

GRACE[®]
Communications Foundation

GOOGLE SEARCH AD GRANTS

A blurred, multi-colored Google logo is centered on a light background. The letters are in their characteristic colors: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Google

A Beginners Guide

Google Search

The Funding Center

GRANT OVERVIEW

Opportunity Knocks!

- ⦿ **Total Grant Amount:** \$120,000 per year or \$10,000 per month in free advertising!
- ⦿ Harness the power of search advertising:
 - By inserting your content directly into people's searches, you're meeting your audience right when they want your content!
- ⦿ Drive highly-engaged traffic that can result in thousands of new sessions
 - Get in front of new audiences
 - Compete with industry ads, misinformation and skills

Grant Challenges

- ⦿ Spending that \$10,000 per month takes work!
- ⦿ Regularly scheduled upkeep is key
- ⦿ Some tasks require an advanced understanding of website coding
- ⦿ Google's grant requirements change and staying compliant takes work
- ⦿ High learning curve and difficult set-up makes sharing the workload difficult, especially in small teams
- ⦿ Keywords that are important to you may not be searched often enough

Google™ grants



GENERAL ADVERTISING TERMS TO KNOW

- ⦿ **KPI:** Key Performance Indicator – the primary metric to evaluate your ad’s performance
- ⦿ **ROI:** Return on Investment
- ⦿ **Conversion:** A specific, measurable action that you want the viewer of the ad to take. Used to evaluate your ad
- ⦿ **Examples:** Make a donation, sign a pledge, download a report, etc.
- ⦿ **Conversion Tracking:** Using a code on your site so that platforms can track what happens when the audience engages with your ad
- ⦿ **Attribution:** Linking a conversion to a specific advertisement
- ⦿ **Impression:** When someone is shown your brand or ad on the platform. This is often a metric used while evaluating your targeting
- ⦿ **CTR:** Click Thru Rate - used to evaluate your ads’ settings and creative
- ⦿ **CPC:** Cost Per Click – used to evaluate your ads’ performance
- ⦿ **Audience Targeting:** Choosing the qualities of the audience to serve your ad. Includes Geotargeting, which is based on location
- ⦿ **Direct Response Advertising:** An advertisement where the viewer can immediately act on the ad and their conversion can be attributed to it
- ⦿ **Native Advertising:** Ads that look like regular content

GOOGLE ADS TERMS TO KNOW

- **Search Term:** The key words a searcher places in a search bar
- **Search Engine Results Page (SERP):** The Google page that displays the results of a search
- **Organic Results:** A Google search's regular, non-advertised results
- **Ad Rank:** The placement of your ad out of all the ads on a SERP
 - Ads ranked 1 or 2 are high up on the page and may be the first result listed. Low ranks may not even appear on the first page
- **Bid:** The amount of money an advertiser is willing to spend to get a click back to their site
- **Keywords:** The central words in a person's search that Google uses to determine which results to show – including your ads
 - Your campaigns will use lists of keywords to tell Google what searches you want your ad to appear in
 - What are keywords? Strings of a few words featuring:
 - Names and proper nouns
Example: “James Saracini” - “Perdue Farms” - “Mothers Against Drunk Driving”
 - Central concepts
Example: “regenerative agriculture” - “concentrated animal feeding operation”
 - Location-based words
Example: “Moniteau County Fire Department” – “Manhattan Beach Community”
- **Quality Score:** The score (out of 10) that Google gives each keyword you chose in each campaign. The lower the Quality Score, the less likely Google will show your ad for that keyword
- Elements of a Quality Score:
 - Expected clickthrough rate: how well Google expects your ad to perform
 - Ad relevance: how relevant an ad's content relates to the landing page's content. Do they share the same keywords and related words, are the keywords featured in the page's headers, etc?
 - Landing page experience: the quality and content of the landing page.
 - Is it using SEO best practices? Is it built well?
 - Add a Quality Score column when viewing your keywords!

| Keyword | Ad group | Status | Max. CPC | Quality Score | Exp. CTR | Ad relevance | Landing page exp. |
|---------------------------------|----------|--------------------------------|----------|---------------|---------------|---------------|-------------------|
| Total: All but removed keywords | | | | | | | |
| | | Eligible | \$2.21 | 7/10 | Average | Above average | Average |
| | | Below first page bid (\$10.25) | \$2.03 | 7/10 | Average | Above average | Average |
| | | Below first page bid (\$3.34) | \$2.01 | 7/10 | Below average | Above average | Above average |
| | | Eligible | \$2.65 | 6/10 | Average | Average | Average |

HOW GOOGLE SEARCH ADS WORK

Elements of an Ad: Creative

The image shows a Google search results page for the query "volunteer near me". The search results are displayed in a list format. The first result is from "www.teamrubiconusa.org" and is titled "Volunteer with Team Rubicon | Crisis Responders". This ad includes a description, a "Our Mission" section, and a "Donate" button. The second result is from "www.cityyear.org/volunteer/benefits" and is titled "Paid Volunteers | Full-time Positions Available | CityYear.org". This ad includes a description and several links. Five callouts, labeled A through E, point to specific elements of the ads: A points to the headline, B points to the description, C points to the "Donate" button, D points to the "Our Mission" section, and E points to the "Ad Declaration" (the URL and site name).

- A. Headline (two or more)
- B. Description
- C. Webpage & Landing Page
- D. Extensions
Site Links, Phone Numbers and Others
- E. Ad Declaration

The Google Search Ad Process

- **Step 1:** Someone searches Google using search terms that include a specific keyword
- **Step 2:** Google reviews all the Advertisers' campaigns that target that keyword
- **Step 3:** Google uses the Quality Score and Bid for each potential ad and uses an algorithm to determine each ad's Ad Rank
- **Step 4:** After all the for-pay advertisers' ads are given a rank, Google Ads then repeats the process for Ad Grant advertisers and places these ads below the for-pay ads (If there are no for-pay ads left or their daily budget has been spent, then grant ads may be at the very top or results)
- **Step 5:** The searcher clicks an ad and their actions are recorded
- **Step 6:** If the searcher makes a conversion, it is attributed

HOW TO GET YOUR GRANT AND KEEP IT

- ⦿ Caveat: This process is always changing – follow Google’s guides and ask them for help!
- ⦿ Google provides excellent documentation. Start here: [Google Ads Grants Introduction](#)
- ⦿ Request a “Google for Nonprofits” account – includes more than Google Ads
 - Be an Eligible Non-profit - [Full Eligibility Requirements](#)
 - Non-eligible organizations: governmental entity or organization, hospital or healthcare organization, or an academic institution (use Google for Education)
 - Go through the Verification Process
 - Have your tax-exempt letter handy
 - Have a modern website – anything using a modern CMS should be fine
 - You may need to add a verification code(s) to your website
- ⦿ So, you may need help from your webmaster
- ⦿ Once your Google for Nonprofit account is set up, you’ll need to activate your Ad Grant Account [Google Ad Grants Activation Guide](#)
- ⦿ Before you begin: You’ll need to make some decisions about the focus of your first campaign. A good idea is to start with searches for your brand(s)
- ⦿ Engage with Google’s support team throughout the process!

Ad Grant Account Requirements & Compliance

The following are required by Google to keep your account active
(FYI - Their requirements have a history of becoming more stringent over time!)

- ⦿ Keywords:
 - Content: Must be more than 1 word and must be relevant to your mission/subject matter – can’t be general i.e. not “food” or “tasty food”
 - Quality Score: Must have a Quality Score of 3 or higher
- ⦿ Average account CTR > 5%:
 - This sounds stressful, but following best practices and automation will help
- ⦿ Correct Campaign Structure: Each Campaign has 2 Ad Sets with 2 Ads in each
- ⦿ Conversion Tracking: A new requirement that’s helpful in the long run
- ⦿ Must use at least 2 Sitelink Extensions
- ⦿ Must respond to their Survey

Grant Account Limitations

- ⦿ Bids are limited to \$2 per click
 - Able to spend higher when optimizing for conversions
- ⦿ Paying customers are at the front of the line for keywords
- ⦿ Only Search Ads are an option
 - Can not use the grant on other ad types like display or mobile app ads
- ⦿ Requirements around generalized keywords and structure can be limiting.

STRATEGY AND BEST PRACTICES

Developing New Ads - Process Overview

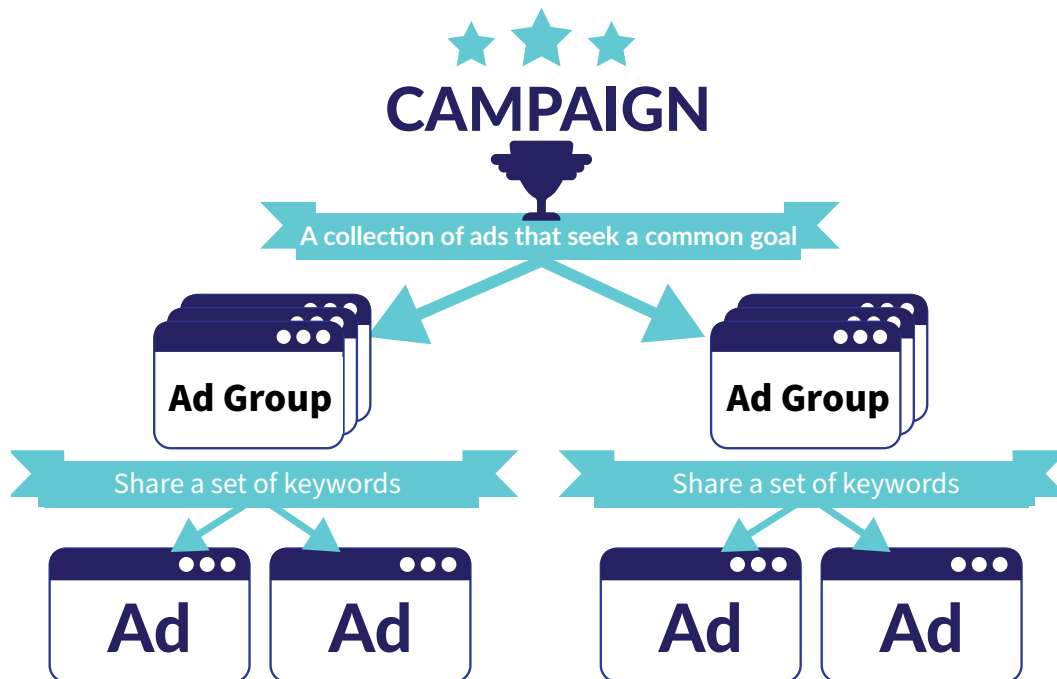
1. Pick landing page(s)
2. Evaluate the page's keywords using keyword explorers and searches
3. Plan Campaign / Ad Groups / Ad creative
4. List keywords and prospect for new or related keywords
5. Set up Campaigns
6. Evaluate site traffic
7. Refine - Turn off keywords, add keywords or Ad Groups, update ad copy

Choosing and Building Your Landing Pages

- ⦿ Make a campaign targeting people searching for your brands and sub-brands!
- ⦿ For your existing content: keep in mind SEO best practices and incorporate relevant, popular keywords
- ⦿ When developing new content: start with your value proposition and find where that intersects with popular search terms
- ⦿ Don't be too specific. Popularly searched Keywords are important. Keywords with low search traffic won't be used by Google
- ⦿ What are other reasons people would be searching for your site?
- ⦿ Volunteering opportunities, annual events, conferences, executive staff,
- ⦿ Contact information, advocacy around a local issue, etc.

Campaign Structure and Organization

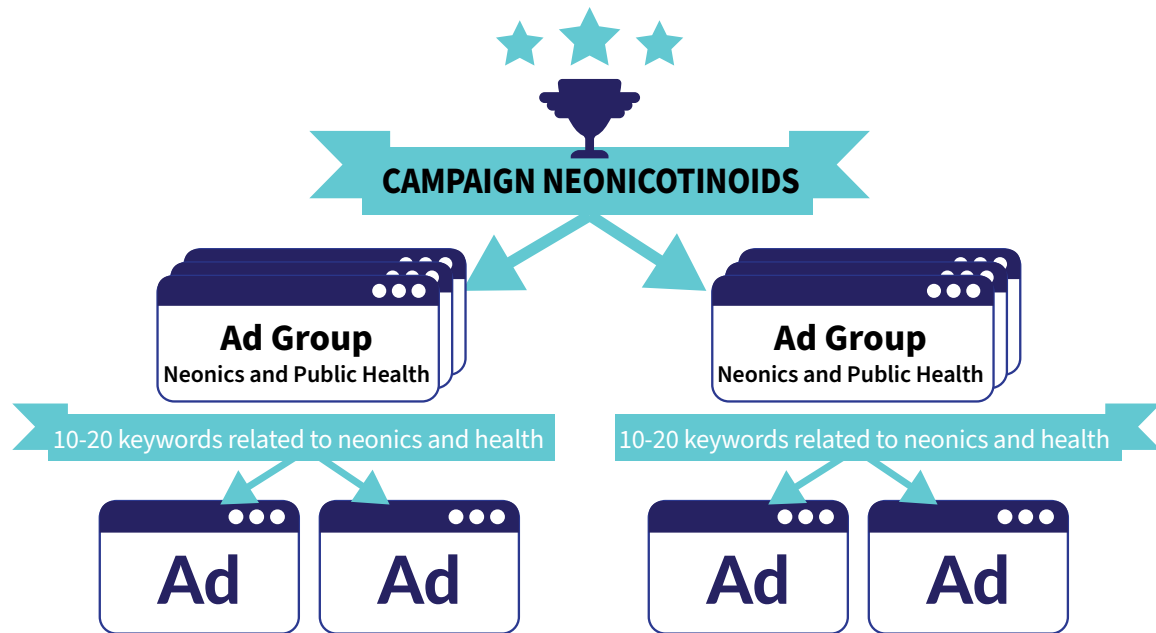
- The following structure is required by Google for each campaign
- This is the minimum and you can always include more Ad Groups
- Ad Groups share the same set of Keywords



- Campaign = The purpose of the ads or targeted landing page(s)
- Ad Group = A grouping of keywords
 - 10-20 Keywords per group
 - Before setting up your ads, decide the strategy for how you'll differentiate your Ad Groups' keywords
- Ads = The headlines and descriptions your audience will see
- Experiment: Test different calls to action and phrasing
- Text limits: Headlines < 30 characters | Descriptions < 90 characters
- Shorter is often better

Campaign Structure and Organization

- Example landing page: Position paper on neonicotinoid pesticides



Keyword Strategy and Ad Groups

- Two Main Concerns:
 - Are the keywords relevant to your landing page?
 - Are they searched often enough?
- Strategies for Grouping Keywords
 - Landing Page Content
 - Can you pair 2+ different sets of keywords with the central keyword?
 - Searcher's Intent
 - Are there 2+ different questions searchers have that point to your content?
 - Ad Content
 - Would you separate your keywords related to your ads' creative?

| MATCH TYPE | SPECIAL SYMBOL | EXAMPLE KEYWORD | ADS MAY SHOW ON SEARCHES THAT CONTAIN: | EXAMPLE SEARCHES |
|----------------------|----------------|-----------------|--|--|
| Broad match | none | women's hats | Close variations of the keyword, related searches, and other relevant variations. The words in the keyword don't have to be present in a user's search. | <ul style="list-style-type: none"> ● buy ladies hats ● women's clothing ● winter headwear for women |
| Broad match modifier | +keyword | +women's hats | All the terms designated with a + sign (or close variations of those terms) in any order. Close variations include terms with the same meaning. Additional words may appear before, after, or between the terms. | <ul style="list-style-type: none"> ● women's scarves and hats ● winter hats for women ● hats for stylish ladies |
| Phrase match | "keyword" | "women's hats" | Matches of the phrase (or close variations of the phrase) with additional words before or after. Close variations include terms with the same meaning. | <ul style="list-style-type: none"> ● blue women's hats ● buy hats for women ● ladies hats on sale |
| Exact match | [keyword] | [women's hats] | Exact matches of the term or close variations of that exact term with the same meaning. | <ul style="list-style-type: none"> ● women's hats ● ladies hats ● hats for women |

Keyword Strategy and Ad Groups

- ⦿ Use these to tell Google to exclude your ad from the searches that include these keywords
- ⦿ Very useful to cut your ads out of product-related searches
- ⦿ This will save you money and make your ads go further

Spending the Entire \$10,000

- ⦿ Most Google Grant recipients do not spend the entirety of their \$10,000/month. But we get it - it's traffic that's there for the taking!
Follow these strategies to help you spend down your \$10,000
 - If you have a successful campaign, increase its budget to the max! When launching new campaigns, carve them out from the budget of these successful campaigns
 - Use conversion tracking, otherwise your bids are limited to \$2 per click
 - Lift up past content from content marketing posts and prior campaigns
 - Develop new content using keyword exploration tools from [Moz](#) or Google's own [Keyword Planner](#) to find popular subjects in your wheelhouse
 - Experiment: Try new bidding strategies, bring in new ad creative, try new keyword groups, try geotargeting

Conversion Tracking

- ⦿ Now a required element of an Ads Grant account
 - Be prepared to contact your webmaster/technical support to set this up
- ⦿ Start with Smart Conversion Goals
 - This is automated by Google using your site's "best quality traffic"
 - Fairly opaque, but for many users this makes the most sense
- ⦿ Destination Conversion Goals
 - Triggered when a certain button is pressed, a page is visited, or another action is taken by the person clicking your search ad
- ⦿ Using conversions helps you ensure your ads are being used successfully
- ⦿ Google only requires one conversion per month

Automation

- ⦿ Use automated rules to [protect your account from being suspended](#)
- ⦿ Set rules for when to pause your keywords:
 - Set an "If" variable
 - Set a "Then" variable
 - Set a time period when Google will run the automation
- ⦿ Automation Rules to Implement
 - If a keyword has a Quality Score of 2 or below, pause after a week
 - If a keyword has a CTR of less than 5%, pause it after two weeks
- ⦿ You can set automated emails to fire when changes are made so you can review the updates

TOOLS AND RESOURCES

- ◉ Learning Resources
 - [Google Ads Academy](#) via Google Skillshop
 - Free courses
 - Google Ads Certification
 - [Guide to Google Grant Management](#)
- ◉ Google Ads Grant Management
 - [Google Ads Grants Introduction](#)
 - [Google Ads Grant Eligibility Requirements](#)
 - [Google Ads Grant Activation Guide](#)
 - [Google Ads Grant Help Center](#)
 - [Google Ads Conversion Tracking Guide](#)



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