

Advanced Google Adwords for Non-Profits

Keys to Better Results
Katherine Cleland – ClelandMarketing

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Agenda – Advanced Adwords: Keys to Better Results

- ➔ • Advertising with Google AdWords for Non-Profits
- Adding Columns:
 - Keyword tab: Quality Score, Est. 1st pg bid, est top page bid, match type, impression share, exact match imp. share
 - Ads tab: Impression Share,
- Target your audience
 - Keyword Tools
 - Match Type
 - “Harvesting” Positive and Negative Keywords
 - Eliminate low performing keywords due to position.
- Use Ad copy to motivate AND filter
 - Dynamic Keyword Insertion
 - Location and Call Extensions
- Manage your account more effectively
 - Adwords Editor
 - Automated Rules – Use for Notifications
 - Adwords “Opportunities” –great tips
 - Change History -who did what when

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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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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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Agenda – Advanced Adwords: Keys to Better Results

- ➔ Advertising with Google AdWords
- ➔ Visibility: Watching Performance Adding Columns:
 - Target your audience
 - Keyword Tool
 - Match Type
 - “Harvesting” Positive and Negative Keywords
 - Eliminate low performing keywords due to position.
 - Use Ad copy to motivate AND filter
 - Dynamic Keyword Insertion
 - Location and Call Extensions
- Manage your account more effectively
 - Adwords Editor
 - Optimizer Tool
 - Change History

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Adding Columns –(live demo)

- Columns, Customize columns

Keywords Tab: columns

- Keyword
- Status
- Max CPC
- Clicks
- Impr
- Avg CPC
- Cost
- Avg Pos
- Qual Score
- Est 1st Page bid
- Match Type
- {Impr Share}
- {Exact match IS}
- {Lost IS (rank)}

Note: name and save

Ads Tab: columns

- Ad
- Status
- % Served
- Campaign type
- Clicks
- Impr
- CTR
- Avg CPC
- Cost
- Avg Pos
- {device preference}

{optional}

Note: name and save

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Keyword Research Resources:

- Adwords: Tools: Keyword Planner (4 main functions)
- Adwords: Keywords Tab: Ad Keywords
 - Use with caution... create separate ad group to collect and sort from
- Google Autofill suggestions (both for positive and negative)
- Keyword Spy – competitor keywords

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

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Tools: Keyword Planner

•All useful- depending on where you are in your campaign planning.

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic forecasts for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

•View estimated advertiser competition, search volume, cost, ad position, and [search volume trends](#)

•Easy to generate, select, and add keywords, keyword match type and [keyword negatives](#) directly into your ad group

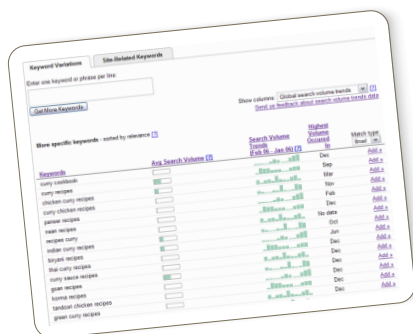
•Generate keywords based on related search terms, highest click-through rate, webpage content, and [text from your website](#)

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Add Keyword within Adgroup

- Generates potential keywords for advertiser campaigns
- Often misleading, irrelevant or should be in a different Ad Group..



- Great indication if your landing page is poorly matched
- Great way to find Negative keywords.
- Watch MATCH TYPE!

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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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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						
<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 or change match type, and restructure or add landing page

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Keyword Match Types

- Ads are continuously matched to Internet users' interests based on your keywords
- Use keyword match types to your advantage
 - Broad Match
 - "Phrase" Match
 - [Exact] Match
 - -Negative keyword
- Ads are placed as buying decisions are made
-



The Result: Businesses reach their **audience** at the **right time**, with the **right message**

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Broad Match Keywords

- Broad match
 - Keyword:
 - buy flowers
 - May show for these queries:
 - buy flower
 - buy red flowers
 - flowers buy
 - new york buy flowers
 - buy tulips

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Phrase Match Keywords

- Phrase match
 - Keyword:
 - “buy flowers”
 - May show for these queries:
 - where can I buy flowers
 - buy flowers in new york
 - But **not** for these queries:
 - buy red flowers (there is an extra word in between)
 - flowers buy (the words are reversed)
 - buy flower (this is the singular)
 - Buy tulips (the words are different)

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Exact Match

- Exact match
 - Keyword:
 - [buy flowers]
 - May **only** show for the query:
 - buy flowers
 - Buy Flowers (capitalization doesn't matter)

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Negative Keywords

- Negative match
 - Keyword:
 - -cheap
 - Your ad will never show for these queries:
 - Buy **cheap** flowers
 - **Cheap** flowers in New York
- EXCLUDE related but irrelevant with Negative Keywords! (match type matters, just like keywords)
 - - "training"
 - -" degree"
 - - "jobs" lists are available:
 - <http://www.techwyse.com/blog/pay-per-click-marketing/75-negative-keywords-that-every-adwords-campaign-should-include/>
 - <http://www.webmechanix.com/negative-keyword-list>

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"Harvesting" Positive and Negative Keywords via Details

Use the Details Tool in the Keywords Tab

Keyword	SEARCH TERMS	Ad group	Status	Max. CPC
Total - all account	All			
"native american support groups"	Keyword diagnosis	Native American support	Eligible	\$2.00
[party hall rentals]	Daybreak Star Rentals	Party Hall	Eligible	\$2.00

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Details: Keywords to add or subtract

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

← Segment Filter Columns View Change History

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords.

To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

Add as keyword Add as negative keyword Download

<input type="checkbox"/>	Search term	Match type	Added / Excluded	Campaign	Ad group	Clicks	Impr.	CTR
<input type="checkbox"/>	seattle park wedding	Exact match (close variant)	Added	Daybreak Star Rentals	Daybreak Star Rental	1	3	33.33%
<input type="checkbox"/>	lgbt wedding venue seattle	Phrase match	Added	Daybreak Star Rentals	Wedding Venue Seattle	2	1	200.00%
<input type="checkbox"/>	seattle wedding venues cheap	Phrase match	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	3	33.33%
<input type="checkbox"/>	wedding venues seattle area	Exact match	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	1	100.00%
<input type="checkbox"/>	event venues in seattle	Exact match	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	3	33.33%
<input type="checkbox"/>	wedding venues near seattle	Exact match	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	1	100.00%
<input type="checkbox"/>	wedding venues seattle	Exact match (close variant)	Added	Daybreak Star Rentals	Wedding Venue Seattle	3	143	2.10%
<input type="checkbox"/>	small wedding venues seattle	Exact match (close variant)	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	2	50.00%
<input type="checkbox"/>	seattle wedding venues	Exact match (close variant)	Added	Daybreak Star Rentals	Wedding Venue Seattle	1	13	7.69%
<input type="checkbox"/>	outdoor reception venues seattle	Phrase match (close variant)	Added	Daybreak Star Rentals	Reception Venue Seattle	1	1	100.00%
<input type="checkbox"/>	affordable outdoor garden wedding venues seattle	Phrase match	Added	Daybreak Star Rentals	outdoor wedding venue	1	1	100.00%
<input type="checkbox"/>	seattle outdoor wedding venues	Exact match	Added	Daybreak Star Rentals	outdoor wedding venue	1	19	5.26%

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

- Match Ads to Adgroup- Explicitly!
- Top searched keyword is “reception venue” for this adgroup

Affordable Wedding Venue
www.unitedindians.org/EventRentals
Puglet Sound Views, Discovery Park!
Daybreak Star: Events Up to 250
View all 4 ads

Ad group bids (Max. CPC) [Edit](#)
Default bid: \$2.00

Settings	Ads	Keywords	Ad extensions	Dimensions								
All but removed ads	Segment	Filter	Columns	Search View Change History								
+ AD	Edit	Automate	More actions...	Labels								
<input type="checkbox"/>	Ad	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	Affordable Wedding Venue Puglet Sound Views, Discovery Park! Daybreak Star: Events Up to 250 www.unitedindians.org/EventRentals	Approved	--	53.63%	Search Network only	Standard	14	458	3.06%	\$1.74	\$24.43	4.4
<input type="checkbox"/>	Affordable Event Center Seattle Wedding Venue Space. Gorgeous. \$1000.00 To Up to 250! www.unitedindians.org/EventRentals	Approved	--	34.19%	Search Network only	Standard	1	292	0.34%	\$2.00	\$2.00	7.0
<input type="checkbox"/>	Seattle Banquet Hall. Event Venue Space. Use own Caterer. Best View, Gorgeous. Up to 250! www.unitedindians.org/EventRentals	Approved	--	12.18%	Search Network only	Standard	0	104	0.00%	\$0.00	\$0.00	5.8
<input type="checkbox"/>	Afford Reception Venue Puglet Sound Views, Discovery Park! Daybreak Star: Events Up to 250 www.unitedindians.org/EventRentals	Eligible	--	0.00%	Search Network only	Standard	0	0	0.00%	\$0.00	\$0.00	0.0

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

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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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Quick Tour: Adwords Editor

- Always Sync First!
- Really- Everytime!
- Offline tool makes some functions much easier
 - Bulk Ad editing
 - Bulk Match type changing or duplicating
 - Finding and Editing duplicate keywords.
- Live Tour:
 - Syncing Accounts
 - Bulk Edit Ads
 - Bulk Edit Match type
 - Copy and change Ad Group
 - Find Duplicate Keywords
 - Errors
 - Uploading Changes

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Adwords Opportunities

- Opportunities for Google to use your whole budget!
 - Seriously, some very good hints from google

Opportunities for you

We created a list of opportunities customized for your account. View an opportunity to see how it could potentially impact your campaign performance, and apply it directly to your account. These are refreshed often, so check back regularly. [Learn more](#)

What you can do

What you might get each week

View campaign All with opportunities

Add **new keywords** to get your ads in front of more potential customers

1,189 more impressions when you add 125 new keywords to 7 ad groups

View opportunities

Why add more keywords?

Use **phrase or broad match** versions of your high-quality keywords

250 more impressions and 1 more clicks when you use a phrase or broad match version of 1 of your keywords

View opportunities

Why use phrase or broad match types?

Create **new ad groups from existing keywords** to show people more relevant ads

3 better-performing ad groups when you organize your keywords by theme and create relevant ads

View opportunities

Why create new ad groups from existing keywords?

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Intro to Automated Rules- Work Saver

- Use to email yourself when things go out of parameters
 - Don't automate anything else until you're really comfortable handing the reins over.
- Use to pause low performing keywords or ads for weekly review and maintenance. Set date range to get enough data- e.g. min 100 impr.
- In TAB (ads, adgroup, keyword or campaign) choose Automate button

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All but removed campaigns Segment Filter Columns Search View Change

+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks + ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?

- Monitor at: Campaigns → Bulk Operations → Automated Rules

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Adwords Extensions- What?

Ad www.weddingsinwoodinville.com/ -
Our Next Tour is Jan 25. 7 Venues, 100 Vendors, 20 Wines. Buy Tickets!

Beautiful Wedding Venues - WeddingWire.com
Ad www.weddingwire.com/Wedding-Venues -
3.6 ★★★★★ rating for weddingwire.com
Looking For Great **Wedding Venues**? We Have All The Info You Need!
Compare Wedding Venues · Read Reviews · Contact Vendors Directly
“essential resource for engaged couples...” - *The Washington Post*
Wedding Budget Tracker - Free Wedding Website - Wedding Planning Tools

Waterfront Wedding Venue
www.dumasbaycentre.com/ -
Affordable outdoor venue near Seattle. Waterfront ceremonies.

Cedarbrook - Seattle
www.cedarbrooklodge.com/Weddings -
(877) 515-2176
Weddings, Receptions, & Suites
Wedding Packages Available!
18525 36th Avenue South, SeaTac

The Unique Wedding
www.mercermuseum.org/ -
Rent the Mercer or Fonthill Museums
Receptions Inside or Out.

Outdoor Wedding Venue
www.thenatureplace.net/weddings -
Host a Beautiful Outdoor **Wedding**
w/ Mountain Views. Visit Us Now!

The Crane Estate
www.thetrustees.org/ -
The Knot's Best of **Weddings** Pick.
Unforgettable **wedding** destination!

Seattle Wedding Venue
www.unitedindians.org/EventRentals -



Wedding venues near seattle

Rating ▾

The Edgewater Hotel
3.7 ★★★★★ 100 reviews · 4-star hotel
Alaskan Way · Lodglike retreat offering cozy, upscale rooms with fireplaces, some with Puget Sound views

Four Seasons Hotel Seattle
4.6 ★★★★★ 17 reviews · 5-star hotel
Union Street

Jewel Hospitality
No reviews · Event Venue






Call Extensions

SiteLink Extensions

Location Extensions

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Adwords Extensions –How?


Use:

- Location Extensions
 - Requires Google Business account with ownership by same login. Have someone make you the admin.
 - Links to a Map- Find US.
 - Best when Local
- Call Extensions
 - Click to call enabled- do you want phone calls for this ad group, or better to send them to the web?
- SiteLink Extensions
 - Specific to each Campaign at least, and most effective if detailed content within adgroup.
 - Customer keyword focused

Ignore Extensions:

- App
- Review
- Callout

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Change History + Filters

- Go back in time, see what changed.
 - Who
 - What
 - Revert back.

All online campaigns

Navigation tabs: Campaigns, Ad groups, Settings, Ads, Keywords, Audiences, Ad extensions, Dimensions

Buttons: All but removed ad groups, Segment, Filter, Columns, Search, **View Change History**

Buttons: + AD GROUP, Edit, Details, Bid strategy, Automate, Labels

<input type="checkbox"/>	Ad group	Campaign name	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?
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Change History + Filters

- Filter to look at just: keyword changes, bid changes, adgroup changes etc

All change history

Buttons: Filter, Show all details, Refresh

Filter dropdown options: Ad changes, Bid changes, Budget changes, Keyword changes, Status changes, Targeting changes

	CAMPAIGN	AD GROUP	CHANGES
	Daybreak Star Rentals	Reception Venue Seattle	8 max CPC change(s) Show details
	Daybreak Star Rentals	Reception Venue Seattle	+ 21 Exact match keyword(s) added Show details
	Daybreak Star Rentals	Reception Venue Seattle	+ 1 Exact match keyword(s) added Show details
Jan 12, 2015 11:28:50 PM info@clelandmarketing.com	Daybreak Star Rentals	Wedding Venue Seattle #2	1 status changes Show details
Jan 12, 2015 11:27:49 PM info@clelandmarketing.com	Daybreak Star Rentals	Wedding Venue Seattle	1 status changes Show details
Jan 12, 2015 11:27:47 PM info@clelandmarketing.com	Daybreak Star Rentals	Wedding Venue Seattle	1 status changes Show details
Jan 12, 2015 11:27:36 PM info@clelandmarketing.com	Daybreak Star Rentals	Wedding Venue Seattle	1 status changes Show details
Jan 12, 2015 11:27:33 PM info@clelandmarketing.com	Daybreak Star Rentals	Wedding Venue Seattle	1 status changes Show details

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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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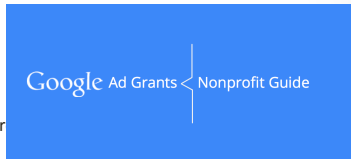


Groom your campaign regularly

- 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

Follow Google Guides

- Slides: Step by Step
- <http://static.googleusercontent.com/media/www.google.com/en/us/grants/pdf/external-nonprofit-guide-2014.pdf>



- [Online Help](#)
- <https://support.google.com/grants/answer/1689541?hl=en>

ACCOUNT CREATION GUIDE
Step 2: Create your first ad campaign

[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 (we call these 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 \$200 USD (or \$10,000 per month). If you create more than one campaign, the total of all your campaign budgets cannot exceed \$200 per day.

Ad Grants requirements

* You must select "I'll manually set my bids for clicks" and **opted select** "AdWords will set my bids to help maximize clicks within my target budget!"

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