

# **FREE ADSENSE APPROVAL CHECKLIST FOR KENYAN PUBLISHERS**

## **SECTION A: PREREQUISITES (BEFORE YOU START BUILDING)**

### **Personal Requirements:**

- I am at least 18 years old (or have a parent/guardian to manage the account)
  - I have a valid KRA PIN certificate
  - I have a Kenyan bank account that accepts international SWIFT transfers in USD (KCB, Equity, Cooperative, I&M, NCBA, etc.)
  - OR I have access to Western Union Quick Cash for payments
  - I have a reliable laptop/computer and stable internet connection
  - I have a backup internet option (4G modem, mobile hotspot)
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## **SECTION B: WEBSITE FOUNDATION**

### **Domain Name:**

- I have purchased a custom domain (not a free domain like [blogspot.com](https://www.blogspot.com))
- My domain is relevant to my content niche
- My domain is easy to spell and remember (no hyphens or confusing numbers)
- I have chosen either [.co.ke](https://www.co.ke) (for local trust) or [.com](https://www.com) (for international reach)

### **Web Hosting:**

- I have chosen a reliable Kenyan hosting provider (Safaricom Cloud, HostPinnacle, TrueHost, KenyaWebExperts)
  - My hosting guarantees at least 99.9% uptime
  - My hosting provides fast loading speeds (aim for under 3 seconds)
  - My hosting includes SSL certificate (free or paid)
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## **SECTION C: WEBSITE DESIGN & PAGES**

### **Design Requirements:**

- My website has a clean, professional design
- My website is mobile-friendly/responsive (test with Google Mobile-Friendly Test)
- My website loads quickly (test with GTmetrix or PageSpeed Insights)
- I have installed an SSL certificate (website uses HTTPS, not HTTP)
- My website has easy-to-use navigation menus

- My website has a search function for users

### **Mandatory Pages (ALL must be present):**

- **About Us Page** - Tells my story authentically, who I am, why readers should trust me
  - **Contact Page** - Includes Kenyan phone number, physical address (even P.O. Box), contact form
  - **Privacy Policy Page** - Complies with Kenya's Data Protection Act, 2019
  - **Terms and Conditions Page** - Outlines user rules and content usage
  - **Author Bio** (with photo) on blog posts to build trust
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## **SECTION D: CONTENT REQUIREMENTS**

### **Quantity & Quality:**

- I have at least 25-30 published blog posts (minimum, more is better)
- Each post is at least 800-1,500+ words (in-depth, comprehensive content)
- All content is 100% original (no copying from other websites)
- My content includes local Kenyan examples, data, and references
- My content provides real value to readers (solves problems, answers questions)
- I have no thin content (short, low-value posts under 300 words)
- My website has been active for at least 3-6 months (older sites preferred)

### **Content Niches (Best for Kenya):**

- Personal Finance (budgeting, M-Shwari, KCB M-PESA, Fuliza, NSE investments)
- Education & Tech (KCSE papers, cheap smartphones, internet bundles)
- Lifestyle & Travel (budget travel, restaurants in Nairobi, weekend getaways)
- Agriculture (farming profits, livestock, crop management)
- Business & Entrepreneurship (SME tips, starting a business in Kenya)

### **Content to AVOID:**

- No adult or explicit content
  - No copyrighted images/music/videos without permission
  - No hate speech, violence, or illegal activities
  - No misleading or clickbait content
  - No scraped or auto-generated content
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## **SECTION E: TECHNICAL OPTIMIZATION**

### **Mobile & Speed:**

- My website passes Google's Mobile-Friendly Test
- My PageSpeed Insights score is above 70 (especially mobile)
- All images are compressed (TinyPNG, ShortPixel)
- I have enabled caching (W3 Total Cache for WordPress)
- I have minified CSS and JavaScript
- My website loads in under 3 seconds on 3G/4G connections

#### **User Experience:**

- My menu structure is simple and clear
  - My Contact and About pages are easy to find from main menu
  - I have tested my site on a basic Android phone with 3G connection
  - My site is easy to read without zooming
  - I have no broken links or error pages
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## **SECTION F: BEFORE SUBMITTING APPLICATION**

#### **Final Checks:**

- I have a Google account (Gmail) ready for AdSense
- I have read and understand Google AdSense Program Policies
- I have never clicked my own ads or asked friends to click
- I have never bought cheap traffic from untrusted sources
- I have Google Analytics installed to track traffic
- My website has some organic traffic (not zero visitors)
- I have engaged with my audience on social media (Facebook groups, etc.)

#### **Content Audit:**

- I have checked all posts for spelling and grammar errors
  - I have ensured all images are either original or free stock photos (Unsplash, Pexels)
  - I have proper citations for any data or quotes from other sources
  - My Privacy Policy mentions Kenya's Data Protection Act
  - My Contact page has working contact form or visible email
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## **SECTION G: SUBMISSION PROCESS**

#### **Step-by-Step:**

- Step 1: Sign in to my Google account
- Step 2: Go to [adsense.google.com](https://adsense.google.com) and click "Sign up now"
- Step 3: Enter my website URL accurately

- Step 4: Fill in all contact information correctly
- Step 5: Add the AdSense verification code to my site's <head> section
- Step 6: Verify that the code is properly installed
- Step 7: Submit application for review
- Step 8: Wait patiently for 1-2 weeks (do not reapply during this time)

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## SECTION H: IF REJECTED (TROUBLESHOOTING)

### Common Rejection Reasons & Fixes:

If Rejected For:	My Action Plan:
Insufficient Content	Publish 10 more in-depth, 1,000+ word articles on specific Kenyan topics
Low-Quality/Thin Content	Expand all short posts; add original insights, images, practical tips
Copyright Issues	Replace all news site images with free stock photos or my own photos
Poor Navigation	Simplify menu; ensure Contact/About pages are easy to find
No Privacy Policy	Create Privacy Policy immediately and customize it
No SSL Certificate	Install SSL certificate from my hosting provider
Site Not Mobile-Friendly	Switch to responsive theme; test on real mobile devices
Invalid Traffic Concerns	Stop all suspicious traffic; focus only on organic growth

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## SECTION I: ONGOING MAINTENANCE (AFTER APPROVAL)

- I will maintain a consistent publishing schedule (at least 1-2 posts per week)
  - I will continue creating high-quality, original content
  - I will monitor my traffic with Google Analytics
  - I will never click my own ads or encourage others to click
  - I will keep my Privacy Policy and Terms updated
  - I will respond to reader comments to build engagement
  - I will promote my content in relevant Kenyan Facebook groups
  - I will network with other Kenyan bloggers
  - I will stay updated on Google AdSense policy changes
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## SECTION J: QUICK REFERENCE - KENYAN RESOURCES

### Local Hosting Providers:

- ☐ Safaricom Cloud
- ☐ HostPinnacle
- ☐ TrueHost
- ☐ Webcom
- ☐ Others

### **Bank Accounts for USD Receipts:**

- ☐ KCB
- ☐ Equity Bank
- ☐ Cooperative Bank
- ☐ I&M Bank
- ☐ NCBA
- ☐ Standard Chartered

### **Free Stock Photo Sites:**

- ☐ Unsplash
- ☐ Pexels
- ☐ Pixabay

### **Speed Testing Tools:**

- ☐ Google PageSpeed Insights
- ☐ GTmetrix

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## **MY PROGRESS TRACKER**

<b>Section</b>	<b>Status (✓) Date Completed</b>
A: Prerequisites	<input type="checkbox"/>
B: Website Foundation	<input type="checkbox"/>
C: Website Design & Pages	<input type="checkbox"/>
D: Content Requirements	<input type="checkbox"/>
E: Technical Optimization	<input type="checkbox"/>
F: Before Submitting	<input type="checkbox"/>
G: Submission Process	<input type="checkbox"/>

Section	Status (✓)	Date Completed
H: Troubleshooting Ready	<input type="checkbox"/>	
I: Ongoing Maintenance	<input type="checkbox"/>	
J: Resources Gathered	<input type="checkbox"/>	

**Ready to Apply?** ☐ YES - All sections complete!

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## BONUS TIPS FOR KENYAN PUBLISHERS

1. **Start with High-CPM Niches:** Finance, Business, and Tech niches pay better in Kenya
2. **Build Local Authority:** Write about topics specific to Kenya that international sites don't cover
3. **Engage on Social Media:** Join Kenyan blogger communities on Facebook and Telegram
4. **Use Local Keywords:** Think like your audience (e.g., "cheap phones in Kenya" not just "cheap phones")
5. **Be Patient:** Many successful Kenyan bloggers were rejected 2-3 times before approval
6. **Network:** Connect with Kenyan Bloggers on Twitter and local blogging events

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**Download Date:** \_\_\_\_\_

**Prepared for:** \_\_\_\_\_

**Notes:**

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