in, and relevant to your site. A site about tennis should not contain a post or a category about pets, for example.
- You should have at least 6 posts per category.
- Categories need to refine your content. You should **not** have a 'general', 'random' or 'other' category on the site.

Bad Example:



'Trading', 'Stocks', and 'Make Money' all seem to overlap, without clear distinction between them.
'Holy Living' doesn't fit the niche of the site, and seems out of place with the rest of the site's content.

Good Categorization Example:



'Trading Stocks' and 'Banking and Finance' are distinctly different categories, making navigation much easier for a visitor, as they're able to find the content they're looking for.
Commentary on newsworthy stories around banking and stocks fits better with the niche of the site.

Page Title/Article Name

This is an Example of How to Organize Content avoiding 'thin' designation by Google



Small Description of Image

Here's an Example Text Section for the site. **It should be a few hundred words at least, making sure it makes up the majority of your work on the page,**

You'll want to make sure there are significant portions of your own original content. It's okay to include outside information, referencing statistics or facts from elsewhere, using lists or images as well. However, the important thing to remember is that most of the content on the page should be your own. **There needs to be 'significant added value' to any non-original content.** If you use quotes, make sure they're sourced correctly, and don't rely on ordered lists being the only content on the site. Again, it can be a great way to add to the engagement on the page, **but the majority of the content must be original to you.**



Small Description of Image

It's also okay to include images in your posts, they're a great way to spruce up an article and to keep your readers engaged. However, you'll want to make sure they're not taking up the majority of the page, and that if you do add images there are short descriptions as well as significant body text that puts them into context. Including any sort of 'random' imagery, or using too many images without adding high value, original content could be deemed 'thin'.

Content quality must remain high.



Google is often looking for high-quality, engaging, and original content on a site. Some things that you should look out for are:

- **Post length** - the majority of your posts need to be 500 words or more.
- **Thin or Scraped content** - Make sure content is not 'thin' or 'scraped' as defined by Google in the links below:

[Google's Scraped content definition](#)

[Google's Thin Content Definition](#)

[More details on Google's content policies](#)

- **Image Serving** - Make sure that there are no issues with image serving on the site.



Things to look out for:

- Categories need to have at least five or six articles each
- There needs to be at least three or four categories
- Taking your own content and rephrasing it in another article is still considered scraping! Each article needs to provide unique value!
- Only one category per article- putting the same article in multiple categories will result in a denial.



Q and A