AdSense clinic · Ep 1

RPM dropped overnight?

Five checks before you panic.

Swipe →

RediAds blog.rediads.com/learn

~~$3.00~~

$1.80

Down 40%. Breathe.

One metric tells you where to look first.

The term

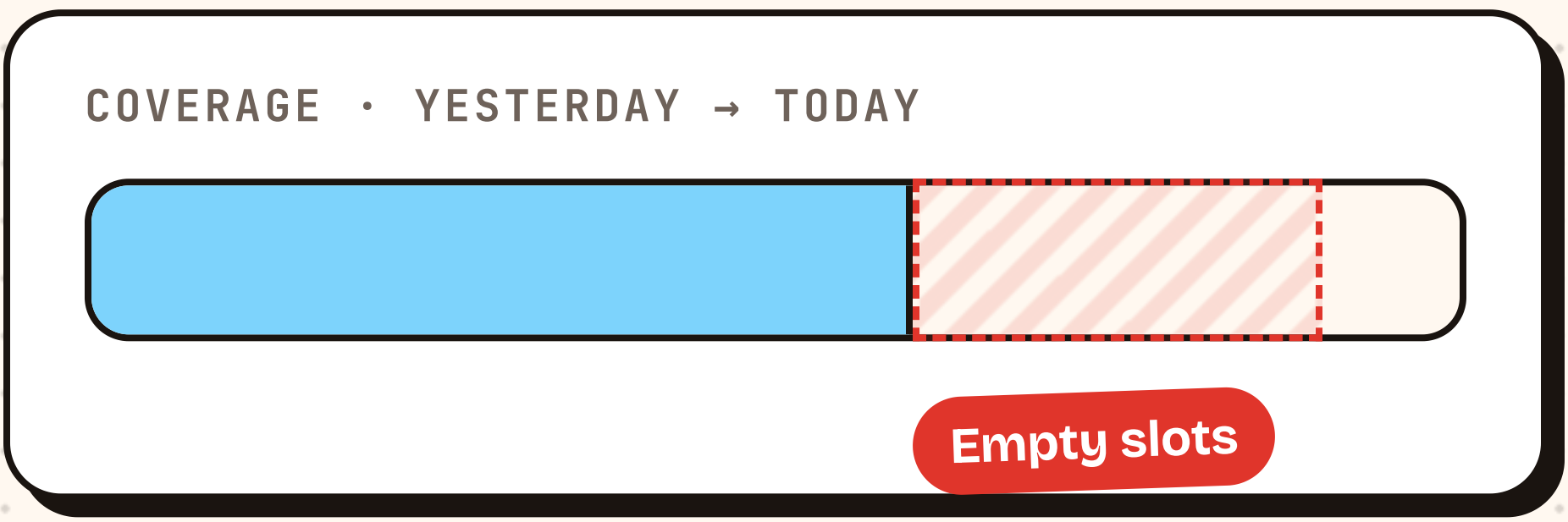
Coverage

The share of ad requests that **came back with an ad**.

Coverage down: **delivery** problem.
Coverage flat: **price** problem.

Step 1 · Read coverage

news.example: coverage fell from 90% to 60%.



A third of ad slots went empty. That's **delivery, not price.**

Step 2 · Delivery checks

Check the Google side first.

1 **Status dashboard**
A Google incident?

2 **Policy center**
Restricted or disabled ad serving

3 **ads.txt status**
On your Sites page

Step 3 · Price checks

Coverage held at 90%, but RPM still fell? Ads are showing, just earning less.

4 **Country + device mix**
Did traffic shift to lower-paying ones?

5 **Full days only**
Against the same day last week

Your check today

Add coverage next to page RPM.

THE CHECK

- [x] Status dashboard
- [x] Policy center
- [x] ads.txt status
- [x] Country + device mix
- [x] Full day vs last week

Recap

RPM fell overnight?

1 Coverage

2 Delivery?

3 Price?

NEXT · EP 2

Traffic problem or RPM problem?

Watch the 60-second video at
blog.rediads.com/learn

AdSense clinic · Ep 2

Traffic problem or RPM problem?

Split a revenue drop in two before you fix anything.

Swipe →

RediAds blog.rediads.com/learn

REVENUE · THIS MONTH



So you rebuilt the ad layout? Wrong move.

First, find out which half of the formula moved.

The term

Revenue =

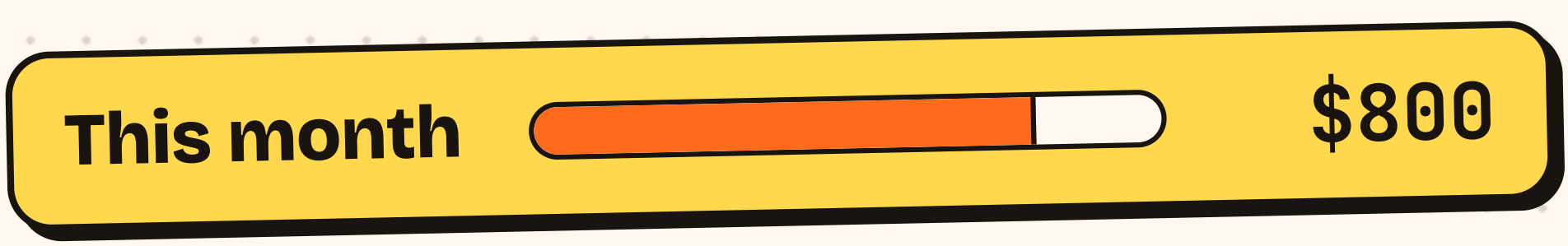
page views × page RPM ÷ 1,000

Page RPM is your earnings per thousand page views.

Step 1 · See the drop

recipes.example: 400,000 page views at a $2.50 page RPM.





Now split it.

Step 2 · Split it

It's traffic, not ads.

PAGE VIEWS

400,000 → 320,000

Traffic

-20%

PAGE RPM

$2.50 → $2.50

0%

Fix it in search and referrals, not the layout.

Step 3 · Flip it

Same $800. Different problem.

PAGE VIEWS

400,000 → 400,000

0%

Ad side

PAGE RPM

$2.50 → $2.00

-20%

Check coverage, season and policy.

Your check today

Both moved? Chase the bigger %.

THE CHECK · THIS MONTH VS LAST

- [x] Page views vs last month
- [x] Page RPM vs last month
- [x] Bigger % drop first
- [x] Traffic → search, referrals
- [x] RPM → coverage, season

Recap

Revenue fell?

1 Split

2 Traffic or RPM

3 Fix one

NEXT · EP 3

Fix "Earnings at risk": the ads.txt alert

Watch the 60-second video at
blog.rediads.com/learn

AdSense clinic · Ep 3

Fix "Earnings at risk"

The ads.txt alert, solved.

Swipe →

RediAds blog.rediads.com/learn

A RED BANNER IN ADSENSE?

ALERT

Earnings at risk

It's usually one missing line.

The term

ads.txt

A public file listing **who may sell your ads**.

It lives at your root domain:

`news.example/ads.txt`

Why it fires

The file exists, but your pub ID isn't in it? Google won't buy ads on those requests.

```
appnexus.com, 1234, RESELLER
rubiconproject.com, 5678, DIRECT
google.com, pub-…                MISSING
```

The fix · 3 steps

1

AdSense → Sites

Find "Not found" or "Unauthorized"

2

Copy the exact line

The one AdSense gives you

3

Paste at the root

Then load it in a browser

The line

It starts with google.com, your pub ID, DIRECT.

```
google.com, pub-0000000000000000,
DIRECT, f08c47fec0942fa0
```

Copy the exact line AdSense gives you, then paste it into the file at the root.

Three traps

`news.example/blog/ads.txt`
The file sits in a subfolder

www ≠ bare domain
They don't reach the same file

`robots.txt: Disallow`
The crawl is blocked

Updates can take a few days.

Your check today

Open your ads.txt. Find your pub ID.

THE CHECK

- [x] Open yourdomain/ads.txt
- [x] Find your pub ID
- [x] Line copied from AdSense
- [x] www + bare domain match
- [x] Status → Authorized

Recap

"Earnings at risk"?

One file

One line

At the root

NEXT · EP 4

Page-level vs site-level policy violations

Watch the 60-second video at
blog.rediads.com/learn

AdSense clinic · Ep 4

Page-level or site-level?

Read the policy issue. Fix the right scope.

Swipe →

Myth

COMMON BELIEF

“One policy email = ~~whole site banned~~”

It may be one page.

The term

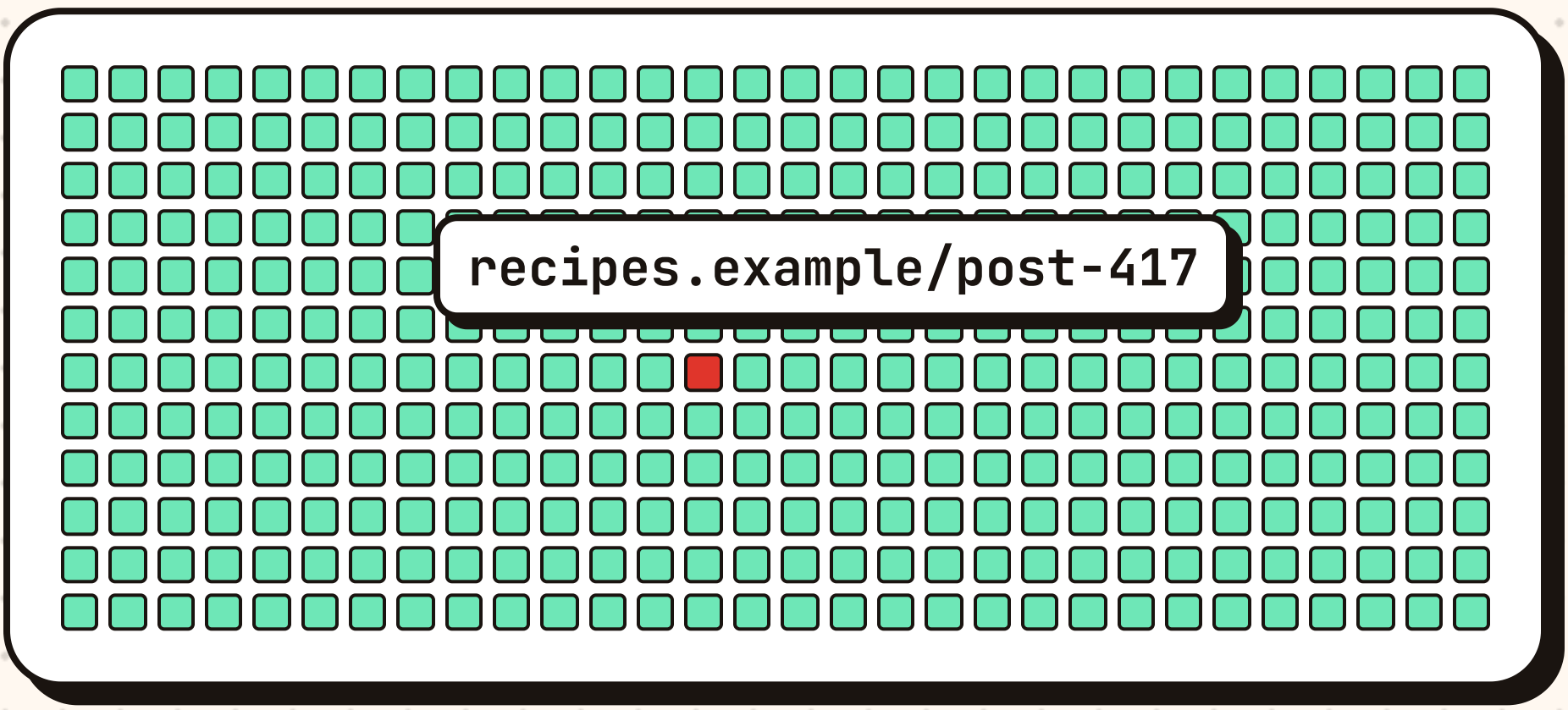
Enforcement level

PAGE SITE

AdSense enforces policy on **a** **single page**, or the whole site.

Page level

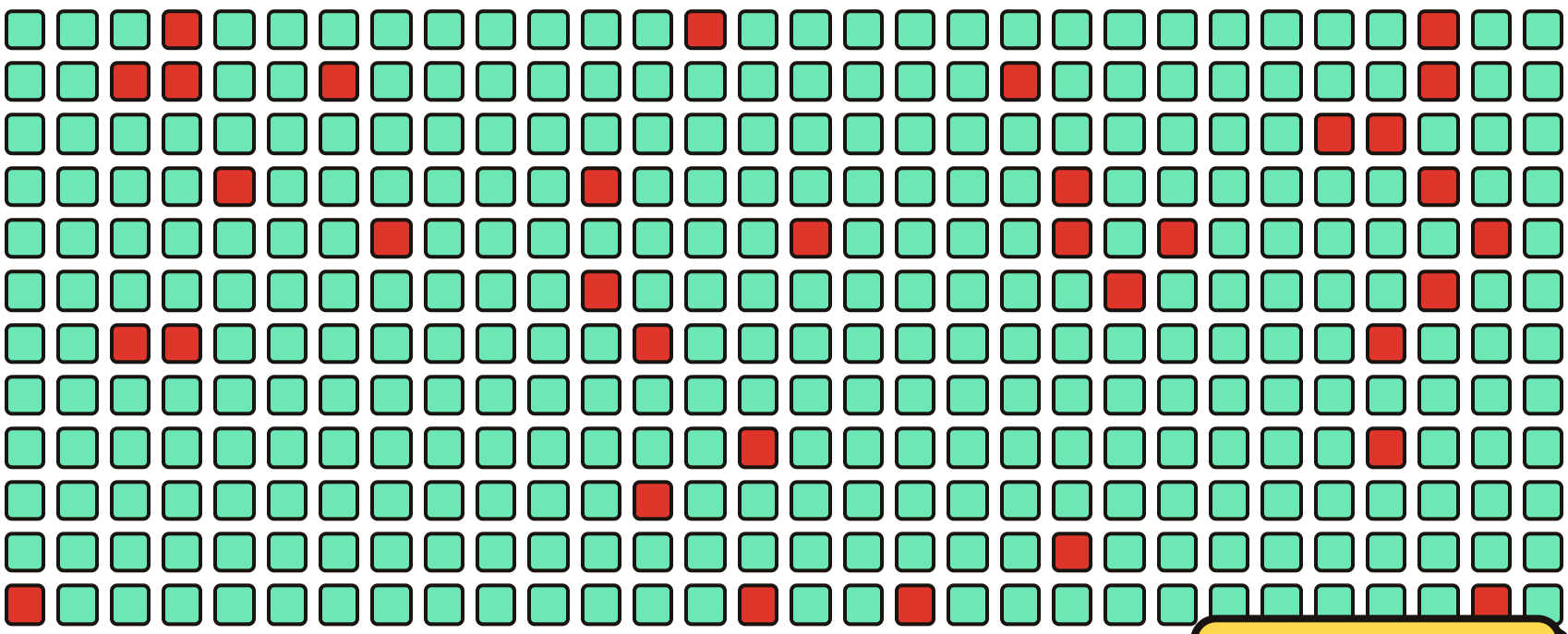
Ads stop on that URL only.



The other 999 pages keep earning. Fix that page, then request a review.

Site level

The example URL is a sample, not the full list.



Fix every page with the same problem.
Then request a review for the site.

Know the status

DISABLED

No ads on that page or site

RESTRICTED

Fewer advertisers can bid. Ads show, but earn less

AT RISK

A warning with a fix-by date

Your check today

Open Policy center. Note level and status.

THE CHECK

- [x] Open Policy center
- [x] Note level: page or site
- [x] Note status + fix-by date
- [x] Site-level: fix every page
- [x] Then request review

Recap

Policy email?

Read the level

Fix the scope

Then review

NEXT · EP 5

Invalid traffic deductions: why the final number is lower

Watch the 60-second video at
blog.rediads.com/learn

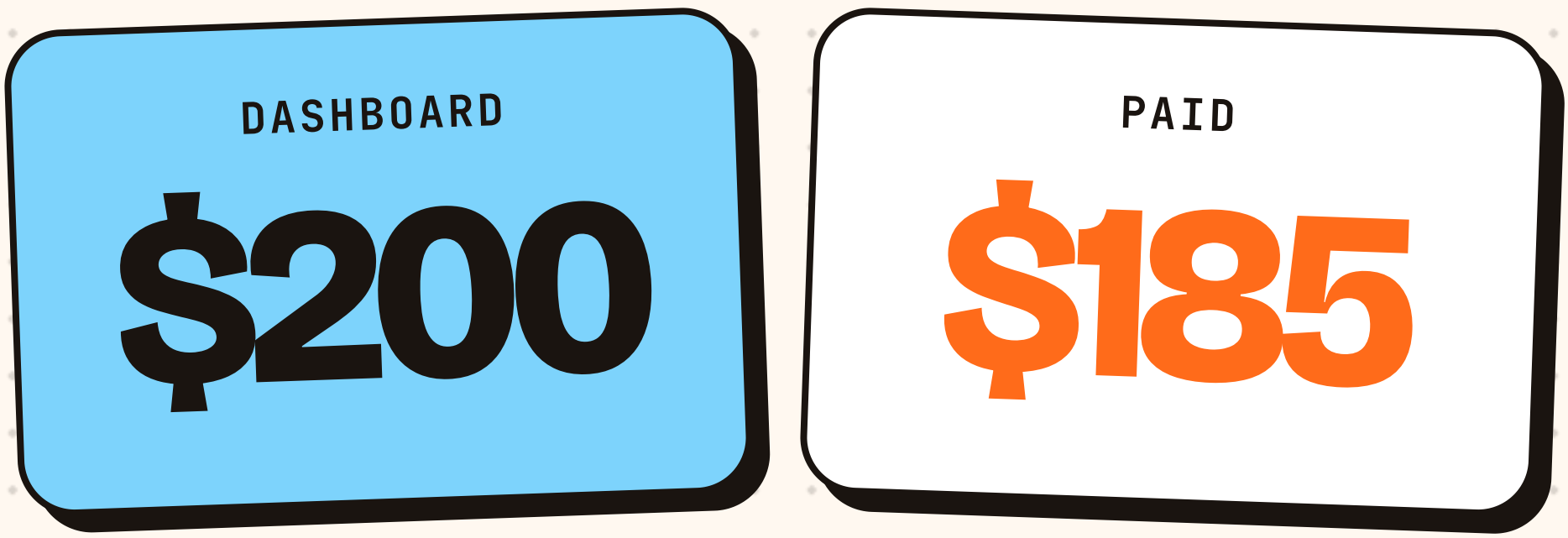
AdSense clinic · Ep 5

Why the final number is lower

Invalid traffic deductions, explained.

Swipe →

SEEN THIS?



Here's the gap.

The term

Invalid traffic (IVT)

Clicks or impressions that **artificially inflate** costs or earnings.

Like bots, or publishers clicking their own ads.

Estimated → finalized

1

March · Estimated

What your dashboard shows

2

Apr 3 · Finalized

Invalid activity removed, advertisers refunded

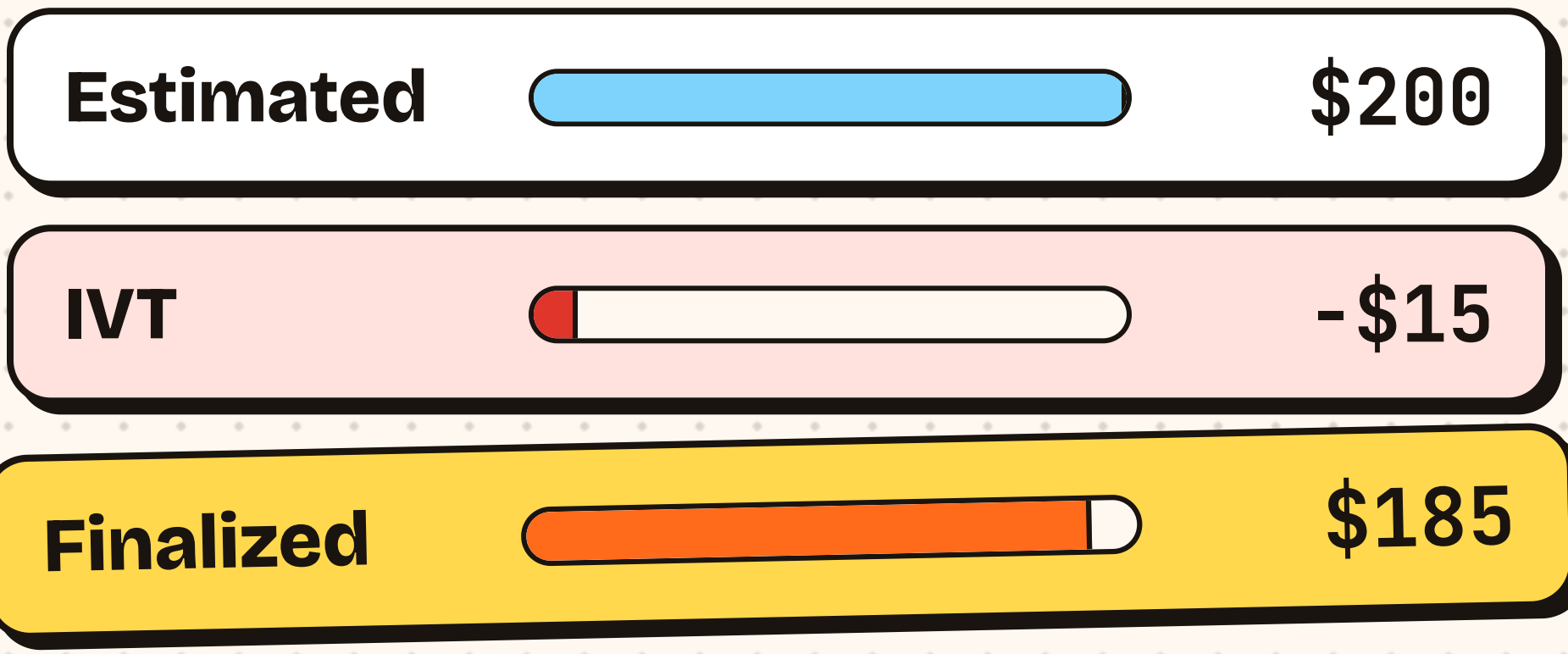
3

~Apr 21 · Paid

If you've reached the payment threshold

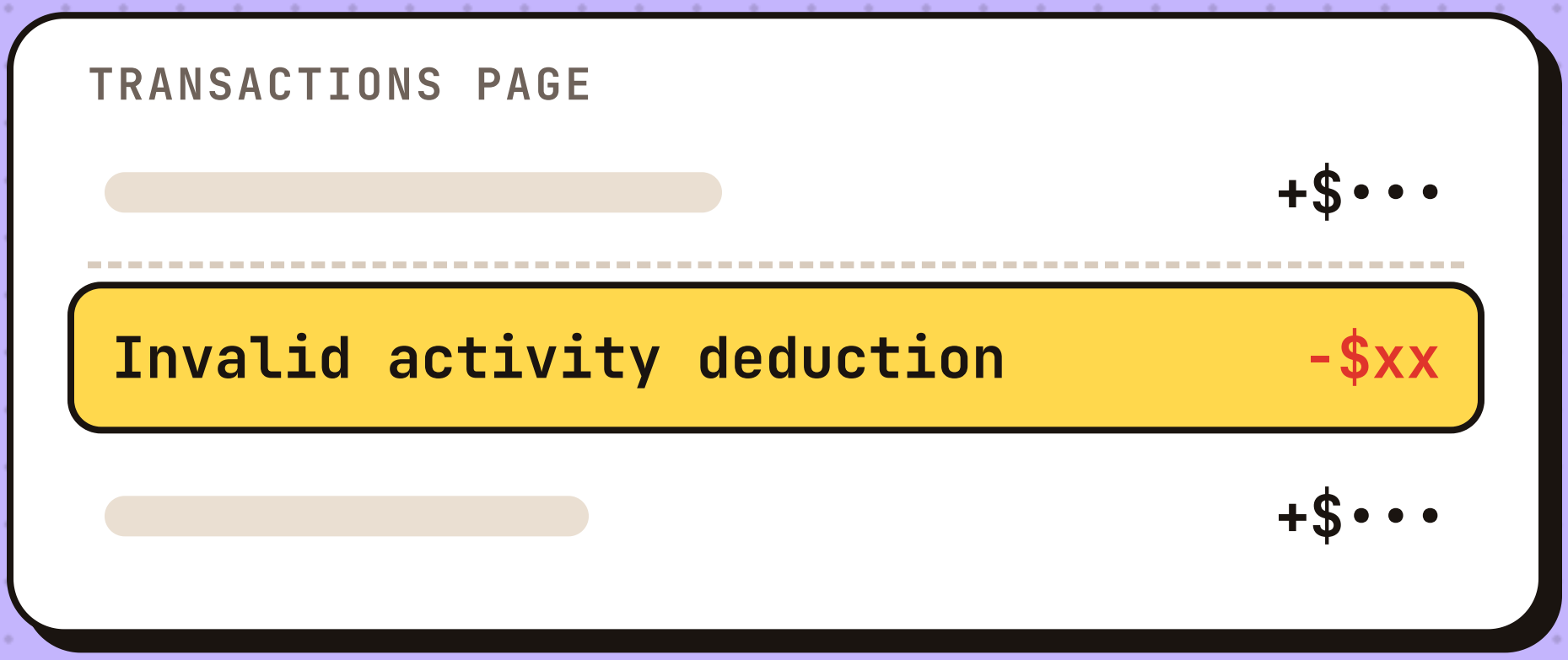
game.example · March

$15 came from invalid clicks. Removed before payment.



Later deductions

They can land later, usually for traffic from the past **60–90 days**.



They're final. Google won't say which clicks.

Watch your sources

Third-party IVT is still your responsibility.

! **A spike from one referrer**
Deserves a closer look

? **A paid traffic campaign**
Also deserves a closer look

Your check today

Compare estimated and finalized.

THE CHECK · LAST MONTH

- [x] Estimated vs finalized
- [x] Check Transactions page
- [x] Top 5 traffic sources
- [x] Spikes from one referrer?
- [x] Paid traffic reviewed

Recap

Paid less?

- Estimated isn't final
- Watch your sources
- Never click your own ads

NEXT · EP 6

The Q1 CPM drop: seasonality, not a penalty

Watch the 60-second video at
blog.rediads.com/learn

AdSense clinic · Ep 6

January RPM crash?

It's probably the calendar, not a penalty.

Swipe →

RediAds blog.rediads.com/learn

Myth

COMMON BELIEF

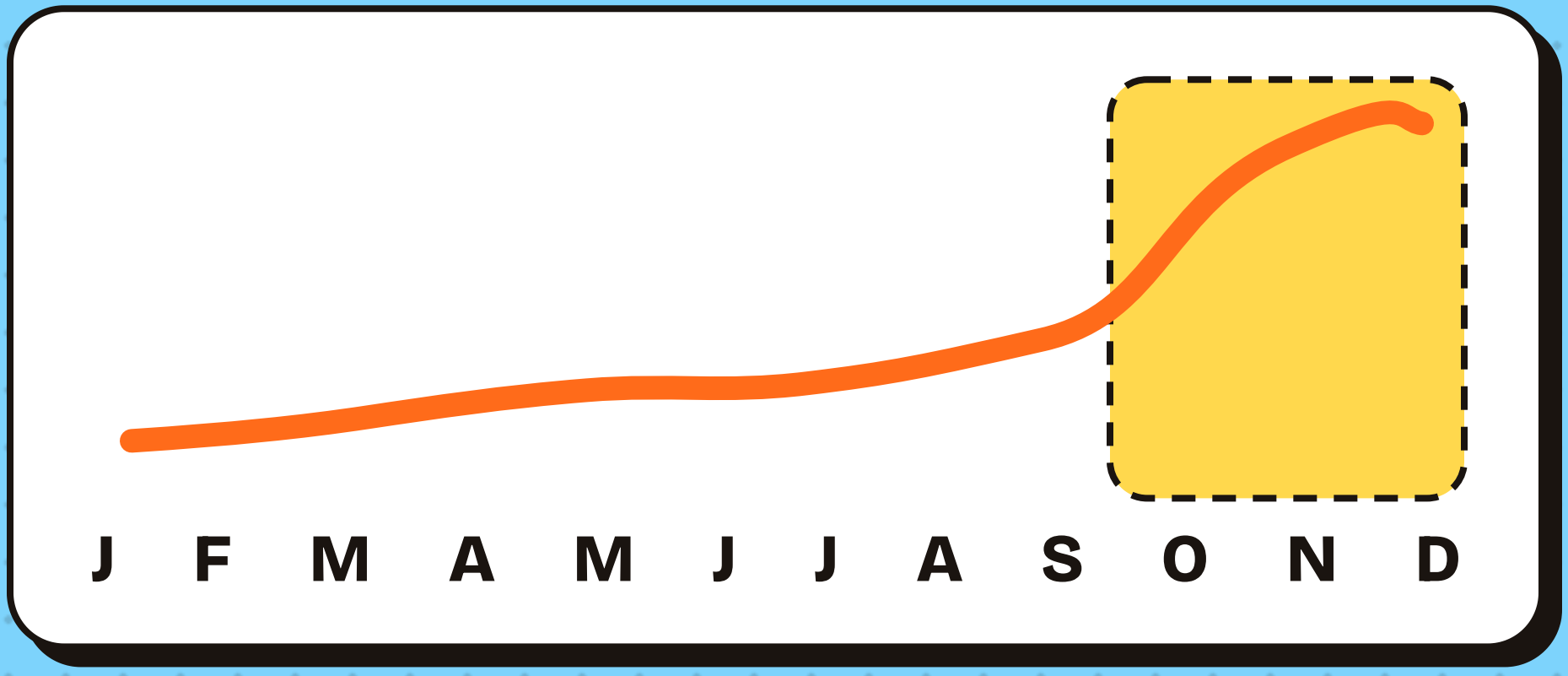
“January drop = Google ~~penalty~~”

Probably seasonality.

The term

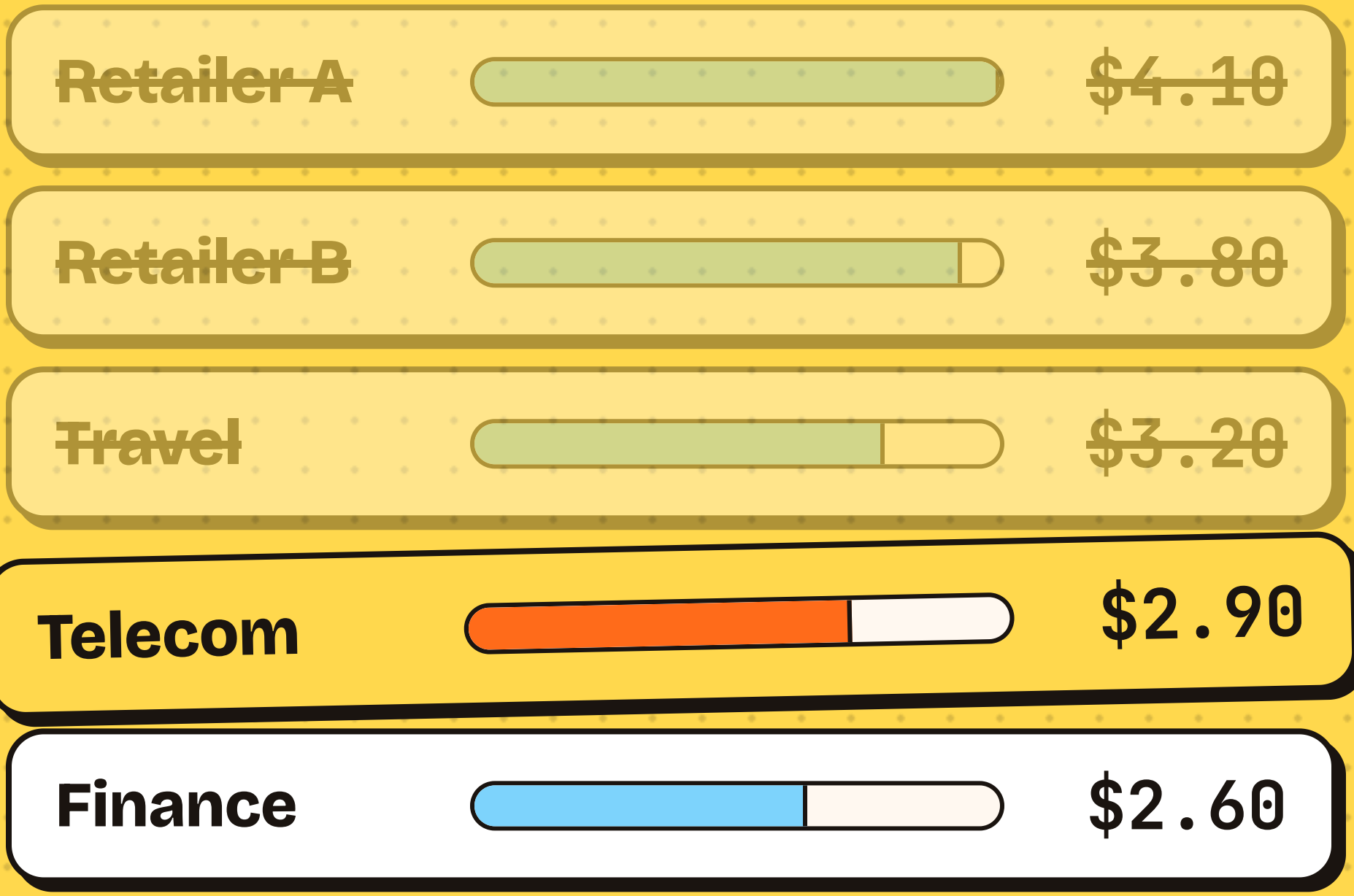
Seasonality

Advertiser demand **rises and falls** on a yearly calendar.



Why January dips

Q4 retailers bid hard. January budgets spend slowly.



Fewer bids → lower CPMs → lower RPM.

Reportedly · US programmatic CPMs

DEC 2025 → JAN 2026

-32.5%

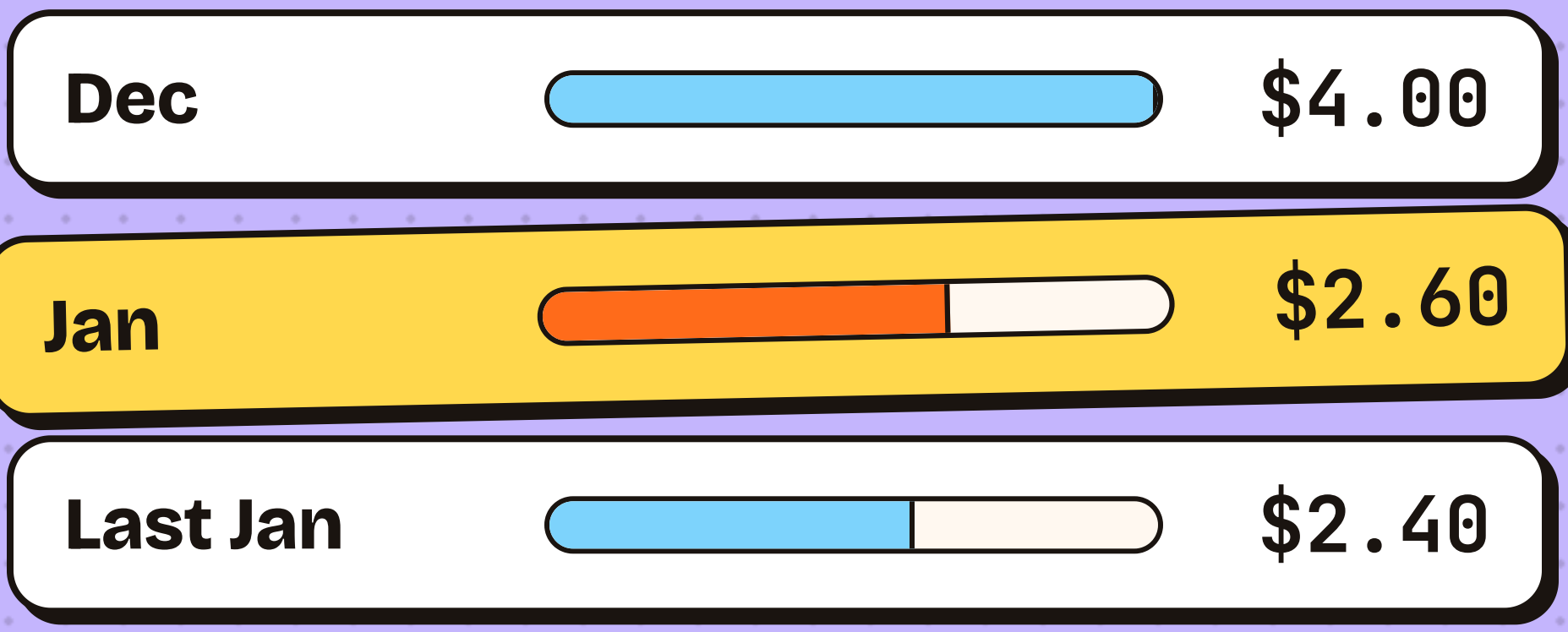
JAN 2025 → JAN 2026

+23.6%

DataBeat, as reported by PPC Land. One partner network, not the whole market.

The test · year on year

news.example page RPM



-35% vs Dec

+8% vs last Jan

Year on year, it's up. Season, not penalty.

Your check today

January vs last January. Not December.

THE CHECK

- [x] Jan vs last Jan
- [x] Not Jan vs Dec
- [x] Policy center clear
- [x] Coverage steady
- [x] Traffic flat?

Recap

January dip?

Same month

Last year

Then decide

NEXT · EP 7

Begin-to-render: why your impression count changes in February 2027

Watch the 60-second video at
blog.rediads.com/learn

AdSense clinic · Ep 7

The February 2027 impression drop.

Google will count display impressions later. Don't read fewer impressions as lost money.

Swipe →

THE FEBRUARY 2027 MISTAKE

17 Feb

2027 · ADSENSE + GOOGLE AD MANAGER

Fewer impressions ≠ lost money.

The term

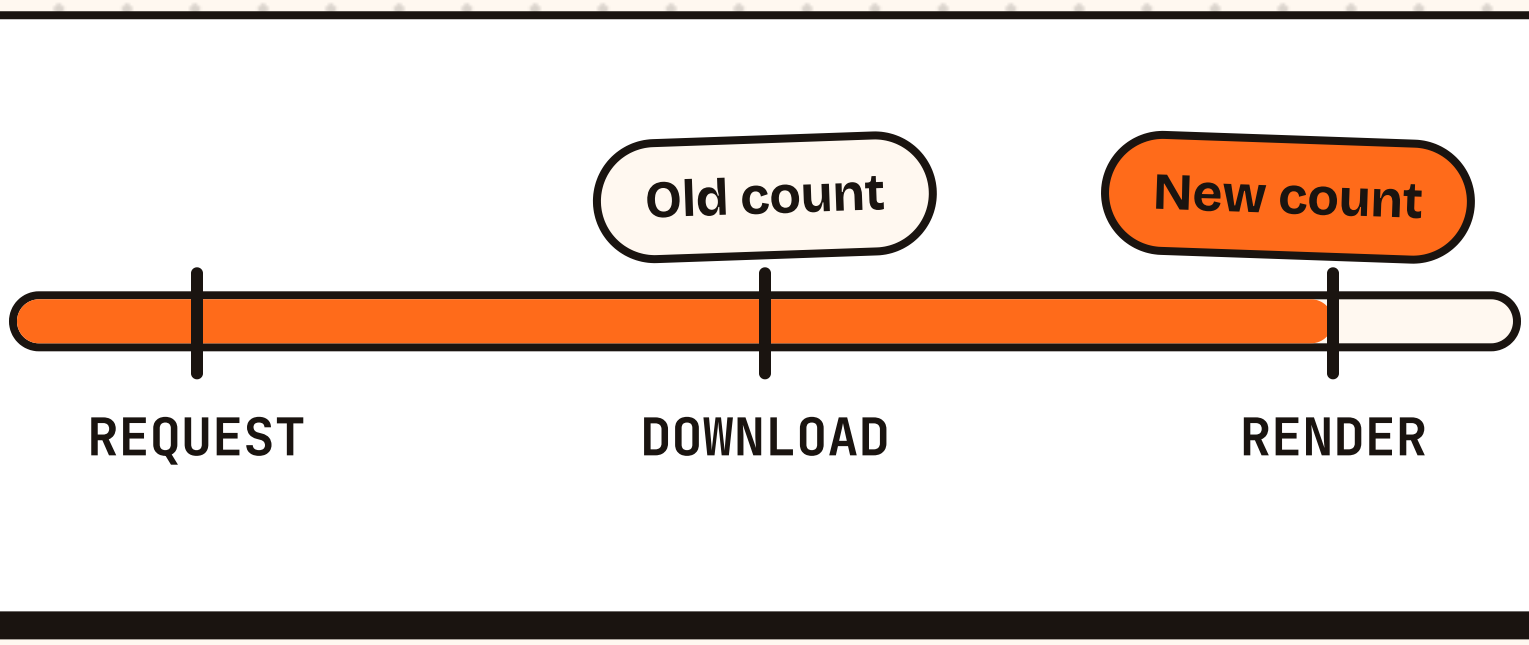
Begin-to-render

An impression counts only once the ad **starts displaying**.

Not when it starts **downloading**.

Step 1 · The change

AdSense and Google Ad Manager move the count from download to render.



Starts 17 February 2027.

Step 2 · Who drops out

Ads that download but never show.

Say the reader left first. That ad is no longer counted.

GOOGLE SAYS

No action needed. It hasn't sized the drop.

Step 3 · The math

game.example: same $200, fewer impressions, so impression RPM rises.

Impressions	`100,000 → 95,000`
Earnings	`$200 → $200`
Impression RPM	`$2.00 → ~$2.10`

ILLUSTRATIVE NUMBERS

Step 4 · Judge by earnings

Google hasn't said whether earnings move. Judge by earnings and page RPM.

CHANGING

Display banners

Web, mobile web, CTV

ALREADY AT RENDER

No change

App, video

Your check today

Save a baseline before February.

- [x] Export daily impressions
- [x] Export daily earnings
- [x] Note page RPM
- [x] Compare after 17 Feb

Recap

From 17 Feb 2027:

- Counted at render
- Fewer impressions
- Judge by earnings

NEXT · EP 8

AI Overviews took your clicks: what that does to ad revenue

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 8

AdSense clinic · Ep 8

AI Overviews took your clicks.

What that does to your ad revenue, in one formula.

Swipe →

RediAds blog.rediads.com/learn

THE CLICK GAP

15% vs 8%

CLICKED A REGULAR RESULT

Without vs with an AI summary on the page.

Fewer clicks when AI answers first.

The term

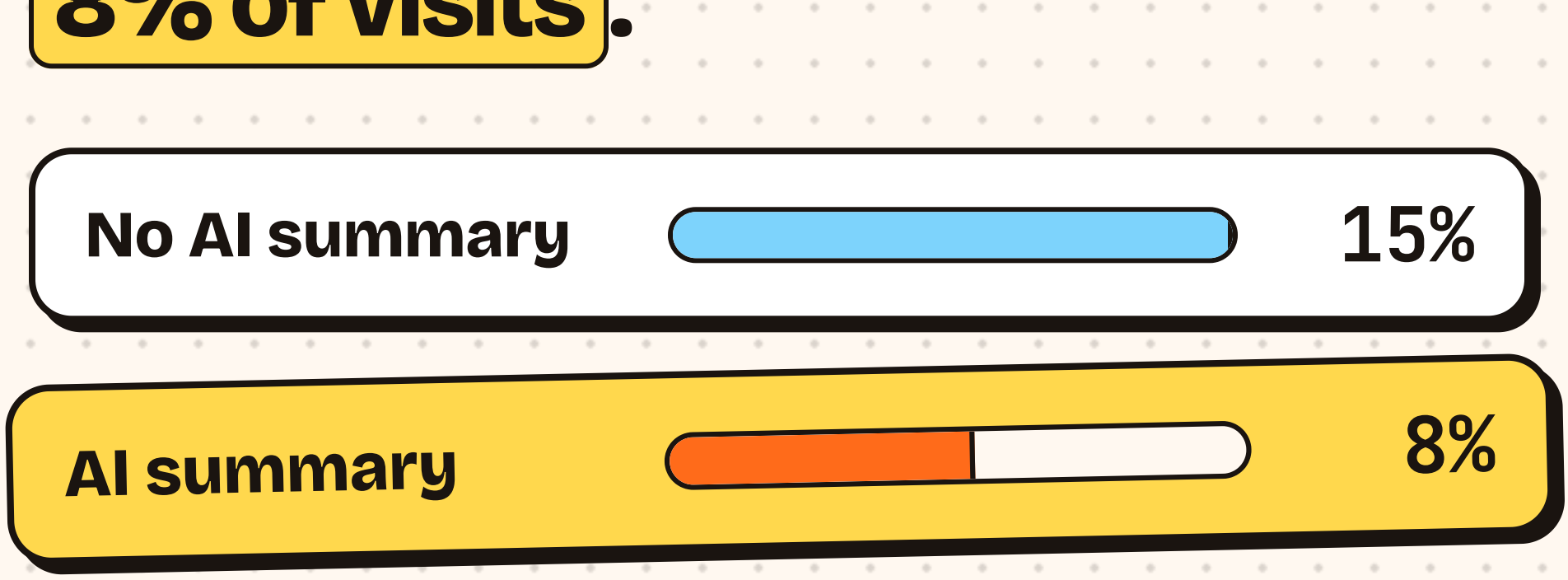
AI Overviews

Google's AI-written answers **at the top** of search results.

Your link now sits **below the answer**.

Step 1 · The data

With an AI summary on the page, people clicked a regular result on **8% of visits**.



PEW RESEARCH · 900 US ADULTS · MARCH 2025

Step 2 · The formula

AI hits page views, not price.

```
revenue =
page_views × page_rpm / 1000
```

Page views fall. Page RPM can stay the same.

Step 3 · The math

recipes.example: search clicks fall by a third. RPM didn't move. Revenue did.

Page views	200,000 → 133,000
Page RPM	$3.00 → $3.00
Revenue	$600 → $400

ILLUSTRATIVE NUMBERS · PER MONTH

Your check today

Measure your own.

Studies disagree on how big the drop is.

- [x] Search Console: top 10 pages
- [x] Clicks vs last year
- [x] Impressions held, clicks fell?
- [x] Page RPM steady?
- [x] Grow newsletter + direct

Recap

AI Overviews:

Fewer clicks

Same RPM

Less revenue

NEXT SERIES · ADTECH LESSONS, SEASON 1

One ad, 100 milliseconds: the auction behind every impression

Watch the 60-second video at
blog.rediads.com/learn