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
Partnered with TechSoup

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.
GOOGLE GRANTS

G-Suite and more

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

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

next in nonprofits

#MCNAC19
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

Crossroads Aftercare Program Inc.
Verified
Now you can activate Google products

Minnesota Professional Engineers’ Foundation
Verified
Now you can activate Google products

Young Artists Initiative

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

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Makram El-Amin
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Title: Executive Director

Steve Boland
steve@nextinnonprofits.com

Add administrator
Google Ads
Formerly AdWords
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.
No longer a $2 CPC maximum

Clicks: 1.16K
Impressions: 9.6K
Avg. CPC: $5.98
Cost: $6.93K
GOOGLE ADS

Still relies on people searching

Keywords

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Cost</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
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<td>climate change donation</td>
<td>$117</td>
<td>4</td>
<td>6.06%</td>
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<td>global warming donations</td>
<td>$50.14</td>
<td>3</td>
<td>6.82%</td>
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</tbody>
</table>

Searches

- climate change charity
- climate change donate organization
- donate to climate change
- donation for climate change
- donations for global warming
- global warming charity
- global warming organizations to donate
- organizations that donate to climate change

#MCNAC19
Performing ads get higher CPCs

<table>
<thead>
<tr>
<th>Search term</th>
<th>Match type</th>
<th>Added/Excluded</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Conversions</th>
<th>Cost / conv.</th>
<th>Conv. rate</th>
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</thead>
<tbody>
<tr>
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<td>None</td>
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<td>1</td>
<td>100.0%</td>
<td>$8.83</td>
<td>$8.83</td>
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<td>$0.00</td>
<td>0.00%</td>
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<td>1</td>
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<td>$0.00</td>
<td>0.00%</td>
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<td>100.0%</td>
<td>$17.12</td>
<td>$17.12</td>
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<td>$0.00</td>
<td>0.00%</td>
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<td>1</td>
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<td>$11.93</td>
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<td>$0.00</td>
<td>0.00%</td>
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<td>1</td>
<td>1</td>
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<td>$12.62</td>
<td>0.00</td>
<td>$0.00</td>
<td>0.00%</td>
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<tr>
<td>organizations that donate to climate change</td>
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<td>1</td>
<td>1</td>
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<td>$17.29</td>
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<td>$0.00</td>
<td>0.00%</td>
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<td>0.00%</td>
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<td>Exact match (close variant)</td>
<td>None</td>
<td>0</td>
<td>1</td>
<td>0.00%</td>
<td>–</td>
<td>–</td>
<td>0.00</td>
<td>$0.00</td>
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<tr>
<td>Total: Search terms</td>
<td></td>
<td></td>
<td>7</td>
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<td>$14.54</td>
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<td>$0.00</td>
<td>0.00%</td>
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<tr>
<td>Total: Ad group</td>
<td></td>
<td></td>
<td>7</td>
<td>8</td>
<td>67.50%</td>
<td>$14.54</td>
<td>$101.81</td>
<td>0.00</td>
<td>$0.00</td>
<td>0.00%</td>
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</tbody>
</table>
Setting Conversion Goals
Setting Goals in Analytics

- Analytics
  - All Web Site Data

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

  - Admin
    - View
      - Create View
    - View Settings
    - User Management
    - Goals
    - Content Grouping
    - Filters
Setting Goals in Analytics

CONVERSION
Low Quality Scores and Google Ads
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).
Oh, they’ll let you know...

Google Ads alert: Your account needs attention

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
Check alerts, then Recommendations

Google Ads | All campaigns

All campaigns

Search campaigns
Smart campaigns

Enabled and Paused
- Are you neutral?
- Colorado Carbon Fund
- Go Carbon Neutral
- iMatter site traffic Sept 2018
- License Plates
- Locally sourced Carbon Offsets

Recommendations

Your optimization score βETA

88.1%

Score for Search, Display, and Shopping campaigns

Improve your score by following recommendations in the sections below

ALL RECOMMENDATIONS
ADS & EXTENSIONS +11.9%

Add responsive search ads +3.9%

Show more relevant ads to potential customers by creating responsive search ads

Recommended because you have ad groups with no responsive search ads

VIEW RECOMMENDATION
APPLY

#MCNAC19
Keyword Planning Tool
Let Google tell you about searches
### KEYWORDS

Let Google tell you about searches

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Ad impression share</th>
<th>Top of page bid (low range)</th>
<th>Top of page bid (high range)</th>
<th>Account status</th>
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<td>165,000</td>
<td>Low</td>
<td>&lt; 1%</td>
<td>$1.52</td>
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<td>In Account</td>
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<td>$3.55</td>
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<td>global warming ...</td>
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<td>&lt; 1%</td>
<td>$1.26</td>
<td>$4.77</td>
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<th>Top of page bid (low range)</th>
<th>Top of page bid (high range)</th>
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<td>1,000,000</td>
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<td>Medium</td>
<td>0.38</td>
<td>$0.38</td>
<td>$3.53</td>
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</table>
References

https://www.google.com/nonprofits


https://www.nten.org/article/struggling-to-keep-your-adwords-grant-you-have-options/

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

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