

Setting goals and setting yourself up for success

German Freiwald, Google Grants Strategist

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 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 search 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 on the page include:

- Wildlife Conservation**
www.WildlifeForever.org
- Wildlife Conservation Society**
USA organization managing national and international education programs.
www.wcs.org/ - 43k - Cached - Similar pages
Career Opportunities in New York
Membership
Contact Us
Our Mission
North America
Africa
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.floridacconservation.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

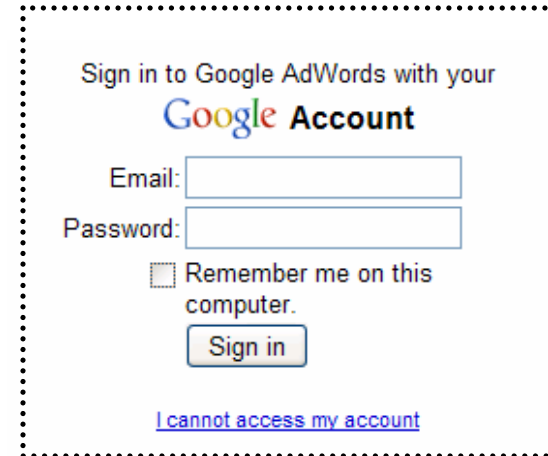
Important details

- 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



Sign in to Google AdWords with your
Google Account

Email:

Password:

Remember me on this computer.

[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?

First, the bad news

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

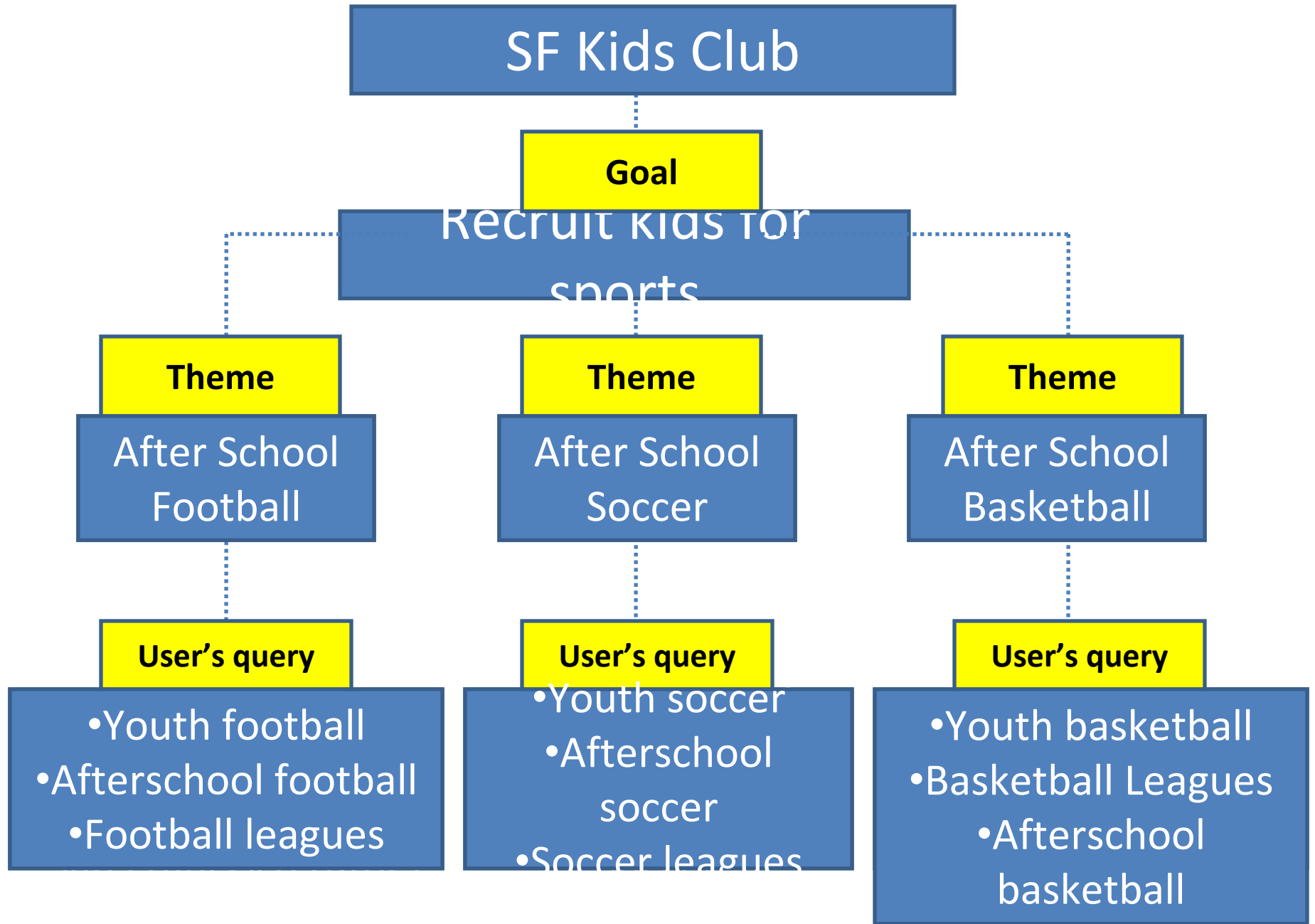
- What do you want to get out of your account?
 - Think beyond additional traffic to your site.
 - Think beyond donations.
- What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Register for an event?
 - Sign up for your mailing list?
 - Enroll in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

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

How:



1. Select the Campaigns tab at the top of the page
2. Within the Campaigns tab, select the Keywords tab (located directly above the main graph)
3. Click on the 'Filter and views' drop down menu at the far right of the page
4. Select 'Customize columns' from the drop down menu
5. Select 'Quality score' from the drop-down menu
6. Click 'Save' to hide the drop-down menu again

Schedule Recurring Reports

To schedule a Keyword Performance report, click on the Reports tab, and select 'Placement/Keyword Performance.'

1. Report Type

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

- | | |
|---|---|
| <input checked="" type="radio"/> Placement / Keyword Performance | View performance data for keywords or placements you've specifically targeted. |
| <input type="radio"/> Ad Performance | View performance data for each of your ads. |
| <input type="radio"/> URL Performance | View performance data for each of your Destination URLs. |
| <input type="radio"/> Ad Group Performance | View ad group performance data for one or more of your campaigns. |
| <input type="radio"/> Campaign Performance | View performance data for your campaigns. |
| <input type="radio"/> Account Performance | View performance data for your entire account. |
| <input type="radio"/> Demographic Performance | View performance data for sites by demographic. |
| <input type="radio"/> Geographic Performance | View performance data by geographic origin. |
| <input type="radio"/> Search Query Performance | View performance data for search queries which triggered your ad and received clicks. |
| <input type="radio"/> Placement Performance  | View performance data for content network sites where your ad has been shown. |
| <input type="radio"/> 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) Summary

Date Range Last month
3/27/09 - 4/2/09

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:

Placement / Keyword 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 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	100
7/10/06	80
7/11/06	110
7/12/06	120
7/13/06	100

[Compare to another metric](#)

Jul 7, 2006 – Jul 13, 2006

Clicks	4
Impressions	726
CTR	0.55%

Campaigns Tab



Home Campaigns Reporting Tools Billing My account

All online campaigns <<

Breast Cancer Center

Branded
Donations
Events
Support Centers

Help

What's an ad group?
How do I edit my campaign settings?
How do I edit my bids?
How do I pause, enable, or delete an ad group?
How do I choose a maximum CPC bid?
Keyboard shortcuts
Help Center

Search help center Go

All online campaigns >

Campaign: Breast Cancer Center

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

Ad groups Settings Ads Keywords Networks

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

<input type="checkbox"/>	● Ad group	Status ↓	Search Max. CPC	Content Auto Max. CPC	Clicks	Impr.	CTR ?	Avg. CPC ?
<input type="checkbox"/>	● Donations	Eligible	auto: \$1.00	auto	1	1,965	0.05%	\$0.97
<input type="checkbox"/>	● Events	Eligible	auto: \$1.00	auto	1	1,317	0.08%	\$0.49
<input type="checkbox"/>	● Branded	Eligible	auto: \$1.00	auto	0	5	0.00%	\$0.00
<input type="checkbox"/>	● Support Centers	Eligible	auto: \$1.00	auto	0	676	0.00%	\$0.00
Total - search					2	3,963	0.05%	\$0.73
Total - content					0	0	0.00%	\$0.00
Total - all ad groups					2	3,963	0.05%	\$0.73

Tools Tab



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.

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.

Billing Tab



Home Campaigns Reporting Tools **Billing** My account

Billing Summary

Last Payment None	Primary Payment Method None Backup: None	Current Balance USD \$58.23
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All time
 Apr 1, 2009 - May 31, 2009

Transaction type: All Transactions

[Hide all months](#)

My Account Tab



Home Campaigns Reporting Tools Billing My account

Invite Others to Access this Account

Specify recipients > Personalize your invitation > Review and send > Await a response

First, send invitations to people to access this AdWords account.

Next, your invitee accepts your invitation and creates a personal login to AdWords. Finally, we'll notify you when your invitee responds. If they accept, you must confirm and grant the invitee access to your account through the Access page.

Who would you like to invite?

Email address:

Name (optional):

Choose the access level for your invited user:

- Administrative Access**
An administrative access user can invite or disable user access, and modify all aspects of an AdWords account including billing settings and keywords.
- Standard Access**
One access level below administrative, a standard access user can modify keywords, ad groups, campaigns, CPCs, and daily budget, but can't invite or disable a user's access to the account.
- Reports Access**
A reports access user only has the ability to create and run reports.

Cancel Invite an additional user Generate invitation URL(s)

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

- Schedule reports
- Expand upon your goals
- Enable the quality score column
- Use your tools



Thank you & good luck!

Search-based Keyword Tool





So you want to make use of
more of your budget???

Search-based Keyword Tool

Agenda

- What does the tool do?
- How does the tool work?
- How to use the tool
- Other useful options/tips

Agenda

-  **What does the tool do?**
-  How does the tool work?
-  How to use the tool
-  Other useful options/tips

Product Overview



SbKT

is short for
Search-Based
KeywordTool

SbKT is a tool that reviews the content of your site and generates a list of relevant historical Google search queries for which the site in question is not currently advertising

In other words SbKT outputs a list of relevant “**missed opportunity**” terms for your site.

Product Overview

By entering your site into the SbKT, it will instantly provide

Queries

Query traffic

Landing pages for all queries

Suggested bids

Competition for each query

Impression share

Missed opportunities

Agenda

- What does the tool do?
- **How does the tool work?**
- How to use the tool
- Other useful options/tips

How does the tool work?

1. Looks at Google search queries over the past year
2. Matches historical queries to web content
3. Removes bad and irrelevant ideas
4. Classifies good ideas into categories
5. Surfaces highly recommended matches as ideas for you

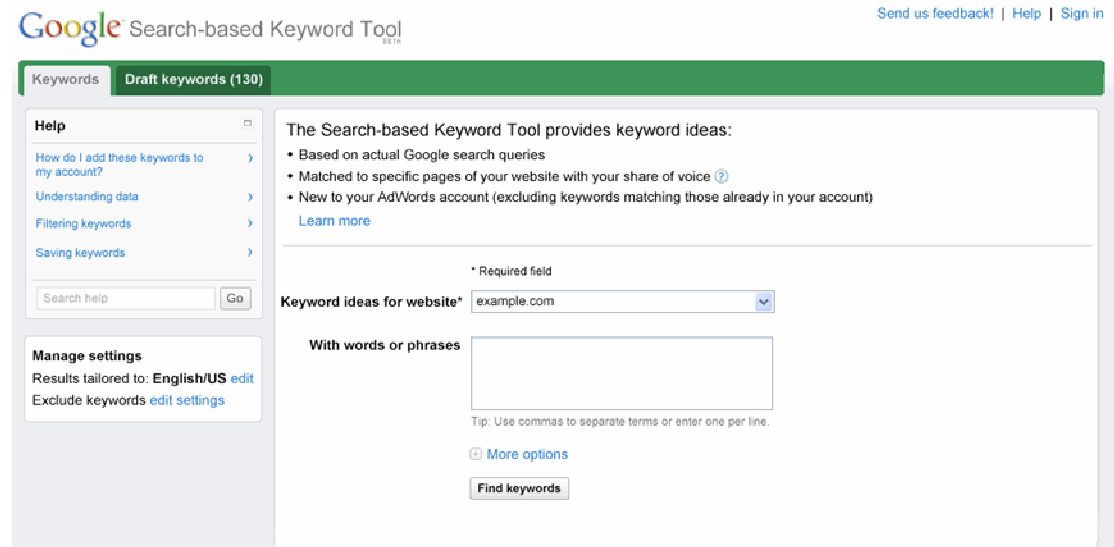


Agenda

- What does the tool do?
- How does the tool work?
- **How to use the tool**
- Other useful options/tips

How to begin ...

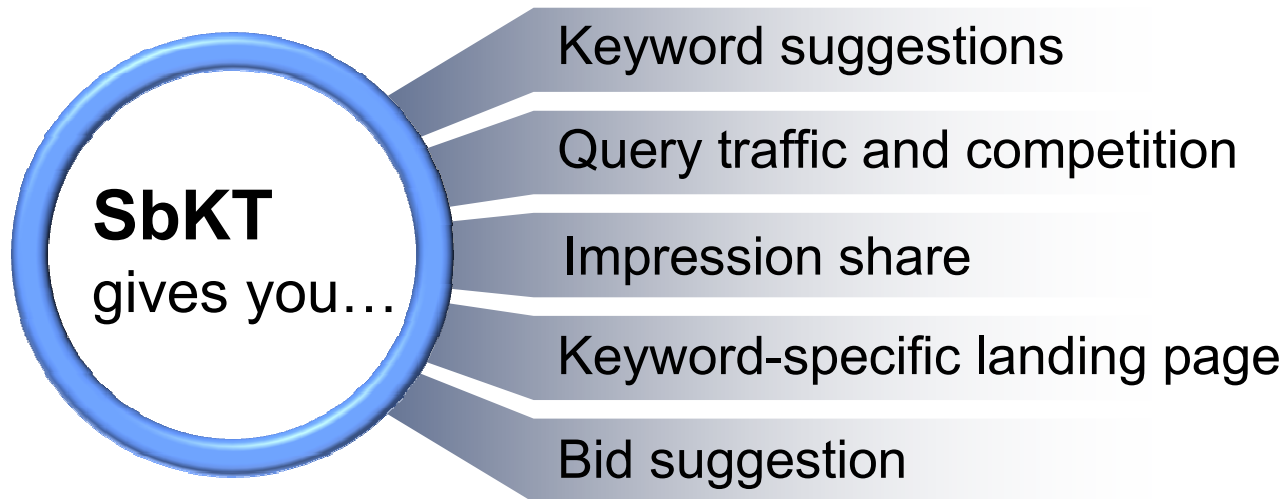
- ➔ •Type www.google.com/sktool into your browser & sign-in with your AdWords account login
- ➔ Enter your site and let SbKT do the work



The screenshot shows the Google Search-based Keyword Tool interface. At the top, it says "Google Search-based Keyword Tool" with links for "Send us feedback!", "Help", and "Sign in". Below this is a green header bar with "Keywords" and "Draft keywords (130)". On the left, there is a "Help" section with links like "How do I add these keywords to my account?", "Understanding data", "Filtering keywords", and "Saving keywords". Below that is a "Manage settings" section with "Results tailored to: English/US" and "Exclude keywords". The main content area has a heading "The Search-based Keyword Tool provides keyword ideas:" followed by a bulleted list: "Based on actual Google search queries", "Matched to specific pages of your website with your share of voice", and "New to your AdWords account (excluding keywords matching those already in your account)". Below this is a "Keyword ideas for website*" dropdown menu with "example.com" selected. Underneath is a "With words or phrases" text input field. A tip says "Use commas to separate terms or enter one per line." There is a "More options" link and a "Find keywords" button.

SbKT will find brand new keyword ideas for this entire domain and organize them into categories

Refining the results



You can, however, refine the results by [searching](#), [filtering](#), and [sorting](#)

Refining the results

- The first step of refining your results is to target them to your language and country



How?

On Settings page, select the language and country your campaigns are targeting using the “Language” and “Country” dropdowns

« Back to keywords

Help
[Understanding data](#)
[Filtering keywords](#)
[Exporting](#)
[Saving keywords](#)

Search settings

These parameters will be applied as your default settings; you can change them at any time.

Language

Country

Searching keywords and landing pages

Search box

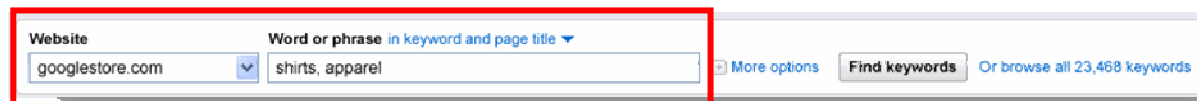
Use the search box to search for [keywords](#) and [landing pages](#) that contain a particular word or group of words

Keyword suggestions

[Actual/frequent Google.com queries](#) that our system has identified as highly relevant to the site entered, but for which they have [no ads appearing](#) (missed opportunity!)

Landing page column

[Best possible keyword/landing page match within the given domain](#)



The screenshot shows a search tool interface with a red border. It features a 'Website' dropdown menu set to 'googlestore.com', a search box containing the text 'shirts, apparel', and a 'Word or phrase in keyword and page title' dropdown menu. To the right of the search box are links for 'More options', a 'Find keywords' button, and a link to 'Or browse all 23,468 keywords'.

More Options – partial matches

- By selecting “include partial matches” the tool will also display suggested keywords are not in your account, but may have ads displaying via Broad Match or Expanded Match



Check the “[Include partial matches](#)” button to see which queries are partially matching

Word or phrase [in keyword and page title](#) ▼
pots, pans, -ul [In keyword and page title](#)
[In keyword only](#)
[In page title only](#)

[More options](#) **Find keywords** [Or browse all 12,549 keywords](#)

Include Synonyms for my search words and phrases

Show **Partial matches**

Monthly searches At least

Competition Low Medium High

Average bid to

URL contains

Selecting “partial matches” gives you far greater number of potential queries

Saving keyword suggestions



You can
**save specific
keywords**

- You can search for certain group of suggestions and save them for future reference
- To save a keyword, **check the box** next to the keyword and hit save to draft

The screenshot shows the Google Ads Keyword Planner interface. At the top, there are two tabs: 'Keywords' and 'Draft keywords (130)'. The 'Draft keywords (130)' tab is highlighted with a red box. Below the tabs, there is a search bar with 'Website' set to 'googlestore.com' and 'Word or phrase in keyword and page title' set to 'shirts, apparel'. There are buttons for 'More options', 'Find keywords', and 'Or browse all 23,468 keywords'. On the left, there is a section for 'Categories for this search' with 'All categories (250,000)', 'Electronics (8,667)', and 'Furniture (4,687)'. The main area is titled 'Keyword ideas' and has a 'Save to draft' button highlighted with a red box. There is also an 'Export' button. Below the 'Save to draft' button, there is a table with columns: 'Keyword', 'Monthly searches', 'Competition', 'Avg. bid', 'Ad/Search share', and 'Extracted from webpage'. The table is currently empty.

Once you have saved your keywords, they can be found in the **draft keywords** tab

Exporting



- Once you have your desired list of suggestions, **export** it as CSV via the button at the top of the page. You can export either all of the suggestions or just the ones that you have selected

The screenshot shows the Google Ads Keyword Planner interface. On the left, there is a sidebar titled 'Categories for this search' with a list of categories including Electronics (8,667), Furniture (4,687), Kids (15,084), Kitchen (14,546), Appliances (134), and Coffee, Tea, and Espresso... The main area is titled 'Keyword ideas' and features a table of suggestions. A red box highlights the 'Export' dropdown menu, which is open and shows options for 'All (100)' and 'Selected (20)'. The table below has columns for 'Keyword', 'Monthly searches', 'Competition', 'Avg. bid', 'Ad/Search share', and 'Extracted from webpage'. Two rows are visible: one for 'Google Store - Wearables | Ladies...' with 103 monthly searches and a bid of \$1.25, and another for 'Google Store - Eco-Items, T-Shirts, ...' with 243 monthly searches and a bid of \$2.25.

Filtering results within the SbKT UI may be faster and more efficient, but feel free to use Excel if it makes it easier for you

Note: When exported the csv will included suggested ad groups for your new keyword ideas in addition to categories

Agenda

- What does the tool do?
- How does the tool work?
- How to use the tool
- **Other useful features/tips**

More Options – Filtering by Bids

You can also choose to filter by bid using the More Options functionality. This allows you to only show queries with bids that fall within a \$1 USD range.

Bid

The average bid of all ads showing on the query over the last year



How?

To filter by bid, open More Options and input your chosen bid values

Word or phrase [in keyword and page title](#) ▼

pots, pans, -ul [In keyword and page title](#)
[In keyword only](#)
[In page title only](#)

More options [Or browse all 12,549 keywords](#)

Include Synonyms for my search words and phrases

Show Partial matches

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