

Learning to Use your Google Grant

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 displayed. A large, semi-transparent advertisement box is overlaid on the search results. The advertisement text reads: "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 background search results include links to various wildlife conservation organizations such as Wildlife Conservation Society, Wildlife Conservation Magazine, World Wildlife Fund, and Florida Fish and Wildlife Conservation Commission.

Google [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 Society
Programs in s & US!
tic
Peer Today
Wildlife programs

Your Nonprofit
Imagine your nonprofit here right when a user is searching for your cause.
www.YourNonprofit.org

www.natures-nursery.org

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

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

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

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

Account Management

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

Home Tab



Home Campaigns Opportunities Reporting 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](#)

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	60
7/11/06	100
7/12/06	125
7/13/06	90

[Compare to another metric](#)

Jul 7, 2006 - Jul 13, 2006

Clicks	4
Impressions	726
CTR	0.55%

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](#)

Account Tree

For more space to work, use the toggle button to hide the tree

Expand a campaign to see a list of its ad groups

	Budget	Status	Impressions	Clicks	Conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.					
<input type="checkbox"/> ● California Campaign	\$100.00/day	Eligible	0	10	0.00%	\$0.00	\$0.00	6.3	0	\$0.00	0.00%	0
<input type="checkbox"/> ● Brand Campaign	\$100.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
<input type="checkbox"/> ● Charity Fundraiser	\$50.00/day	Eligible	3	503	0.60%	\$0.12	\$0.35	4.2	0	\$0.00	0.00%	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 a web interface for managing online campaigns. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reporting', 'Billing', and 'My account'. The left sidebar lists 'All online campaigns' with sub-items: 'Awareness Campaign', 'Brand Campaign', 'Donate Money Campaign', and 'Volunteer Sign Ups' (highlighted). The main content area shows 'Campaign: Volunteer Sign Ups' with status 'Enabled', budget '\$0.50/day', and targeting 'All networks', 'All devices', and 'English'. Below this are tabs for 'Ad groups', 'Settings', 'Ads' (highlighted with a red dashed box), 'Keywords', and 'Networks'. A 'Change Graph Options' link is visible above a graph area. Below the graph is a 'New ad' dropdown (highlighted with a red dashed box), 'Change status...', and 'More actions...' buttons. A table lists ads with columns for checkbox, status, ad name, group, status, % Served, Clicks, Impr., and CTR. One ad is visible: 'Sign Up To Volunteer' with a pencil icon next to it. A yellow callout bubble points to this pencil icon with the text 'Click on the pencil icon to edit ad text'.

	Ad	Group	Status	% Served	Clicks	Impr.	CTR
<input type="checkbox"/>	Sign Up To Volunteer Make An Impact In Kid's Lives Today Gain A Rewarding Experience! SupportKids.org	volunteers	Pending review	0.00%	0	0	0.00%

Click on the Ads tab to make changes

How to edit ad text

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with tabs for Home, Campaigns, Opportunities, Reporting, Billing, and My account. On the left, a sidebar lists 'All online campaigns' with sub-items: Awareness Campaign, Brand Campaign, Donate Money Campaign, and Volunteer Sign Ups (highlighted). Below this is a 'volunteers' link. A 'Help' section is also visible at the bottom left.

The main content area shows the 'Campaign: Volunteer Sign Ups' page. It includes a status indicator (Enabled), budget (\$0.50/day), and targeting options (All networks, All devices, English, United States). Below this are tabs for Ad groups, Settings, Ads (selected), Keywords, and Networks. A 'Change Graph Options' button is present above a graph area. Below the graph is a date 'Aug 16, 2007' and a toolbar with 'New ad', 'Change status...', 'More actions...', and a search box.

A table of ads is displayed with columns: Ad, Ad group, Status, % Clicks, Impr., CTR, Cost, and Conv. (1-p click). One ad is selected, and a yellow edit dialog box is overlaid on it. The dialog box contains the following text and fields:

- Headline: Sign Up To Volunteer
- Text: Make An Impact In Kid's Lives Today
Gain A Rewarding Experience!
- Display URL: SupportKids.org
- Final URL: http:// supportkids.org
- Buttons: Save, Cancel

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

ies Reporting Billing My account


All online campaigns >

Campaign: Donate Money Campaign

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

Ad groups Settings Ads **Keywords** Networks

Change Graph Options



Aug 16, 2007 Ja

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

<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

ies Reporting Billing My account


All online campaigns >

Campaign: Donate Money Campaign

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

Ad groups Settings Ads **Keywords** Networks

Change Graph Options



Aug 16, 2007

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

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

Dropdown menu options: Broad match, 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 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
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
--------------------	----------

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

The screenshot shows the Google Ads interface for a campaign named "Donate Money Campaign". At the top, there is a navigation bar with tabs for "Campaigns", "Reporting", "Billing", and "My account". Below this, the campaign name "Donate Money Campaign" is displayed, along with its status "Enabled", budget "\$50.00/day", and targeting "Google search", "All devices", "English", and "United States". A navigation menu below the campaign details includes tabs for "Ad groups", "Settings", "Ads", "Keywords", and "Networks". The "Settings" tab is highlighted with a red dashed border. The main content area is titled "Campaign settings" and is divided into sections: "General", "Locations, Languages, and Demographics", and "Networks, devices, and extensions".

ties Reporting Billing My account

All online campaigns >

Campaign: Donate Money Campaign

Enabled Budget: \$50.00/day Targeting: Google search All devices English United States

Ad groups Settings Ads Keywords Networks

Campaign settings

General

Campaign name Donate Money Campaign Edit

Locations, Languages, and Demographics

Locations ? In what geographical locations do you want your ads to appear?

- Country: United States Edit
- Show relevant addresses with your ads (advanced) ?

Languages ? English Edit

Demographic (advanced)

Networks, devices, and extensions

Networks ? Google search Edit

Popular Tools

The screenshot shows the Google AdWords interface with the 'Opportunities' tab selected. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reporting', 'Billing', and 'My account'. The left sidebar contains a 'Tools' menu with items like 'Keyword Tool', 'Conversion Tracking', and 'Ads diagnostic tool'. The main content area displays 'Ideas: All online campaigns' with a message that there are currently no ideas. Below this, there are 'Best practices' for successful campaigns, including tips on organizing campaigns by theme, choosing keywords carefully, including keywords in ad text, using the right destination URL, and tracking success. A footer contains copyright information and links to 'AdWords Home', 'Editorial Guidelines', 'Privacy Policy', 'Debug', and 'Report a Bug (Internal)'.

Opportunities

- Ideas
- Pending changes (0)

All online campaigns

- Awareness Campaign (0)
- Brand Campaign (0)
- Donate Money Campaign (0)
- Volunteer Sign Ups (0)

Show: All | [Only those with ideas](#)

Tools

- [Keyword Tool](#)
- [Conversion Tracking](#)
- [Ads diagnostic tool](#)
- [Ad preview tool](#)
- [More tools...](#)

Help

- [What are "ideas?"](#)
- [How can I review and act on my opportunities?](#)
- [Why should I add these keywords?](#)

Ideas: All online campaigns

There are currently no ideas for your account. However, these automated ideas are refreshed every few weeks, so please check again soon.

Best practices

Here are some key tips for successful campaigns:

- Organize your campaign by theme**
In each campaign, create separate ad groups for each of your products, brands, or types of services you offer. Each ad group can then have a high level of targeting, such as a specific keyword or phrase that is searching for.
- Choose your keywords carefully**
Use specific keywords that directly relate to the theme of your ad group and landing page. Keywords that are too broad can lower your performance. Use the [Keyword Tool](#) to generate keyword ideas.
- Include keywords in your ad text**
Include your keywords in your ad text (especially the title) to show users that your ad relates to their search. If your ad shows when a user searches for a keyword, it is more likely to be relevant to their search.
- Use the right destination URL**
Make sure that the destination URL (landing page) you use for each ad is the most relevant page within your website -- ideally, a page dedicated to the product or service you are advertising.
- Track your success**
To make informed decisions about how to optimize your campaigns, review your [campaign statistics](#). To measure your success, use [conversion tracking](#).

Important note: These are automatically generated ideas, so please review all ideas carefully. We cannot guarantee that these ideas will improve your campaign performance. Keep in mind applicable laws, including any applicable trademark laws. For more details, please review our [Terms and Conditions](#).

© 2010 Google | [AdWords Home](#) | [Editorial Guidelines](#) | [Privacy Policy](#)
[Debug](#) | [Report a Bug \(Internal\)](#)

Popular 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](#)
Get new keyword ideas based on actual Google search queries and matched to specific pages of your website.
- [New Placement Tool \(beta\) New!](#)
Try the new Placement Tool to find new placements.
- [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

Find keywords

Based on one or both of the following:

Word or phrase(one per line)

donate online

Website

Search

⊕ [Advanced options](#) Locations: United States Languages: English

Categories

All Categories

- ⊕ Apparel
- ⊕ Beauty & Personal Care
- ⊕ Computers
- ⊕ Consumer Electronics
- ⊕ Family & Community
- ⊕ Finance
- ⊕ Food
- ⊕ Gifts & Occasions
- ⊕ Health
- ⊕ Hobbies & Leisure
- ⊕ Home & Garden
- ⊕ Law & Government Products

Contains

Sort: **Alphabetical** | [Highest count](#)

- All
- auto donation (9)
- car (38)
- car donation (46)
- car donations (13)
- car to charity (12)

Keyword ideas

[About this data](#) ?

[+ Add keywords](#)

Download ▾

Sorted by [Relevance](#) ▾

[Views](#) ▾

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input checked="" type="checkbox"/>	donation online		12,100	12,100	
<input checked="" type="checkbox"/>	donating online		480	480	
<input type="checkbox"/>	donate clothes online		< 10	-	-
<input checked="" type="checkbox"/>	donate online charity		320	260	
<input checked="" type="checkbox"/>	donate online		4,400	3,600	
<input type="checkbox"/>	donate veterans		1,900	1,900	
<input type="checkbox"/>	clothes donate		40,500	40,500	
<input type="checkbox"/>	clothing donate		14,800	14,800	
<input type="checkbox"/>	donate furniture		27,100	27,100	
<input type="checkbox"/>	donate charity		49,500	49,500	
<input checked="" type="checkbox"/>	donate charities		9,900	9,900	
<input checked="" type="checkbox"/>	donations online		9,900	9,900	
<input checked="" type="checkbox"/>	charity donation online		720	720	

Ads Diagnostic Tool

Ads Diagnostic Tool

Enter details below to diagnose your ad's behavior.

Search

Mobile 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

[Continue »](#)

Ad Preview Tool

Google [Advanced Search](#)

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 36,100,000 for **donate online**. (0.30 seconds)


[American Cancer Society®](#)

www.cancer.org Give Hope & Help Save Lives Give to the American Cancer Society

[Online Charity Donations](#)

www.JustGive.org The destination for **online** charitable giving. Learn more...

[Donate Your Car Today](#)

Kars4Kids.org Fast Towing and Tax Deduction Free 3 day 2 night Hotel Stay 

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

Online Donation Makes It Easy! Thank you for supporting Habitat. You're 3 simple steps away from helping a family who is in need of decent shelter. ...

<https://www.habitat.org/cd/giving/donate.aspx?link=6>

[Network for Good | Online Giving Made Easy](#)

Donate, Volunteer. Find a charity and make a **donation** ... Get **online** fundraising & nonprofit marketing tips delivered right to your inbox every week, Free! ...

www1.networkforgood.org/

[For Donors | Network for Good](#)

Your **donation** will support organizations sending teams to provide emergency relief. ... it easy

Sponsored Links

Sponsored Links

[See Your Online Ads Here](#)

Advertise Your Business Next To Google Search Results. Sign Up!
www.Google.com/AdWords

[Online Charity Donation](#)

Renowned Non Profit Organization, Helping People Worldwide. Visit Us.
www.OB.org

[Charitable Donating](#)

Help a child in need - **donate** to ChildFund International now.
www.ChildFund.org/donations

[Online Donations](#)

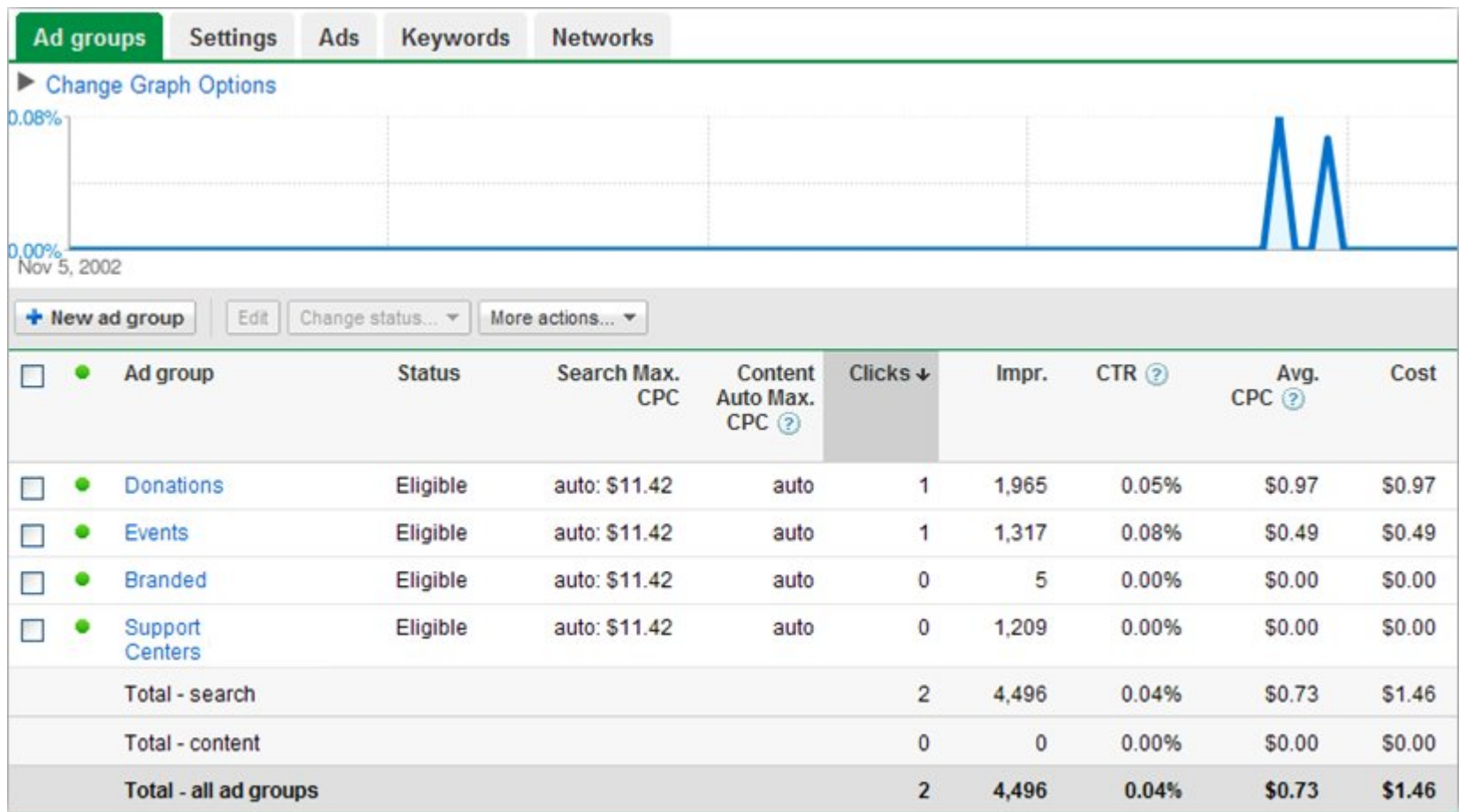
Fight Hunger in Our Community. **Donate** to the Food Bank **Online**.
www.accfb.org
San Francisco-Oakland-San Jose, CA

Account Performance

- 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

1-4 is poor QS; 5-7 is okay; 8-10 is great!

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

Keyword: cancer research donation
Showing ads right now?
No • All text ads in this ad group are paused.

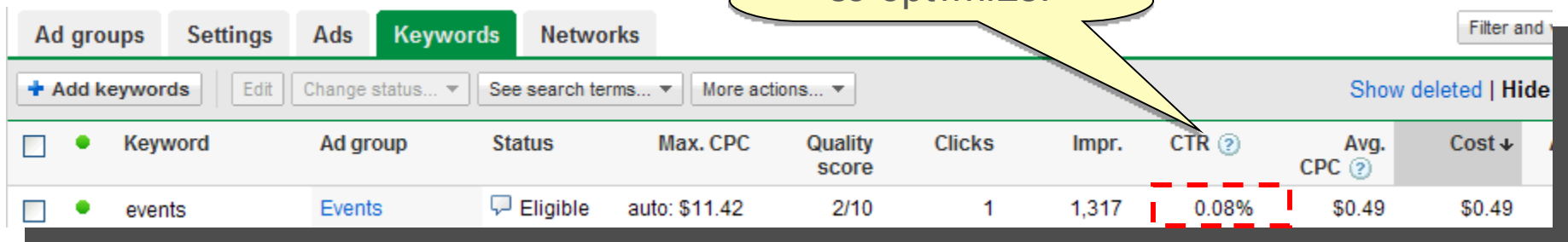
Quality score [Learn more](#)
4/10
Keyword relevance: **No problems**
Landing page quality: **No problems**
Landing page load time: **No problems**

[Ads diagnostic tool](#)

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

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

- Why run reports?
- Popular Reports
- Conversion Tracking
- Google Analytics

Why run reports?

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

Reporting

[Home](#)[Campaigns](#)[Opportunities](#)[Reporting](#)[Billing](#)[My account](#)

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](#)

- | | |
|---|---|
| <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. |

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

Action from report - Move more budget to higher performing campaigns and restructure poor performing campaigns

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

Action from report – put high performing keywords in keyword tool for new keyword ideas

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

Exercise

- Run a Search Query Report.
 - What new keywords can you add and what negative keywords can you add?
- Run a Keyword Performance Report.
 - Look at keywords with highest CTR or conversions
 - Put these keywords in the keyword tool for more ideas
 - Pause or delete poor performing keywords

Conversion Tracking: Which clicks are valuable?

Google Custom Report from
CAMPAIGNS: All | AD GROUPS: All | KEYWORDS: All | STATUS: | ADWORDS TYPE: All

keyword	Clicks	Conversions	Cost / Conversion	Transactions	Cost / Transaction	Total Value	Sales Count	Sales Value	Leads Count	Leads Value	Sign-ups Count	Sign-ups Value
Totals and Overall	40,903	1,578	\$13.92	5,560	\$3.95	7,307.00	623	852.00	1,644	2,330.00	3,293	4,125.00
Averages:												
SAC	171	17	\$2.47	23	\$1.82	23.00	4	4.00	10	10.00	9	9.00
Total - content targeting	1,934	25	\$49.03	109	\$11.25	109.00	7	7.00	32	32.00	70	70.00
adler shoes	24	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
alex shoes	23	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
bailey shoes	22	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
baron shoes	3	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
baxter shoes	28	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
becker shoes	1	0	\$0.00	0	\$0.00	0.00	0	0.00	1	1.00	5	5.00
best men's shoes	11	1	\$8.49	7	\$1.21	7.00	1	1.00	0	0.00	3	3.00
big men's shoes	132	1	\$95.89	3	\$31.96	3.00	0	0.00	0	0.00	1	1.00
big mens shoes	26	1	\$21.63	1	\$21.63	1.00	0	0.00	0	0.00	0	0.00
black leather shoes	47	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
black remix shoes	0	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
boot business	1	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
boot casual	55	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00

- **Easy to set up** - placing a small snippet of code into your confirmation page
- **Measure the conversion value** of your campaigns, ad groups and keywords
- Use the conversion data to make **better bid decisions**

Makes bidding easier as you are more knowledgeable, but a lot of manual work is still required

Analytics



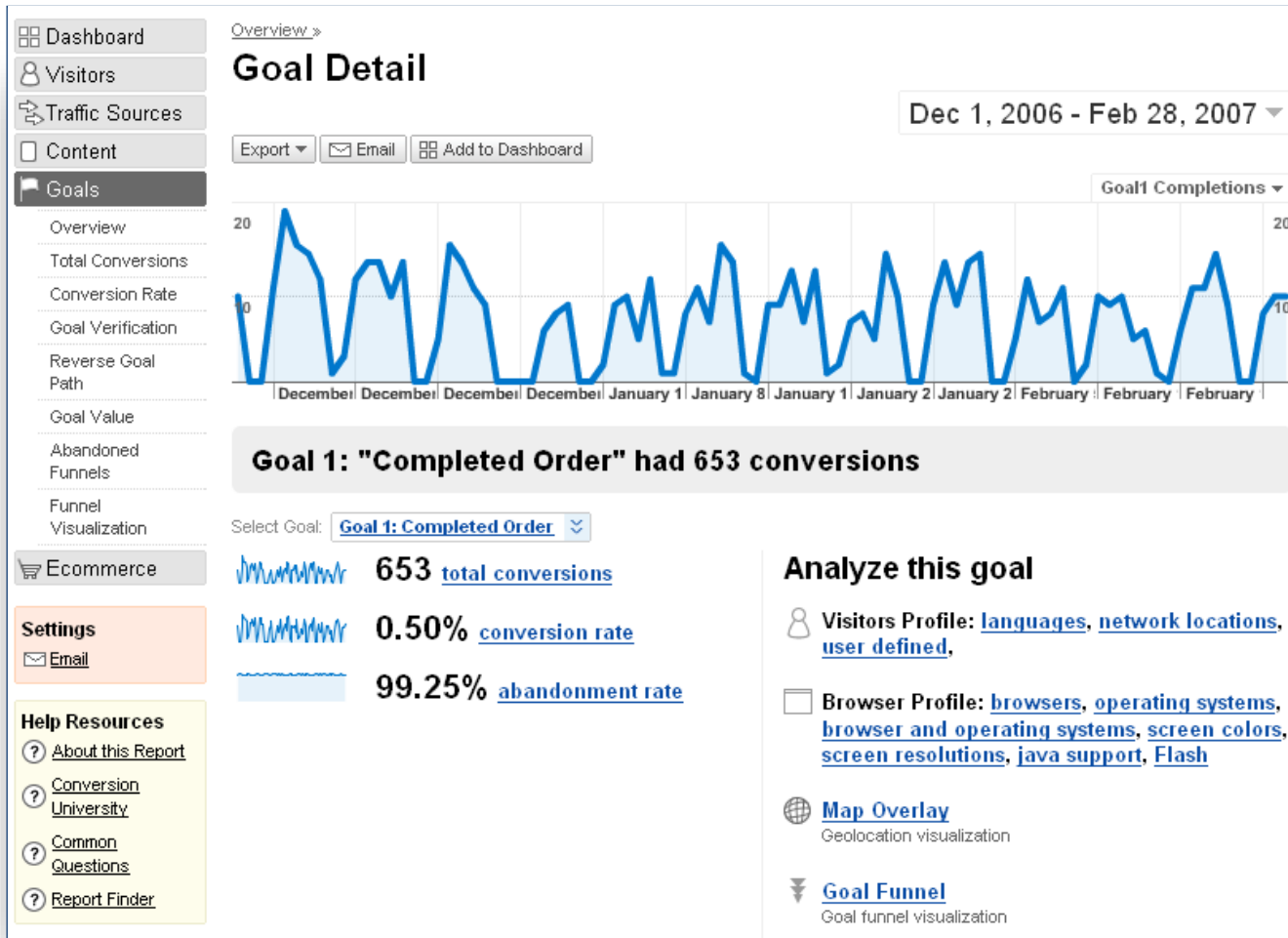
How does it work?

- 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

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

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



Resources

- AdWords Help Center:
<http://adwords.google.com/support/aw>
- AdWords Blog: <http://adwords.blogspot.com/>
- Google Grants Help Center:
<http://www.google.com/support/grants/>
- AdWords Beginners Guide:
<https://adwords.google.com/support/aw/bin/static>
- Analytics Help Center:
<http://www.google.com/support/googleanalytics>

Thank You & Good Luck!
