next in nonprofits

Google Grants:
Ads and Conversion

October 2019

Agenda

- The Google Grants Program
- Google Ads – formerly Adwords
- Setting Conversion Goals
- Quality score and alerts
- Keyword planner tool and changing tactics

About Us

Social fundraising and social communication services for nonprofit growth.

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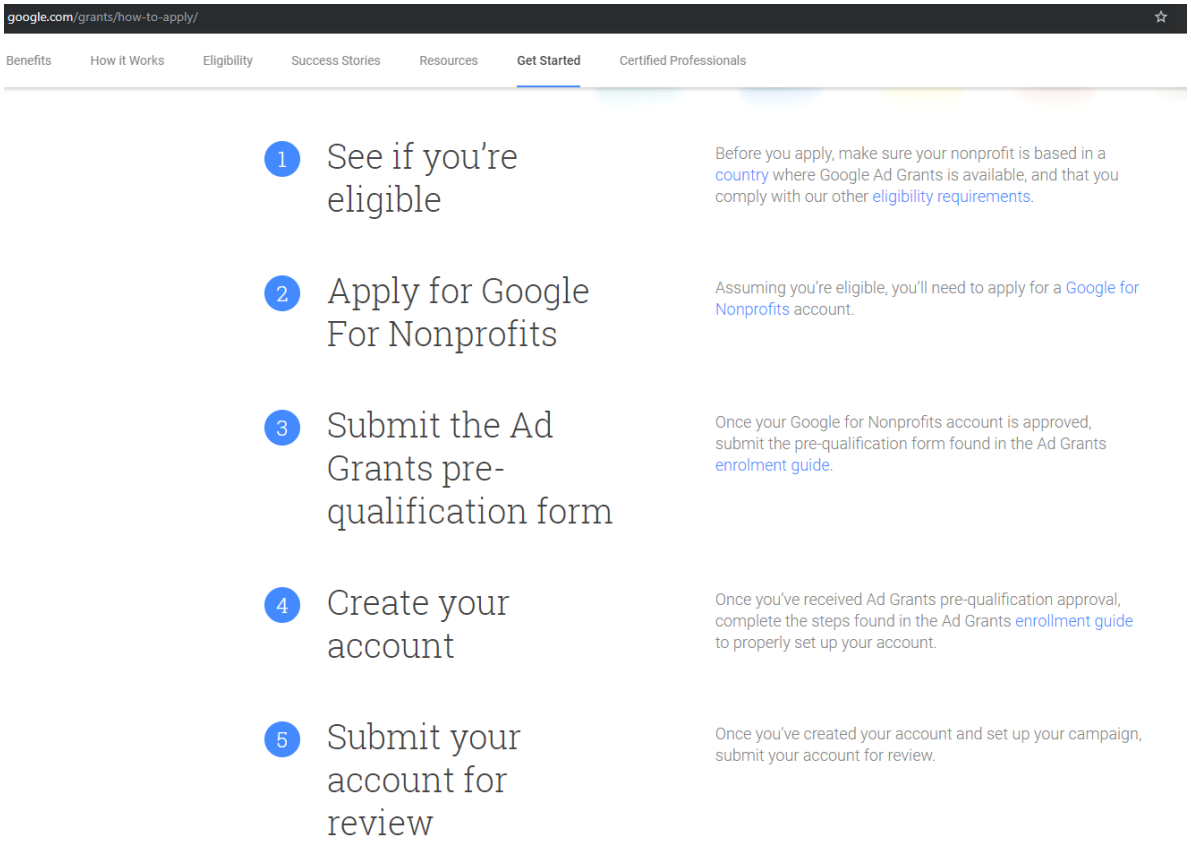
The Google Grants Program

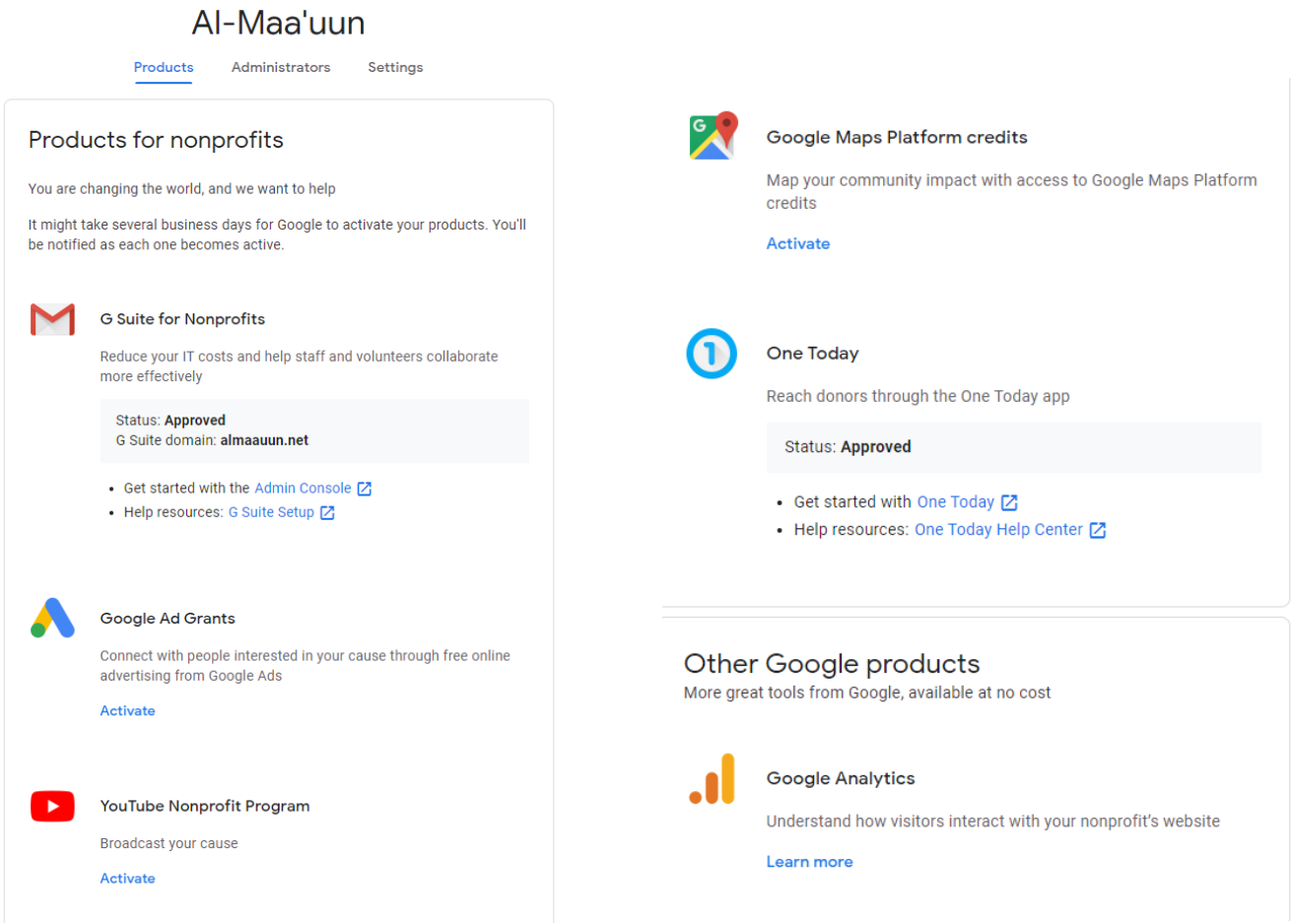
GOOGLE GRANTS

Partnered with TechSoup



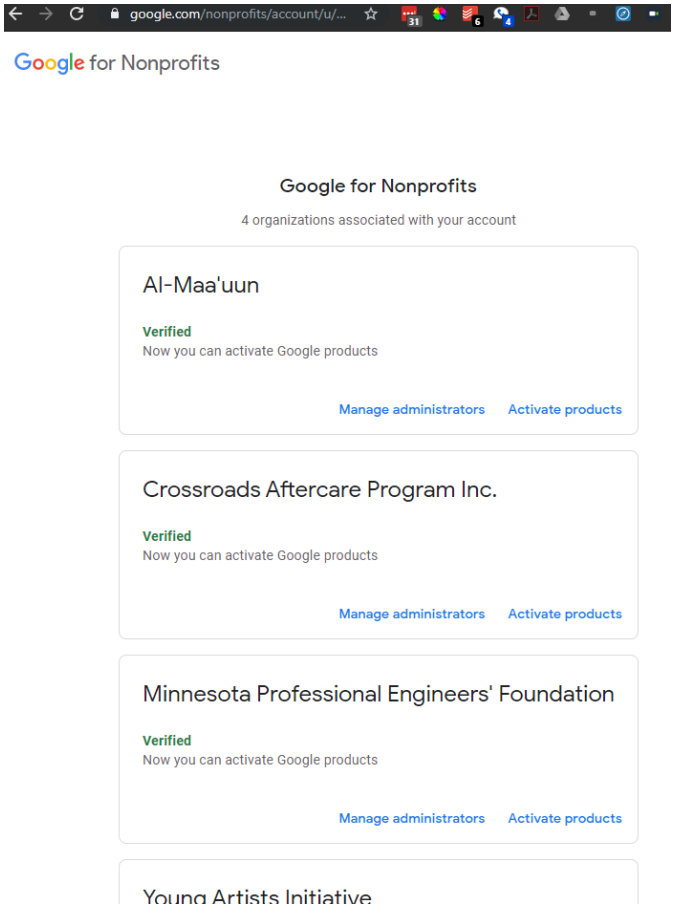
GOOGLE GRANTS

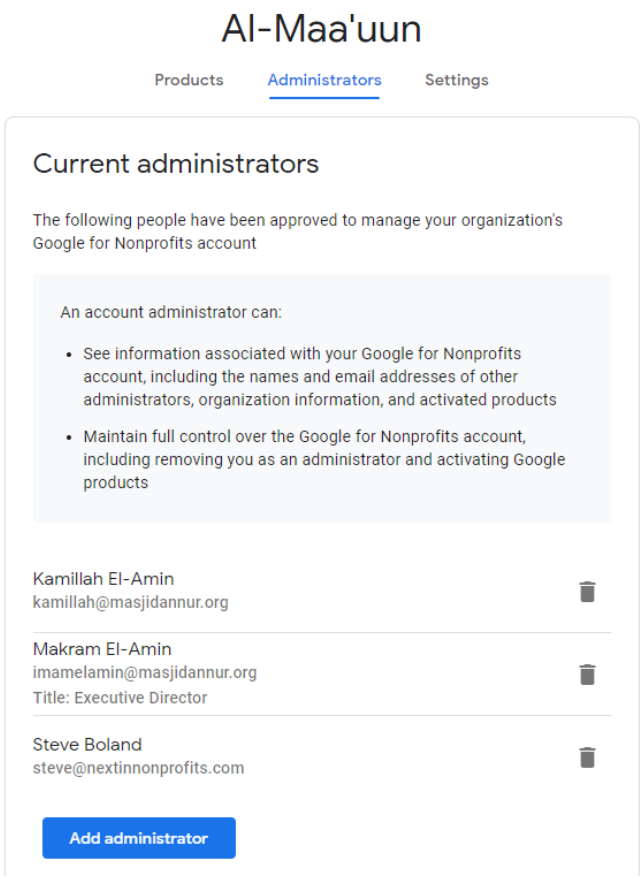
G-Suite and more



GOOGLE GRANTS

Multiple admins for Ads and Analytics





Google Ads
Formerly AdWords

GOOGLE ADS

Changing tools for Ads

Next in Nonprofits 110 – Google Ads Grants with Michael Rasko

Posted on November 8, 2018

Google Ads Grants with Michael Rasko 00:00

Michael Rasko is the founder of Rasko Digital Marketing, which "help(s)nonprofits maximize the impact of their Google Grants accounts." Google Ads (formerly Adwords) grants are a specific donation program to help nonprofit organizations use up to $10,000 a month in search advertising from Google.

The process of setting up and using Google Grants can be frustrating, and Michael offers expertise in overcoming barriers to getting access to the program, how to understand the impact of the program, tying your program to conversion goals in Google Analytics and much more. Michael's writing on this topic was featured on NTEN.org and around the web.

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GOOGLE ADS

Changing tools for Ads

BY: MICHAEL RASKO
POSTED ON OCTOBER 12, 2018

Struggling to keep your AdWords Grant? You have options.

Though it varies by situation, I think that in most cases, sticking with AdWords Classic is the better bet. Here's why.

Too much automation can lead you off track

The Classic version of AdWords can be a bit overwhelming because there are so many choices. However, those choices exist for a reason: they let you home in on reaching people who are important to you. And hiring a vendor or in-house staff person who understands Google Grants is worth the cost as their knowledge will help you deliver your ads to the right people. This is particularly true when it comes to keyword selection.

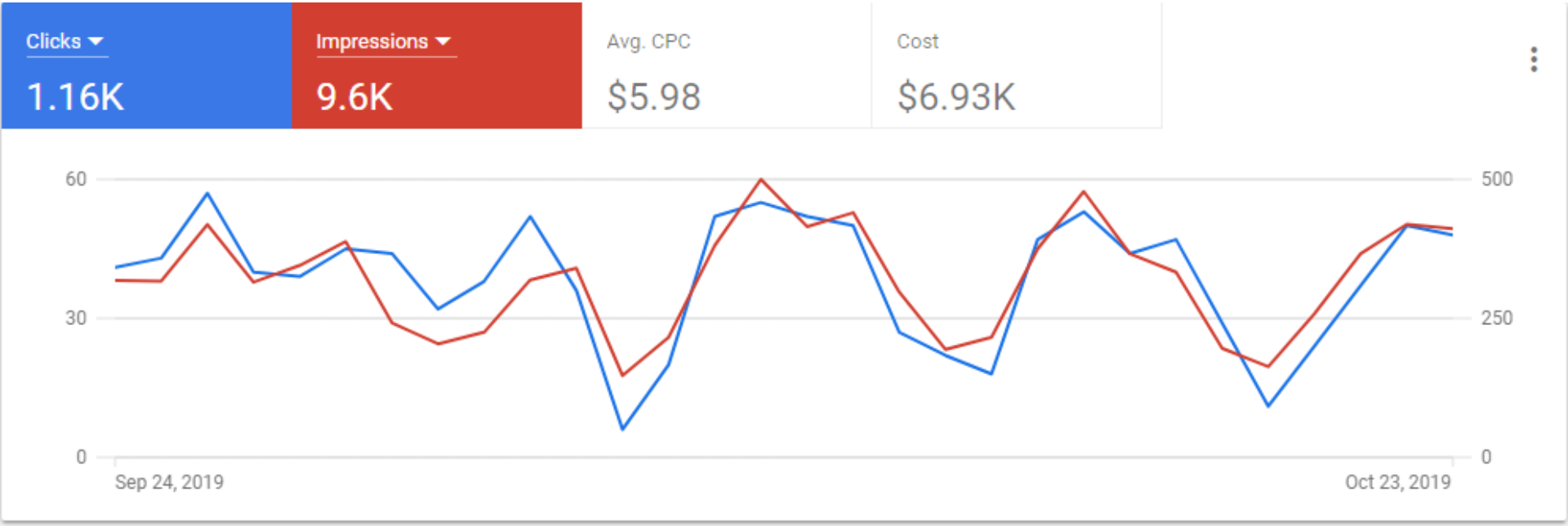
If you managed a Classic account prior to 2018, you may have gotten a taste of how the machine determines your appropriate keywords. For those who are unfamiliar, Classic accounts used to include keyword suggestions in their opportunities tab. They would often come in batches of as many as 25 suggestions for an Ad Group on a daily basis, for which you could pick and choose your favorites or add all of them in the batch.

These keywords that were decided by the machine weren't very relevant to what was in the advertisement and landing page, but it was very convenient to be able to add so many in so few clicks. They may not add much per keyword, but they weren't doing any harm.

Then Google radically changed their compliance rules, and those keywords started doing a lot of harm. All these keywords that were added due to the machine's recommendation now made it harder to stay compliant because they had extremely low quality scores and click-through rates.

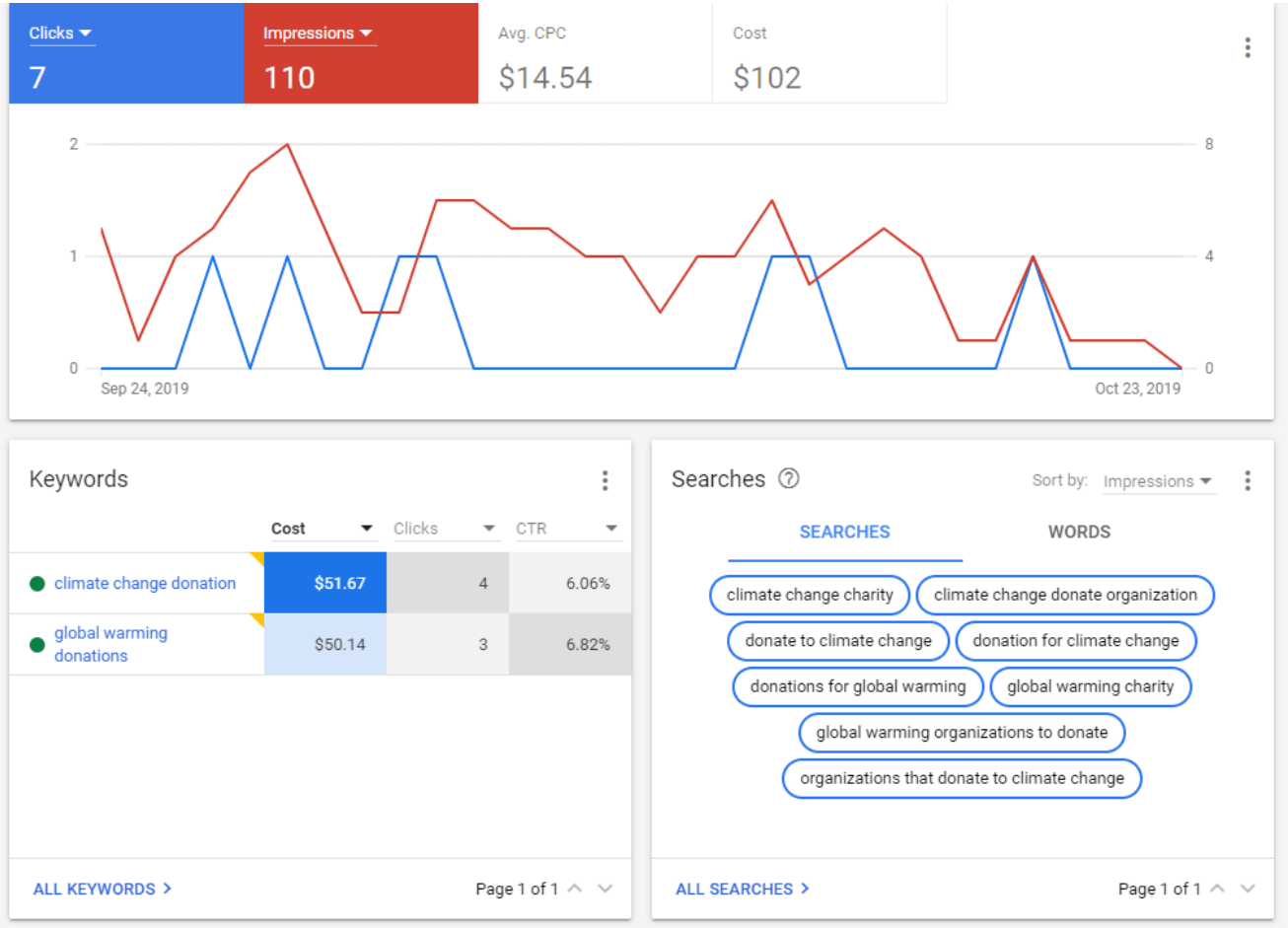
GOOGLE ADS

No longer a $2 CPC maximum



GOOGLE ADS

Still relies on people searching

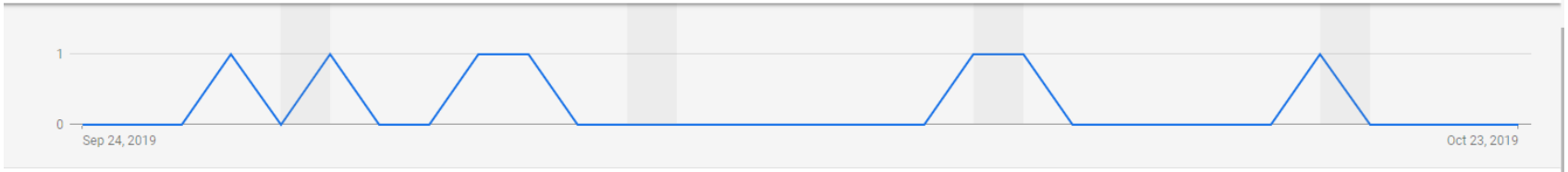


GOOGLE ADS

Performing ads get higher CPCs

Search terms

Last 30 days Sep 24 – Oct 23, 2019



ADD FILTER

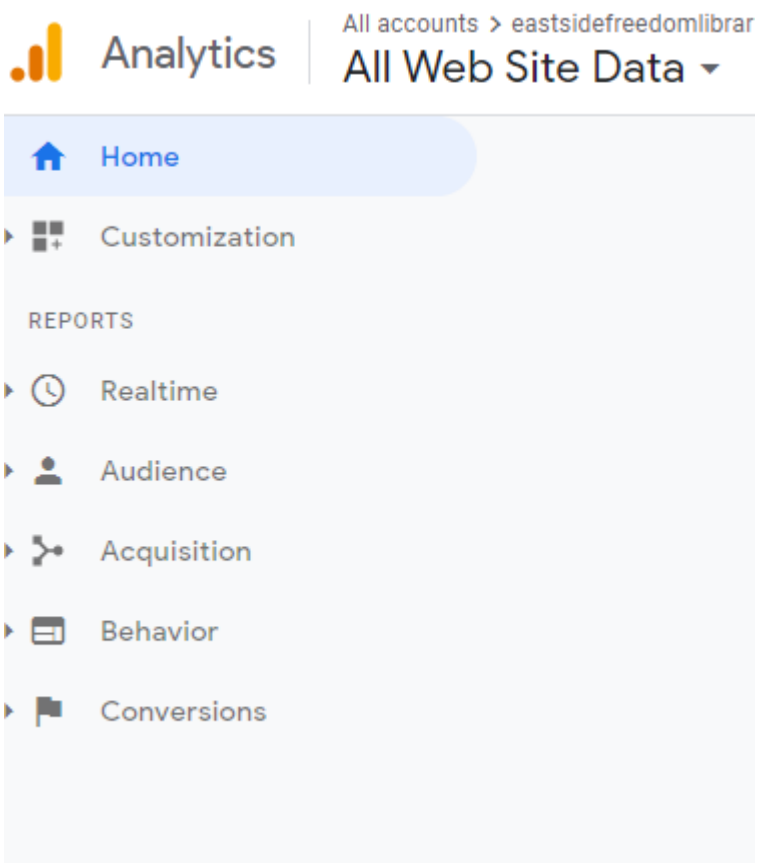
SEGMENT COLUMNS DOWNLOAD EXPAND

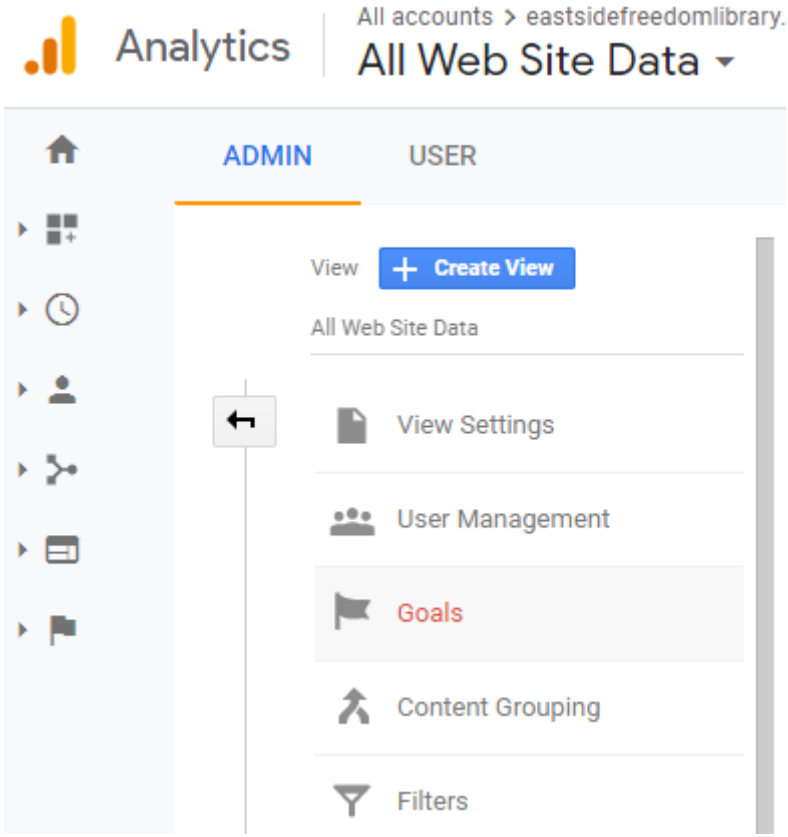
Search term	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
climate change charity	Broad match	None	1	1	100.00%	$9.83	$9.83	0.00	$0.00	0.00%
climate change donate organization	Broad match	None	1	1	100.00%	$11.48	$11.48	0.00	$0.00	0.00%
donation for climate change	Broad match	None	1	1	100.00%	$17.12	$17.12	0.00	$0.00	0.00%
global warming charity	Broad match	None	1	1	100.00%	$11.93	$11.93	0.00	$0.00	0.00%
global warming organizations to donate	Broad match	None	1	1	100.00%	$12.62	$12.62	0.00	$0.00	0.00%
organizations that donate to climate change	Broad match	None	1	1	100.00%	$17.29	$17.29	0.00	$0.00	0.00%
donations for global warming	Exact match (close variant)	None	1	1	100.00%	$21.54	$21.54	0.00	$0.00	0.00%
donate to climate change	Exact match (close variant)	None	0	1	0.00%	–	$0.00	0.00	$0.00	0.00%
Total: Search ter...			7	8	87.50%	$14.54	$101.81	0.00	$0.00	0.00%
Total: Ad group			7	8	87.50%	$14.54	$101.81	0.00	$0.00	0.00%

Setting Conversion Goals

CONVERSION

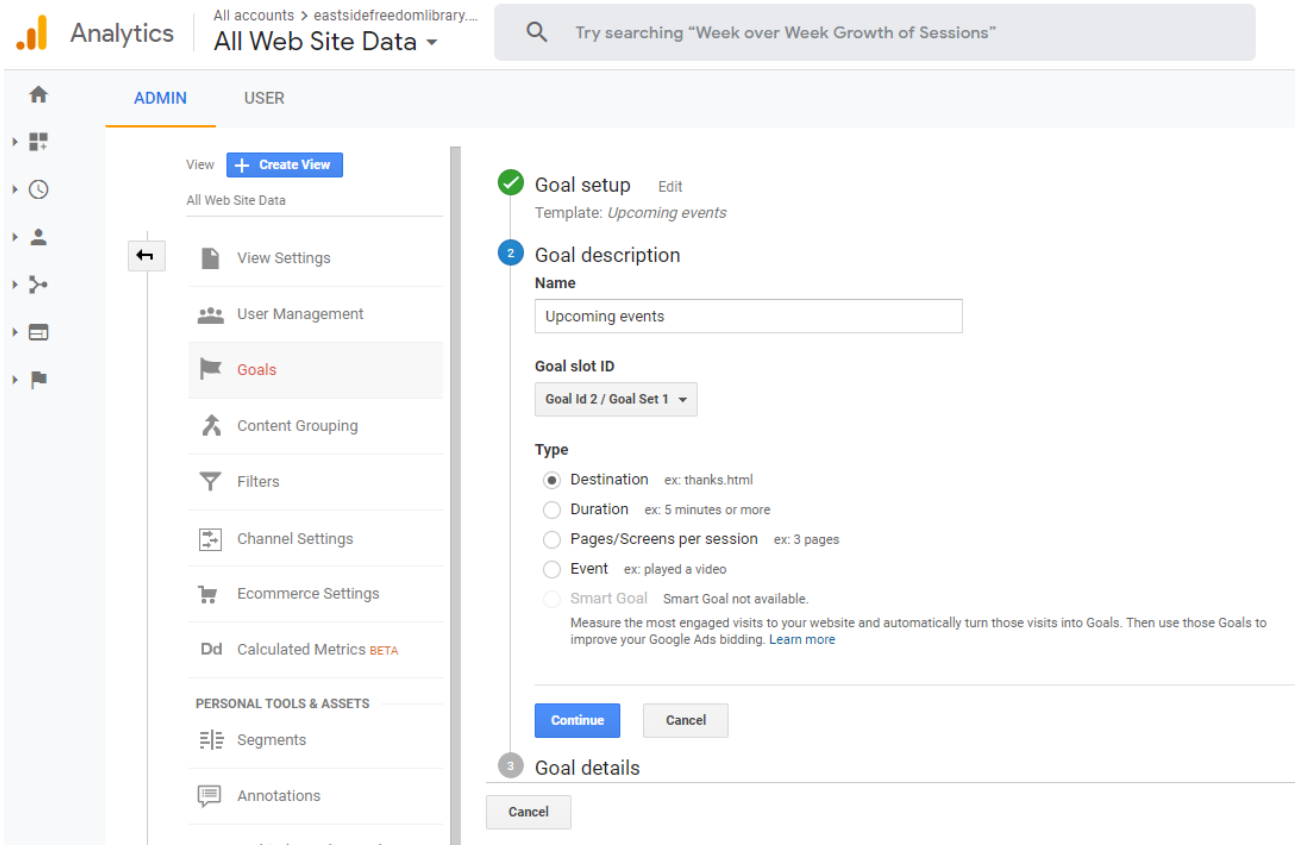
Setting Goals in Analytics





CONVERSION

Setting Goals in Analytics



Low Quality Scores and Google Ads

LOW QUALITY

What is “Quality”

What is Quality Score?

One of the ways Google measures ad relevance is through Quality Score, a keyword-level metric on a scale from 1 to 10 that illustrates how relevant your ad is to the user.

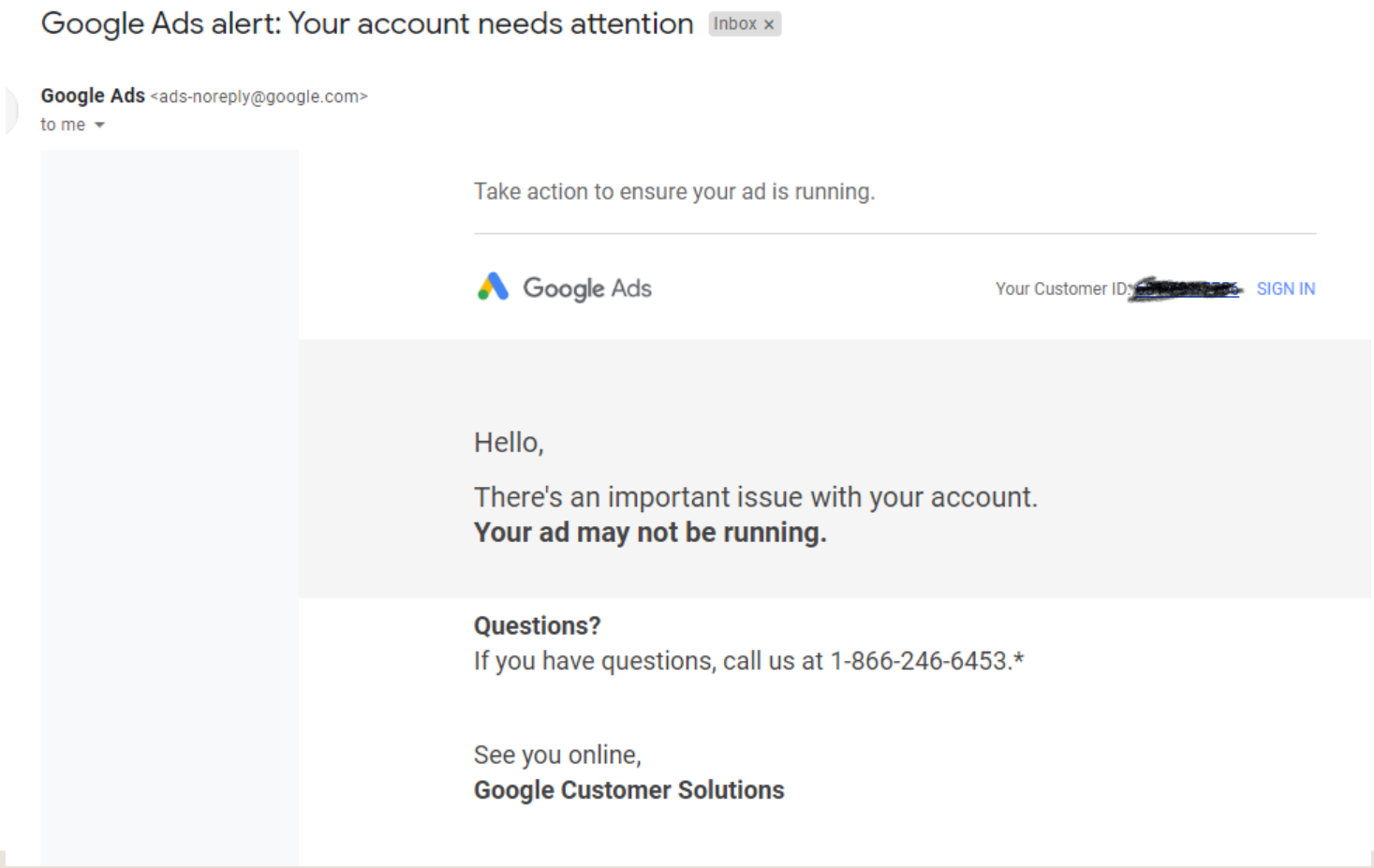
The components of Quality Score are:

- Historical click-through-rate (CTR).
- The relevance of the keyword to the ad.
- The relevance of the keyword and ad to the search query.
- Landing page quality.

Why is Quality Score so important? Quality Score is key in determining Ad Rank, which decides where your ad appears in the search engine result pages (SERPs), and it is also a factor in how Google determines your cost-per-click (CPC).

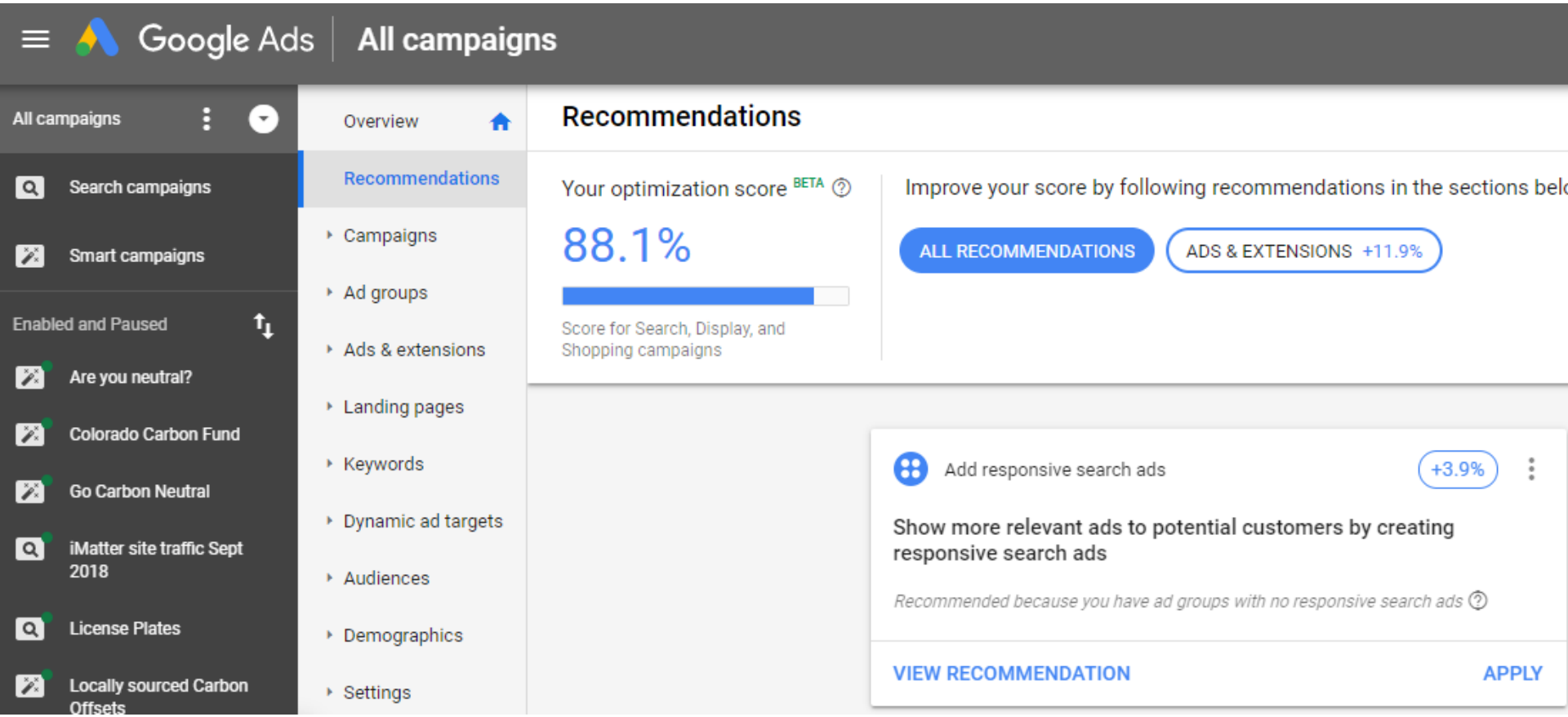
LOW QUALITY

Oh, they'll let you know…



LOW QUALITY

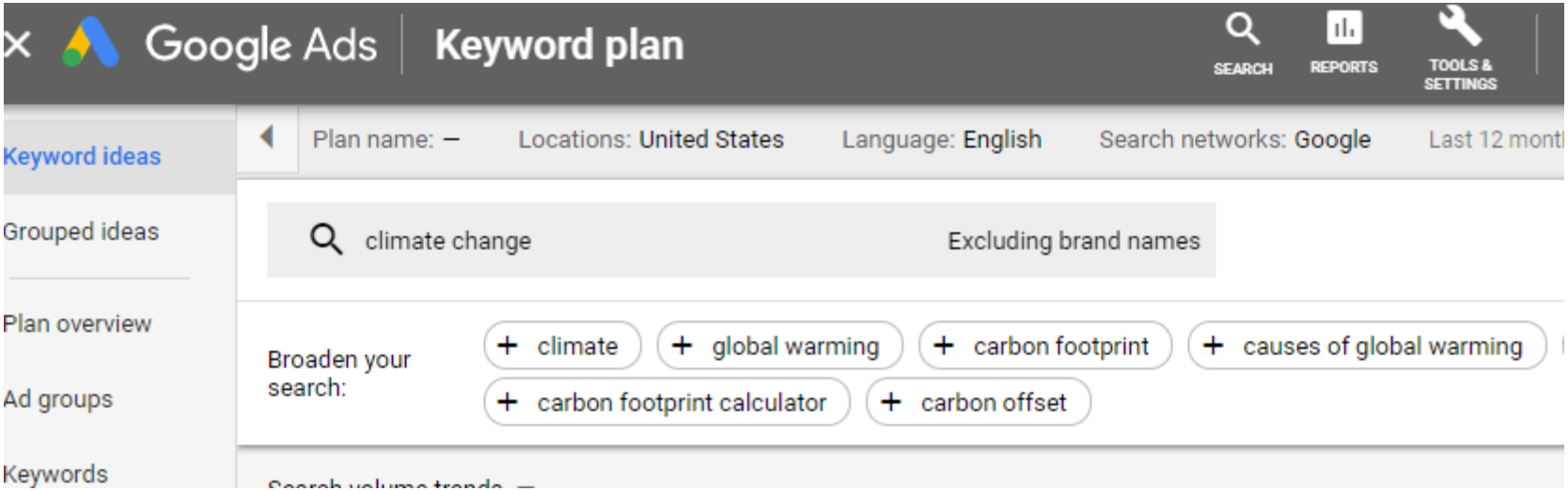
Check alerts, then Recommendations



Keyword Planning Tool

KEYWORDS

Let Google tell you about searches



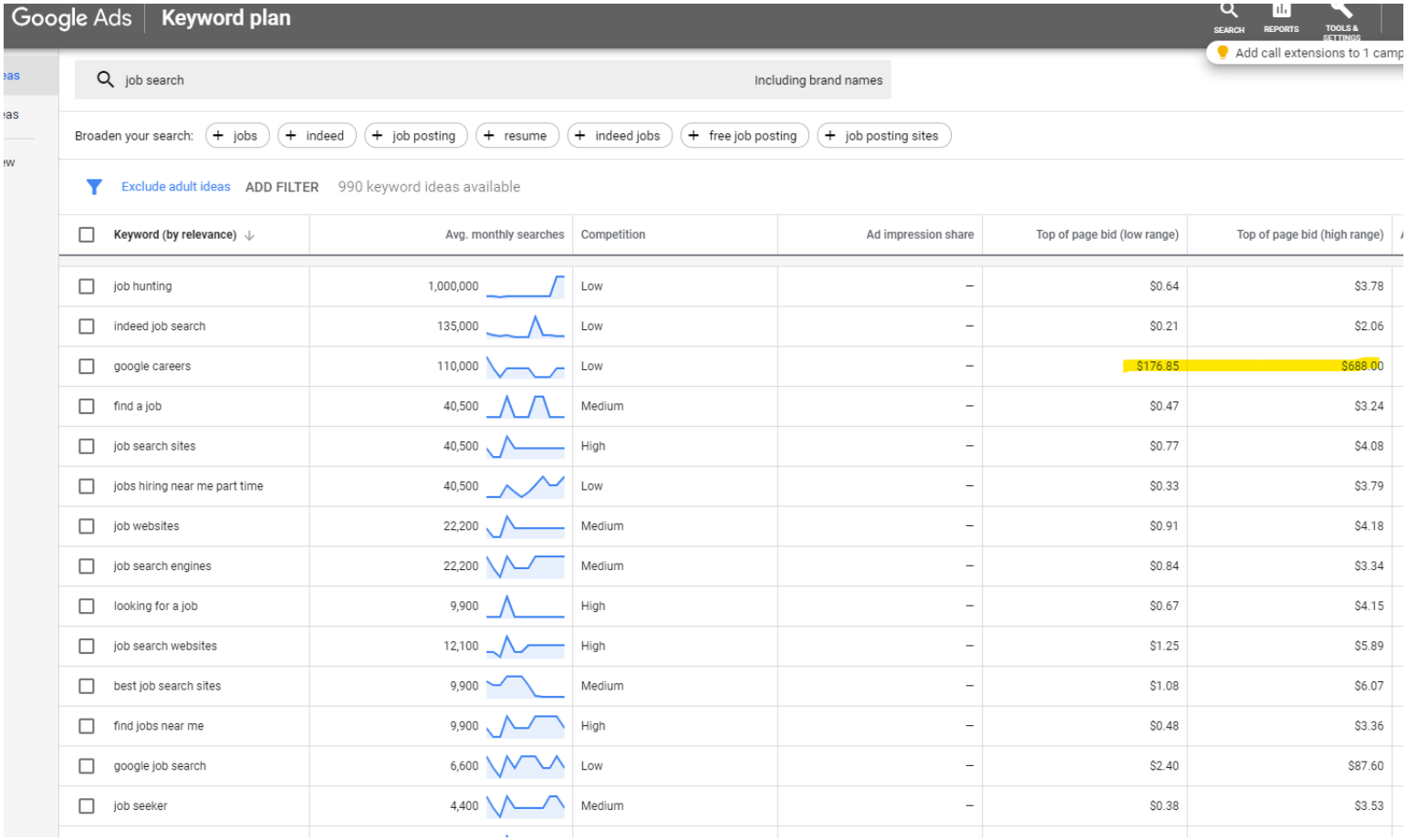
KEYWORDS

Let Google tell you about searches

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
climate change	165,000	Low	< 1%	$1.52	$5.39	In Account
Keyword ideas						
global warming	135,000	Low	< 1%	$0.80	$5.13	In Account
climate	74,000	Low	–	$1.29	$3.77	
climate change ...	27,100	Low	< 1%	$1.49	$4.80	
causes of global...	18,100	Low	< 1%	$0.54	$3.90	
david wallace w...	14,800	Low	–	$0.51	$1.72	
sea level rise	14,800	Low	–	$1.50	$2.96	
causes of climat...	12,100	Low	< 1%	$1.28	$5.44	
effects of global...	9,900	Low	< 1%	$1.07	$3.55	
global warming ...	9,900	Low	–	$1.28	$3.83	
climate change ...	9,900	Low	< 1%	$1.26	$4.77	

KEYWORDS

Let Google tell you about searches



Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
job hunting	1,000,000	Low	–	$0.64	$3.78
indeed job search	135,000	Low	–	$0.21	$2.06
google careers	110,000	Low	–	$176.85	$688.00
find a job	40,500	Medium	–	$0.47	$3.24
job search sites	40,500	High	–	$0.77	$4.08
jobs hiring near me part time	40,500	Low	–	$0.33	$3.79
job websites	22,200	Medium	–	$0.91	$4.18
job search engines	22,200	Medium	–	$0.84	$3.34
looking for a job	9,900	High	–	$0.67	$4.15
job search websites	12,100	High	–	$1.25	$5.89
best job search sites	9,900	Medium	–	$1.08	$6.07
find jobs near me	9,900	High	–	$0.48	$3.36
google job search	6,600	Low	–	$2.40	$87.60
job seeker	4,400	Medium	–	$0.38	$3.53

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