



Maximizing Your Google Grant to Attain Your Advertising Goals

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Brief Review: Why Should I Optimize My Account?



Grantee To Do List:

1) “We got a Google Grant – yay!”



2) “Our Google Grant is up and running!”



3) “OK – we’re done!”



“Why can’t we just set it and forget it?”



- 1) Your ads may run, but they will not be nearly as successful as they can be for your organization!
 - *Active Account Management will help you better understand your account and help it perform better*

- 2) Use the full potential of your grant – up to \$10K/month in free advertising!
(That’s a lot of potential sign ups/volunteers/donations!)

- 3) Active Account Management is also now required by Google for Google Grants accounts
 - *We want to ensure we are providing grants to organizations actively engaged with their accounts*

“My Account is Up and Running.....now what?”

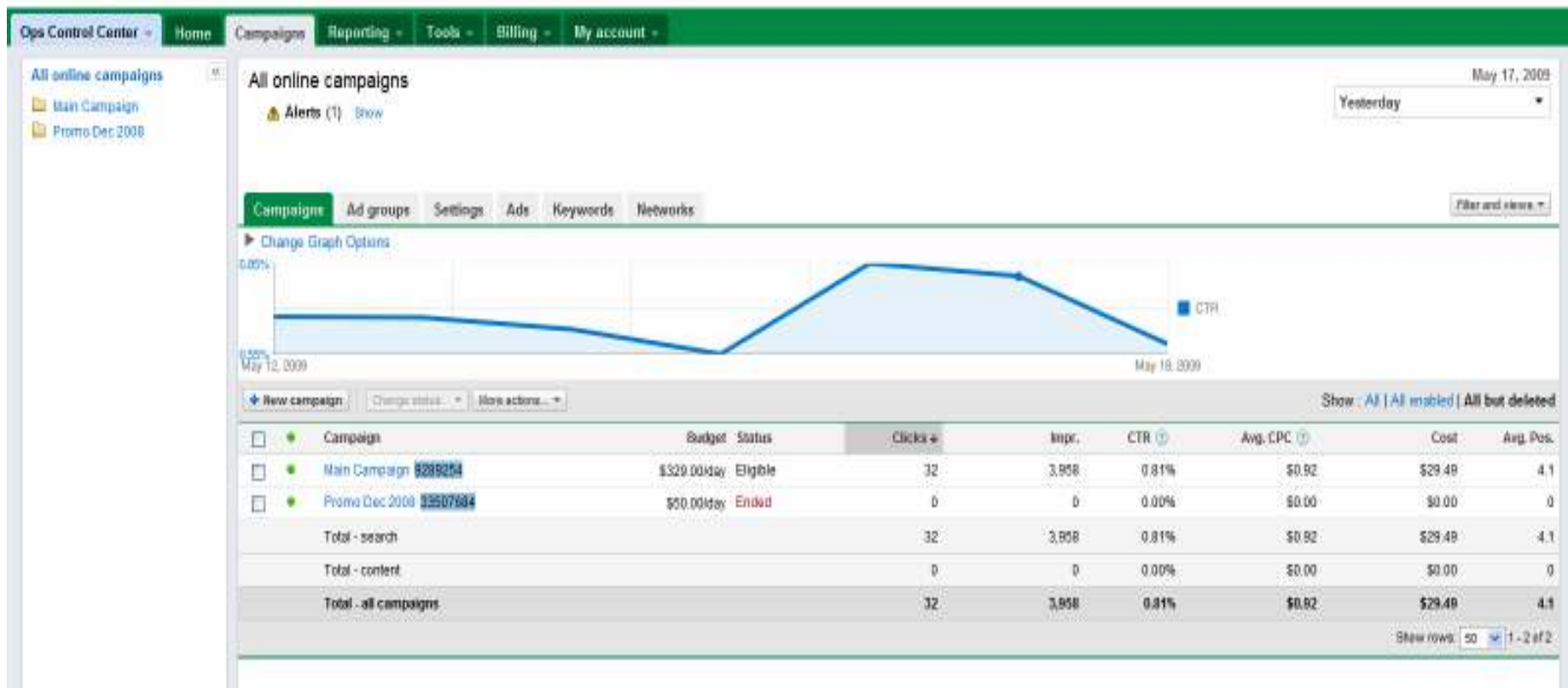


Key Elements of Optimization:

- ✓ Campaign & Ad Group Structure
- ✓ Ad Text (Creatives)
- ✓ Keywords
- ✓ Match Types
- ✓ Landing Pages
- ✓ *Budgets*
- ✓ *CPC's*
- ✓ *Position*

Campaign and Ad Group Structure

Best Practices for Campaign Structure: Campaigns



One campaign is fine, but you can add multiple campaigns if you have differing themes/purposes

Best Practices for Multiple Campaigns



Example of Multiple Campaigns:

- Campaign #1: Breast Cancer Awareness
- Campaign #2: Breast Cancer Annual Fundraiser Jan 2009

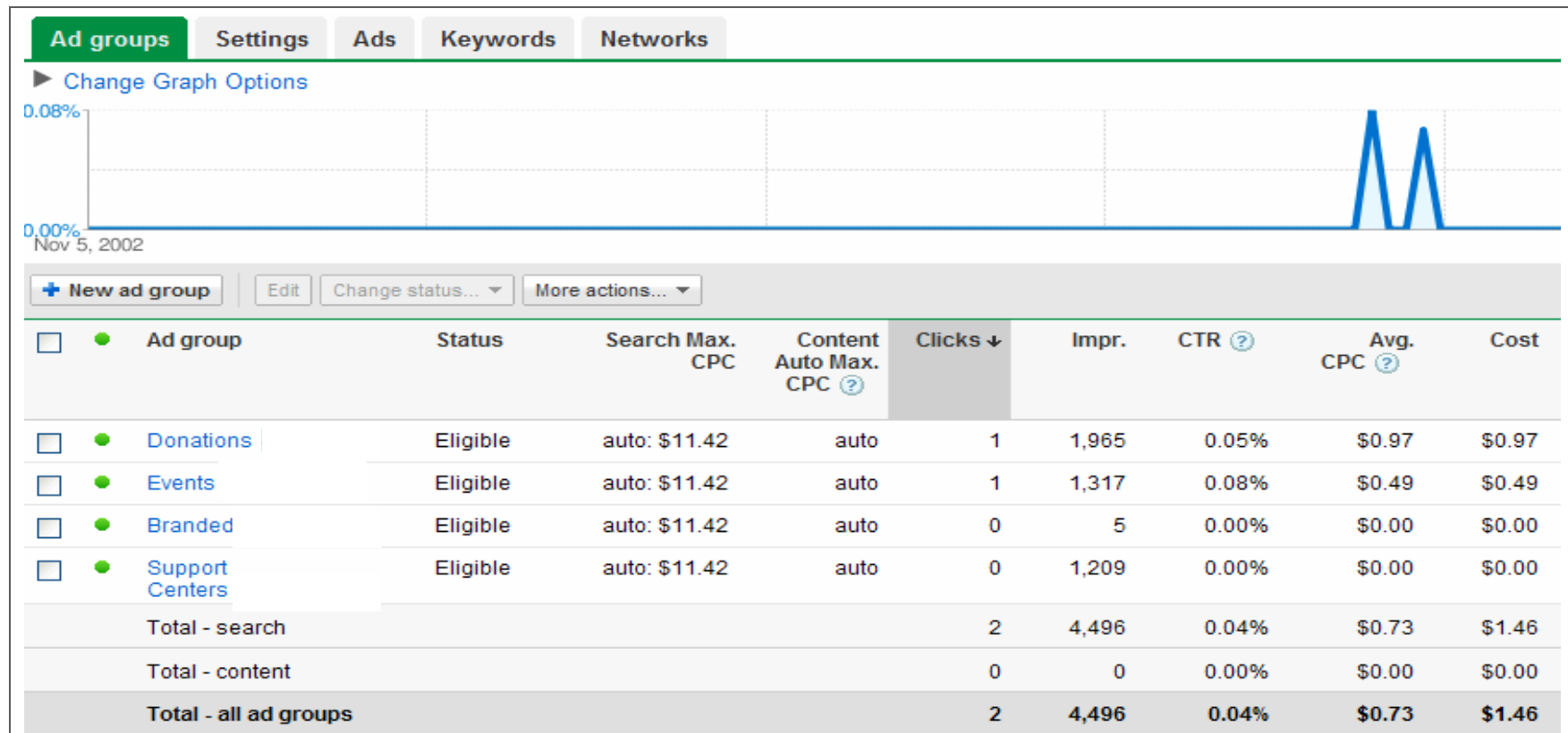
Organization:

- Give all campaigns descriptive names

Daily Budget Limits:

- Know which campaign is the most important and allocate your budget there (need to divide \$329/day cap between multiple campaigns)

Best Practices for Campaign Structure: Ad Groups



Set up Ad Groups by theme – all keywords in each ad group should be related to one theme.

“Why is it important to have tightly themed Ad Groups?”

Each Ad Group must contain at least one text ad, and with tightly themed Ads Groups, you can write more specific/relevant ads....

Relevant Ad Text  Strong CTR  Higher Quality Score 

Higher Rank on the Page  **Increased potential for clicks!**

Best Practices: Ad Groups



Campaign: Volunteer in Asia

Bad Ad Group

travel to asia
volunteer china
work in vietnam
flight to china

} *Too Many Themes*

Good Ad Group

volunteer china
volunteer work china
work in china
help in beijing china

} *Unified Theme*

A unified theme allows for far more tailored Ad Text

More Generic Creative (Bad Ad Group)

[Volunteer Abroad](#)
Help disadvantaged children.
Learn more here!
www.example.org

Tailored Creative (Good Ad Group)

[Volunteer in China](#)
Help disadvantaged children
in China. Learn more here!
www.example.org

Creative Optimization

Ad Text: Structure and Messaging



Structure

- Ads should be relevant to the keywords in that ad group
- Use multiple texts in each Ad Group

Messaging

- Be informative: Describe product or service
- Be persuasive: Use calls-to-action
- Be consistent: Ensure ad text suggests what the user will see when they click through

Best Practices: Headline




1) Use important keywords in your Headline

- Increases perceived relevancy of ad

2) Catches user's eye:

- Ask a question
- Make a statement
- Summarize specific product or service



[Breast Cancer Awareness](#)
Learn how to protect yourself
Support groups, workshops & more.
www.example.org

Best Practices: Call-to-Action



Reflect your organization's goal(s)

Spell out appropriate user action you're looking for:

- 'Sign Up for Free Newsletter'
- 'Learn More Here'
- 'Order Tickets Today!'
- 'Donate Here!'

Best Practices: Punctuation



Include punctuation at end of description lines

[Breast Cancer Awareness](#)

Learn how to protect yourself
Support groups, workshops & more.
www.example.org

[Breast Cancer Awareness](#)

www.example.org Learn how to protect yourself Support groups, workshops & more.

Exclamation points!

- Not in headline
- Only one per ad text

Best Practices: Display URL



Use as extra text space to brand website

Capitalize first letter of each word within domain

- Example: 'www.GoogleAdWords.com'

[Breast Cancer Awareness](#)

Learn how to protect yourself
Support groups, workshops & more.
[www.Cancerexample.org](#)



[Breast Cancer Awareness](#)

Learn how to protect yourself
Support groups, workshops & more.
[www.CancerExample.org](#)

“I have 4 creatives per ad group....which one is the best?”



Go to the “Settings” tab

The screenshot shows the Google AdWords interface. A red arrow points to the 'Settings' tab in the navigation bar. The interface includes a help sidebar on the left, a navigation bar with tabs for 'Ad groups', 'Settings', 'Ads', 'Keywords', and 'Networks', a line graph for CTR, and a table of ad group performance metrics.

	Status	Search Max. CPC	Content Auto Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost
Total - all ad groups				54	7,502	0.72%	\$0.90	\$48.75

Next Steps



Select “Ad Delivery”

- Choose either “Optimize: Show better performing ads more often” or “**Rotate: Show ads more evenly**”

The screenshot shows the Google AdWords settings interface. A red arrow points to the 'Ad delivery' section under 'Advanced settings'. The 'Ad rotation' options are 'Optimize: Show better performing ads more often' (selected) and 'Rotate: Show ads more evenly' (unselected). The 'Save' button is highlighted.

Networks, devices, and extensions

Networks and devices ⓘ **Google search, Computers, Mobile devices** [Edit](#)

Bidding and budget

Bidding option ⓘ **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget ⓘ **\$279.00/day** [Edit](#)

⊕ [Position preference, delivery method \(advanced\)](#)

Advanced settings

⊖ [Schedule: Start date, end date, ad scheduling](#)

Start date **Mar 2, 2006**

End date **None** [Edit](#)

Ad scheduling ⓘ **Show ads at all days and hours** [Edit](#)

⊖ [Ad delivery: Ad rotation, frequency capping](#)

Ad rotation ⓘ **Optimize: Show better performing ads more often**
 Rotate: Show ads more evenly

[Save](#) [Cancel](#)

Analyze Your Report



Let the ad text run for about two weeks in order to have a sufficient amount of data to analyze....

1. Create a “Ad Text Performance” report
- 2.. Stats available for each ad text – the higher the CTR, the better the ad text
3. Remove weaker-performing creative(s).
 - Apply successful ad text from one ad group to others.

Google Editorial Guidelines



- ✓ 3rd line cannot lead into Visible URL
- ✓ Cannot use “Best”, “#1” & “Lowest” emphasizing superiority unless 3rd party verified.
- ✓ No excessive punctuation (example: “!!” or “???”). No “!” in the headline.
- ✓ Any offers stated in creative must be made explicit within 2 clicks of the landing page.
- ✓ No excessive repetition, extra spacing or gimmicky punctuation
- ✓ No use of the word ‘Click’ (Click Here.)
- ✓ On destination pages, back button must return user to Google.
- ✓ Destination page cannot have a pop-up
- ✓ No inappropriate language or misspellings

www.adwords.google.com/support

“advertising policies”

Keyword Optimization

Keywords

- In general, think like a user!
- Healthy combination of “general” terms and more specific terms
General: cancer, cancer awareness
Specific: mammogram, breast cancer screenings, Organization Name
- Use descriptive multi-word terms (*homeless shelters NYC, homeless shelters Queens NY, homeless shelters food donations*)
- Include variations / common misspellings

Additional Best Practices



Plurals: Include relevant plurals & singulars

Capitalization: List only as lowercase

Misspellings: Include for high-traffic keywords *

Punctuation: System ignores symbols, including hyphens & periods

Keyword Match Types



Broad	Allows your ad to show on similar phrases & relevant variations	Cancer research User Query: research on cancer
Phrase	Allows your ad to show for searches that match the exact phrase	"breast cancer research" User Query: new breast cancer research
Exact	Allows your ad to show for searches that match the exact phrase exclusively	[breast cancer research] User Query: breast cancer research

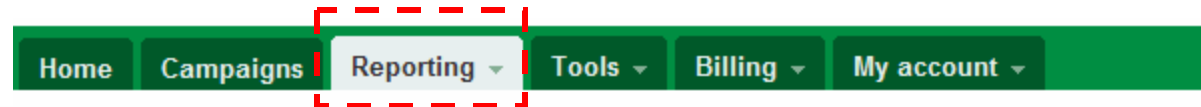
Don't Forget Negative Keywords!



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

How to Optimize Keywords: First Get a Report!



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.

Scheduling Reports



1. Report Type

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

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- 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.
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- Placement Performance  View performance data for content network sites where your ad has been shown.

2. Settings

View (Unit of Time)

Date Range Last seven days 5/17/09 - 5/17/09

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

3. Advanced Settings (Optional)

- [Add or Remove Columns](#)
- [Filter Your Results](#)

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

What to look for: Quality Score



“What do I do if my QS is low on many keywords/keywords I find important?”

- Determine how important this keywords is to your account
- Review Ad Text
- Add new, more relevant Ad Text or move keywords to more relevant ad group
- Create new ad group
- Increase Max CPC (up to \$1.00)

What to look for: Click Thru Rate



“What if my CTR is very low on many keywords/keywords I find important?”

- Review terms: high impression and low click numbers
- Edit keyword match types for more “high quality” traffic (ex. Change from “Broad” to “Phrase”, or “Phrase” to “Exact”)
- Add negative terms
- Move to Ad Group with more relevant Ad Text/write new Ad Text

What to look for: Budget



“What if I am not spending \$329/day?”

- That may be OK – many Google Grants accounts do not spend the full daily amount
- Add keywords to help increase traffic
- Move higher traffic keywords into their own campaign with their own budget, optimize Ad Groups and Ad Text for them
- Lower bids on underperforming keywords/raise bids on keywords you’d like to promote

Need More Traffic?



Try adding more keywords!

Good tools to use for keyword expansion:

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

Landing Pages



Check test landing pages and think about the user experience.

- ✓ Land users on a page that is relevant to the information in the Ad Text
- ✓ Landing Page Quality
- ✓ Is the site slow?
- ✓ Is the information the user is looking for easy to find?
- ✓ Is the website easy to navigate?
- ✓ How many clicks is the donation/registration form?
- ✓ Test! Test! Test!

Next Steps

OK this is all great but now I'm overwhelmed!



How to get started:

- 1) Schedule some time for shortly after this call to further explore AdWords
- 2) Set up a reoccurring Account Performance Report
 - Keyword Report if you're account isn't too big
 - Choose an Ad Group report if you have a large number of keywords
- 3) Block off time for yourself on the day these reports come in (for example, every other Monday, one to two hours to devote to Google Grants)

Top 4 Things to Look for/Optimize



- 1) Account Traffic/Cost: Is there room for more growth?
- 2) Keyword Quality Score: Which keywords are strong? Which need help?
- 3) Keyword CTR: Which keywords are strong? Which need help?
- 4) Ad Text Performance: Which sets of ad text are performing well? Which ones should I delete?

One More: Google Analytics: Where are people existing my site? Which pages need improvement in order to keep people there longer?

Additional Resources



Google Grants Help Center

- Guides, online trainings, articles, etc.

Google Grants User Forum

Google Grants Blog

Google AdWords Help Center

Questions?



Thank You!