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# Protecting Yourself from Google AdSense Click Fraud

No matter how sad it sounds but many site and blog owners are getting their AdSense account terminated without doing anything against the rules.

The biggest reason for that is click fraud. Click fraud in simple words is clicking on ads for the purpose of costing the advertiser money.

Surely a site or blog owner would never do a click fraud, because the account will get terminated and money on it lost. But 3rd parties can do that, for example, to kick you off the business for a while.

### **How to prevent click fraud?**

Check your access logs.

For any suspicious

activity you should

contact Google directly

and instantly. You can do

it from their official page

that accepts invalid clicks

reports from the AdSense

users - [https://www.google.com/adsense/support/bin/request.py?contact=invalid\\_clicks\\_contact](https://www.google.com/adsense/support/bin/request.py?contact=invalid_clicks_contact)

The sooner you do that, the better. You must **make Google team sees that you are:**

- ***not affiliated with these invalid clicks***

- ***you do not want money from this illegal stuff***

- ***you are ready to any kind of cooperation to stop that stuff***

### **What can be a suspicious bulk of clicks?**

For example, **too many clicks from the same IP over a short period of time.**

But today click frauders went further and use special solutions that automatically put different IPs. Then even try to hide behind the search engines. It can look that 100 people came to you from MSN or Yahoo using one and the same search term - look for the search term, because it can tell a lot.

**If you are not 1st page for this term in the search engine that 'sends' you clicks - fraud is possible.**

**Also disable ads for your own IP address and local geographic area.** This can prevent accidents and will not make Google mistake another user as you. This can be done through a htaccess file.

**Also keep your ads off on pop ups and pop unders.**

**Do not put ads on content sites that promote illegal activity** or tampering of the legal rights of other people or business.

And the rule of a thumb - **be the first to contact Google.** Even if you did a mistake and the clicks were not fraudulent, still it is better to make Google see that you do your part of the job.

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