

GOOGLE STATEMENT

“We have strict policies in place to prevent harmful scam advertisements from running on our platforms. Upon review, we found that the ad in question violated our policies. As such, we’ve removed the ad and took appropriate enforcement action against the associated advertising account. On Search, our advanced spam-fighting systems enable us to keep our results 99 percent spam-free, and we’re continuously [improving these systems](#) to fight the increasing volume of scammy and malicious content online. On Google Sites, we explicitly prohibit abuse and we invest heavily in detecting, deterring, and removing abuse from our platforms.”

HOW GOOGLE FIGHTS SPAM AND MALICIOUS CONTENT ON GOOGLE SEARCH:

- Overall, our spam fighting systems are highly effective. On Google Search, our advanced spam fighting systems enable us to block 40 billion pages of spam and malicious every day. These systems help keep Search 99% spam free.
 - To learn more about our work to fight spam on Search and the continued improvements we’ve made, read our [2021 Webspam Report](#).
 - Scams are a big threat to online user safety. Expanding on our work in 2020, in 2021, we launched several algorithm updates that resulted in a 40% reduction of scammy results. The improvement in coverage allowed us to protect people against many more scam types beyond the customer support queries that we’ve been fighting for the past few years.
- While our systems are highly effective overall, they don’t catch everything – especially if someone is using highly specific search terms where there isn’t a lot of quality information available about a topic.
- We don’t comment on actions taken against specific sites or URLs, but when we identify violations of our [webmaster guidelines](#) against deceptive or manipulative practices, we take appropriate action, which can include manual action.
- [We also offer](#) people ways to get context on the sources they see in Search to make informed decisions about where the information is coming from. By clicking on About This Result, the three dots next to your result, you can see website descriptions, when Google first indexed the site, and whether or not a site’s connection is secure. This added context enables you to make a more informed decision about the source before clicking the link.

Background on preventing scams/phishing in Google Sites:

- Our [Abuse Program Policies](#) explicitly prohibit phishing in Google Sites.
- We also have [guidance](#) for avoiding and reporting phishing attacks.
- We invest heavily in detecting such content and use technology to deter, detect, and remove abuse from our platforms.

Background on our Ads Policies

About our Ads Policy:

- We are committed to combating fraud in ads and protecting our users and advertisers from scammers.
- For example, under our [Misrepresentation policy](#) we explicitly prohibit:
 - Advertisers falsely implying an affiliation with an individual or organization, including government agencies.
 - Concealing or misstating information about the advertiser’s business, product, or service

- Ad destinations that use “phishing” techniques to gather user information
- Ads that use clickbait tactics or sensationalist text or imagery to drive traffic
- Advertising products or services as free when they are chargeable
- Over the years, we’ve invested heavily in enforcing these policies and stopping bad actors from abusing our network and harming users.
- [In 2021](#) alone, we blocked or removed more than 3.4 billion ads for violating our policies.

Advertiser Verification:

- In recent years, we have invested heavily in [verification](#). In [2020](#) we launched a new advertiser identity verification program that requires Google advertisers to verify and disclose information about their businesses, where they operate from and what they’re selling or promoting.
 - This transparency helps users learn more about the company and services behind a specific ad.
 - We’ve rolled this feature out in over 180 countries thus far.
 - And in 2021, we introduced [advertiser pages](#) through our About this Ad menu, showing the ads a specific verified advertiser has run over the past 30 days.

About Search ads:

- Ads Quality + Relevance
 - As highlighted in [this blog post](#), we follow established principles for how and when ads can appear in Google Search.
 - The experience of our users comes first, which is why we only show ads that are helpful and relevant to people.
 - We invest significantly in our ads quality systems to continuously improve on our ability to show ads that are highly relevant to people, and helpful to what they’re searching for.
 - Over time, this has led to better, more relevant ads and major improvements in the overall user experience.
 - If there are no useful ads to show for your search, you won’t see any--which is actually the case for a large majority of searches.
 - In fact, on average over the past four years, 80% of searches on Google haven’t had any ads at the top of search results.
- Labeling
 - Part of delivering a great user experience is also ensuring that Google Search ads are clearly labeled as coming from an advertiser—and we’ve long been an industry leader in providing prominent ad labeling.
 - When Search ads do appear, they have the word “Ad” clearly labeled in bold black text in the current design.
 - We rely on extensive user testing both on mobile and desktop to ensure ad labels meet our high standards for being prominent and distinguishable from unpaid results.