

Technical Reference Guide: Critical Lessons for AdSense Approval

Introduction

This guide documents the critical technical lessons learned during the journey from repeated AdSense rejections to successful approval. These are the issues that most people miss—and the ones that most commonly cause rejections.

Key Principle: What looks fine to human visitors may be completely invisible to Google's crawlers.

LESSON 1: THE IFRAME PROBLEM

The Issue

This is the #1 technical reason for AdSense rejections.

Many website owners use services like Termly.io, FreePrivacyPolicy.com, or similar tools to generate their Privacy Policy and Terms & Conditions. These services typically provide an "embed code" that loads your policy in an **iframe** (inline frame).

What is an iframe?

An iframe loads content from a different domain inside a frame on your page. To human visitors, it looks like part of your page. But to Google's crawler, it's often invisible or inaccessible.

Why It's a Problem

Google AdSense **requires** a visible, crawlable Privacy Policy. If Google's crawler can't see your Privacy Policy content, you get automatically rejected with a vague message like "Your site doesn't meet our program policies."

How to Detect It

Method 1: Ask Manus

Plain Text

Please navigate to my Privacy Policy page at [your URL]/privacy and tell me how many characters of content you can extract.

If Manus reports less than 10,000 characters (and your policy is comprehensive), you likely have an iframe problem.

Method 2: Check the Page Source

1. Visit your Privacy Policy page
2. Right-click → "View Page Source"
3. Search for `<iframe` in the code
4. If you find an iframe pointing to a different domain (like `filesusr.com` , `app.termly.io` , etc.), that's the problem

Method 3: Browser Developer Tools

1. Open your Privacy Policy page
2. Press F12 to open Developer Tools
3. In the Console, type: `document.querySelectorAll('iframe').length`
4. If it returns a number greater than 0 (excluding legitimate iframes like social media embeds), investigate further

The Solution

You must replace the iframe with native content. Here's how:

Step 1: Extract the Content

Ask Manus:

Plain Text

My Privacy Policy is in an iframe at [iframe URL]. Please extract the full content and create a formatted HTML version that I can paste directly into my website as native content, preserving all headings, links, and formatting.

Step 2: Remove the Iframe

In your website editor:

1. Navigate to your Privacy Policy page
2. Delete the iframe embed element
3. Add a standard Text element in its place

Step 3: Paste the Native Content

For Wix:

1. Create an HTML file with the extracted content

2. Open it in your browser
3. Select all (Ctrl+A) and copy (Ctrl+C)
4. Paste into the Wix text element

For WordPress:

1. Switch to "Text" or "Code" editor mode
2. Paste the HTML directly
3. Switch back to "Visual" mode to verify formatting

Step 4: Verify the Fix

Ask Manus:

Plain Text

```
Please check my Privacy Policy page at [your URL]/privacy again and tell me
how many characters you can extract now. Also verify there are no iframes
blocking the content.
```

You should now see 20,000-40,000+ characters extracted, depending on your policy length.

Real-World Impact

In the documented case, the Privacy Policy went from:

- **Before:** 178 characters visible to crawlers (just navigation)
- **After:** 32,224 characters visible to crawlers (full policy)

This single fix likely made the difference between rejection and approval.

LESSON 2: LINK PRESERVATION IN WIX

The Issue

When pasting content with internal links into Wix, the internal links often disappear while external links remain. This is frustrating when trying to implement internal linking strategies.

Additionally, Wix's floating toolbar disappears off the top of the screen when you scroll down, making it impossible to manually add links to content lower on the page.

Why It Happens

Wix's text editor doesn't recognize Markdown link syntax `[text](/url)` or plain text URLs for internal links. It only auto-detects full URLs starting with `http://` or `https://`.

When you paste Markdown-formatted content, Wix strips out the internal link syntax but preserves external URLs because they're recognizable as complete URLs.

The Solution

Method 1: HTML Through Browser (Recommended)

1. Create an HTML file with your content and links:

HTML

```
<p>Check out my guide on <a href="https://www.yoursite.com/blog/post-title">AI ethics</a>.</p>
```

1. Save the file and open it in your browser
2. Select all content (Ctrl+A) and copy (Ctrl+C)
3. Paste into Wix text element

The browser renders the HTML as rich text, which Wix understands and preserves.

Method 2: Use Full URLs for Internal Links

Instead of relative URLs like `/blog/post-title` , use full URLs like

`https://www.yoursite.com/blog/post-title` . Wix recognizes these as links and preserves them.

Method 3: Add Links One at a Time

If you have a small number of links:

1. Paste your content without links
2. Highlight the text that should be linked
3. Click the link icon in the toolbar (before scrolling down)
4. Enter the URL
5. Repeat for each link

Workaround for Disappearing Toolbar

If you need to add links to content lower on the page:

1. **Zoom out** your browser view (Ctrl + Mouse Wheel Down) so the toolbar stays visible even when scrolled
2. **Use keyboard shortcuts:** Ctrl+K (Windows) or Cmd+K (Mac) to open the link dialog without needing the toolbar

3. **Work in sections:** Edit the top portion, save, then edit the bottom portion separately

TECHNICAL CHECKLIST FOR ADSENSE APPROVAL

Use this checklist before submitting your application:

Content

- ☐ 15-20+ articles published
- ☐ All articles 800+ words
- ☐ Proper formatting (headings, paragraphs, images)
- ☐ Original content (not copied)
- ☐ No prohibited content
- ☐ Author attribution present

Essential Pages

- ☐ Privacy Policy exists
- ☐ Privacy Policy is crawlable (NOT in iframe)
- ☐ Privacy Policy is comprehensive (20,000+ characters)
- ☐ Terms & Conditions exists
- ☐ Terms & Conditions is crawlable (NOT in iframe)
- ☐ About page with real information
- ☐ Contact information visible

Technical SEO

- ☐ Structured data implemented (Person, Organization, BlogPosting)
- ☐ All 404 errors fixed
- ☐ No orphan pages
- ☐ Internal linking implemented (15-20+ links)
- ☐ Mobile responsive
- ☐ Page speed optimized (80+ PageSpeed score)
- ☐ No broken links

Crawlability

- ☐ Privacy Policy: 20,000+ characters extractable
- ☐ Terms & Conditions: 30,000+ characters extractable
- ☐ Homepage: Full content extractable
- ☐ Blog posts: Full content extractable
- ☐ No content blocked by robots.txt
- ☐ No critical pages with noindex tags

User Experience

- ☐ Professional design
- ☐ Clear navigation
- ☐ Fast loading (under 3 seconds)
- ☐ Works on mobile devices
- ☐ No intrusive pop-ups
- ☐ Easy to read (font size, contrast)

Verification

- ☐ Google Rich Results Test shows structured data
- ☐ Manus crawlability test passes for all critical pages
- ☐ Site audit health score 85%+
- ☐ Mobile-friendly test passes
- ☐ PageSpeed Insights score 80+

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