How to Report a False Google Advertisement

Step 1: Ensure it's a Google ad

The first step is to confirm the ad you want to report is in fact a Google ad. Here are some of the different types of Google ads you might see.

- **Ads on Google Search:** These are ads you see on Google Search results pages and other Google services such as Google Shopping.
- **Ads on non-Google websites and apps:** You may see Google ads on non-Google websites and apps. You can identify them as Google ads if you see an **AdChoices icon** next to an 'X' that allows you to block the ad.
- **Ads on YouTube**: These are ads seen at the bottom of YouTube videos, or on the right side of YouTube videos.

Step 2: Report the ad

Complete the Report an ad form.

First, it will ask the type of scam which can be categorized as "violates Google Policies".

Next, Google will ask what is wrong with the ad. In this case it would be "It's misleading or a scam", then provide google with the link (unless it is prefilled), add any comments, and submit.

You'll receive an email confirmation after you've submitted the form. Your report will be reviewed and if confirmed as false advertising, action will be taken on the ad by Google.