

# Learning to Use your Google Grant

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# What's it 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 a "Search" button. Below the search bar, the results are listed. A callout box with a white background and a blue border is overlaid on the first result, "Wildlife Conservation Society". The callout box contains the text: "Your Nonprofit" in blue, "Imagine your nonprofit here right when a user is searching for your cause." in black, and "www.YourNonprofit.org" in green. The search results page shows various links to wildlife conservation organizations, including Wildlife Forever, Wildlife Conservation Society, Wildlife Conservation Magazine, World Wildlife Fund, National Wildlife Federation, Wildlife Conservation in India, and Florida Fish and Wildlife Conservation Commission.

**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.cashome.com/501c3.htm

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

# Account Management

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- How to Edit Ad Text
- How to Edit Keywords
- Types of Keywords
- Change Campaign Settings
- Popular Tools



# Home Tab

Home Campaigns Reporting Tools Billing My account

### Account Snapshot

#### Alerts

You have no alerts.

[Alert Preferences »](#)

#### Active Campaigns

Online: 1 Television: 0

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

#### Account Status

✓ Total budget: \$10,000.00 0.0%  
Budget spent:  
[View budget details](#)

#### Announcements

**Get Your Work Done Faster** [Dismiss](#)

Try out the great features in the new AdWords interface, and save time managing your campaigns. Click the link in the top corner of your account to start exploring today. You can continue to switch between the two interfaces for at least 30 days.  
[Learn More](#)  
[New AdWords Features](#) - 1 since last viewed

#### Watch List

Today (May 13, 2009) [change dates](#)

#### Campaign Performance

All Online Campaigns [Summary »](#)

Exact Date Range: Jul 7, 2006 - Jul 13, 2006 [Apply range](#)

Impressions

Date	Impressions
7/7/06	140
7/8/06	135
7/9/06	85
7/10/06	65
7/11/06	105
7/12/06	130
7/13/06	95

[Compare to another metric](#)

Jul 7, 2006 - Jul 13, 2006

Clicks	4
Impressions	726
CTR	0.55%

# Account Tree

The screenshot shows the Google AdWords account tree on the left side of the interface. The tree is titled "All online campaigns" and contains a list of campaigns and ad groups. A callout bubble points to a toggle button at the top right of the tree, stating: "For more space to work, use the toggle button to hide the tree". Another callout bubble points to the "Zen test" campaign, stating: "Expand a campaign to see a list of its ad groups". The main interface shows a line graph for CTR and Impressions, and a table of campaign performance data.

Clicks	Impressions	CTR	Avg. CPC	Cos
47	2,268	2.07%	\$0.66	\$30.9:
16	1,517	1.05%	\$0.75	\$11.9:
3	3,205	0.09%	\$1.95	\$5.8:
0	0	0.00%	\$0.00	\$0.0:
0	0	0.00%	\$0.00	\$0.0:

Use the account tree to navigate between any ad group or campaign with a single click

# How to edit ad text

The screenshot shows the Google Ads interface. At the top, there are navigation tabs: Campaigns, Reporting, Tools, Billing, and My account. Below these is the 'All online campaigns' section. A row of sub-tabs includes Campaigns, Ad groups, Settings, Ads (highlighted with a red dashed box), Keywords, and Networks. Below the sub-tabs is a line graph with a peak at 29.41%. At the bottom, there is a table with columns: Ad, Campaign, Ad group, Status, and % Served. The first row in the table shows an ad for 'Cancer Donations' with the text 'Support Breast Cancer Research Every Little bit Helps! www.cancer-treatment.org'. A pencil icon is visible next to the ad text.

Ad	Campaign	Ad group	Status	% Served
<input type="checkbox"/> <a href="#">Cancer Donations</a> Support Breast Cancer Research Every Little bit Helps! <a href="http://www.cancer-treatment.org">www.cancer-treatment.org</a>	Breast Cancer Center	Support Centers	Pending review ?	

Click on the pencil icon to edit ad text

Click on the Ads tab to make changes

# How to edit ad text

The screenshot displays the Google AdWords interface. At the top, there is a navigation bar with tabs for Campaigns, Reporting, Tools, Billing, and My account. Below this, the main content area is titled 'All online campaigns'. A secondary navigation bar includes tabs for Campaigns, Ad groups, Settings, Ads (which is highlighted), Keywords, and Networks. A line graph is visible, showing a peak at 29.41% and a baseline at 0.00%. Below the graph are buttons for 'New ad', 'Change status...', and 'More actions...'. The main table lists ads with columns for Ad, Campaign, Ad group, Status, and % Served. One ad is selected, and its text editor is open, showing the following text and character limits:

Text	Character Limit
Cancer Donations	25 max
Support Breast Cancer Research	35 max
Every Little bit Helps!	35 max
www.cancertreatment.org	35 max
http:// www.cancertreatment.org	1024 max

At the bottom of the editor are 'Save' and 'Cancel' buttons.

# Ad Text Tips

- **Keyword First**

Place your keyword in the top line of the creative. Our system will automatically bold it.

- **Include a Call to Action**

Make sure your creative offers a strong call to action. What do you want the Google user to do? Examples: Donate Here, Volunteer Now, Sign Up Now.

- **Punctuate the end of the first Description line**

Ads promoted above the search results run across one line.

- **Test**

Include 2 or 3 different creatives for each ad group, so that you have concrete data to determine which messaging or offer gets the best user response.

# How to edit keywords


Home Campaigns Reporting Tools Billing My account

All online campaigns >  
Campaign: Breast Cancer Center 18175945

Enabled Budget: \$333.33/day Edit Targeting: English Edit United States Edit

Ad groups Settings Ads **Keywords** Networks

Change Graph Options



+ Add keywords Edit Change status... See search terms... More actions...

<input type="checkbox"/>	Keyword	Ad group	Status	Max. CPC	Clicks ↓	Impr.	CTR ?	Avg. CPC ?	Cost
<input type="checkbox"/>	events	Events	Eligible	auto: \$7.61	1	1,317	0.08%	\$0.49	\$0.49
<input type="checkbox"/>	cancer research donation	Donations	Eligible	auto: \$7.61	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	donation for cancer	Donations	Eligible	auto: \$7.61	0	16	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	donations for cancer	Donations	Eligible	auto: \$7.61	0	6	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	cancer research donations	Donations	Eligible	auto: \$7.61	0	18	0.00%	\$0.00	\$0.00


# How to edit keywords

Home Campaigns Reporting Tools Billing My account

All online campaigns >  
Campaign: Breast Cancer Center  
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+ Add keywords Edit Change status... See search terms... More actions...

<input type="checkbox"/>	Keyword	Ad group	Status	Max. CPC	Clicks ↓	Impr.	CTR ?	Avg. CPC ?	Cost
<input type="checkbox"/>	branding	Branded	Eligible	auto: \$7.61	1	1,317	0.08%	\$0.49	\$0.49
<input type="checkbox"/>	cancer research donati			\$7.61	0	14	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	donation for cancer	Donation		auto: \$7.61	0	16	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	cancer				0	6	0.00%	\$0.00	\$0.00
<input type="checkbox"/>	cancer research donations	Donations	Eligible	auto: \$7.61	0	18	0.00%	\$0.00	\$0.00

Dropdown menu for 'cancer research donati':  
Broad match (selected)  
Broad match  
Exact match  
Phrase match

Buttons: Save Cancel

# Glossary

## – Click :

- A click occurs when a user sees your ad and clicks on the title of your ad, leading them to your website.

## – Impr.:

- The "Impr" located on your reporting statistics refers to the number of "impressions" for your ad. The number of impressions is the number of times an ad is displayed on Google.

## – CTR:

- Click-through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions) via Google.

## – Avg. CPC:

- Average Cost per Click (Avg. CPC) is the average amount you'll pay each time someone clicks your ad.

# Types of Keywords

Type	Definition	Example
Broad	Allows your ad to show on similar phrases & relevant variations	Cancer research <b>User Query:</b> research on cancer
Phrase	Allows your ad to show for searches that match the exact phrase	“breast cancer research” <b>User Query:</b> new breast cancer research
Exact	Allows your ad to show for searches that match the exact phrase exclusively	[breast cancer research] <b>User Query:</b> breast cancer research
Negative	Ensures your ad doesn't show for any search that includes that term	-ovarian

# What are negative keywords?

- Adding a negative keyword to your ad group or campaign means that your ads won't show for search queries containing that term.
- Example: Add the negative keyword –ovarian if you work for a nonprofit that funds breast cancer research & don't want your ad to appear for a search on ovarian cancer research
- Purpose:
  - Filter out unwanted impressions
  - reduce your cost-per-click (CPC)
  - Increase your ROI

# How to add negative keywords

[-] Negative keywords

Ad group level

Negative keyword ↑	Ad group
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Select an ad group

Ad Groups

- Branded
- Donations
- Events
- Support Centers

Add ad group negative keywords

Negative keywords prevent your ads from appearing for queries containing the word.

Enter one negative keyword per line:

sporting

# Change campaign settings

Home Campaigns Reporting Tools Billing My account

[All online campaigns >](#)  
Campaign: **Breast Cancer Center**  
● Enabled Budget: \$333.33/day Targeting: English United States

Ad groups **Settings** Ads Keywords Networks

Campaign settings

**General**

Campaign name **Breast Cancer Center** [Edit](#)

**Audience**

Locations ⓘ In what geographical locations do you want your ads to appear?  
Targeting: [Edit](#)  
• Country: **United States**

Languages ⓘ What languages do your customers speak?  
**English** [Edit](#)

[+ Demographic \(advanced\)](#)

# Popular Tools

Home Campaigns Reporting Tools Billing My account

All online campaigns All time

Campaigns Ad groups Settings Ads Keywords

Change Graph Options

Nov 4, 2005 May 17

+ New campaign Change status... More actions... Show: All | All enabled |

<input type="checkbox"/>	<span>●</span> Campaign	Budget	Status ↓	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (many- per-click)	Cost / Conv. (many- per-click)	Conv. Rate (many- per-click)	Conv. (1- per-click)
<input type="checkbox"/>	<span>●</span> Breast Cancer Center 18175945	\$333.33/d	Eligible	2	4,333	0.05%	\$0.73	\$1.46	15.7	0	\$0.00	0.00%	0
	Total - search			395	53,143	0.74%	\$0.26	\$101.14	3.4	0	\$0.00	0.00%	0
	Total - content			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all campaigns			395	53,143	0.74%	\$0.26	\$101.14	3.4	0	\$0.00	0.00%	0

# Popular Tools

## Tools

### Optimize Your Ads

- [Campaign Optimizer](#)  
Looking for ways to boost the performance of your ads? The Campaign Optimizer automatically creates a customized proposal for your campaign.
- [Keyword Tool](#)  
Build a master list of new keywords for your ad groups and review detailed keyword performance statistics like advertiser competition and search volume.
- [Search-based Keyword Tool](#) **New!**  
Get new keyword ideas based on actual Google search queries and matched to specific pages of your website.
- [Edit Campaign Negative Keywords](#)  
Now you can manage your negative keywords--which help you reduce wasted clicks--at the campaign level.
- [Site and Category Exclusion](#)  
Refine your Google Network targeting by preventing individual websites or categories of webpages from showing your ads.
- [IP Exclusion](#)  
Refine your targeting by preventing specific Internet Protocol (IP) addresses from seeing your ads.
- [Traffic Estimator](#)  
Thinking about trying a new keyword? Enter it here and see an estimate of how well it might perform.
- [Ad Creation Marketplace](#)  
Find a specialist to help you create multi-media ads.
- [Insights for Search](#) **New!**  
Compare search volume patterns across specific regions, categories, and timeframes by entering keywords into this tool.

### Analyze Your Ad Performance

- [Ads Diagnostic Tool](#)  
Are your ads showing for a particular search? Find out here.
- [Ads Preview Tool](#)  
See your ad on Google without accruing extra impressions, and preview your ad as it appears to users in other geographic locations.
- [Disapproved Ads](#)  
Find out which ads have been disapproved and why.
- [Conversion Tracking](#)  
It's time to make your campaign more efficient and improve your ROI. Learn which ads are the best at helping you reach your goals.
- [My Change History](#)  
Browse changes you've made to your account since January 1, 2006.

### Optimize Your Website

- [Website Optimizer](#)  
Experiment with different versions of a page on your website to discover the best content for boosting your business.

### Manage Your Account Offline

- [Download AdWords Editor](#)  
Our campaign management application enables you to make changes offline, then upload your revised campaigns. (Available in [certain languages](#).)

# Keyword Tool

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

donate online

Use synonyms

[Filter my results](#)

Calculate estimates using a different maximum CPC bid:  
US Dollars (USD \$)   <sup>?</sup>

Choose table to display:  <sup>?</sup>

Choose columns to display:  <sup>?</sup>

Keywords	Estimated Avg. CPC <sup>?</sup>	Advertiser Competition <sup>?</sup>	Local Search Volume: April <sup>?</sup>	Global Monthly Search Volume <sup>?</sup>	Match Type: <sup>?</sup> <input type="button" value="Broad"/> <sup>?</sup>
<b>Keywords related to term(s) entered - sorted by relevance <sup>?</sup></b>					
donating online	\$3.10	<div style="width: 20%;"></div>	390	260	<a href="#">Add</a> <sup>?</sup>
online donation	\$3.87	<div style="width: 40%;"></div>	9,900	9,900	<a href="#">Add</a> <sup>?</sup>
donate online	\$3.96	<div style="width: 30%;"></div>	2,900	3,600	<a href="#">Add</a> <sup>?</sup>
online donations	\$4.81	<div style="width: 35%;"></div>	8,100	6,600	<a href="#">Add</a> <sup>?</sup>
donate charity online	\$5.39	<div style="width: 15%;"></div>	170	260	<a href="#">Add</a> <sup>?</sup>

# Ads Diagnostic Tool

## Ads Diagnostic Tool

Enter details below to diagnose your ad's behavior.

Search

**Option 1: Search Terms and Parameters**  
"Use this option if you're concerned about all ads within your account that should be appearing for a specific search term, or if you'd like to diagnose all keywords in an ad group or campaign."

Keyword selection:  Single keyword:

All keywords in  
Campaign:

Google domain:  << ex: froogle.google.com, www.google.co.uk

Display language:

User location:  Geographic:

IP address:  Format: xxx.xxx.xxx.xxx

# Ad Preview Tool



donate online

Search

[Advanced Search](#)  
[Preferences](#)

**Warning:** This page is a tool for AdWords advertisers to test their ads. For full Google functionality [return to the Google homepage](#).

Web [Show options...](#)

Results 1 - 10 of about 29,400,000 for [donate online](#). (0.26 s)

[Online Giving Made Easy](#)

Sponsored Links

[www.ServiceU.com/TransactU](http://www.ServiceU.com/TransactU)

Accept **online** donations and gifts! Easy, safe and simple reporting

[Donate to Charity](#)

[WorldVision.org/Donate](http://WorldVision.org/Donate)

One Billion Children Face Extreme Poverty. Sponsor a Child and Help!

[Donate Online](#)

[www.JustGive.org](http://www.JustGive.org)

Choose from over 100 causes Children - Animals - Environment

[Donate Online — Habitat for Humanity Int'l](#)

Sponsored Links

[Collect Online Donations](#)

Easily accept **online** donations and track donors with Trio. Start now!

[www.ClickandPledge.com](http://www.ClickandPledge.com)

[Collect Donations Now](#)

Secure, integrated & easy **donation**, gift & pledge processing. Free Demo

[www.donorperfect.com](http://www.donorperfect.com)

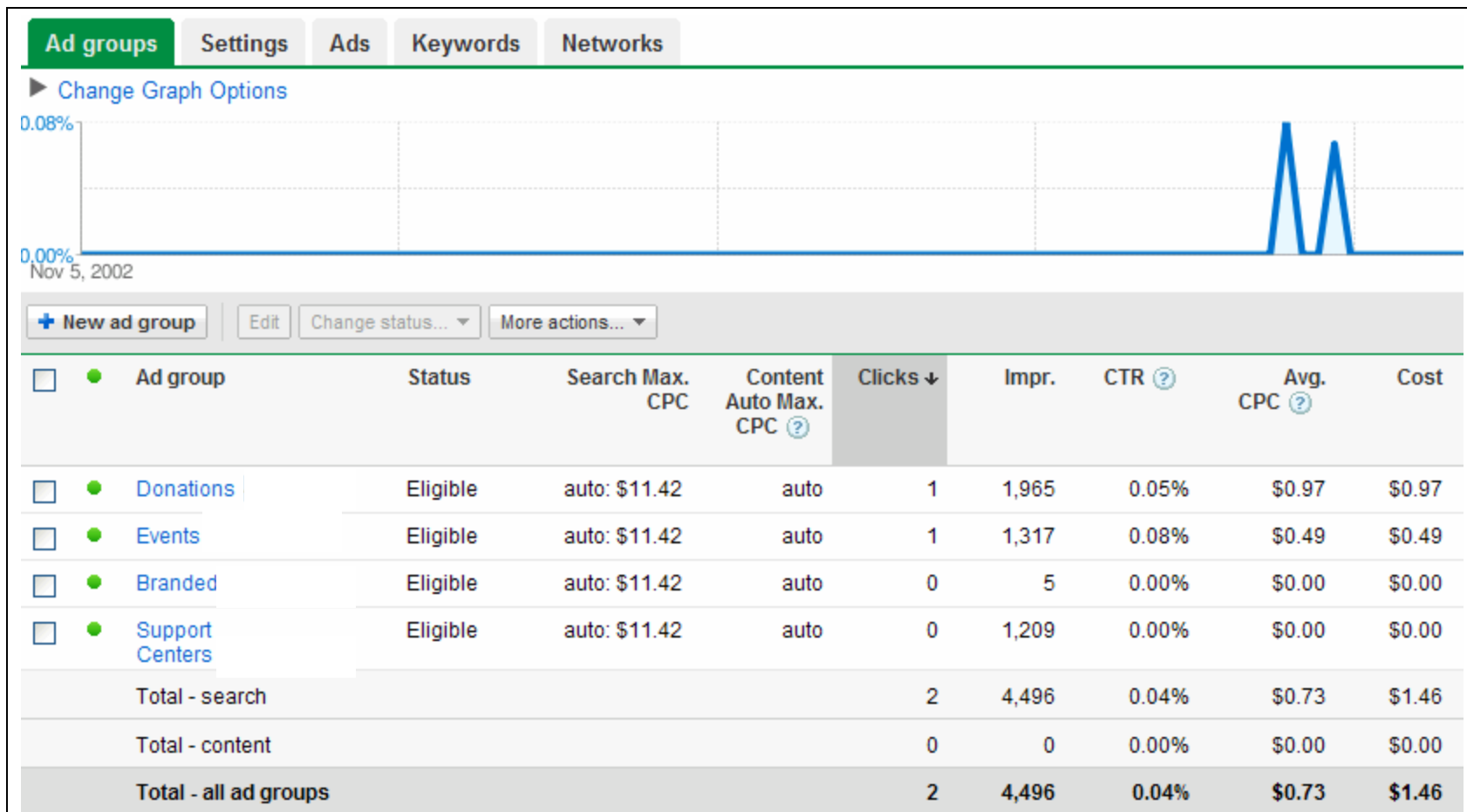
# Account Performance

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- Regularly review your Account
- How to Identify Problem Areas

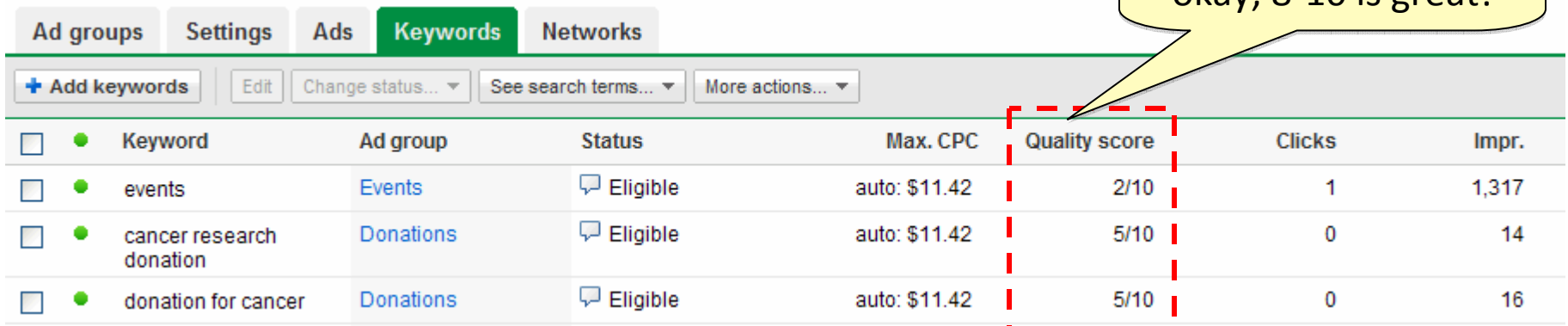
# Is my account performing well?

- Review performance statistics for your campaigns, ad groups, keywords & ads



# How to Identify Problem Areas

- Campaign Statistics
  - Sort data by Quality Score, Clickthrough Rate (CTR), and Cost
    - You may need to enable the Quality Score (QS) column in your account

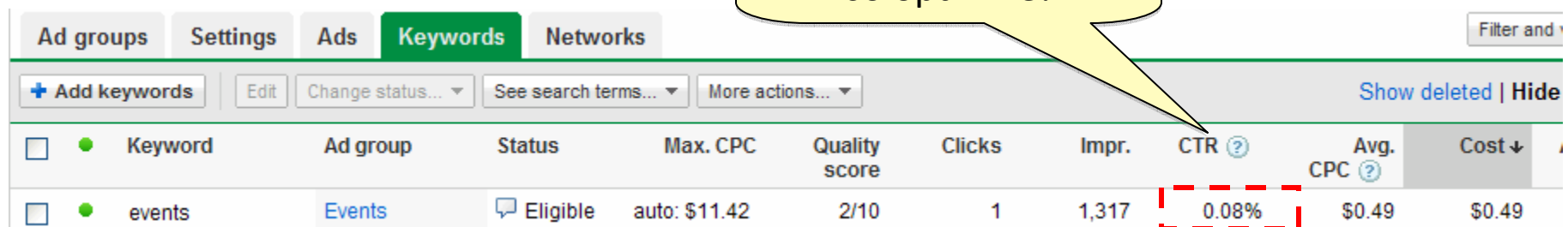


The screenshot shows the Google Ads interface with the 'Keywords' tab selected. A table lists keywords with columns for Keyword, Ad group, Status, Max. CPC, Quality score, Clicks, and Impr. A red dashed box highlights the 'Quality score' column, and a yellow callout box points to it with the text: '1-4 is poor QS; 5-7 is okay; 8-10 is great!'

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Ad group	Status	Max. CPC	Quality score	Clicks	Impr.
<input type="checkbox"/>	<input checked="" type="radio"/>	events	Events	Eligible	auto: \$11.42	2/10	1	1,317
<input type="checkbox"/>	<input checked="" type="radio"/>	cancer research donation	Donations	Eligible	auto: \$11.42	5/10	0	14
<input type="checkbox"/>	<input checked="" type="radio"/>	donation for cancer	Donations	Eligible	auto: \$11.42	5/10	0	16

# How to Identify Problem Areas

- Campaign Statistics
  - Identify problem areas
    - ‘Poor’ Quality Scores
    - CTRs below 1%
    - High-cost with poor Quality Score or low CTR
  - Target these areas for optimization



A screenshot of the Google Ads interface showing the 'Keywords' tab. The table lists keywords with columns for Keyword, Ad group, Status, Max. CPC, Quality score, Clicks, Impr., CTR, Avg. CPC, and Cost. A callout bubble points to the 'CTR' column for the keyword 'events', which has a value of 0.08%. The Quality score for 'events' is 2/10. The callout text reads: 'CTR <1% & Poor QS so optimize!'.

<input type="checkbox"/>	Keyword	Ad group	Status	Max. CPC	Quality score	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost ↓
<input type="checkbox"/>	events	Events	Eligible	auto: \$11.42	2/10	1	1,317	0.08%	\$0.49	\$0.49

# Reports & Tracking

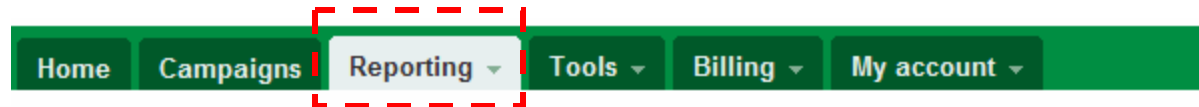
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- Why run reports?
- Popular Reports
- Google Analytics

# Why run reports?

- Reports Center
  - Organizes & trends account data
  - Schedule recurring reports
  - Get them emailed directly to you

# Reporting



## Create Report

To begin a new report on your account activity, choose from the available options below, then click *Create Report*. Most reports take from one to five minutes to generate.


If you check the box marked *Save this as a new report template*, your settings will be saved so you can create similar reports quickly in the future.

### Common Questions

- [How do I start \(or stop\) having reports sent to me via email?](#)
- [What is the difference between "View a summary" and "View by day"?](#)

## 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.

# Popular Reports

Account Performance	Get data for your entire account
Keyword Performance	Get keyword click, cost, & conversion data
Search Query Performance	Show search queries which triggered your ad & received clicks

# Account Performance Report

- Choose 'Quarterly' or 'Monthly' time period to assess trends
- Sort by CTR
- Sort by Quality Score, CTR, Impressions, & then Cost

# Keyword Performance Report

- Sort by Quality Score, CTR, Impressions, & then Cost
  - Ensure high impression, high cost areas are in-line with your goals
    - If they aren't, take note for optimization

# Search Query Performance

- This report shows performance data for the search queries that triggered your ads & received clicks
- Add keywords with high click volume to your list
- Add negative keywords

Example: the report shows your ad appeared on the keyword 'prostate cancer.' Add –prostate as a negative keyword

# Google Analytics



## How does it work?

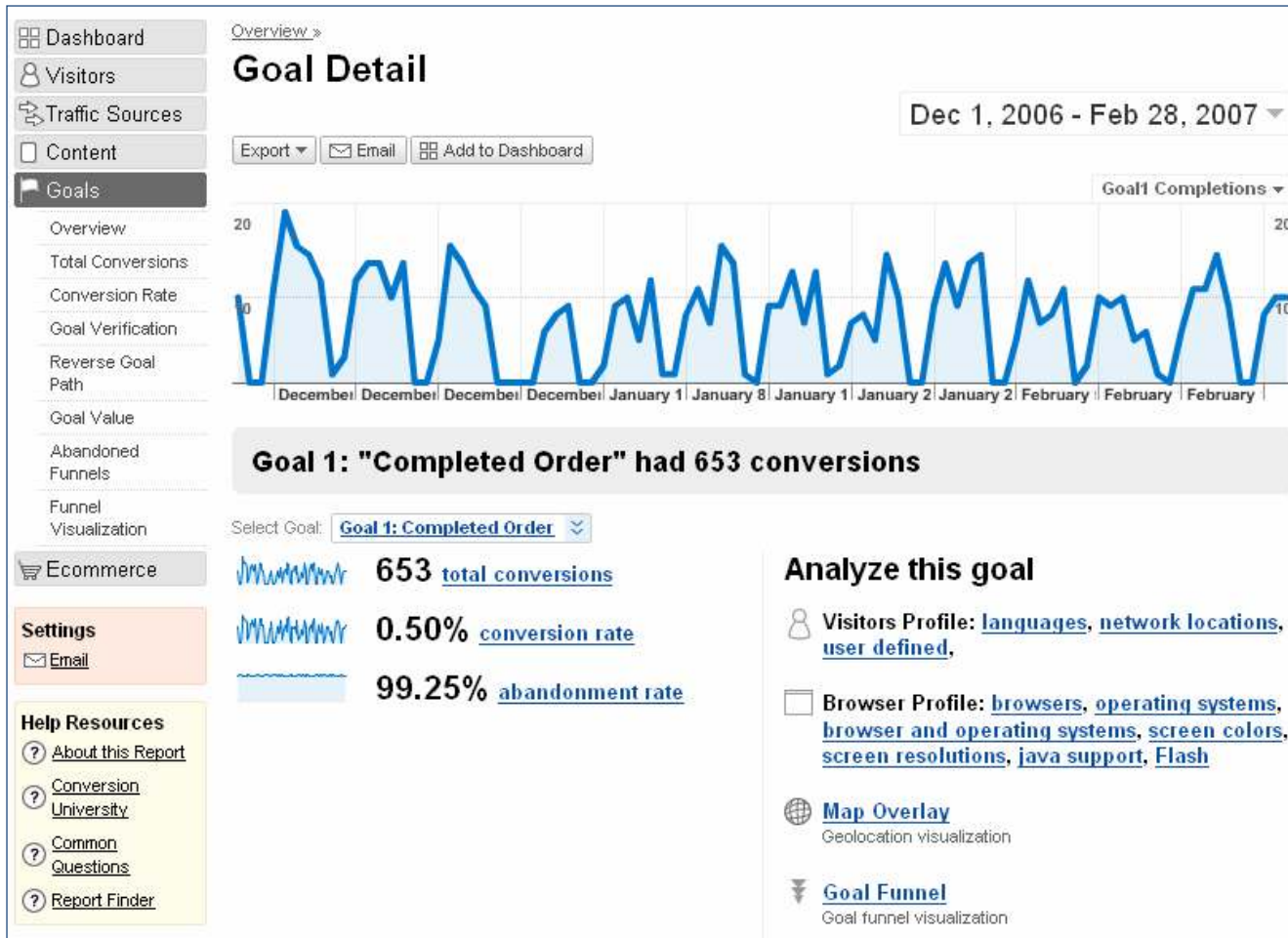
- Free analytics solution shows you website visitor behavior

## Benefits for Marketers

- Understand who your visitors are and where they come from
- Learn how visitors use your website
- Discover which visitors are likely to convert and how to attract more of them

Learn more about Google Analytics: <http://www.google.com/analytics>

# Track All Goals/Conversions



## Possible Goals:

- Online Donation
- Project Awareness
- Volunteer Acquisition

# Report Structure

5 Main Navigation Categories:

- Visitors
  - Visitor information such as loyalty, language, and location
- Traffic Sources
  - Natural and paid sources of traffic, includes AdWords reports
- Content
  - Pageview information
- Goals
  - Conversion rates and goal paths (volunteer acquisition)
- Ecommerce (if enabled)
  - Donation tracking, donors loyalty

# Takeaways

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# Takeaways

- Log in!
- Become comfortable navigating your account: edit ads, choose keywords & campaign settings
- Use AdWords Tools to troubleshoot
- Run reports to assess results
- Use a tracking platform (like Analytics) to get the data you need to make smart decisions



Thank You & Good Luck!

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