

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.

NextInNonprofits.com

@NextNonprofits

651-356-8896



The Google Grants Program



GOOGLE GRANTS

Partnered with TechSoup

google.com/grants/how-to-apply/ ☆

Benefits How it Works Eligibility Success Stories Resources **Get Started** Certified Professionals

- 1** See if you're eligible
Before you apply, make sure your nonprofit is based in a [country](#) where Google Ad Grants is available, and that you comply with our other [eligibility requirements](#).
- 2** Apply for Google For Nonprofits
Assuming you're eligible, you'll need to apply for a [Google for Nonprofits](#) account.
- 3** Submit the Ad Grants pre-qualification form
Once your Google for Nonprofits account is approved, submit the pre-qualification form found in the Ad Grants [enrolment guide](#).
- 4** Create your account
Once you've received Ad Grants pre-qualification approval, complete the steps found in the Ad Grants [enrollment guide](#) to properly set up your account.
- 5** Submit your account for review
Once you've created your account and set up your campaign, submit your account for review.

G-Suite and more


Al-Maa'uun

[Products](#) [Administrators](#) [Settings](#)

Products for nonprofits

You are changing the world, and we want to help

It might take several business days for Google to activate your products. You'll be notified as each one becomes active.




G Suite for Nonprofits

Reduce your IT costs and help staff and volunteers collaborate more effectively

Status: **Approved**
G Suite domain: **almaaun.net**


- Get started with the [Admin Console](#)
- Help resources: [G Suite Setup](#)



Google Ad Grants

Connect with people interested in your cause through free online advertising from Google Ads


[Activate](#)



YouTube Nonprofit Program

Broadcast your cause


[Activate](#)



Google Maps Platform credits

Map your community impact with access to Google Maps Platform credits

[Activate](#)



One Today


Reach donors through the One Today app

Status: **Approved**

- Get started with [One Today](#)
- Help resources: [One Today Help Center](#)

Other Google products

More great tools from Google, available at no cost

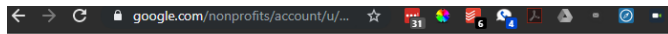


Google Analytics

Understand how visitors interact with your nonprofit's website

[Learn more](#)

Multiple admins for Ads and Analytics



Google for Nonprofits

Google for Nonprofits
4 organizations associated with your account

Al-Maa'uun

Verified
Now you can activate Google products

[Manage administrators](#) [Activate products](#)

Crossroads Aftercare Program Inc.

Verified
Now you can activate Google products

[Manage administrators](#) [Activate products](#)

Minnesota Professional Engineers' Foundation

Verified
Now you can activate Google products

[Manage administrators](#) [Activate products](#)

Young Artists Initiative

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Products Administrators Settings

Current administrators

The following people have been approved to manage your organization's Google for Nonprofits account

An account administrator can:

- See information associated with your Google for Nonprofits account, including the names and email addresses of other administrators, organization information, and activated products
- Maintain full control over the Google for Nonprofits account, including removing you as an administrator and activating Google products

Kamillah El-Amin
kamillah@masjidannur.org



Makram El-Amin
imamelamin@masjidannur.org
Title: Executive Director



Steve Boland
steve@nextinnonprofits.com



[Add administrator](#)

Google Ads

Formerly AdWords

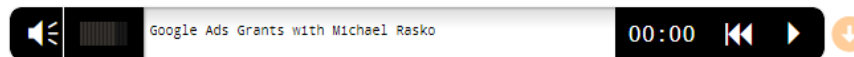


GOOGLE ADS

Changing tools for Ads

Next in Nonprofits 110 – Google Ads Grants with Michael Rasko

Posted on [November 8, 2018](#)



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.

Listen now by clicking the player above, [download the file for later here](#), or subscribe to the podcast on your phone for automatic updates. Get more details on how to subscribe on [our podcast page](#).

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

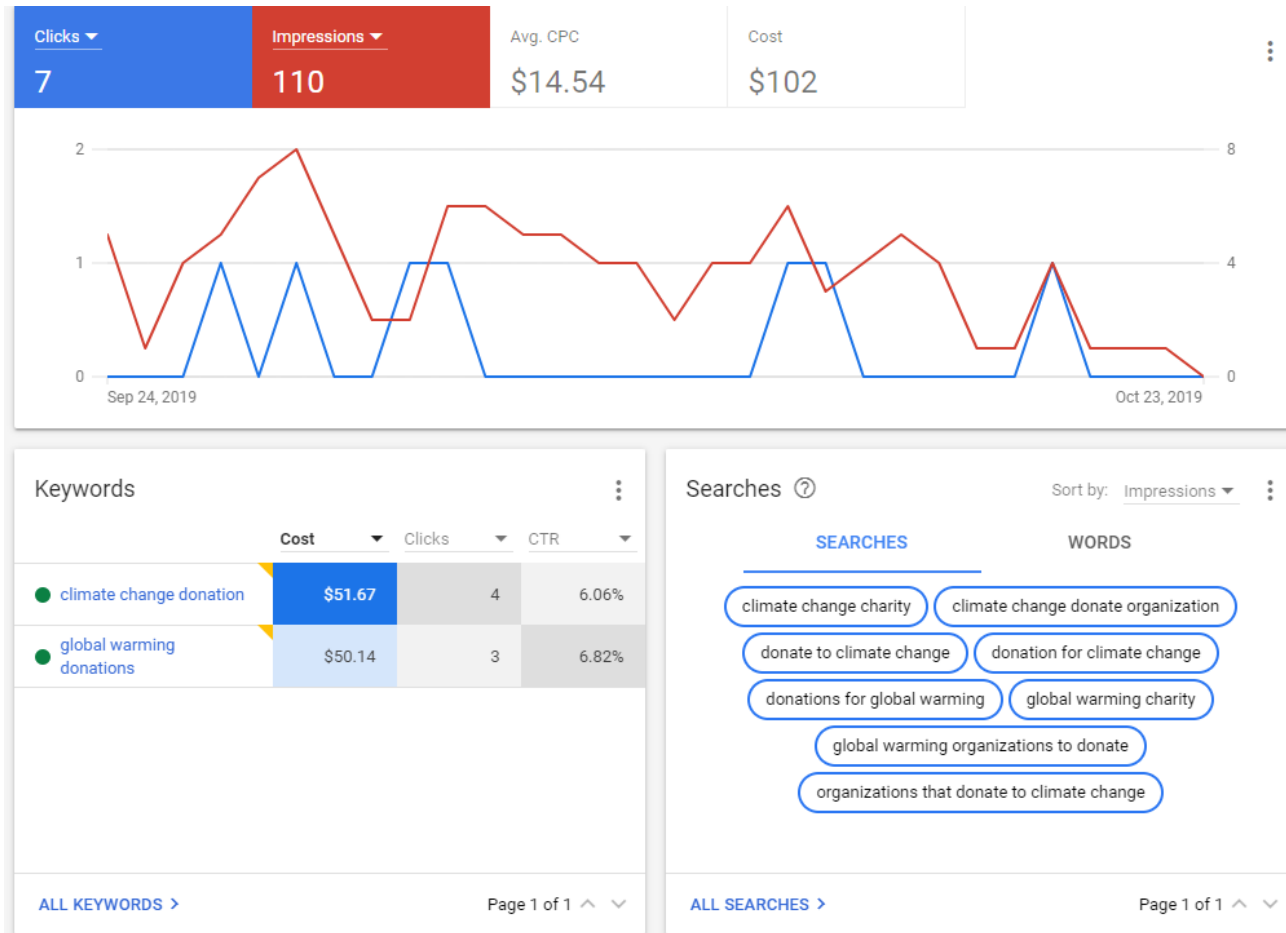
No longer a \$2 CPC maximum



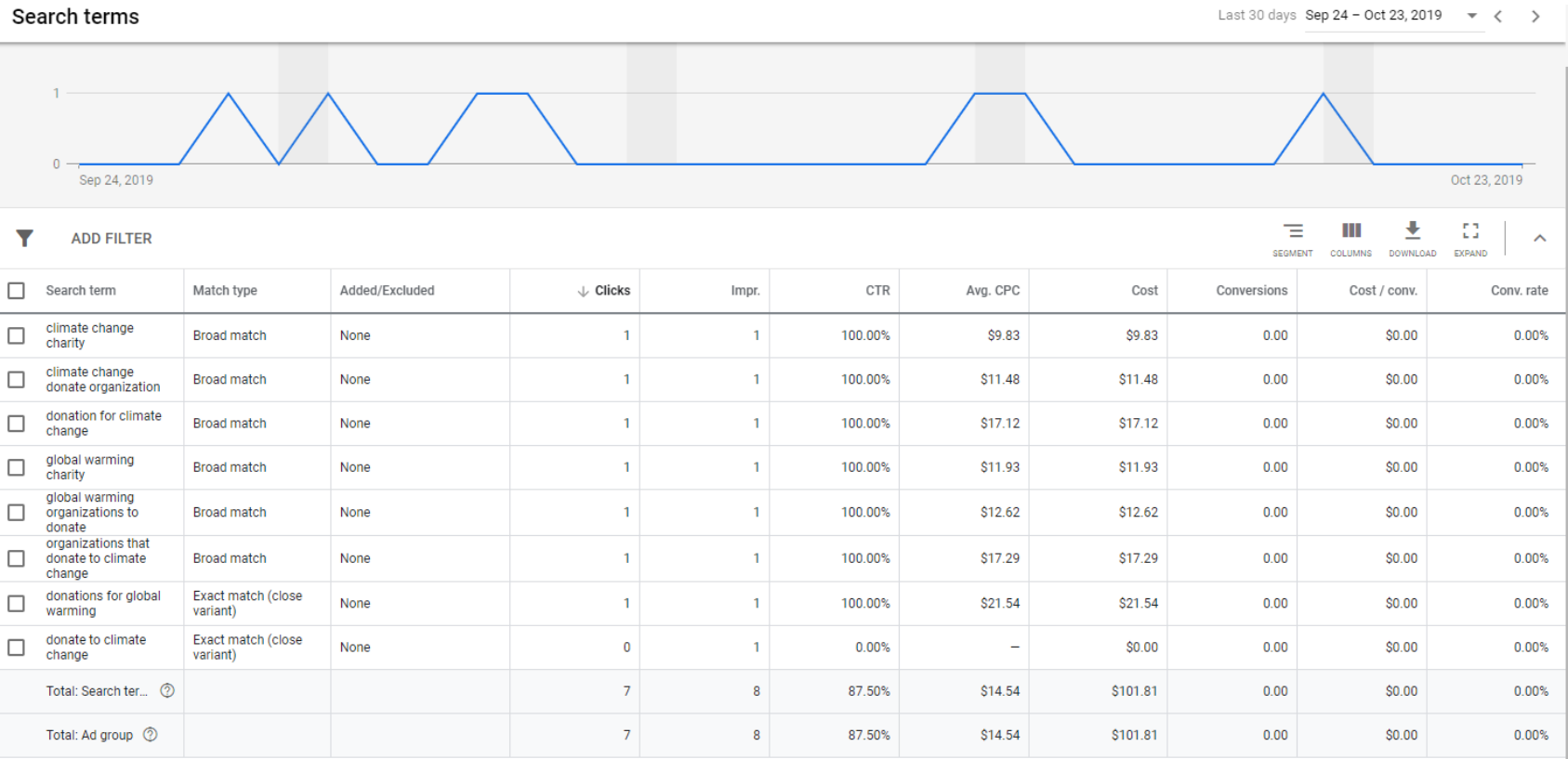


GOOGLE ADS

Still relies on people searching



Performing ads get higher CPCs



Setting Conversion Goals




CONVERSION

Setting Goals in Analytics

 Analytics | All accounts > eastsidefreedomlibrar
All Web Site Data ▾

- Home
- Customization
- REPORTS
 - Realtime
 - Audience
 - Acquisition
 - Behavior
 - Conversions

 Analytics | All accounts > eastsidefreedomlibrary.
All Web Site Data ▾

ADMIN USER

View [+ Create View](#)

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters



CONVERSION

Setting Goals in Analytics

Analytics | All accounts > eastsidefreedomlibrary... | All Web Site Data

Try searching "Week over Week Growth of Sessions"

ADMIN USER

View [+ Create View](#)

All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations

Goal setup [Edit](#)

Template: *Upcoming events*

2 **Goal description**

Name

Upcoming events

Goal slot ID

Goal Id 2 / Goal Set 1

Type

- Destination** ex: thanks.html
- Duration** ex: 5 minutes or more
- Pages/Screens per session** ex: 3 pages
- Event** ex: played a video
- Smart Goal** Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

3 **Goal details**

[Cancel](#)

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...

Google Ads alert: Your account needs attention Inbox x

Google Ads <ads-noreply@google.com>
to me ▾

Take action to ensure your ad is running.



Your Customer ID: ~~XXXXXXXXXX~~ [SIGN IN](#)

Hello,

There's an important issue with your account.
Your ad may not be running.

Questions?

If you have questions, call us at 1-866-246-6453.*

See you online,
Google Customer Solutions

LOW QUALITY

Check alerts, then Recommendations

The screenshot displays the Google Ads interface for 'All campaigns'. The left sidebar lists various campaign types and specific campaigns like 'Are you neutral?', 'Colorado Carbon Fund', and 'Go Carbon Neutral'. The main content area is titled 'Recommendations' and shows an optimization score of 88.1% with a progress bar. A recommendation card is visible, suggesting to 'Add responsive search ads' to improve the score by +3.9%. The card includes a description: 'Show more relevant ads to potential customers by creating responsive search ads' and a note: 'Recommended because you have ad groups with no responsive search ads'. Buttons for 'VIEW RECOMMENDATION' and 'APPLY' are present at the bottom of the card.

Keyword Planning Tool



KEYWORDS

Let Google tell you about searches

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with the Google Ads logo, the text 'Keyword plan', and icons for SEARCH, REPORTS, and TOOLS & SETTINGS. Below this, a filter bar shows 'Plan name: -', 'Locations: United States', 'Language: English', 'Search networks: Google', and 'Last 12 months'. The main content area has a search bar with 'climate change' and 'Excluding brand names'. Underneath, there's a section titled 'Broaden your search:' with several buttons: '+ climate', '+ global warming', '+ carbon footprint', '+ causes of global warming', '+ carbon footprint calculator', and '+ carbon offset'. A sidebar on the left contains navigation links: 'Keyword ideas', 'Grouped ideas', 'Plan overview', 'Ad groups', and 'Keywords'.



KEYWORDS

Let Google tell you about searches

<input type="checkbox"/> 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						
<input type="checkbox"/> climate change	165,000	Low	< 1%	\$1.52	\$5.39	In Account
Keyword ideas						
<input type="checkbox"/> global warming	135,000	Low	< 1%	\$0.80	\$5.13	In Account
<input type="checkbox"/> climate	74,000	Low	–	\$1.29	\$3.77	
<input type="checkbox"/> climate change ...	27,100	Low	< 1%	\$1.49	\$4.80	
<input type="checkbox"/> causes of global...	18,100	Low	< 1%	\$0.54	\$3.90	
<input type="checkbox"/> david wallace w...	14,800	Low	–	\$0.51	\$1.72	
<input type="checkbox"/> sea level rise	14,800	Low	–	\$1.50	\$2.96	
<input type="checkbox"/> causes of climat...	12,100	Low	< 1%	\$1.28	\$5.44	
<input type="checkbox"/> effects of global...	9,900	Low	< 1%	\$1.07	\$3.55	
<input type="checkbox"/> global warming ...	9,900	Low	–	\$1.28	\$3.83	
<input type="checkbox"/> climate change ...	9,900	Low	< 1%	\$1.26	\$4.77	

KEYWORDS

Let Google tell you about searches

Google Ads | Keyword plan

SEARCH REPORTS TOOLS & FILTERS

job search Including brand names

Broaden your search: + jobs + indeed + job posting + resume + indeed jobs + free job posting + job posting sites

Exclude adult ideas ADD FILTER 990 keyword ideas available

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



References

<https://www.google.com/nonprofits>

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<https://searchengineland.com/say-goodbye-to-low-quality-score-with-this-google-ads-script-301764>

<https://ads.google.com/aw/keywordplanner/ideas>