



Google Grants Account Creation Guide

Congratulations on being accepted into the Google Grants program! We've created this guide to provide you with the information and tools that you need to make the most of your Google Grants account.

Because Google Grants is a self-managed program, we ask that you use this guide to become familiar with AdWords prior to creating your account. That way, you'll be well equipped to create a successful account.

Getting your account set up is just a few steps away: First, read this guide and complete the worksheets inside. Next, build your account using what you've learned. Use the account submission checklist to make sure everything's in order, and then submit your account to our team. Upon approval you'll be advertising for free with AdWords.

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Chapter One: Overview

What's Google Grants?

Google Grants is a program is designed to help organizations grow and increase their positive impact by providing them with free advertising on Google.com. Because you've received a Google Grant, your organization has the opportunity to create and maintain your own Google AdWords account – free of charge.

What's Google AdWords?

Google AdWords is an online advertising program where AdWords ads are displayed alongside search results on Google.com. When you create an AdWords ad to run on Google, you choose the keywords for which you would like your ad to appear.

The pricing for AdWords is cost-per-click (CPC), meaning that advertisers select how much they're willing to pay for a click to their ad, and are only charged when a click occurs.

The image shows a screenshot of a Google search results page for the query "support cancer research". The search bar at the top contains the text "support cancer research" and a "Search" button. Below the search bar, the page displays organic search results. The first result is "Support Cancer Research" from www.mskccc.org, with a description: "Make a Charitable Donation Online Many Ways to Give - You Can Help!". The second result is "Cancer Support is Here" from www.CancerCare.org, with a description: "Free Info & Counseling for People with Cancer. Get Help Today!". The third result is "American Cancer Society - Information and Resources for Breast ... Research Programs and Funding - Guide to Quitting Smoking ... Meet other survivors, find or offer support on the Cancer Survivors Network ..." from www.cancer.org/. The fourth result is "Choose Hope, Inc. - Cancer Ribbons Cancer Buttons Cancer Sucks ..." from www.choosehope.com/. The fifth result is "Providing Support for Cancer & the Latest Cancer Information" from www.cancerresearch.org/cngenrl.html. On the right side of the page, there is a "Sponsored Links" sidebar. The first link is "Cancer Support is Here" from www.CancerCare.org, with a description: "Free Info & Counseling for People with Cancer. Get Help Today!". The second link is "Cancer support" from www.TheWellnessCommunity.org, with a description: "Free Online Support For Patients & Loved Ones of People w/ Any Cancer.". The third link is "Donate to Cancer Research" from www.ctrf.org, with a description: "99 Cents of Your Dollar Goes To Directly Support Cancer Research!". The fourth link is "Cancer Research Center" from www.cshl.edu, with a description: "Established in 1890, Devoted To Seeking A Cancer Cure. You Can Help".

How does my Grant work?

Once your account is approved, the Google Grants team will provide your AdWords account with a budget of \$330 USD per day to pay for your advertising. Using this allowance, you'll be able to place CPC bids of up to one U.S. dollar per keyword. When interested users click on your ad, we'll deduct the cost of those clicks from your overall daily budget. If you receive enough clicks in one day to reach your \$330 USD limit, your ads will temporarily stop showing until the next day, when your daily budget is replenished.

IMPORTANT NOTE:

There is no cost to you or your organization for participation in the Google Grants program. Please ensure that you **do not** enter any billing information, such as a credit or debit card number, into your AdWords account. Doing so may result in your credit card being charged and we are unable to issue refunds. Please also note that while you **do not** need to enter billing information, you will need to select USD as your currency regardless of what country you are in. Selecting a different currency will not allow us to activate your account as a Google Grants account.

Four helpful hints before getting started:

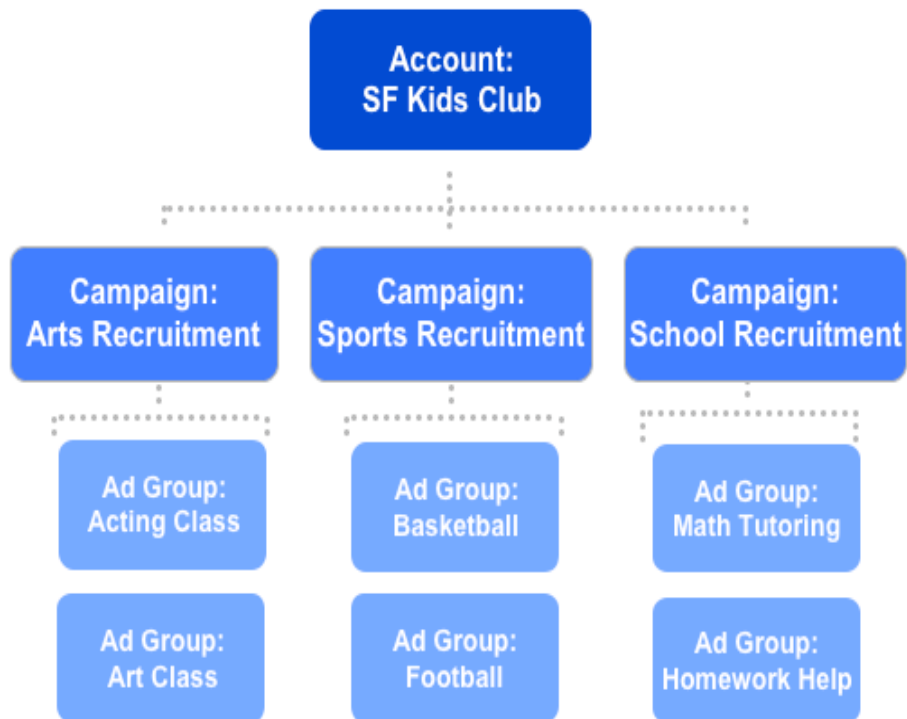
In some ways receiving a Google Grant is like receiving a vehicle – it is a lot more useful if you learn how to operate and maintain it. To make the most of your Google Grants account, begin with these four points:

1. **Make time.** Set aside the necessary time to create (4 – 12 hours) and monitor (1-2 hours a month) your account. It'll help if others in your organization understand the work you are doing and the time you will need.
2. **Become familiar with AdWords.** Learn how the AdWords auction-based advertising system works by completing the exercises in this guide and visiting our Help Center at: www.google.com/support/grants
3. **Build a strong foundation.** Follow the Google Grants policies and guidelines (found on our website) and the best practices outlined in this guide when creating your account. Be sure to consult the account submission checklist for a final review.
4. **Take advantage of the available support resources.** Google Grants is a self-managed program, meaning the control of your account is in your hands. While we are unable to provide phone or email support, this guide and the tools below will provide you with the information you'll need to manage your account.
 - Google Grants Help Center
 - Google Grants user-to-user forum

Tip: A quick and easy way to find answers to your questions is to use – you guessed it – Google. If you find yourself stumped, try a specific search on Google such as “Google Grants duration of grant” or “Google AdWords how do I log in”. The search results will often lead you right to the answer you need within the Google Grants Help Center.

Chapter Two: Account Anatomy

Google AdWords accounts consist of three main parts: the account, campaigns within the account, and ad groups within each campaign.



Each part of an AdWords account has its own unique features.

Your account:

- Is associated with a unique email address, password, and Customer ID.
- Has an overall daily budget of \$330. It is impossible to exceed this limit and you'll never be charged for any spend in your account once it's activated.

Note: Your account will contain features, such as the ability to create site-targeted campaigns. Please ignore these features; they are not available within the Google Grants program.

Your campaigns:

- Are where you choose your daily budget, geographic and language targeting, and end dates for your ads. If you would like to segment your budget, target different geographic areas, or schedule different ads, you may want to create more than one campaign. .
- Are where you can create thematically related ad groups.

Your ad groups:

- Will each have one theme and their own unique set of keywords and corresponding ads.
- Are where you set your cost per click (CPC) bids for your keywords. You can either set different CPCs for each of your keywords or just select the same CPC to apply to all keywords in your ad group.

Tip: See at an example of the thought process and building blocks to create a high-performing ad group by reading the Ad Group Success Story on the following page. Then create your own story of success before moving on to design the structure of your account.

An ad group success story

In the exercise below, read about how a fictional Grantee created an ad group that performed very well. You'll notice underlined portions that you'll be able to fill in with your organization's specifics on the next page. By completing this exercise, you'll be able to see how your own organization can also build very successful ad groups.

The Melrose Ballet created a highly successful ad group that resulted in qualified traffic to their website. We asked them to share their story with us, and here's what they had to say: "We had a variety of offerings we wanted to advertise, so we decided to start by focusing on one theme. To start, we decided to target people wanting to see the performance of The Nutcracker in Melrose, Minnesota. Therefore, the theme we picked for our ad group was Nutcracker tickets. Next we thought, 'If we wanted to see The Nutcracker we'd search on Google by typing in Nutcracker tickets.' We also thought that other Google users of this same mindset would search for Nutcracker tickets by typing in The Nutcracker, ballet tickets, tickets to the Nutcracker, or Nutcracker ballet. As you can see, all of these searches had one thing in common - they were all different ways of searching for Nutcracker tickets. At this point we knew we had a number of good keywords for our Nutcracker ad group.

It then occurred to us that there might be other users who were searching on Google for an opportunity to perform in The Nutcracker and that these users might type in Nutcracker auditions to find what they were looking for. We knew that our ad, geared towards selling Nutcracker tickets wouldn't be what these users were looking for. We decided to add auditions as a negative keyword* in our account so that our ad would only show to people looking for exactly what we had to offer so that we could ensure that we had a strong click through rate (CTR) and Quality Score. To finish building our account,

we created two ads for our Nutcracker ad group.

The Nutcracker in Melrose
See this Holiday Classic.
Performed by The Melrose Ballet
www.MelroseBallet.org

Nutcracker in Melrose
The Melrose Ballet Performs
The Nutcracker. Buy Tickets Now.
www.MelroseBallet.org

As you can see, these two ads were directly connected to our keywords. Because both of these ads spoke directly to our target audience's needs, they clicked on them, bringing us excellent ticket sales and sold-out performances.

* Negative keywords: You can create negative keywords by preceding an unwanted keyword with a hyphen. This technique works to limit the display of your ad on searches that don't apply to your organization and is covered in greater depth later in this guide.

Optional Worksheet: Build your own successful ad group

Using the template below, fill in your organization's information to see how you would build your first ad group.

_____ (insert the name of your organization here) created a highly successful ad group that resulted in qualified traffic to their website. We asked them to share their story with us, and here's what they had to say: "We had a variety of offerings we wanted to advertise, so we decided to start by focusing on one theme. To start, we decided to target _____ (target audience), in _____ (specific geographic area). Therefore, the theme we picked for our ad group was _____ (specific service offering). Next we thought "if we wanted _____ (specific client need) we would search on Google by typing in _____ (relevant search query or relevant keyword)." We also thought that other Google users of this same mindset would search for _____ (same service offering) by typing in _____ (keyword) or _____ (keyword) or _____ (keyword) or _____ (keyword). As you can see, all of these searches had one thing in common - they were all different ways of searching for _____ (same service offering). At this point we knew we had a number of good keywords for our ad group.

It then occurred to us that there might be others who were searching on Google for _____ (slightly unrelated service offering) and that they might type in _____ (unrelated keyword) and _____ (related keyword) to find what they were looking for. We knew that our ad, geared towards _____ (initial service offering) would not be exactly what they were looking for which is why we decided to add _____ (unrelated keyword) as a negative keyword in our account so that our ad would only show to

people looking for exactly what we had to offer so that we could ensure that we had a strong click through rate (CTR) and quality score. To finish building our account, we created two ads for our _____ (theme) ad group.

www._____.org

www._____.org

As you can see, these two ads were directly connected to our keywords. Because both of these ads spoke directly to our target audience's needs, they clicked on them, bringing us _____ and _____.

Chapter 3: From Goals To Campaigns

Identify advertising goals

Before you start building your campaigns, it's important to think about your goals and develop a plan for your AdWords advertising to turn these goals into campaigns.

Ask yourself the following questions to get a better picture of how you should set up your account to maximize your AdWords success.

The Google Grantee needs assessment:

- What does your organization offer?
- What do you want to achieve with your advertising?
- Who's your main audience?
- Where do you provide services?

Tip: Review the example on the next page and then use Worksheet 1 on the page that follows to complete your own needs assessment.

An in-depth example:

Let's explore how the San Francisco Kids Club, a youth services organization, might respond to our questions.

What does your organization offer?

Tip: Use your website as a guide to all the services your organization offers.

1. Educational Assistance
 - a. Homework assistance
 - b. Academic Tutoring
 - i. Math
 - ii. English/Reading
 - iii. Science
2. Arts Programming
 - a. Classes
 - i. Visual Art Class
 - ii. Creative Writing Class
 - iii. Acting Class
3. Sports, Fitness and Recreation Opportunities
 - a. Citywide Sports Leagues
 - i. Basketball
 - ii. Football
 - iii. Soccer

What do you want to achieve with your advertising?

1. Get more youth involved in our programs
2. Recruit volunteers to help run our programs
3. Increase attendance at our fundraising events (such as our golf tournament)

Who's your core audience?

1. San Francisco parents
2. San Francisco youth
3. San Francisco residents interested in volunteering

Where do you provide services?

San Francisco, California

Tip: Complete your own needs assessment on the next page.

Worksheet 1: Organizational needs assessment

Design your advertising plan by answering some questions about your needs.

1) What does your organization offer that people searching on Google could benefit from?

e.g. Math tutoring, free lesson plans, volunteer opportunities, etc.

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

2) What does your organization need that people searching on Google could provide?

e.g. Clothes, volunteer support, etc. (Try to engage constituents before requesting donations)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

3) Who do you want to target?

e.g. Children interested in homework help, parents interested in parenting resources, etc. (Be specific, and keep in mind that you may need different ads for benefactors and beneficiaries.)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

4) Where do you provide services?

e.g. Your city, state, nationwide, etc. (This depends on the scope of your organization)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Tip: Answers to questions 1 and 2 can provide themes for ad groups or campaigns. Answers to question 3 show you groups that may benefit from different ads or ad groups. Answers to question 4 show you what your geo-targeting settings might be.

Translate your advertising goals into campaigns

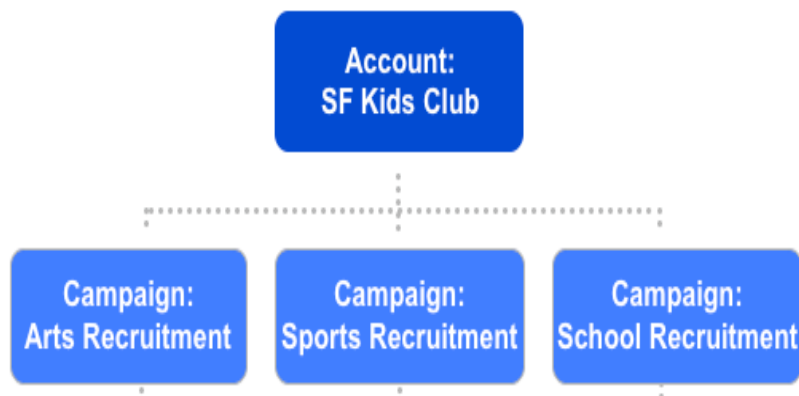
Once you've identified the goals for your AdWords campaigns, it's time to put your plan into action. We recommend structuring each campaign around just one goal, such as recruiting volunteers.

Remember to keep your audience in mind:

- Target only the locations where you offer services.
- Target the language in which your ads are written.
- If you have an international audience, separate your campaigns by country.
- Give each campaign an appropriate name, such as its goal. This makes tracking and editing your campaigns much easier later on.

Example Campaign Goals:

1. Recruit more youth into our art program
2. Recruit more youth into our sports program
3. Recruit more youth into our school program



Tip: Translate your organization's goals into campaigns on Worksheet 2 found on the next page.

Worksheet 2: Turning goals into campaigns

Different organizations have different needs. With AdWords, you'll be able to create the number of campaigns and ad groups that your organization requires. If you have just a few offerings or goals, you can probably just create one campaign. However, if you have a number of offerings or goals, you'll likely need multiple campaigns.

Start by naming your first campaign(s) and by listing the goal associated with each campaign. If you are only going to have one campaign, you can skip to step 3.

Campaign # 1 Name: _____

Campaign Goal: _____

Campaign # 2 Name: _____

Campaign Goal: _____

Campaign # 3 Name: _____

Campaign Goal: _____

Create ad groups within each campaign

Ad groups let you organize your campaigns into more narrow segments. Each ad group should have one common theme such as a single product or service that you offer. Having specific ad groups allows you to pair the most appropriate ad with corresponding keywords. Your organization will have its own needs, so create as many ad groups as you need per campaign. Remember: More specific ad groups tend to perform better than general ones.

Example:

Campaign - Arts Recruitment

Ad Group - Acting class

Ad Group - National fine arts contest/art show

Ad Group - National photography contest

Campaign – Sports Recruitment

Ad Group - Basketball

Ad Group - Football

Ad Group - Soccer

Campaign - School Recruitment

Ad Group - Math tutoring

Ad Group - English/Reading tutoring

Ad Group - Science tutoring

IMPORTANT NOTE:

Avoid lumping all of your keywords into one ad group. Accounts with multiple keyword themes in one ad group will not be approved. Creating specific ad groups for your various keyword themes will make your ads more relevant and enhance your account's performance.

Worksheet 3: Creating ad groups

Create at least three ad groups for one of your campaigns.

Ad Group 1 Name: _____

Ad Group 1 Theme: _____

Ad Group 2 Name: _____

Ad Group 2 Theme: _____

Ad Group 3 Name: _____

Ad Group 3 Theme: _____

Chapter Four: Picking the Right Keywords

Keywords are the fuel for your AdWords account. They set the entire advertising process in motion. If users are looking for your service, they'll find you more quickly if you've chosen the right keywords for each of your ad groups.

Once you have decided on campaigns and ad groups it's time to select keywords. There are three basic steps to building the right keyword list: Brainstorm, Regroup, and Refine. It's best to start with a small and very specific group of keywords. You can always add more keywords later.

Step 1: Brainstorm

Put yourself in their shoes. Ask yourself which keywords (word combinations and phrases) you would type into the Google search box to find the programs and services related to your first ad group.

Example:

This is a keyword brainstorm, but note that many of the keywords listed below would not be useful keywords. This is a general list of initial ideas for keywords, many of which will be deleted in the editing process. Later we'll show you how to best refine this list.

| | |
|----------------------------|---------------------------------|
| <i>Acting classes</i> | <i>Directing</i> |
| <i>Acting lessons</i> | <i>How to direct</i> |
| <i>Free acting classes</i> | <i>Musicals</i> |
| <i>Community Theatre</i> | <i>Play writing</i> |
| <i>Community Theater</i> | <i>Broadway shows</i> |
| <i>Auditions</i> | <i>Improviseational acting</i> |
| <i>Acting</i> | <i>Improviseational theater</i> |
| <i>Learning how to act</i> | <i>Comedic improviseation</i> |
| <i>Acting school</i> | <i>Plays</i> |

Tip: Conduct searches on Google for the keywords you are considering. Make note of both the search and ad results you see, particularly when the results are unrelated to the services you offer. These keywords will likely need to be refined or made more specific. This will also help you gain an understanding of the competition you may face for the keywords you're considering.

Step 2: Regroup

Next, scan your initial brainstorm list and ask yourself some basic questions. Which keywords express the same concepts? Which keywords don't fit thematically with the others? This will help you group your keywords by topic. Each of these topics is going to be an ad group, with specific ads.

Some topics may be very broad, like acting or plays. In these cases, you may need to further divide your keywords into more specific groups, like acting classes or Shakespeare's plays. For example, place keywords relating to acting classes in one ad group, and keywords relating to playwriting, auditioning or directing in other ad groups. Because you're grouping your keywords into specific topics, it'll be easy for you to write ads that closely correspond to your keywords.

Example:

Campaign: Arts Recruitment

Ad Group: Acting Classes

Possible keyword groupings:

Acting ad group:

Acting classes
Acting lessons
Free acting classes
Acting
Learning how to act
Acting school

Improvisation ad group:

Improvisational Acting
Improvisational theater
Comedic improvisation

Directing ad group:

Directing
How to direct

Miscellaneous ad group:

Musicals
Play writing
Broadway shows
Community Theatre
Community Theater
Auditions
Plays

Step 3: Refine

Get your erasers or red pens out; it's time to refine your keyword list. Cut from your list keywords that are too generic, irrelevant or obscure. Two- and three-word keyword phrases usually work best.

This part is trickier than it seems. You may think that a keyword is relevant thematically, but ask yourself: **Could this keyword be used to search for anything other than what I am offering?** If the answer is yes, you may have a keyword that is too general or needs to be accompanied by a negative keyword.

Delete Duplicates

Did you know that your account will only be able to show one ad at a time for any given search that occurs on Google? This means that each keyword you select should only appear within your account once, in only one ad group. The only exception to this rule is for ad groups that are targeting different geographic locations.

Remember that more specific phrases typically perform better than general keywords. And a short, well-targeted list of words is much better than a long list of general keywords.

Use keyword matching options for greater effectiveness

Broad Matching

Keyword: *breast cancer*

If you enter your keyword without any formatting, the AdWords program keyword default is broad match. For example, if your keyword were *breast cancer*, your ad would show when a Google search includes the term *breast cancer*, regardless of other search terms used or the order in which they were entered. Your ads will also automatically show for expanded matches, including plurals and relevant variations.

Broad match keywords can work very well when the keywords are specific to your organization. For example, here are search queries that might display an ad targeted to the broad match keyword *breast cancer*:

breast cancer information
cancer of the *breast* treatment
cancer support *breast* removal
cancer of the *breast* in men
support groups *breast cancer*
breast cancer symptoms
self *breast* exam to detect *cancer*

All of the queries above are related to *breast cancer*, and are therefore possible triggers for an ad group using the keyword *breast cancer*. However, the broad match default doesn't work well for general keywords that may be included in searches unrelated to your organization, as in the next example.

Keyword: *bears*

An organization devoted to saving endangered bears should avoid the general keyword *bears*. Here are search queries that might display an ad targeted to the broad match keyword *bears*:

chicago *bears*
berenstain *bears* video
collectible teddy *bears*
bad news *bears* dvd
bear photographs

None of the searches listed above are relevant to the organization, yet they all include the keyword *bear*. Keywords such as *protect bears* and *endangered bears* would be a better option for the broad match default.

Phrase Matching

Use quotes: "*breast cancer*"

If your keyword was "*breast cancer*", your ad would show when the term *breast cancer* is included in a search in that specific order. For example, your ad would show for *breast cancer information*, but not for *cancer of breast information*.

You can specify keywords as phrase matching by surrounding your keyword in quotes. In the broad match queries shown above, note that only the following searches would trigger the ad when *breast cancer* is entered as a phrase-matched keyword:

breast cancer information
support groups *breast cancer*
breast cancer symptoms

Exact Matching

Use square brackets: [*breast cancer*]

If your keyword was [*breast cancer*], your ad would only show for searches on the exact term *breast cancer*. Your ad would not show if *breast cancer research* or *breast cancers* were searched.

You can specify keywords as exact match by surrounding your keyword in square brackets. This technique works well for singular keywords, keywords that are general or keywords that might have more than one meaning to a Google searcher.

Negative Matching

Use a hyphen: -teddy

If your broad match keyword is *bears* and you don't want your ad to show for *teddy bears*, add the negative keyword *-teddy*.

You can specify keywords as negative matching by preceding an unwanted keyword with a hyphen. This technique works to limit the display of your ad on broad match searches that don't apply to your organization. For example, if our endangered bear organization wanted to run on the broad-match keyword *bear*, the following negative keywords should be listed to avoid showing on unrelated queries:

- chicago*
- berenstain*
- bad news*
- teddy*
- claw*

Example:

Let's look at our final keywords and the match types that we have chosen for the acting ad group we created.

Keywords for acting ad group:

- "Acting classes"*
- "Acting lessons"*
- Free acting classes*
- Free acting lessons*
- Kids acting classes*
- Youth acting classes*
- "Acting class"*
- [Acting]*
- Learning how to act*
- Film
- Commercial
- Colleges
- Monologues
- Movie
- Television
- Jobs

Worksheet 2: Pick the right keywords

Build an effective keyword list for the campaign you worked on in Chapter 1.

Step 1: Brainstorm

List any keywords that a user looking for your services would type into the Google search box.

Step 2: Regroup

Separate your keywords into different ad groups, ensuring that there is only one theme per ad group.

Theme:

Theme:

Theme:

Step 3: Refine

Cut any irrelevant, unclear, duplicate, or generic keywords from the list above. Then, use keyword matching to achieve more precise targeting and improve ad performance.

Chapter Five: How To Write Ads

Ads are the face of your AdWords account. They are the only part of your account that Google users will ever get to see and they are the user's first impression of what you have to offer. When someone enters a search query on Google and scans the search results, your ad text will be your only line of communication to help them decide whether to click to your website.

Ads that convince people to click on them are clear, specific and compelling. To be successful, your ads must convince your audience that you have what they're looking for.

To see which of your messages resonate with customers, write three or four ads and run them simultaneously. Next, you will want to check in on their performance. The ads with the highest click-through rates (CTR) are your top performers. Once you know which of your ads work, you can rewrite poorly performing ads to test new strategies.

Your ad consists of three parts:

| |
|-----------------|
| Headline |
| Description |
| Description |
| URL |

Step 1: Create your headline

The best headlines relate directly to the keywords being searched; this makes an ad seem especially relevant to the searcher's interests. So it's a good idea to include one of your keywords in your headline.

Step 2: Develop your description text

The description should convey both key details and benefits of your service or organization. It should also include a call to action such as "find out more" or "volunteer today." Try to keep your message as direct as you can.

Step 3: Choose your display and destination URLs

Your display URL (the web address users see when they view your ad) must have the same domain as your destination URL (the webpage where users land when they click your ad). For example you could have www.google.com as your display URL and www.google.com/grants as your destination URL because they both share the same domain.

Worksheet 3: Create targeted ads

Ad Text:

Ads using Latin characters can contain, including spaces, 25 characters for the title, 70 characters for the ad text and 35 characters for a display URL. If you create ads using non-Latin characters, please be aware that the character limit may vary.

Display URL:

If your display URL is too long, you may consider using a shortened version of your URL, such as your homepage. The display URL should have the same domain (such as example.com) as your landing page.

Tip: Whenever possible, take users to the exact page they need on your site instead of your general home page. Also, use the template below to write your first two ad texts.

Write two sample ads for one of the ad groups you created in Chapter 1. Try to include keywords in your headlines, descriptive ad text, and specific destination URLs.

Sample Ad 1:

| |
|-----------------------|
| _____ (25 characters) |
| _____ (35 characters) |
| _____ (35 characters) |
| _____ (35 characters) |

Sample Ad 2:

| |
|-----------------------|
| _____ (25 characters) |
| _____ (35 characters) |
| _____ (35 characters) |
| _____ (35 characters) |

Chapter Six: Putting It All Together

Nice work - you've created the essential parts of an AdWords campaign. Now it's time to put them all together in your AdWords account. Just follow the steps on the following pages. If you already have an AdWords account, you will need to create a new account for the Google Grants program. You will create your account through the same process as our paying advertisers, although you will follow slightly different steps. Please be sure to thoroughly read and follow the instructions below.

IMPORTANT NOTE:

Please **do not** enter payment information, such as a credit or debit card number, into your Google Grants AdWords account at any time despite automated messages you may receive from our system. If you input credit card information, you will be financially responsible for any charges that accrue on your credit card.

Step 1: Creating an AdWords account shell


Here's how:


1. Go to <https://adwords.google.com>, and select 'Start Now.'
2. Choose Standard Edition, not Starter Edition.

Before you begin

Your AdWords ad will direct Google users to your website. Don't have a website? Try Google Sites to easily create one, for free. [Help me create a website with Google Sites](#)

Pick the solution that's right for you

Starter Edition
Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time. [Sign-up demo](#) 

Standard Edition
Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. 

Not sure? [Compare options in greater detail.](#)

Continue »

3. Select your login email address and password for AdWords. You'll be able to specify the login details that you'd like to use for your account. We recommend using an email address that is associated with your organization's domain.

Create Google Account

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
- I do *not* use these other services.

Create a new Google Account for use with AdWords.

Make sure your email address is correct. You must receive email there in order to verify this account.

Email:
e.g. myname@example.com. This will be used to sign-in to your account.

Password:
Minimum of 8 characters in length. [?]

Re-enter password:

Once you enter the details for your new AdWords login, a verification email will be sent to your chosen email address. Remember, **do not** submit any payment information. Simply verify the account by clicking on the link provided and following the steps outlined. After you do this you can sign into AdWords using the email address and password you specified.

If during this process you receive the error message 'user already exists,' please visit our help center at www.google.com/adwords/help and search for 'user already exists.' There you'll find the steps to remedy the problem.

4. **Choose USD as your currency** (regardless of your country). Note that the currency cannot be changed once it is set and Google Grants accounts can only use USD.

Set Currency Preferences

To set up your AdWords account, we need to know what currency you plan to use. (This is the currency you'll use to pay Google, not the currency

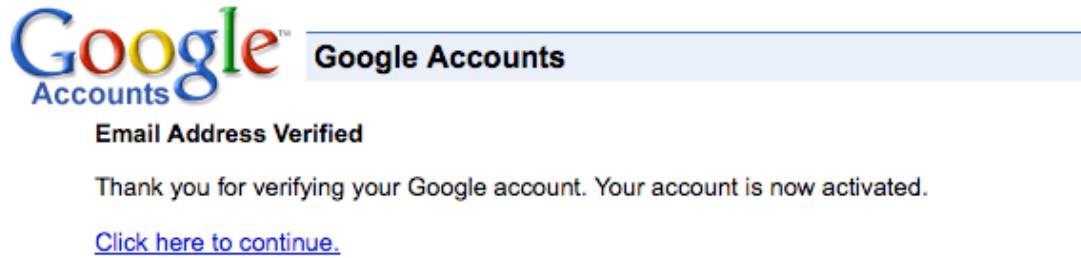
Review the available [payment options](#) for local currencies before you decide.

Your currency setting can't be changed after you leave this page. Please choose carefully and then click 'Continue.'

What currency will you use to pay for this account? (Not all currencies are available in all areas.)

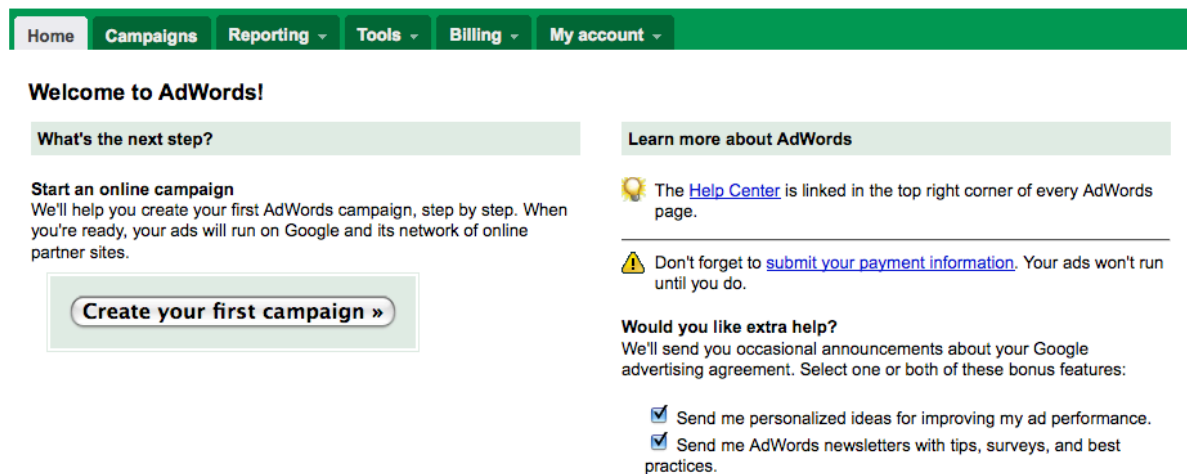
[« Back](#) [Continue »](#)

5. Verify your email address and continue.



The screenshot shows the Google Accounts verification page. At the top left is the Google logo with 'Accounts' written below it. To the right, a blue bar contains the text 'Google Accounts'. Below this, the text 'Email Address Verified' is displayed in bold. A message follows: 'Thank you for verifying your Google account. Your account is now activated.' At the bottom, there is a blue hyperlink that reads 'Click here to continue.'

6. Click “Create your first campaign.”



The screenshot shows the 'Welcome to AdWords!' page. At the top is a green navigation bar with links for 'Home', 'Campaigns', 'Reporting', 'Tools', 'Billing', and 'My account'. Below the navigation bar, the heading 'Welcome to AdWords!' is followed by two main sections. The left section, titled 'What's the next step?', contains the sub-heading 'Start an online campaign' and a paragraph: 'We'll help you create your first AdWords campaign, step by step. When you're ready, your ads will run on Google and its network of online partner sites.' Below this text is a button that says 'Create your first campaign »'. The right section, titled 'Learn more about AdWords', contains a lightbulb icon and text: 'The [Help Center](#) is linked in the top right corner of every AdWords page.' Below this is a warning icon and text: 'Don't forget to [submit your payment information](#). Your ads won't run until you do.' At the bottom of the right section is the heading 'Would you like extra help?' followed by the text: 'We'll send you occasional announcements about your Google advertising agreement. Select one or both of these bonus features:'. There are two checked checkboxes: 'Send me personalized ideas for improving my ad performance.' and 'Send me AdWords newsletters with tips, surveys, and best practices.'

7. Rename your campaign. Select the geographic area you would like to target (be as specific as possible). Choose the language you would like to use for your first campaign. Leave the demographic unchanged.

Settings Ads Keywords Networks

Campaign settings

General

Campaign name

Audience

Locations [?](#) In what geographical locations do you want your ads to appear?

- Bundle: **United States; Canada**
- Country: **United States**
- State: **California, US**
- Metro area: **San Francisco-Oakland-San Jose CA, US**
- City: **San Francisco, CA, US**

[Select one or more other locations](#)

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

[+](#) Demographic

8. Opt out of “Search partners” and the “Content network”.

IMPORTANT NOTE:

Having your account opted into more than Google search at the time of activation may cause technical difficulties which will require that you create an entirely new account.

Networks and devices

Networks and devices [?](#)

All available sites and devices

Let me choose...

Search Google search

Search partners (requires Google search)

Content Content network

Relevant pages across the entire network

Relevant pages only on the placements I manage

Devices [?](#)

Desktop and laptop computers

iPhones and other mobile devices with full Internet browsers

9. Designate a daily budget of no more than \$329 USD (less if you plan to have more than one campaign) and choose manual bidding, not automatic bidding.

Bidding and budget

Bidding option [?](#) Basic options | [Advanced options](#)

Manual bidding for clicks

Automatic bidding to try to maximize clicks for your target budget

Budget [?](#) \$ per day

[+](#) Bid to position, delivery method (advanced)

Reminder: As part of the Google Grants program, you are not paying for AdWords advertising. By entering CPCs and a daily budget, our system will be able to display your ads.

10. Ignore the advanced settings. Click “Save and continue.”

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping

11. Create your first ad (you can use one of the ads you created previously in this guide) and click “Save and continue.”

Settings **Ads** Keywords Networks

New text ad

Headline: 25 max

Description line 1: 35 max

Description line 2: 35 max

Display URL: 35 max

Destination URL: 1024 max

12. Enter only the keywords that you'd like to have trigger the ad you just created. Enter a bid of \$1 USD. Please do not use the automatic keyword suggestions provided by our system, rather, use the keywords you developed for your organization's needs. Use the advanced option match types as needed.

Settings Ads **Keywords** Networks

Add keywords

Enter as many specific keywords as you like, one per line.

```
keyword one
"keyword two"
[keyword three]
```

Set your bids!
You are adding keywords for the first time to this ad group. Please set your bids.

Search \$ 1.00
Content: automatic placements \$ - Off

Sample keywords, based on a scan of your site

No sample keywords available.

[Advanced option: match types](#)

13. Enter negative keywords for words that you would like to use to prevent your ad from showing. Click "Save."

Save and continue Do this step later

Negative keywords

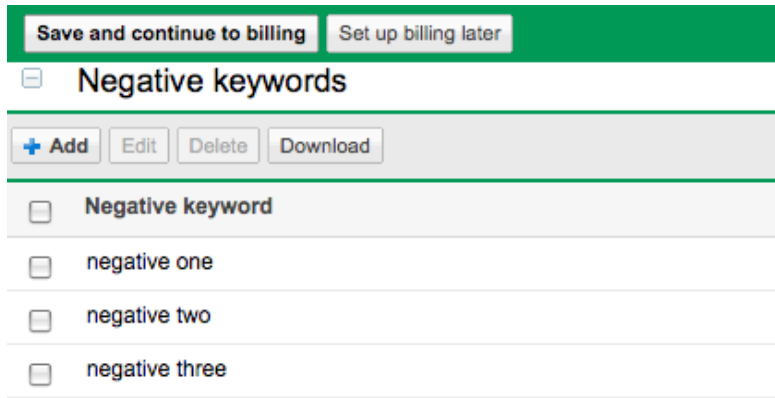
Add negative keywords

Negative keywords prevent your ads from appearing for queries containing the word. Enter one negative keyword per line:

```
negative one
negative two
negative three
```

Save Cancel

14. Click “Set up billing later” and **do not** enter billing information.



Congratulations! You have successfully created your first campaign, ad group, ad and set of keywords.

Note: Within 7 days, you will receive an automated email with the subject line 'Activating Your Google AdWords Account.' This email will ask you to enter your credit card in order to activate your account. Ignore this automated message as well, because Google Grants accounts can only be activated by the Google Grants team after they have been reviewed and approved.

Please review the Google AdWords Terms & Conditions at:
<https://adwords.google.com/select/tsandcsfinder>.

Step 2: Create more campaigns, ad groups, ads and keywords for your account

Here's how:

1. Visit our Help Center at: www.google.com/support/grants
2. Click on the “Campaigns and Ad Groups” link within the Help Center
3. Use the appropriate Help Center article as needed

Chapter Seven: Submitting Your Account

You've put together your AdWords account, now it's time to make sure that your account is ready before you submit your account for review. Please follow the checklist below and submit when you've completed all of the steps.

Account Settings Checklist:

- All of the daily budgets in my account combined add up to no more than \$329 USD.
- I have only created keyword targeted campaigns (no placement targeting).
- I have set my geo-targeting as specifically as possible.
- I have opted out of the search or content network and am only targeting Google.com.
- All of my keyword bids are set to \$1 USD or less.
- I have not submitted my credit card information to the AdWords system.

Account Structure Checklist:

- I have not lumped all of my keywords into one ad group.
- I have 2-3 ads for every ad group I have created.
- I have only one keyword theme within each ad group I have created.
- Each keyword is in my account only once.
- I have separated my keywords into different ad groups according to theme.

Ad Text Checklist:

- All of my ads include a call to action within the ad text (e.g. 'Donate Now', etc.).
- There is a strong correlation between my ads and the keywords that trigger them.

Keywords Checklist:

- I have used negative keywords to prevent my ad from showing on searches that do not pertain to the services I offer (e.g. buying, order, shipping, etc.).
- I have not included any keywords that are too general when used alone (e.g. help, community, poverty, Africa, New York, donations, donate, children, poor, violence, etc).

How to submit your account for activation:

Once you're able to check all of the statements in the Account Submission Checklist, you're ready to submit your account!

Please note that it is very important that you follow the account submission checklist closely for three reasons:

1. Accounts that require edits will be disapproved and sent back with revision requests.
2. Accounts with major policy violations may have their Google Grant award revoked.
3. Abiding by all of the account creation guidelines expedites the activation process, allowing your ads to start showing as quickly as possible.

Once you have completed the account creation process, please copy the section below (in between the dashes) and paste it into an email back to us. You will receive a response from us with 10-20 business days.

Title of Email: Please Review: (insert name of your organization here)

Contact Name:

Legal Name of Your Organization:

AdWords Account Number (Customer ID*):

Login email:

Contact email (if different from login email):

Mailing address (no PO boxes, please):

Phone Number:

*The Customer ID is the 10 digit number located at the top of your AdWords account. It will appear in this format 123-456-7890.
