

Hands On- Google Grants

Google Adwords for Non-Profits

Search Advertising Approach and Strategy
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Why Google Adwords?

- Online Search has replaced Yellow Pages
- 80% of online searches are done on Google
- One in Three searchers online clicks on a google ad!
- Google Ads are run by "Adwords" their program for companies to buy ads.



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Google Ad Grants- Who's Eligible ?



- **Is your nonprofit eligible for Google Ad Grants?**
- To be eligible for the Google Ad Grants program, organizations must:
 - Hold current and valid charity status, as determined by your country; please see your country's charity status definition below.
 - Acknowledge and agree to the application's required certifications regarding nondiscrimination and donation receipt and use.
 - Have a functioning website with substantial content
- Please note that the following organizations are not eligible for Google Ad Grants:
 - Governmental entities and organizations
 - Hospitals and medical groups
 - Schools, childcare centres, academic institutions and universities (philanthropic arms of educational organizations are eligible). To learn more about Google's programs for educational institutions, visit [Google for Education](http://www.google.com/grants/eligibility.html).
 - <http://www.google.com/grants/eligibility.html>

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What can Adwords do for YOU?

- Connect to Clients
- Connect to Constituents
- Connect to Volunteers
- Possibly, but less likely successfully - Connect to Donors
- Anyone who is SEARCHING on-line.
 - What are they searching for?
 - How do you realistically and genuinely connect that to your mission, programs, services, and in particular, website and landing pages?

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Why not Donors?

- “Ads offering financial products (such as mortgages or credit cards) or those requesting car, boat or property donations and related keywords are not allowed. “
- Google allows the solicitation of funds that are tax-exempt as long as they prominently indicate their tax-exempt status on their landing page. This message should clearly indicate that they're a registered charity, displaying their charity number, confirming their tax-exempt status.
- But these ads are less likely to have high quality scores, and will likely “run down”
- Cost per click for word “Donate” is in Top 10 most expensive keywords at \$42 per click. (vs your budget of \$2)

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Approved Non Profits Enrollment Page







[Administrators](#) | [Enrollments](#)

Enroll in Exclusive Products for Nonprofits

You are changing the world, and we want to help. Please start enrolling in the free products.

Please note:

- It may take several days for Google to activate your enrollments. We will notify you as each of your products is activated.
- If you are already a grantee of one or more products, you do not need to re-enroll. Your enrollment is still valid but may not be reflected below.

 <p>Google Apps for Nonprofits Reduce your IT costs and help staff and volunteers collaborate more effectively.</p> <p>Enroll</p>	 <p>Google Earth Pro Visualize your cause and tell your story through Google's mapping technologies.</p> <p>Enroll</p>
 <p>Google Ad Grants Reach and engage your supporters through free online advertising with AdWords.</p> <p>Status: Approved ⓘ</p>	 <p>Maps API for Business Google Maps API: Free licensing of Maps API for Business.</p> <p>Enroll</p>
 <p>One Today One Today is a mobile app that helps you fundraise for specific projects in a new and exciting way.</p> <p>Status: Approved ⓘ</p>	 <p>YouTube Nonprofit Program Broadcast your cause and raise funds by creating videos with an embedded "Donate" button.</p> <p>Status: Approved ⓘ</p>

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Adwords is an Auction for Keywords!

- You're bidding against other people.
- You're bidding on KEYWORDS...the searches that people make
- It is NOT a level playing field → you have to be AWARE
- DYNAMIC! Not SET it and leave it. It takes a commitment
- Measure EVERYTHING– Optimizing is Tricky! (even at pennies per click)
- DO NOT PAY FOR IMPRESSIONS (as a general rule)

Pay Per Click! PPC

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Adwords Search Strategy



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Before you create ANY ADs

- Know your Campaign Strategy- Who, Where, What
- Know Google's Strategy and Limitations
- Get Tracking Codes for tracking Conversions- Install Google Analytics- Measure Results!
 - AND Install Adwords Tracking code ALSO. (Both)
- Optimize your Site- Pages, Names and Topics
- Landing page and SEO
 - Search Engine Optimize
- Link to Google Plus Local (google places) and Claim your listing!

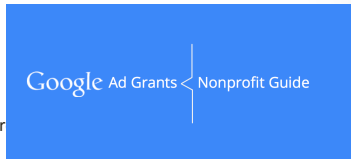
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Follow Google Guides

- Slides: Step by Step
- <http://static.googleusercontent.com/media/www.google.com/en/us/grants/pdf/external-nonprofit-guide-2014.pdf>
- <https://support.google.com/grants/answer/1689541?hl=en>



ACCOUNT CREATION GUIDE
Step 2: Create your first ad campaign

Account Creation Guide

Account Creation Guide
Step 1: Create an account
Step 2: Create your first ad campaign
Step 3: Submit your account for review

Learn more about your account for review

Once you create an AdWords account, we'll take you directly to a page where you can create your first ad and pick some words or phrases you will then keywords that will determine which Google search results your ad can appear next to.

Very important: When you submit your account for review, you must have at least one active campaign with active keywords and ads in order for us to activate your Grants account. Not doing so will delay your account activation process.

Click "Create your first campaign"

Choose campaign settings

Select networks and devices

These settings indicate where on the internet your ads can appear. Google Ad Grants accounts are only allowed to run on Google and not on the rest of the advertising network.

Ad Grants requirement: Select "Search Network Only." Then uncheck "Include search partners" under the "Networks" section.

Choose where your ad can appear

Select which locations, and in which languages, you'd like to target. For example, if you are a nonprofit serving people only in California, set your location targeting to just California, and not the entire United States. Select the language that your ads will be written in.

Set your daily budget

Google Ad Grants only budget is \$20,000 (or \$10,000 per month). If you create more than one campaign, the total of all your campaign budgets cannot exceed \$20,000 per day.

Ad Grants requirements

* You must select "I'll manually set my bids for clicks" and opt-out select "AdWords will set my bids to help maximize clicks when my target budget"

Account Creation Guide

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Google Adwords for Non



Restrictions on Google Grants

- \$330 daily budget cap (\$10k per month).
- \$2 max cost-per-click (CPC) bid- LIMITATION
- Only applies to Google Search
- Text ads only
- Keyword targeted campaigns only

Sign up at Google

- <http://www.google.com/grants/>
- <http://www.google.com/nonprofits/>

Learn more at Forums on Google grants

- <https://productforums.google.com/forum/#!forum/grants>

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Ads and Keywords must be Mission Focused

Acceptable

- **Ad:**
Shop and Fight Cancer
Our Pink Ribbon Collection has
Unique Gifts for a Great Cause.
www.yourcharity.org
- **Keywords:**
Shop for cancer
Shop for breast cancer
Cancer store
Cancer merchandise

Not Acceptable

- **Ad:**
Buy Gifts Online
Apparel, Books, Music & More
Save Time and Money Now!
www.yourcharity.org
- **Keywords:**
Buy clothing
Online clothing store
Online shoe store
Shop mp3s

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Focus on Tangibles-Products and Services

- Classes
- Seminars
- Advocacy
- Resources
- Support
- Job Openings
- Keywords
- Specific Pages
 - Not just the home page

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Starting Your Campaign

- Have a Web Page
 - Start on Adwords
 - //adwords.google.com
- <http://static.googleusercontent.com/media/www.google.com/en/us/grants/pdf/external-nonprofit-guide-2014.pdf>
- Create your account
 - Choose USDollars
 - Choose Search Network only
 - Create a campaign
 - Submit your account for review

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Non Profit Campaign Strategy

- Who- Which of your many constituents are you speaking to?
- In What Geographic Area? Locational Search is Key.
- What are they SEARCHING for?
- What service are you offering them?
- Or// What is the “Call to Action”. What should they do when they come to your page?
- Create a Constituent and Service Map

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To Start You ONLY NEED

- One Campaign
 - One campaign for each major Themes, topic, service, event, idea)
- One Adgroup– (for set of very similar keywords)
 - Create one ad group for each synonym
- One Landing page- tailored for those keywords
- 1-2 ads for those keywords
 - Two variations of headline and key messages
- 4-10 keywords
- That’s it. Don’t try to do too much. Walk before you run!

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Once you are Approved

- Immediately..go to adwords, log in and for EVERY campaign and adgroup
 - Keyword view
 - Ad view
 - Click the columns button and ADD
 - QUALITY SCORE COLUMN

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How does Google Calculate Quality Score? **RELEVANCE**

- “While we continue to refine our Quality Score formulas for Google and the Search Network, the core components remain more or less the same:
 - The historical [clickthrough rate \(CTR\)](#) of the keyword and the matched ad on the Google domain
 - Your account history, which is measured by the **CTR of all the ads** and keywords in your account
 - The historical CTR of the [display URLs](#) in the ad group
 - The [quality of your landing page](#)
 - The relevance of the keyword to the ads in its ad group
 - The relevance of the keyword and the matched ad to the search query
 - Your account's performance in the geographical region where the ad will be shown
 - Other relevance factors”

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Campaign Structure- Critical

- Sets and Subsets...Finite, homogenous groups of words
- **Campaign**
 - **AdGroups**
 - **Keywords**
- Campaign Sets Geography and Budget!
 - If you want to control geography, separate campaign
 - If you want to control it by \$, put it in separate campaigns!
 - If you want to test something put it in a separate campaign
 - Always have Search vs Display vs mobile in separate campaigns
 - Product lines are separate campaigns:
 - Videos vs Consultations – separate campaigns

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Campaign Structure- part 2

- **AdGroups**
 - **Keywords**
- Adgroups are for LIKE keywords with LIKE Ads and SINGLE LANDING PAGES!
- Example LANDING PAGE: GLUTEN INTOLERANCE VIDEO page
 - Adgroup 1: Celiac disease video
 - Adgroup 2: Gluten intolerance video
 - Adgroup3: Gluten Free Diet video
 - Adgroup4: Gluten Free Health Video
- If you have unrelated keywords in an adgroup, your quality score will drop.
 - **Related** is VERY Literal

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2. Match Landing Page to Ad Copy and URL to Search Query- Literally!

- Does Landing page answer searcher's questions?
- Did you Send user to furthest logical page in the buying process based on the query ?
- Is query Transactional, informational, navigational ?
 - "List of gluten free foods"
 - "shop gluten free flour online"
 - "information about gluten intolerance"
- Is your page User Friendly, Trustworthy ?
- Do you have Testimonials and Reviews ?
- Is there a Call to action ?
- Use Exact Keywords! ?

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3. Keywords REALLY Matter

- Short keywords are NOT better. High volume keywords are NOT necessarily better.
 - One to two word keywords have higher volume, but more competition, and lower quality
 - "Cross cultural Diversity training"
 - Diversity consultant
 - Intercultural communications expert
 - Marketing to different ethnicities
 - Diversity Marketing
- Use Geographic Keywords! Location Matters.
- Longer phrases have higher Click through rates, and generally higher conversions but often get the "low traffic volume"
- Use Negative Keywords
 - -"lists" -recipe

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Keyword Match TYPE

- Understand **Match type!** Learn this.
- Four Basic options:
- **Broad** -> google will serve up anything remotely related
- **+Broad +Word** ->. anything related to the concepts of these two ideas together
- **“phrase”** -> google will only serve up when searcher uses that set of words in that order in their query
- **[exact]** -> google will only serve up when searcher uses that set of words in exactly that way.

- DON'T use “broad” unless you have a lot of budget and want to learn the hard way. Start with “phrase” and [exact]
- Always use NEGATIVE Keywords
- See Google Tutorials PLEASE <http://support.google.com/adwords>

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Relevance Matching

”diversity training” ->ad copy -> landing page

- Landing Page: 501 Resource Directory
- Ad Copy:

Non Profit Consultants WA
www.501commons.org/resources
 Non Profit Resource Directory
 Vetted, Top Listings, Get Help!

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Status ?	Max. CPC ?	Match type ?	Qual. score ?	Clicks ?	±Impr. ?	CTR ?	Avg. CPC ?	Est. first page bid ?	Est. top page bid ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit consulting"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	4/10	0	0	0.00%	\$0.00	\$0.65	\$2.75
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit consultants"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	6/10						
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit consultant"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	6/10						
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"consulting non profit"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	6/10	0	0	0.00%	\$0.00	\$0.60	\$2.50
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit consulting services"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	6/10	0	0	0.00%	\$0.00	\$0.25	\$2.25
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit management consultants"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	6/10	0	0	0.00%	\$0.00	\$0.40	\$2.25
<input type="checkbox"/>	<input checked="" type="checkbox"/>	"non profit management consulting"	<input type="checkbox"/> Campaign paused	\$2.00	Phrase	5/10	0	0	0.00%	\$0.00	\$0.80	\$3.25

Goal is a 10/10. Min is 4/10. if 3/10 pause it, and restructure or add landing page

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Keyword Research Resources:

- Adwords Keyword tool (limited in function)
- Google Insights
- Google Search Suggestions
- Keyword Spy

- Think like a customer- talk to your clients/constituents.
 - Ask them what they would search for in looking for you
 - Use THEIR vocabulary

- EXCLUDE related but irrelevant with Negative Keywords!
 - - “training”
 - -” degree”
 - ”jobs”

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5. Your Ad copy: Use it to Filter and funnel!

- Match Ads to Adgroup- Explicitly!
- Even better, match Ad (title and copy) to top keyword in the adgroup
- Top searched keyword is “cotton batik fabric” for this adgroup

<input type="checkbox"/>	<ul style="list-style-type: none"> ● Cotton Batik Fabrics Kaufman, Hoffman, Benartex, Glass By the yard, online shop Int'l ship BeautifulQuiltFabric.com/Batik	Approved	53.66%	6	66	9.09%	\$0.20	\$1.19	2.6
<input type="checkbox"/>	<ul style="list-style-type: none"> ● Batik Quilt Fabrics Easy sort by color, type & print By the yard, online shop, fast ship BeautifulQuiltFabric.com/Batik	Approved	13.82%	0	17	0.00%	\$0.00	\$0.00	5.1
<input type="checkbox"/>	<ul style="list-style-type: none"> ● Batik Quilt Fabrics Easy sort by color, type & print By the yard, online shop, fast ship BeautifulQuiltFabric.com/Batik	Approved	11.38%	0	14	0.00%	\$0.00	\$0.00	4.7

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- See the difference in both volume and position due to quality!

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Groom your campaign regularly

- MEASURE and Adjust Weekly (at least for the first 3 months)
 - Cost per Click
 - Average Position
 - CTR By Keyword
 - Quality Scores
- Measure Weekly
 - Ad copy CTR, test new Ads!
 - Conversion Rates by adgroup, and top keywords
 - Cost per conversion
 - Budgets
- Measure Monthly
 - Return on investment
 - Change vs previous month

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