

# OUCHA REVIEWS Google Ad Sense

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*By Special Life Team  
In Africa.*



# OUCHA

## CALLS ON THE 'TECHNOLOGY GIANT'

# Google

## TO CRITICALLY REVIEW ITS Ad sense INNOVATIONS:

**"The Innovation Demotivates  
Publisher And Very Unfriendly  
To The Power Of Creativity"**

**Spiritual Research,  
Innovations & Renovations**

**"Implementing God's Instructions"**

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**ALTAR  
ONE** INITIATIVES

The World renowned HIV/AIDS Activist, composer HIV/AIDS Anthem cum God's servant, prophet Patrick Donald Oucha has spent two quality years monitoring one of World's most fashionable innovations named: Google Ad Sense.

"My simple focus was on the design and functionality of Google Ad Sense. I moved an extra-time to understand its impact on publishers as well" narrates Oucha.

Google Ad Sense is arguably the most timely and fashionable innovations designed to empower advertisers on the one part and publishers on the other hand. "It was sad to note that the beautiful innovation benefits advertisers more than the publishers" says Oucha.

The prophet notes that the payment facility for Google Ad Sense does not put smile on the face of publishers. "Very painful to publish thousands of adverts, viewed by thousands of online community members at no reward at all. Some websites close down without even claiming the little amount reflected on the pay facility" explains Oucha.

Additionally, "it is common to find a website with many views but the payment reflected for the last two years is USD8".

The prophet says "any form of business and/or activity that gives you \$10 after two years of hard work should be considered 'unfriendly' to intrapersonal creative power and the desire to excel".

He further notes that many publishers were crying silently because of the negative impact of Google Ad Sense. "In life, stagnation is very bad for mental health. I would advise Google Ad Sense to review its payment technique with intent to motivate publishers" remarks Oucha.

On a positive note, the innovation is highly favourable for advertisers", a glance at an advert running on a website could lead to a business deal even though the parties have not navigated the website.

"People glance at a website and they record the domain name of advertiser that means a person is able to navigate that website at a more relaxed time" explains Oucha.

Finally the Prophet says, "I request the Google Team to critically review the innovations with focus on convincing publishers that the innovation has a shared pride and benefit".

**Watch the space.**