

Setting goals and setting yourself up for success

Google Grants Advanced Series
Session #1

February 25, 2010

What's Grants all about?

Google Grants provides select nonprofits with free advertising on Google.com, via the **Google AdWords** program.

The image shows a screenshot of a Google search results page for the query "wildlife conservation". The search bar at the top shows the query and the search button. Below the search bar, the results are displayed. A white text box with a blue border is overlaid on the first search result, containing the text: "Your Nonprofit", "Imagine your nonprofit here right when a user is searching for your cause.", and "www.YourNonprofit.org". The search results include several links to wildlife conservation organizations, such as Wildlife Conservation Society, World Wildlife Fund, and National Wildlife Federation. The text overlay is positioned over the first result, which is for Wildlife Conservation Society.

Google wildlife conservation Search Advanced Search Preferences

Web Results 1 - 10 of about 5,540,000 for **wildlife conservation** with SafeSearch on (0.25 seconds)

Wildlife Conservation
www.WildlifeForever.org Wildlife conse

Wildlife Conservation Society
USA organization managing national and inter education programs.
www.wcs.org/ - 43k - Cached - Similar pages
Career Opportunities Our Mission
in New York North America
Membership Africa
Contact Us
More results from wcs.org »

Wildlife Conservation Magazine
If you really want to understand how serious the **Wildlife Conservation Society (WCS)** is about reducing its carbon footprint, visit the public washroom near ...
www.wcs.org/magazine - 44k - Cached - Similar pages - Note this

World Wildlife Fund - Home
Endangered Species at World **Wildlife Fund**. At WWF, we are the leader in **wildlife conservation** and preservation of animal habitats around the world.
www.worldwildlife.org/ - 27k - Cached - Similar pages - Note this

Wildlife Conservation - National Wildlife Federation
Wildlife of America, NWF is protecting **wildlife**, educating people about global warming and **wildlife conservation** and inspiring others to care for and ...
www.nwf.org/wildlife/ - 49k - Cached - Similar pages - Note this

Wildlife Conservation in India Wildlife Conservation Society ...
Indian tiger welfare society provide information on various **wildlife conservation** society for solving environmental problems and for solving the problems ...
www.indiantiger.org/wildlife-conservation/ - 18k - Cached - Similar pages - Note this

Florida Fish and Wildlife Conservation Commission
Information and regulations on hunting, freshwater fishing, saltwater fishing, **wildlife** viewing, bird watching, boating safety, the Florida panther and ...
www.floridaconservation.org/ - Similar pages - Note this

Wildlife Conservation Education Programs
www.natures-nursery.org

Wildlife in Your Garden
Attract birds, butterflies, bees. Create your habitat with NWF.
www.nwf.org

Wildlife Conservation
Join Us And Protect Western **Wildlife**. Get More Info Here!
www.WesternWaterSheds.org

Help Protect Wildlife
Help save **wildlife** and habitats. Funding projects worldwide.
www.csshome.com/501c3.htm

Animal Protection
Help protect animals & educate Children in developing countries.
Ppath.org

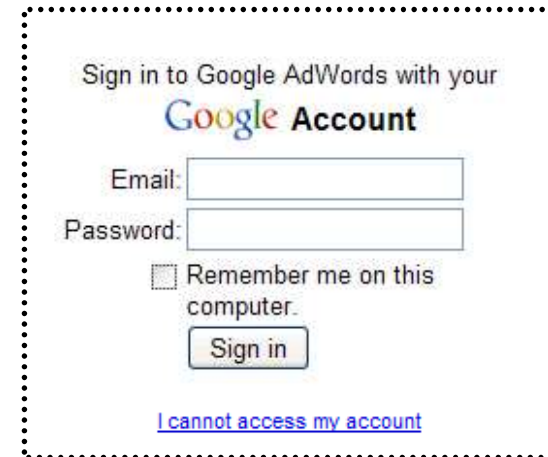
Important details

- A few important Google Grants restrictions:
 - Budget: \$10,000 per month, restricted on a daily basis
 - Bids: Capped at USD\$1.00
 - Types of ads: Keyword Targeted ads
 - Ads displayed: Google.com

Reminder: You are using the same interface as a paying AdWords advertiser. Therefore, many features or sections of the account are irrelevant to you (ie, Billing Summary, Content Network, other ad formats, etc)

Active Account Management

- ✓ Login at least once a month
- ✓ Analyze performance regularly
- ✓ Make changes as needed
(almost always needed!)
- ✓ Be responsive to email requests from our team

A screenshot of the Google AdWords sign-in page, enclosed in a dotted border. The page features the text "Sign in to Google AdWords with your Google Account" at the top. Below this, there are two input fields: "Email:" and "Password:". Under the password field, there is a checkbox labeled "Remember me on this computer." and a "Sign in" button. At the bottom of the form, there is a blue link that says "I cannot access my account".

Tips for active account management:

- Set up biweekly account performance reports to be emailed to you
- Make sure that more than one person at your organization is invited access to your AdWords account

First, the bad news

What is the biggest challenge in marketing online?

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What is the biggest challenge in marketing online?

- It's complicated.
- It's time consuming.

Please know that we are working to make it less complicated and time consuming while also making it more sophisticated every day.



The last of the bad news

What are the two biggest challenges you will face with Google Grants specifically?

The last of the bad news

What are the two biggest challenges you will face with Google Grants specifically?

- It can be difficult to recover from a poor quality score (if you get one).
- It's an entirely self-managed program.



Now, the good news

We have created a lot of online resources to help you.

Google Grants has it's own online help center:

- www.google.com/support/grants

We are creating PDF guides for you to download and print

- The Google Grants Account Creation Guide
- The Google Grants Ongoing Management Guide

Steps to success
Identify goals :: Brainstorm :: Structure

How can a little text ad help you?

If I ask:

"What do you want to achieve with your advertising?"

- the answer is often money.

If I ask:

"What is your organization trying to achieve?"

- the answer is never money.

(That is a major disconnect.)

Map your account to your goals

- What do you want to get out of your account?
 - Think beyond additional traffic to your site.
 - Think beyond donations.
- What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Register for an event?
 - Sign up for your mailing list?
 - Enroll in your programming?
 - Download or read specific content on your site?

Brainstorm

- Focus on one organizational goal at a time
 - Consider how grants can contribute to **everything** your organization is trying to accomplish.
- Breakdown your goals into specific themes
 - Use the structure of your website for guidance
- List out all keyword searches for each theme

Structure

- Let your major goals become your Campaigns
- Each theme supporting your goal will be your Ad Groups
- The searches will be your keyword lists for each Ad Group





Can't think of many keywords?

- Enlist the help of others!
 - Try asking a group of co-workers or clients how they would search to find the offering you are trying to market.
 - This can even be turned into a game to see who can come up with the most search terms within 60 seconds.
 - Look for overlap within the keywords that are submitted, these might be strong candidates.

Can't think of many keywords?

- Use Google Tools
 - 'Opportunities' tab of your account
 - Wonder Wheel: under "more options" on the Google Search page

Avoid the most common pitfalls

- Avoid lumping multi-themed keywords under one general ad.
- Avoid keywords that are marginally or tangentially related.
- Avoid using single term, general keywords.

Why it's so important to be specific

Imagine you have an organization that offers:

- Soccer after school programs
- Football after school programs
- Basketball after school programs

Why it's so important to be specific

Tom wants to play soccer.
What does Tom search for?


Which ad does he choose?
Why?

How can you make sure your ad
gets chosen?

Results 1 - 10 of about 188,000,000 for soccer [\[definition\]](#). (0.22 seconds)

Sponsored Links

[Off the Wall Soccer](#)
Arena Soccer Center
Recreational Sports Activities
www.offthewallsoccer.com
700 Mathew St, Santa Clara, CA

[Youth Sports](#)
Activities That Educate & Support
Youth Development In The City
www.rocksf.org

San Francisco-Oakland-San Jose, CA

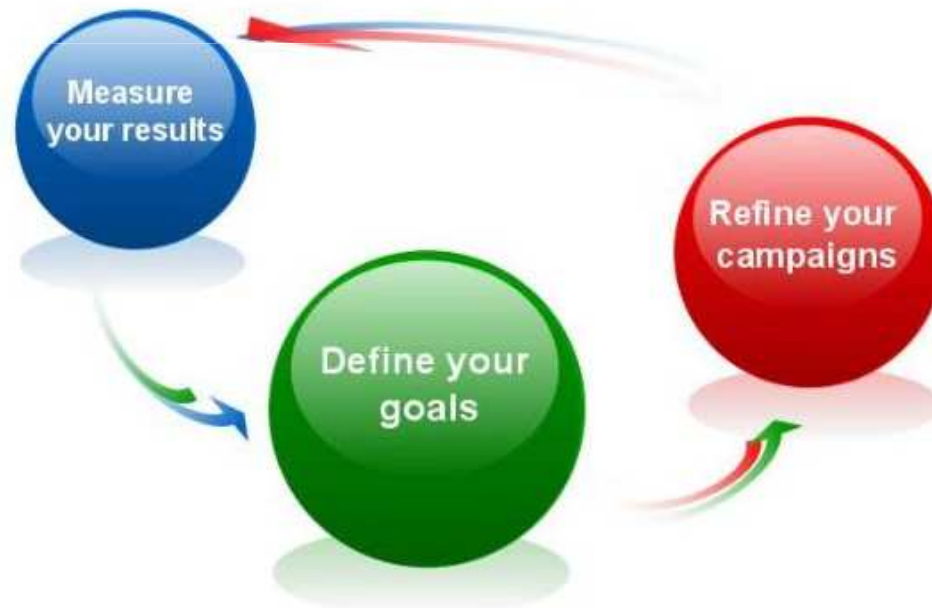
(Hint: It starts with a good account structure.)

Setting Yourself Up for Success

Manage Your Account

Account Management = Ongoing process

- Avoid “set it and forget it” model
- Launch and iterate





Maintain your Quality Score

In general, a high Quality Score means that your keyword will trigger ads in a higher position and at a lower cost-per-click (CPC).

On the other hand, a poor Quality Score can prevent your keywords from showing your ads even if there is still budget left within your account.

Enabling the Quality Score column

- Campaigns Tab
- Keywords Tab
- Click 'Columns'
- Select check box next to 'Qual.Score'

All online campaigns > Polar Bears >
Ad group: Polar Bear Rescue

[Adopt-A-Polar Bear](#) Enabled
Symbolically Adopt A Polar Bear
With WWF. Starting At \$25.
www.WorldWildLife.org
1 of 2


Ad group default bids (Max. CPC) [Edit](#) [?](#)
Default bid \$1.00 Content bid auto [?](#)

Settings Ads **Keywords** Networks

All but deleted Keywords Segment Filter **Columns**

These keywords refine Search, and de... are good matches for your ads.

[Change Graph Options](#)



Mar 31, 2006

Select columns

Attribute	Performance	Conversions
<input type="checkbox"/> Dest. URL	<input type="checkbox"/> Qual. Score	<input checked="" type="checkbox"/> Conv. (1-per-click)
<input checked="" type="checkbox"/> Clicks		<input checked="" type="checkbox"/> Cost / conv. (1-per-click)
<input checked="" type="checkbox"/> Impr.		<input checked="" type="checkbox"/> Conv. rate (1-per-click)
<input checked="" type="checkbox"/> CTR		<input checked="" type="checkbox"/> View-through Conv.
<input checked="" type="checkbox"/> Avg. CPC		<input type="checkbox"/> Conv. (many-per-click)
<input type="checkbox"/> Avg. CPM		<input type="checkbox"/> Cost / conv. (many-per-click)
<input checked="" type="checkbox"/> Cost		<input type="checkbox"/> Conv. rate (many-per-click)
<input checked="" type="checkbox"/> Avg. Pos.		

Preview
Drag and drop to reorder



- Keyword
- Status
- Max. CPC
- Clicks
- Impr.
- CTR
- Avg. CPC

Schedule Recurring Reports

To schedule a Keyword Performance report, click on the Reporting tab, Reports page and click 'Create a New Report' Select: 'Placement/Keyword Performance.'

1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- Placement / Keyword Performance View performance data for keywords or placements you've specifically targeted.
- Ad Performance View performance data for each of your ads.
- URL Performance View performance data for each of your Destination URLs.
- Ad Group Performance View ad group performance data for one or more of your campaigns.
- Campaign Performance View performance data for your campaigns.
- Account Performance View performance data for your entire account.
- Demographic Performance View performance data for sites by demographic.
- Geographic Performance View performance data by geographic origin.
- Search Query Performance View performance data for search queries which triggered your ad and received clicks.
- Placement Performance  View performance data for content network sites where your ad has been shown.
- Reach and Frequency Performance  View reach and frequency performance data for your campaigns.

Schedule Recurring Reports

Select “Summary” for the unit of time. Select “Last Month” for the date range. Select all campaigns.

2. Settings

View (Unit of Time)

Date Range
 -

Campaigns and Ad Groups All campaigns and all their ad groups
 Manually select from a list

In the ‘Advanced Settings - Filter Your Results’ section, you'll want to click the check box to ‘Include keywords with zero impressions’.

3. Advanced Settings (Optional)

[▶ Add or Remove Columns](#)

[▼ Filter Your Results](#)

Show only keywords that match all of the following criteria:

is one of [Remove](#)

[Add another restriction](#)

Include placements / keywords with zero impressions

Schedule Recurring Reports

In the 'Templates, Scheduling, and Email' section, make sure to click the check box for 'Save this as a new report template' and then schedule the report to run automatically. Also, remember to enter your email address!

4. Templates, Scheduling, and Email

Name Your Report

Template Save this as a new report template

Scheduling Schedule this report to run automatically:

Email Whenever the report runs, send email to:

For multiple recipients, separate email addresses with commas.

with report attached as:

Create Report

Steps to success

Explore Your Account



Home Tab

Home Campaigns Opportunities Reporting Billing My account

Account Snapshot

Alerts

You have no alerts.

[Alert Preferences >](#)

Account Status

You have no status messages.

Announcements

Work faster in AdWords
Spend less time waiting for data to load in your account. [Learn more about our recent improvements](#)

[Dismiss](#)

Watch List

Today (Feb 17, 2010) [change dates](#)

Online (0)

You are not watching any Online items. [Add items here.](#)

Active Campaigns

Online: 2 **Television: 0**

[Create online campaign](#) [Create television campaign](#)

Campaign Performance

All Online Campaigns [Summary >](#)

Quick Date Range: [This month](#)

Cost

Metric	Value
Clicks	10
Impressions	403
CTR	2.48%
Avg. CPC	\$0.76

[Remove this metric chart](#)

Campaigns Tab

Home Campaigns Opportunities Reporting Billing My account

All online campaigns <<

- Inspirations
- Polar Bears**
 - Polar Bear Rescue

All online campaigns >

Campaign: Polar Bears All time
Mar 31, 2006 - Feb 17, 2010

Enabled Budget: \$50.00/day Edit Targeting: All networks Edit All devices Edit English Edit United States Edit

Ad groups Settings Ads Keywords Networks

All but deleted Ad groups Segment Filter Columns Search

Change Graph Options View Change History

Mar 31, 2006 Feb 17, 2010

+ New ad group Edit Change status... More actions...

<input type="checkbox"/>	Ad group	Status	Default Max. CPC	Content Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<input type="checkbox"/>	Polar Bear Rescue	Eligible	\$1.00	auto	10	83	12.05%	\$0.79	\$7.86	2	0	\$0.00	0.00%	0
	Total - all but deleted ad groups				10	83	12.05%	\$0.79	\$7.86	2	0	\$0.00	0.00%	0
	Total - Search				10	83	12.05%	\$0.79	\$7.86	2	0	\$0.00	0.00%	0
	Total - Content				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Help

Where are my filter and report options?

What's an ad group?

Opportunities Tab

Home Campaigns **Opportunities** Reporting Billing My account

Opportunities

- Ideas
- Pending changes (0)

All online campaigns

- Inspirations (320)
- Polar Bears (0)
 - Polar Bear Rescue (0)

Show: All | Only those with ideas

Tools

- Keyword Tool
- Conversions
- Ads diagnostic tool
- Ad preview tool

💡 Ideas for campaign: Inspirations

We've analyzed your budget, keywords, and campaign performance to create a list of automated ideas, customized for your account. These ideas can potential campaign performance. Click an idea listed below to see its estimated impact. If you like an idea, you can apply it directly to your account. Ideas are refreshed check back regularly. [Learn more](#).

Keyword ideas
Based on your current keyword list, we've automatically identified some similar keyword ideas that might fit well in each ad group below. [Learn more](#)

Apply now Save to pending changes Remove Export to .csv

<input type="checkbox"/>	Idea	Preview	Campaign	Estima
<input type="checkbox"/>	New keywords for Glass Jewelry: 100		Inspirations	
<input type="checkbox"/>	New keywords for Stained Glass: 100		Inspirations	
<input type="checkbox"/>	New keywords for Judaica: 61		Inspirations	
<input type="checkbox"/>	New keywords for Fused Glass: 59		Inspirations	

Show

Important note: These are automatically generated ideas, so please review all ideas carefully. We cannot guarantee that these ideas will improve your campaign performance. Keep in mind the changes you make to your campaign and for making sure that your use of keywords does not violate any applicable laws, including any applicable trademark laws. For more details, please re Conditions.

My Account Tab



Reporting ▾ Billing ▾ My account ▾

Account Access

If you manage this AdWords account with others, see who has access to sign in. Invite others to create their own login email and password by clicking 'Invite other users.' [Learn more](#)

[+ Invite other users](#)

Users with account access

AdWords user	Last logged in [?]	Access level [?]
(user@yourorg.com)	Aug 26, 2007	Administrative access
Tom (tom@yourorg.com)	Jan 16, 2009	Administrative access
Matt (matt@yourorg.com)	Apr 4, 2008	Administrative access
Sarah (sarah@yourorg.com)	Jan 14, 2010	Administrative access

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A closer look at Tools

Analyze Your Ad Performance	Relevance	Use case
Ads Diagnostic Tool	Very relevant	Find out if your ads are showing & troubleshoot.
Ads Preview Tool	Very relevant	See your ad without accruing impressions.
Disapproved Ads	Very relevant	Find out why ads are disapproved.
Conversion Tracking	Potentially relevant	Learn which ads and keywords are working and save money.
My Change History	Potentially relevant	Browse the changes you've made.

A closer look at Tools

Optimize Your Website	Relevance	Use case
Website Optimizer	Potentially relevant	Experiment with different versions of a page on your website to discover the best content for boosting your business. (tech intensive)

Manage Your Account Offline	Relevance	Use case
AdWords Editor	Potentially relevant	Our campaign management application enables you to make changes offline, then upload your revised campaigns.

A closer look at Tools

Optimize Your Ads	Relevance	Use case
Campaign Optimizer	Not applicable	This tool can disrupt Google Grants accounts.
Keyword Tool	Use with caution	Get more keyword ideas.
Search-based Keyword Tool	Use with caution	Get keyword ideas based on actual Google search queries.
Edit Campaign Negative Keywords	Potentially relevant	Add negative keywords and save money.
Site and Category Exclusion	Not applicable	This tool can disrupt Google Grants accounts.

A closer look at Tools

Optimize Your Ads	Relevance	Use case
IP Exclusion	Marginally relevant	Prevent specific IP addresses from seeing your ads.
Traffic Estimator	Marginally relevant	See an estimate of how a keyword might perform.
Ad Creation Marketplace	Not applicable	This tool can disrupt Google Grants accounts.
Insights for Search	Marginally relevant	See search volume for keywords in specific geographic areas.

Takeaways

- Identify your Goals
- Schedule reports
- Enable the quality score column
- Use your tools



Exercises: Goals

1. Make a list of your organization's goals.
2. Check your account, are you advertising for those goals? (hint: there should be one campaign or ad group per goal)
3. Add new campaigns and take away ones that aren't in line with your goals

Exercises: Management

1. Grant a second or third person access to your account and discuss how to manage
2. Set up template reports to be emailed to you (we know you're busy, it'll help remind you to check in on the account)
3. Try this: pick one of your keywords and look at the ad you have for that term, is it as relevant as possible? Is that the ad you'd expect to see as a searcher?

Thank you & good luck!
