

How to Complete the Google Ads Advertiser Verification Process



Step 1: Receive the Request

Google will notify you when it's your turn to complete the verification process. You'll receive an email and a notification in your Google Ads account.

Step 2: Access Your Google Ads Account

Log in to your Google Ads account. Once you're in, you'll see a notification prompting you to start the verification process. Simply click the notification to begin.

Step 3: Choose the Verification Type

You'll be asked to confirm if you're an individual or a business. If you're advertising on behalf of a business, you'll need to provide business-related information and individuals will need to verify your personal details.

Step 4: Submit the Required Documents

You'll need to upload some documents based on your selection. Common documents include:

- Individuals: A government-issued ID, like a passport or driver's license.
- Businesses: Company registration or tax documents.

Make sure the documents are clear and up-to-date to avoid delays.

Step 5: Complete the Questionnaire

Google will ask you a few questions to verify your ad's purpose. This helps Google ensure that your ads align with their policies.

Step 6: Wait for Approval

Once everything is submitted, Google will review your information. The verification process typically takes 3-5 business days. During this time, your ads may still run, but if verification isn't completed on time, they might be paused.

Step 7: Confirmation

After your verification is approved, Google will notify you. Once approved, your ads can continue running without any interruptions.