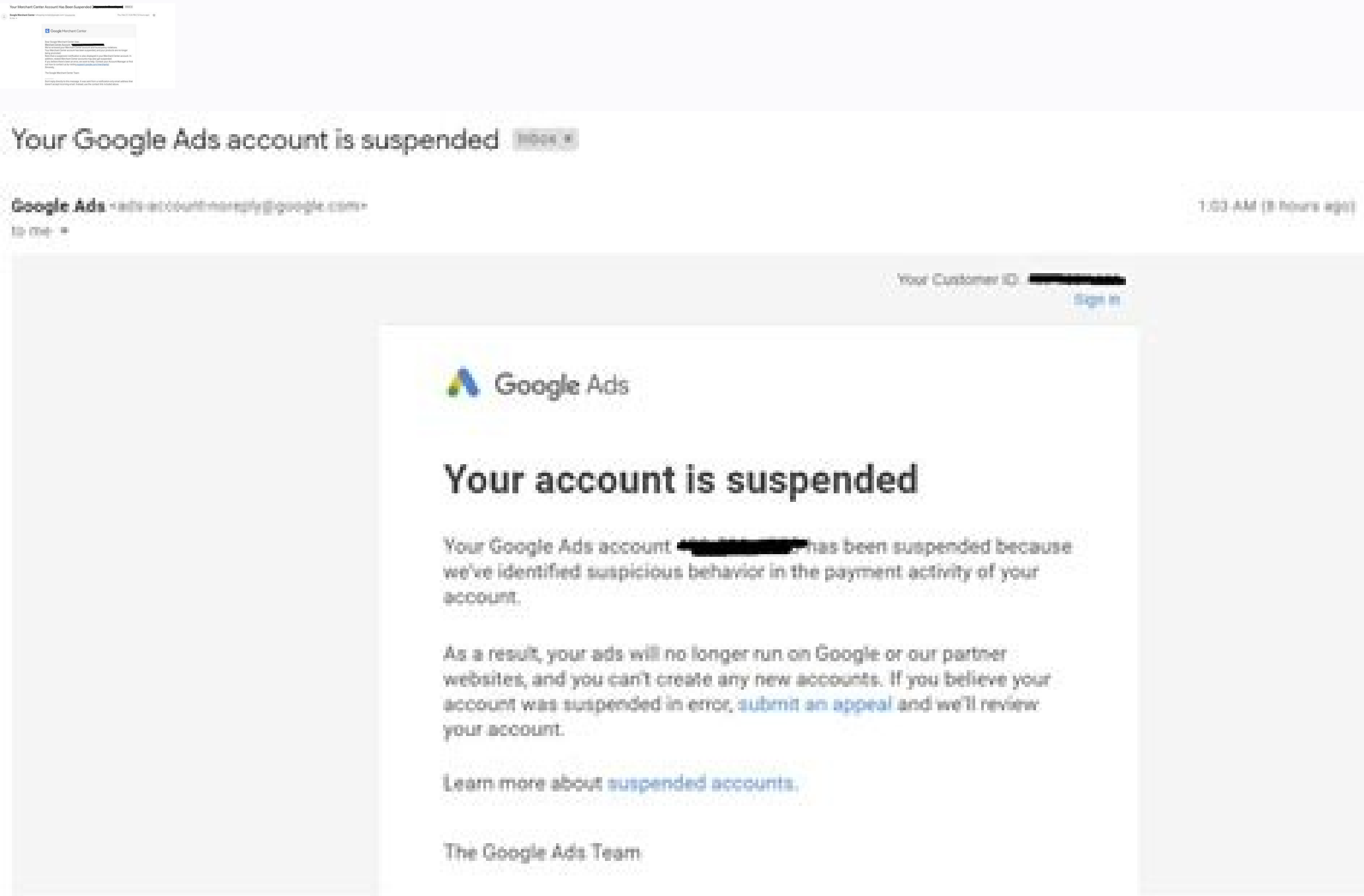
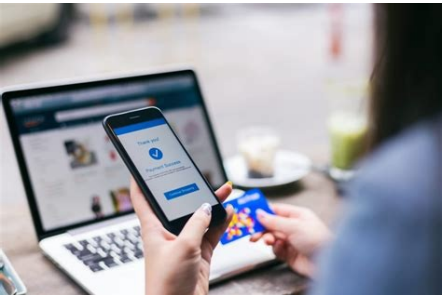


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Why is my google ads account suspended. What to do if google adsense account been suspended.

Your account is temporarily suspended because of unpaid invoices, as shown by the red banner across the top of your account. To get your ads running again, you'll need to reactivate your account by paying the invoices right away. If you've gotten an email from Google Collections that lists your unpaid invoices, please refer to it. Or, email us, making sure to give the name on your account and your customer ID number. You'll typically get a reply within two business days. General Collections Alias: collections@google.com Note: Only accounts on monthly invoicing should use this email address to contact the billing team. How to pay your invoices You can pay by wire transfer or check, but keep in mind that checks take much longer to process. You can't pay an invoice with a credit card. The payment details you should use are given at the bottom of your invoice. Get detailed instructions on how to pay your invoices If your payment isn't showing in your account If you paid the overdue invoices, but your account hasn't been reactivated, contact us at the email address for your country given above. Include the following in your email: Your Google Ads customer ID (CID) A proof of payment A list of amounts and invoices paid Keep in mind that it could take a number of days for your payment to be received and processed. If you have more than one account, you could have overdue invoices in more than one of those accounts. Be sure to check all of your accounts for outstanding invoices. If no payment is received If your payment is not received in full, Google may work with an external collections agency who might send you a combination of letters and emails that request payment on behalf of Google. Proof of payment Valid proof of payment is a confirmation of wire transfer or check payment that shows all of the information listed below. For wire transfer Send a bank confirmation showing information listed below. Screenshots from accounts payable systems, such as SAP, Oracle, or SAGE will only be considered a valid proof of payment if they contain all of these details. Payee details (account number and name) Payer's name Payment date (future dates won't be accepted) Amount paid Bank transaction or confirmation code Payment Status (It must indicate the transaction has been already executed, any status not confirming completeness of payment won't be accepted) For check payment Send a copy of your check showing: Payee details Payer's name Payment date (future dates won't be accepted) Amount paid Check number Tracking number or FedEx number Also send remittance advice, with invoice numbers and respective amounts, with your proof of payment. This is not mandatory to reactivate your account or prevent suspension, but it will help us match your payment against an invoice or credit memo in a timely manner. Google ads can help you reach more clients and massively boost your bottom line. But when you get your Google Ads account suspended for suspicious payments, you want to do everything in your power to have your account unbanned. Fortunately, Google allows you to appeal your suspension by writing to them for consideration. When trying to place an appeal for your suspended account, always ensure that you carefully draft the letter, and if possible get a professional to do it on your behalf. That's where DoNotPay comes in. What are the Reasons For Getting Banned on Google Ads? A Google ads ban or suspension means a temporary shutdown of your account for violating Google ads policies or some of their terms and conditions. Google lists 5 major reasons why your Ad account may get suspended: Payment issues Unauthorized activity on your account Failure to comply with the Ads Grant Policy Violating age requirements Violating Google Ads policy While all these are major reasons why people get banned from Google ads, payment and billing issues tend to be a bit more complicated. Your Google Ads account may get this type of ban because you had payment issues such as: Abusing promotional codes Placing chargeback requests Having an unpaid balance Suspicious payment activities Understanding Suspicious Payment Activities Google uses human and automated evaluations to detect suspicious payments which could then get your account suspended. Since the company might not always list down the specific reasons your Google Ads account suspended suspicious payments, here are some of the activities that might qualify as suspicious payment activities: If you use a card that is associated with a banned account. This will always lead to your new account being banned. Using a card that is not registered under your name: Always use a card that bears the name you used to create your Google ads account. Using virtually generated cards Using a stolen card Irregular payment behavior If Google is unable to verify your payment information. If you feel that your Google account was suspended due to suspicious activity, you can always take steps to appeal this decision. What to Do If Your Get Banned From Google Ads Account Google allows you to submit an appeal for a banned Google ads account. The company, however, insists that it only reinstates accounts under compelling circumstances, such as the case of an honest mistake. This, therefore, means that you must provide compelling reasons why your Google account suspended suspicious activity deserves to be reinstated. Here is how you do that: It is possible that you violated some policy or terms & conditions without your knowledge. Since Google may not always list which policy or terms &\* conditions were violated, it's up to you to read and understand all of them. This sounds exhausting, and unfortunately, it is, but it is a step you have to first take. While checking the terms and conditions, if you realize that you mistakenly used the wrong billing information, have an overdue payment, or have engaged in any of the suspicious payment activities listed above, note that down. You will use this information during the next step. After reading the terms and conditions, submit your appeal immediately. You can use the "Contact Us" link on your Google ads account or use the Google Ads Appeal Form to submit your appeal. While filing your appeal, make sure that you have rectified any policy violations to increase your chances of having your Google account suspended due to suspicious activity appeal considered. Always choose your words wisely. Be honest and provide specific details while drafting the appeal letter. Again, if you feel that a professional might know the right words to use, please use that direction to increase your chances of having your Google ads account unbanned. This should be the last step, but only after you have tried to submit an appeal but it was rejected. The Google Ads support team will review your appeal, and it's up to them to decide whether to reinstate your account or not. A word of caution, make sure you have rectified any violations before you contact support since if they reject your appeal, it might not be possible to unban it ever again Get Your Google Ads Account Back With DoNotPay We cannot emphasize this enough. Carefully go through Google Ads policies as well as terms & conditions to investigate where you might have gone wrong. After this, carefully draft an appeal letter before hitting send. If you don't have enough time to satisfy these two steps, DoNotPay can help. We will help fast-track your appeal by putting legal pressure on Google Ads to have them evaluate your appeal request. All you have to do is: Log in to your DoNotPay account and locate the Unban My Account product. Answer a few questions related to your banned account. Click on the Sign and Submit button. DoNotPay will generate a customized appeal letter in less than five minutes and send it directly to the company. It will contain a two-week deadline for the company to respond. How to Not Get Banned From Google Ads The best way to avoid a Google Ads account being suspended due to suspicious payments is to not engage in anything that may be deemed fraudulent. Here are a few tips to keep in mind: Use your own card when making payments. This card should bear similar names to what you have in your ad account Do not use a stolen credit card to make payments Do not use a virtual card Make your payments on time and on a regular basis Do not use a card that is associated with an old banned account DoNotPay Can Help You Appeal Banned or Suspended Accounts on Any Platform Aside from helping you appeal your banned Google ads account, DoNotPay can also help you appeal to other banned or suspended accounts. You can use the platform to: What Else Can DoNotPay Do? Appealing banned accounts is just only one of the services DoNotPay can assist you with. Here are a few more services we can help you with: Sign up with DoNotPay today to get started. Google is the undisputed market leader in the digital ad space, accounting for about 37.2% of the market share with Facebook coming in a distant second. As such, if you run an eCommerce store or any other business selling products, you may need to run Google Ads. In fact, many businesses depend on Google ads for a significant portion of their revenue and sales. It can be incredibly frustrating when your account gets suspended. Let's review Google ads disapproved reasons in this article Once Google Suspends Your Account it May: Prevent you from creating new content or running any ads, including any that already exist Suspend any associated accounts including payments accounts and email accounts Suspend Merchant Center accounts associated with your suspended Ads account Prevent you from creating any other accounts in the future. While it may seem harsh, Google has a zero-tolerance policy as it asserts that its platform exists to create a positive and safe experience for its advertisers and users. The following are the reasons your Google ads account is suspended. This is one of the most common reasons that get Google Ads accounts suspended or even banned. You need to go through the Terms and Conditions and Google Ads Policies to ensure that you have a very good grasp before you start making ads. Circumventing Systems — Engaging in any activity that seeks to circumvent the quality systems put in place by Google will get your account suspended. Some examples of activities that try to circumvent system include cloaking, sneaky redirects, and manipulating ad text. Counterfeit — You are not allowed to use Google ads to promote any counterfeit goods or anything that attempts to pass itself off as the original brand. Some examples of these include any clones, imitations, replicas, and knockoffs. Promoting unsanctioned pharmacies — Any ads that promote pharmaceutical products without first applying for authorization may be suspended. This will include targeting locations where you are not approved to sell pharmaceutical products Undesirable business practices — Unacceptable business practices is a very serious violation that could result in not only a suspension but a permanent ban. Some deceptive practices include phishing and misstating or concealing critical information about your service, product or business. Unfair Advantage — This is using Google ads to gain an unfair advantage over other participants in the market. For instance, having several accounts and targeting the same product with different ads to trying to appear more than once on the search listings. Repeated Violations — If you violate the terms and policies too many times you will get your account suspended. Google Ads Account Suspended for Payment and Billing Issues Abuse of Promo Codes — The selling of promotional codes or the use of more than one promo code is forbidden. Chargebacks — Google makes money from charging you to advertise on the platform and hence when you initiate chargebacks you are depriving them of revenue. This could get your account suspended or even banned. Suspicious Payment Activity — If Google detects any falsified or suspicious activity on your account including being connected to previously suspended accounts you could get in trouble. Unpaid Balance — If you have at least one unpaid balance you could get a suspension, which can only be lifted by making payment. Dynamic landing pages/Redirects — If any of your pages redirect to other pages or have dynamic content, they may provide a bad user experience. They will be in violation of Landing Page rules and will get your Google Ads account suspended. Missing Business Information — If your website is missing critical information such as phone numbers, email addresses, and physical address it may be deemed untrustworthy. You Publish Deceptive Content — The definition of deceptive content varies but it may include anything that misleads or misstates the facts. For instance, you are not allowed to run Google Ads to promote get rich quick schemes or deceptive weight loss programs. You are also not allowed to make unfounded competitive claims such as our service is the best without third party backup of your claims. All it takes is for a Google ads employee to believe you are being deceptive for your account to get suspended. There are other cases of deceptive content such as using trademarks and selling copyrighted material, which is likely to be flagged and get your account suspended. Your Website Was Hacked or You have Malware. Most of the time, the list of violations will not contain a "hacked website" as a reason for the suspension of your Google Ads account. Unfortunately, having a website that is hacked so that it redirects to webpages with malware or deceptive content could get your suspended. If your website is hacked and the web pages have been infected with malware that is installed into users' computers, your Google Ads account could be banned. This means the security of your website is very important since not taking the necessary precautions could seriously disrupt your business. Having More than One Account - Circumventing Google's systems by having more than one account is one of the most common reasons that result in a permanent ban. Google expects every business to run its ads from only one account, and having more than one is seen as trying to circumvent the systems. Google is often vague when they send a suspension or warning email and since many users may not have the expertise to fix offenses they make the mistake of creating a new account. Google Ads will immediately suspend the new account for trying to circumvent the quality systems as their systems can easily associate the two accounts. As such, it is always advisable to fix any warnings or suspension rather than open a new account as doing otherwise could result in a permanent ban. Poor-quality Landing Pages - Low-quality landing pages may take many forms. For instance, bidding on Google ads only to take that traffic to a page full of Ads, to an affiliate website or a different domain obviously provides a bad user experience. Moreover, it is a violation of destination requirements that Google Ads takes very seriously. Suspicious Payment Methods - Problems with payment methods are a common issue when it comes to suspensions. It is usually prevalent with users that have more than one account that all have the same payment methods. For instance, if you have the same credit card for two accounts, Google Ads will link them together and suspend the accounts. It often happens when a new Google Ads account has credit cards associated with an account that was suspended in the past. Another common reason that may trigger suspicious payment methods suspension is when the name of the cardholder is different from what you have on the ad account. Google could also suspend your account if you are using virtual cards or dome debit cards which they think could expose the platform to abuse. The fixes for a suspended account will depend on the type of suspension or warning and the cause of the suspension. However, the first thing to do when you get that initial email telling you of the suspension is to: Still not sure what to do? Book 30 minutes of time with me to discuss your account and receive actionable items you can use. This is based on my 17 years using Google ads and cleaning up over 150 Ad accounts. I do NOT work for Google and can NOT guarantee results. Cost \$150!

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