



谷歌防 K 号小 Tips

谷歌 Adwords 的政策比较严格，利用以下的 Tips 可以很大程度上避免 K 号。

1. 阅读 Adwords 政策条款

必须花时间了解政策。弄清楚哪些允许，哪些不允许。知己知彼，百战不殆。

<https://support.google.com/adwordspolicy/answer/1316548?hl=zh-Hans#>

2. Landing page 的根域名下建立网站。

做个 mobile 网站，页面美观，有一定量的内容，同时在底部添加 privacy 和 Terms and Conditions（内容在末尾）页面链接。

3. 一个 adowrds 账号只对应一个域名。

域名不是越多越好，只要在同一域名下添加不同的文件夹就可以推广不同的 offer。

4. 选择优质的 VPS 放置 跟踪系统和 LP。

谷歌机器人会不定期的检查链接的有效性。无论是跟踪链接，还是 LP 链接出问题打不开，都将导致域名被停用。

Privacy

We welcome you to the **XXX** your privacy and the protection of your personal information is handled with great regard. The following text will inform you on how we use and manage the information collected at our site.

Customer Information

Once you make a purchase or request other information from **G XXX** your name, shipping/mailling address, telephone number, email address and fax number are included in our customer file.

This information is used to ensure a quick, efficient flow of products and services to you.



This information may also be used for other purposes as outlined below.

Postal Addresses

XXX may use your mailing address to send XXX marketing materials to keep you updated on our most current products and services.

Occasionally, XXX may make the names and addresses of our customer list available to carefully screened companies that offer products and/or services that may be of interest to you.

Email Addresses

Email addresses may be used to communicate information of interest to you about XXX it includes Order Shipment/Tracking Information, Obsolete Part Bulletins, Service Change Information or other XXX .promotional emails.

Emails may be sent by XXX or an authorized agent working for XXX

All authorized agents operate with a confidentiality agreement. Information sent in this manner will always include "opt out" options.

Email addresses are never rented, sold or traded to third parties.

Choice and Opt-Out

If you no longer wish to receive the Company's promotional communications, you may "opt-out" of receiving them by following the instructions included in each communication or by **XXX@XX.com**



Terms and Conditions

This agreement contains the terms and conditions for the use of **XXX**. As used in this Agreement: (i) "we", "us", or "our" refers to **XXX**; (ii) "you" or "your" refers to the individual or entity using the Internet Site; (iii) "Internet Site" refers to all viewable pages (including page headers, custom graphics, button icons, links, and text), underlying program code, and accompanying services and documentation of this site; and (iv) "Partner" refers to a third-party entity with whom **XXX** has created a version of this Internet Site or whom **XXX** has authorized to link to this Internet Site or with whom **XXX** has a joint marketing relationship. By accessing, browsing, and/or using this Internet Site, you acknowledge that you have read, understood, and agreed to be bound by these terms and conditions and comply with all applicable laws and regulations.

1. Licensee of Use

We grant to you a limited, non-exclusive, non-transferable, revocable license to use the Internet Site only for managing your purchasing process, including viewing, requesting, approving and ordering products for yourself or on behalf of your company. As a licensee of the Internet Site you may not rent, lease, grant a security interest in, or otherwise transfer any rights you have in the use of this Internet Site. You further are not authorized to resell the purchase management and processing services of this Internet Site.

2. No Warranty/Disclaimer

XXX and its partners do not warrant that your use of the Internet site will be uninterrupted, that messages or requests will be delivered, or that the operation of the Internet site will be error-free or secure. In addition, the security mechanisms implemented by **XXX** and its partners may have inherent limitations, and you must determine yourself that the Internet site sufficiently meets your requirements. **XXX** its partners are not responsible for your data whether residing on our or your servers.

You shall be responsible for all use of your account and maintaining the confidentiality of your password and information. We discourage your sharing of your password and account number with anyone; any such sharing shall be entirely at your own risk. Accordingly, you should select a unique, non-obvious password and change your passwords often.

XXX and its contents are provided "as is" and **XXX** and its partners make no representations or warranties of any kind with respect to this site, its contents or any product. **XXX** and its Partners



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3. Title

All title, ownership rights, and intellectual property rights in the Internet Site shall remain in

xxx its Partners and/or its suppliers. Copyright laws and treaties protect this Internet Site, and you shall not remove any proprietary notices or labels on the Internet Site. Through the use of this Internet Site no intellectual property rights will transfer to you.

4. Upgrades

xxx and its Partners reserve the right to update and upgrade the Internet Site at our sole discretion without notice to you, including but not limited to, changing functionality, user interface, procedures, documentation, or any of the terms and conditions of this Agreement.

xxx further reserves the right to modify any of the terms and conditions contained herein and in the policies by posting them on the Internet Site. If any update, upgrade or modification is unacceptable to you, your only recourse is to discontinue your use of the Internet site. Your continued use of the Internet site following any change in our site or posting of a new agreement on our site will constitute a binding acceptance of the change.

5. Prohibition Against Modification

Under the foregoing license, you are prohibited from modifying, translating, recompiling, disassembling or reverse engineering or otherwise attempting to derive the source code for the operation of the Internet Site or creating derivative **xxx** based on the Internet Site or parts of the Internet Site. For purposes of this Agreement, "reverse engineering" shall mean the examination or analysis of the Internet Site software to determine its source code, structure, organization, internal design, algorithms or encryption devices.

6. Termination



This license will terminate automatically upon our notice to you if you fail to comply with the terms and conditions described herein. **xxx** has the right to terminate the license of any user at any time for any or no reason. Such termination may be based solely on the discretion of **xxx** and/or its Partners.

7. Other Disclaimers

xxx and its Partners will not be responsible or liable to you for any delay or failure to perform under this Agreement if such delay or failure results from fire, explosion, labor dispute, earthquake, casualty or accident, lack or failure of transportation facilities and/or services, lack or failure of telecommunications facilities and/or services including Internet services, epidemic, flood, drought, or by reason of war, revolution, civil commotion, blockade or embargo, act of God, any inability to obtain any requisite license, permit or authorization, or by reason of any law, proclamation, regulation, ordinance, demand or requirement of any government or by reason of any other cause whatsoever, whether similar or dissimilar to those enumerated, beyond the reasonable control of **xxx** and its Partners.

This Agreement represents the complete agreement concerning this license and may be amended only by a written amendment executed by both parties.

If any provision of this Agreement is held to be unenforceable, such provision shall be reformed only to the extent necessary to make it enforceable.

You represent and warrant that, as the individual electronically agreeing to the terms of this Agreement, you are authorized and empowered to agree to this Agreement on behalf of yourself and any organization that you purport to represent.

在推广过程中有任务问题请发邮件到: Ask@furthermobi.com

更多教程请访问:

<http://pan.baidu.com/share/link?shareid=396282&uk=2869492529>