

Setting up your organization for success

Beginner's Track, Session #1

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 text box is overlaid on the search results, containing the text: "Your Nonprofit", "Imagine your nonprofit here right when a user is searching for your cause.", and "www.YourNonprofit.org". 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

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

What exactly can I do with my Grant?

- Create ads that link to the site included in your Google Grants application
 - If you have other sites, fill out our webform so we can review them for approval
- Reach your target audience online
 - Target your ads by location, language, day, time, and more
- Track your performance
 - See which ads and keywords perform best and refine your account based on these results

What's the catch?

- No catch! But 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)

Common Questions

Common Questions

- What is the value of this award?
 - You get out what you put in
 - Not many grantees hit the \$10,000 per month cap
 - Billing Tab in your account will show 0 balance
 - Campaign summary will show amount you 'would' have spent

Billing Summary

Last Payment None	Primary Payment Method None Backup: None	Current Balance USD \$0.00
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All time

Dec 1, 2009 - Jan 31, 2010

Transaction type:

Common Questions

- How long does it last? FOREVER??
 - Grantees will remain in the program as long as the AdWords account is actively managed

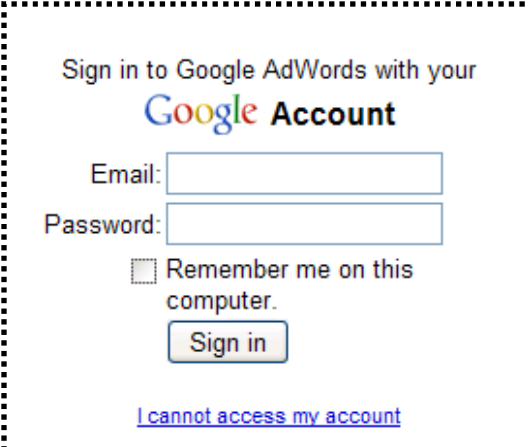
Hmmm, what does it mean to be “actively managing” the AdWords account?



Active Account Management

- ✓ Login at least once a month
- ✓ Analyze performance regularly
- ✓ Make changes as needed

(almost always needed!)

A screenshot of the Google AdWords sign-in page. The page is titled "Sign in to Google AdWords with your Google Account". It features two input fields for "Email:" and "Password:". Below the password field is a checkbox labeled "Remember me on this computer." and a "Sign in" button. At the bottom, there is a blue link that says "I cannot access my account". The entire screenshot is enclosed in a dashed black border.

- ✓ Be responsive to email requests from our team

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

Steps to success
Identify goals :: Brainstorm:: Structure

Basic Account Glossary

- **Account:** Houses all of your ads, personal information, billing information, and reporting
- **Campaign:** Sub-category of account that provides thematic or functional structure
- **Ad Group:** Sub-category of campaign that provides thematic structure
- **Keywords:** Words you add into your account that trigger your ad when searched for on Google.com
- **Ad Text:** Actual ad creatives that appear on search queries

Identify your goals

- What do you want to get out of your account?
 - Think beyond just additional traffic to your site
- What do you want users to do once they get to your site?
 - Make a donation?
 - Sign-up as a volunteer?
 - Download or read specific content on your site?

Brainstorm

- Focus on one goal at a time
- Breakdown your goal into specific themes
- List out all keyword searches for each theme

Structure

- Account structure should mirror website structure
- Multiple campaigns used for multiple levels of themes or to isolate settings (i.e. budget, location targeting, etc.)
- Each theme should have its own ad group
- Relevance between keywords, ad text, and landing page

SF Kids Club

Goal

Recruit kids

Theme

Homework Help

Theme

After School Sports

Theme

Art Classes & Workshops

User's query

homework
• Homework help SF
• San Francisco tutors

User's query

• SF afterschool programs
• Afterschool soccer

User's query

• Art classes for kids
• SF art classes
• Art workshop sf

SF Kids Club

Campaign

Recruit kids

Ad Group

Homework Help

Keyword List

- homework
- Homework help SF
- San Francisco tutors

Ad Group

After School Sports

Keyword List

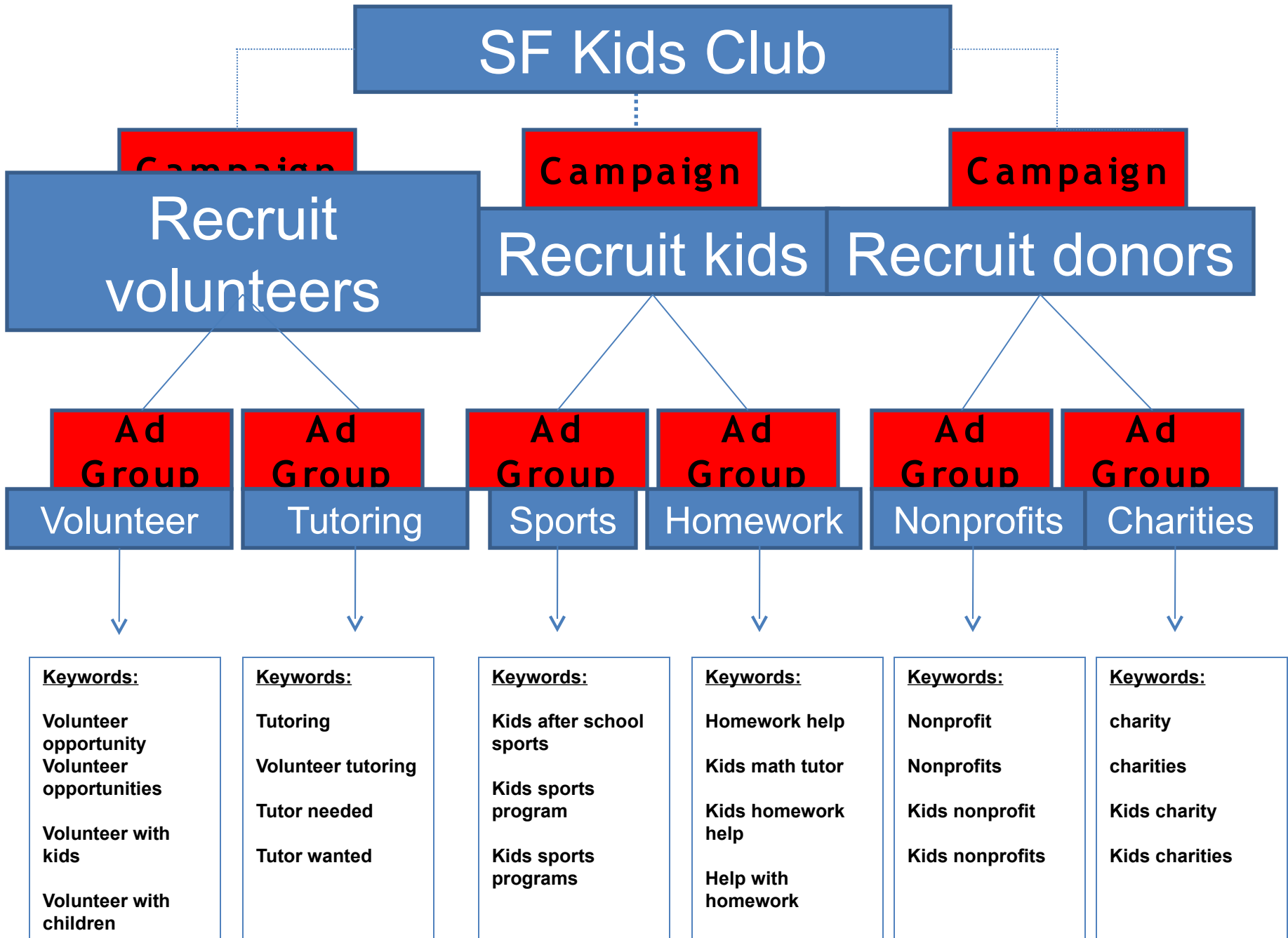
- SF afterschool programs
- Afterschool soccer

Ad Group

Art Classes & Workshops

Keyword List

- Art classes for kids
- SF art classes
- Art workshop sf



Exercise:

- Map out your account
 - List Your Goals
 - Group Goals into Themes
 - Create Keyword Lists for each Theme

Ongoing process

- Avoid “set it and forget it” model
- Launch and iterate



New AdWords Interface



Home Tab

Home Campaigns Reporting Tools Billing My account

Account Snapshot

Alerts

You have no alerts.

[Alert Preferences »](#)

Active Campaigns

Online: 1 **Television: 0**

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

Account Status

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

Announcements

Get Your Work Done Faster [Dismiss](#)

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

Watch List

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

Campaign Performance

All Online Campaigns [Summary »](#)

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

Impressions

Date	Impressions
7/7/06	140
7/8/06	135
7/9/06	85
7/10/06	65
7/11/06	95
7/12/06	125
7/13/06	95

[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

Billing Tab



Home Campaigns Reporting Tools Billing My account

Billing Summary

Last Payment None	Primary Payment Method None Backup: None	Current Balance USD \$0.00
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All time
 Dec 1, 2009 - Jan 31, 2010

Transaction type: All Transactions

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)

Takeaways

- Log in!
- First step: Identify your goals
- Become comfortable navigating your account



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 Learning Center:
<http://adwords.google.com/support/aw/bin/stat>

Thank you & good luck!
