

Unleashing Your Google Ad Grant

Stats, stories and expert advice for charities

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Introduction

Welcome to our guide to Google Ad Grants for charities. Whether you're new to Ad Grants or you're one of the many charities already taking advantage of the \$10,000 to \$40,000 a month that Google gives you to spend on AdWords, this guide has been produced to help you make the most out of this fantastic marketing opportunity.

As part of putting this guide together, we conducted a survey of charities on Google Ad Grants. We're very grateful to the 115 charities who completed the survey and we've incorporated the results into this guide.

We asked charities to describe Google Ad Grants in one word. The responses were mixed.

On the one hand, "**essential**", "**fantastic**", "**invaluable**" and "**free**". On the other, "**potential**", "**untapped**", "**confusing**" and "**taxing**".

We hope this guide addresses both points of view: to demonstrate why it can be an "**invaluable**" resource and give clear advice on how to realise the full "**potential**".

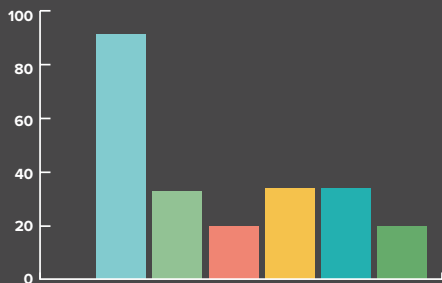
Make no mistake, a Google Ad Grant can be an amazing tool to help charities achieve their aims and the survey results demonstrate this.

And our survey said...

We believe a Google Ad Grant is a must-have resource for eligible charities. But do charities agree? We ran a survey to find out. 115 charities took part in February and March 2016. The picture is clear: there is a divide between those charities who are realising the value of a Google Ad Grant and those who currently are not.

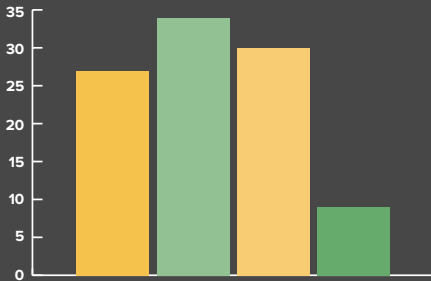
For a number of charities a Google Ad Grant is a powerful resource!

Charities use their Ad Grant for a range of actions.



Awareness 97%
Subscriptions 35%
Sales 21%
Donations 36%
Downloads 36%
Other 21%

So, why aren't charities making the most of their Ad Grant?



Resource 27%

Time 34%

Expertise 30%

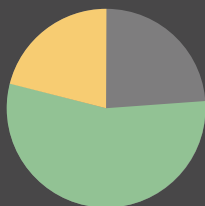
Other 9%

There's around **176** hours in a working month yet **75%** of charities spend **10** hours or less on their Google Ad Grant.

84% of charities with a Google Ad Grant would recommend Google Ad Grants to other charities.

46% of charities with an Ad Grant said it was one of their top three sources of website traffic.

Get the knowledge!



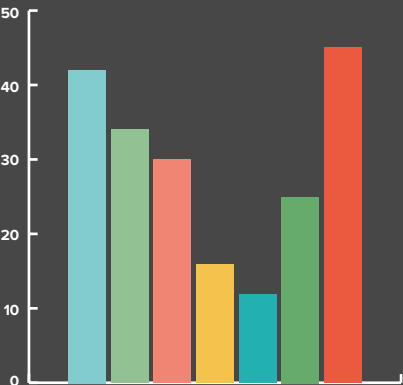
Have any of the people managing the Ad Grant taken the AdWords exams?

Yes 24%
No 55%
Don't know 21%

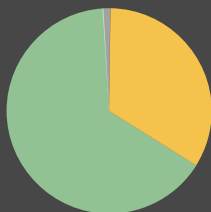


We recommend the Google certification programme. You'll learn about some of the great features that aren't currently being used by large numbers of charities.

Which of the following features do you use on your Ad Grant?



Search terms report 42%
Sitelinks 34%
Callout ad extensions 30%
Automated rules 16%
Shared budgets 12%
Keyword insertion 25%
AdWords Editor 45%



Are you on \$10,000 per month or \$40,000 per month?

\$10,000 per month 65%

\$40,000 per month 34%

Don't know 1%



Just over a third of charities with an Ad Grant are on the Grantspro programme. If you have an Ad Grant and aren't on Grantspro could you meet the criteria? It would be well worth finding out.

We asked people to describe Google Ad Grants in one word...



The great Google Ad Grant divide

A Google Ad Grant is a great, free tool for delivering increased awareness, donations, downloads, subscriptions and sales for your charity but our survey of 115 charities demonstrates that there is a great divide between how different charities value Google Ad Grants.

84%

of charities with an Ad Grant would recommend it to other charities.

56%

of charities have a strategy in place for their Google Ad Grant.

53%

with an Ad Grant saw it as an important part of their charity's digital marketing efforts.

46%

of respondents said their Google Ad Grant was one of their top three sources for website traffic.

62%

get more traffic from their Ad Grant than from their email programmes.

21%

of charities asked don't have an Ad Grant.

27%

don't pay much attention to the results their Ad Grant delivers.

20%

didn't see it as an important part of their charity's digital marketing efforts.

35%

of respondents said it was one of their lowest three sources for website traffic.

66%

of charities don't feel they are making the most of their Ad Grant.

Find out if you're eligible and how to apply

No Ad Grant

If you don't currently have a Google Ad Grant, you're not alone. One in five (21%) of the charities who completed our survey didn't have an Ad Grant either.

To apply for one, first sign up for the Google for Non-profits programme. It's free to sign up at <http://goo.gl/a7l8cT> (you can check your eligibility here too). You'll have access to Google Ad Grants along with other products such as the YouTube Non-Profit programme.

You'll then need to enrol in the Google Ad Grants programme. We recommend following Google's Account Creation Guide, which can be found at <https://goo.gl/0dQ4E0>. You're required to apply via this page by clicking the "Get Started" button.

Key things to remember when creating your account:

- **Set your account's default currency to US dollars.** It's a quirk of the Ad Grant that you're required to use US dollars, despite your location.
- **Ignore alerts to add billing/payment details.** Google Ad Grants accounts are created through the same interface as paying advertisers, so you may see billing alerts until your account has been activated. Once your account is activated, these alerts will disappear.
- **Set your time zone correctly!** If you get this wrong, don't panic—you're allowed to apply to change the time zone once during the account's lifetime. But it's better to get it right early on.

You now need to create an ad campaign before you can submit your account for review. You'll need to have at least one enabled ad group in this campaign, containing one word or phrase (called a keyword) as well as one enabled (e.g. not paused) ad.

Next, head to <https://goo.gl/hOuUWo> and follow the application process. You'll need your AdWords customer ID. This is a unique 10-digit number that's assigned to each AdWords account, and it can be found at the top of every page in your account.

Use it or lose it

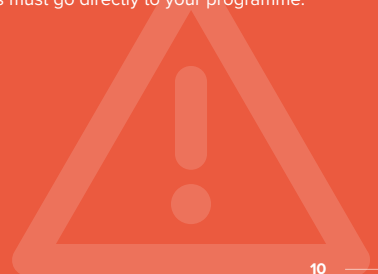
How to stay eligible

Google Ad Grants is a great programme and if you use it well it can be a real benefit to your organization. However, you can't take it for granted (no pun intended). Don't just set it and forget it.

We recommend appointing one member of your organization to be the owner of your Google Ad Grants account. This person should have the skills and training to maintain the account (or be able to manage an agency or freelancer that's managing it on your behalf). They should also be able to receive any emails from Google related to the account. If possible, get these emails automatically forwarded to their regular work email address.

Google outlines a few simple requirements that you must continue to meet in order to maintain your eligibility for Google Ad Grants. These are:

- Link your ads to one (and only one) website domain, unless you have applied for and been granted permission to promote additional domains.
- Your ads and keywords should match your organization's programmes and services.
- Your ads may not offer financial products (like mortgages or credit cards), nor can they request donations of cars, boats or other property.
- Your site can't display Google AdSense ads or affiliate advertising links.
- Log in once a month and making at least one change to your account every 90 days. You should be doing this anyway to keep your account in good shape.
- Your ads must not link to pages that are primarily composed of links to other websites.
- Commercial advertising is prohibited. If you're promoting products or services, 100% of the proceeds must go directly to your programme.



Planning your programme in

Five steps

There's no shortcut to making your way up the organic rankings, but your Ad Grant can be a fantastic way to get new content in front of people in a matter of hours! On your marks, get set, go...

ONE

The starting point

Be clear on what you want your Ad Grant to help you achieve - signups, downloads, donations, awareness – and how you're going to measure the results.

TWO

Owner required

Giving a member of the team ownership of the Ad Grant is more likely to result in positive results.

THREE

Get the knowledge

Give the person running your Ad Grant the chance to develop AdWords skills. It'll be good for the charity and good for the individual. A good place to start is the AdWords certification programme. Sign up to Google Partners (<https://www.google.com/partners>) – there's loads of resources and info on how to get certified.

FOUR

Show some love

The Ad Grant needs a minimum of ten hours management a month to begin with.

FIVE

Share it around

Your Ad Grant could probably benefit every team in your charity! So don't let it be a digital silo. Spread the word about your Ad Grant and make everyone aware of this new marketing tool.

Having \$10,000 a month to spend is brilliant. Having \$40,000 a month with Grantspro is even better. We've seen lots of charities reach Grantspro. Could you be next?

Best practice guide

Learn how to maximize how much you are spending, improve the performance of your ad campaigns and get meaningful results.

→ Link your Google Analytics account to AdWords

This will help you understand what happens after someone clicks on your ads. With linked accounts you will get detailed data about your AdWords campaigns in Google Analytics, you will be able to import your goals and ecommerce transactions into AdWords as conversions and you will be able to see traffic quality data such as bounce rate, pages per session and average session duration for campaigns, ad groups and keywords within AdWords.

Check out the post in our Google Ad Grants blog series for full details of how to do it <http://goo.gl/DUyo7u>.

→ Use an automated rule to pause keywords with low clickthrough rates

Our survey showed that only 16% of charities use automated rules!

One of the requirements for Grantspro is an account-wide clickthrough rate (CTR) of 1% over the past six months. CTR is also a fundamental metric for the health of your Google Ad Grants account. CTR is an important factor in Quality Score, so the higher your CTR, the healthier your account will be, the higher your ads will appear and the less you'll have to pay for your clicks. Cheaper clicks also means more clicks for your \$10,000 a month.

Our favourite tactic for keeping your CTR in good shape is to create an automated rule that runs every day at 23:00 and pauses any keywords with more than 200 impressions and less than 1% CTR all-time. This ensures that any high-volume keywords (especially broad matches) that get lots of impressions but few clicks don't ruin your account-wide CTR and Quality Score

Learn more about automated rules in our Google Ad Grants blog series: <http://goo.gl/isyBqP>.

→ Create a shared budget for all campaigns

One of the requirements for Grantspro is spending at least \$9,900 in two out of the past six months. This is much easier if, instead of setting budgets at the campaign level, you create a shared budget for all campaigns in your account. Our thinking behind this is that sometimes a campaign has the potential to spend more than the budget you set for it. If other campaigns spend under their budget limit then there's a risk you'll leave some of your daily budget of \$329 unspent. Sharing the daily budget between all campaigns solves this problem.

For a fuller discussion of this idea and how to set it up, see the post in our Google Ad Grants blog series: <http://goo.gl/AWcJmV>.

Plan the whole journey, from click through to goal conversion, and the entire supporter journey for new visitors.

— RITA MARCANGELO FRIENDS OF THE EARTH

→ Use the free Google AdWords Editor software

This is a great tool for making bulk changes to your account. We do most of our account management in AdWords Editor. You'll find it more intuitive than the web interface and you'll be able to get more done in less time. It also enables you to work offline.

You can download it for Windows and Mac from: <http://goo.gl/UB7DWO>.

→ Back up your account before making changes

One of our favourite features of AdWords Editor is the ability to back up your account. Before making any changes to an account, we make sure we've got a backup so we can undo the changes if anything goes wrong.

First, download recent changes into AdWords Editor so that you've got the most recent version of your account. Then export the whole account and save it as an .aea (AdWords Editor archive) file or CSV. We also recommend backing up individual campaigns if you are going to be working on them.

Hopefully you won't need backups, but it's reassuring to know they're there if you need them.

→ Remove duplicate keywords

Another great feature of AdWords Editor that isn't available on the web interface is the ability to find and remove duplicate keywords. It's best practice to avoid duplicate keywords in your account, but it's something we often see when we start working on a charity's account. Duplicate keywords compete against each other. They also prevent you controlling which ad appears for the keyword.

Check out the post in our Ad Grants blog series for full details of how to do it:
<http://goo.gl/4bj6Sd>.

→ Apply for approval to use additional domains

When you apply for Google Ad Grants, you need to specify your charity's main website domain. This is the only domain you are allowed to use in your ads. Subdomains are fine (e.g. www.example.com, donate.example.com and shop.example.com) but you can't advertise additional root domains (e.g. www.microsite.com) without first getting approval.

To apply for permission to use additional domains, fill in the form at <https://goo.gl/vNclwc>. Google should review your request within 5-7 business days.

→ Set your default bids to \$2

The maximum bid you can set in a Google Ad Grants account is \$2. We recommend setting the default bid for all of your ad groups to \$2 if you are trying to reach Grantspro. This ensures you can compete with the highest bids and will help to spend your \$10,000 a month. You will only have to pay just enough to beat the advertiser below you if you get a click, so your average cost per click will still be below \$2.

Your keywords will inherit the default bid of the ad group they are in, so there's no need to set the bid for each individual keyword.

This is another good use for AdWords Editor. You can check all ad groups across the account are set to \$2 and delete any bids at the keyword level that may override the default bid.

Case study

Terrence Higgins Trust

Bidding on “sex” through Google Ad Grants has been a great success for Terrence Higgins Trust.

Since being awarded an Ad Grant they have had no trouble maximizing monthly spend on both the standard (\$10,000) grant and then later Grantspro (\$40,000). In fact, keywords associated with “sex” produce so many impressions and clicks, the charity has to work hard not to blow their budget all in one go.

Through tactics like lowering the cost-per-click bid, limiting the campaign spend and using negative keywords and phrase match keywords, Terrence Higgins Trust (THT) are able to maintain strong clickthrough and conversion rates.

Once qualified for Grantspro, THT actually found it easier to maintain a higher CTR because they now have a greater amount of budget to spend on their more successful keywords. Setting up tracking for ecommerce transactions, completion of online forms and the use of tools such as the local service finder all enable the charity to see a conversion rate and with that the return on investment (ROI). They've also started using Smart Goals in AdWords to track the more nebulous activity.

Google have free online courses to help you make sure you know what you are doing and find out what can be achieved. Make sure you really understand things like negative keywords, dynamic headlines, ads and scripts. It's those extra things you don't necessarily realise are in the box but make a difference to the account performance. It's free advertising! So make sure you are maximising your spend because otherwise you are missing out on all that traffic and benefit.

– WILL HOWELLS HEAD OF DIGITAL

→ **Create tightly-themed ad groups**

Make sure all the keywords in each ad group are closely related. This will help you write more relevant ad copy, which will improve your CTR and Quality Score. It will help you structure your account if you use the primary keyword in each ad group as the ad group name. Use this keyword in your ad text (especially the headline) and display URL. If you have more than 20-30 keywords in an ad group, you may be able to split it into two more granular ad groups.

→ **Write three ads per ad group**

Always be testing. Writing three ads in each ad group allows you to test different ad variants against each other. If there's a clear winner, use that as your template and write two more variations. Delete the losing variations to reduce clutter. You will be able to experiment with different calls to action, headlines and description lines. Make ad optimization a regular part of your account management routine.

→ **Write ad copy in title case**

Google recommends writing your ad text in title case and so do we! It may look a bit odd to begin with but it improves CTR and helps your ads stand out. We don't capitalize every word; it's easier to read if short words such as "to", "the" and "of" are lowercase.

→ **Use a punctuation mark at the end of description line 1**

Try to put a punctuation mark at the end of description line 1 in your ad text. This enables Google to promote description line 1 next to your headline. This takes up more space and helps your ads stand out. It also signals to Google that your ads are optimized and makes them more likely to appear in the top positions. Our preferred formula for writing ad copy is to use description line 1 to describe what to expect on the landing page and to include a clear call to action in description line 2. Sometimes you have to run on to the second line, but try to get at least one of your ads in each ad group to end with a punctuation mark at the end of line 1.

→ **Use keyword insertion in ad headlines**

Keyword insertion automatically inserts the matched keyword into your ad copy. This makes your ads look more relevant, helps them stand out and increases CTR. However, if you are going to use this, make sure you're happy

for all the keywords in that ad group to be inserted. We label our ad groups clearly to indicate if they are suitable for keyword insertion or not. We find the best place to use keyword insertion is in the headline. It's too difficult grammatically to use keyword insertion in the description lines.

Check out the post in our Google Ad Grants Blog Series for more on this <http://goo.gl/zAFC24>.

→ **Change your ad rotation settings**

By default, Google will show ads with higher CTR more often. We recommend switching this campaign setting to “Optimise for conversions” so that ads with higher conversion rates are shown more often. Using this setting can increase conversions by up to 5%. But you must be tracking conversions in the first place.

→ **Bid on your branded keywords**

Bidding on your brand terms will help you dominate the search results pages for your brand. You can use Google search results as an extension of your homepage by using your branded keywords to promote your highest priority content, events and campaigns.

Branded keywords will have a high CTR, high Quality Scores and low cost per clicks. They will improve your account-wide Quality Score and boost the overall health of your account.

→ **Use ad extensions**

Ad extensions allow you to provide additional information below your basic ad copy. They take up more space, help your ads stand out and improve CTR and Quality Score. For example, with sitelinks you can add links to up to four additional pages below your ad. We use this to promote related content and events. Unlike organic sitelinks, over which you have little control, AdWords sitelinks are fully customizable. Sitelinks are particularly good for your brand campaign because the expanded version with two lines of description are sometimes displayed.

Learn more about sitelinks, callout extensions and structured snippets in our Google Ad Grants blog series: <http://goo.gl/p3ku6f>.

→ **Use the AdWords Keyword Planner tool**

When building a new campaign or ad group, use the Keyword Planner tool to research your keyword ideas. This will suggest related variants of the keywords you enter and give you an idea of the expected search volumes. It

will also offer to group its keyword suggestions into ad groups, which can be a helpful starting point. However, because the sorting is done by machine, it's not always logical and the ad group names are sometimes unhelpful, so it's worth customizing and re-sorting.

You can also enter your landing page along with your keyword ideas to improve the relevance of the suggestions.

Don't worry if the suggested bid is above \$2. You may find that the keyword is more affordable when you write relevant ads, choose a landing page and maintain a high CTR and Quality Score.

→ **Keyword match types**

We prefer to use broad match modifier and exact match keywords. Broad match modifier gives you more reach than phrase match and means the modified words can appear in any order in the search query. Broad match modifier is also much more targeted than broad match. Broad match is the default and it can work well for some keywords, but you need to keep a close eye on the search terms report to check that the queries it is matching with are relevant. It's better to take back more control by modifying the important words in the keyword that you want to appear in the user's search query.

Exact match keywords give you the most targeted traffic, but they will be lower volume than the other match types. You can find good candidates for exact match keywords by looking at the high-volume search terms in your search terms report. When you add a new keyword directly from the search terms report, you'll have to add the square brackets signifying exact match manually; otherwise the keyword will be added as broad match.

→ **Add negative keywords**

Review your search terms report regularly to identify irrelevant search queries and add them as negative keywords. This will prevent your ads showing for queries that contain the same word or phrase. Note that you will have to add singular and plural forms separately e.g. job and jobs. If it's a single word, use negative broad match; if it's a phrase, use negative phrase match.

It will be easier to manage your negative keywords if you add them at the campaign level. If you find some negative keywords that you want to exclude from all campaigns, add them to an account-wide negative keyword list in your shared library. You can then apply this negative keyword list to all campaigns.

Case study

Gingerbread

Gingerbread applied for a Google Ad Grant in December 2014 and because of a lack of AdWords knowledge, they decided to hire an agency to help with the setup. Since then, Kathryn has taken on the responsibility of managing their Google Ad Grant in-house

The key reason for applying was to increase the charity's reach for providing advice to single parents and increase online membership for peer-support services. The standard \$10,000 Ad Grant has allowed Gingerbread to provide over 70,000 single parents (new visitors) with information specific to their personal situation and also connect nearly 2,000 single parents through Gingerbread support groups.

Gingerbread is a tricky brand name to bid for because it can attract people looking for recipes and cooking websites. Instead they target keywords such as "gingerbread groups" and "gingerbread services".

"It's difficult but you need to make sure you set aside time to manage your grant," Kathryn says. She has made making new ads for their latest content part of the charity's communications process. The ads you create need to be relevant, too. Don't just try and bid on keywords which you think will bring you a lot of traffic but have little relevance to your work.

Keywords like "donating" and "volunteering" are going to be highly competitive so try longer phrases for specific opportunities that are relevant to your charity. Try to understand who you are trying to attract and serve the information page they are looking for."

It's amazing to get anything for free. I would really encourage people to go for it. It's silly not to, really.

— KATHRYN EXCELL COMMUNICATIONS OFFICER

→ Give yourself email-only access to receive notifications

Most organizations use a shared email address as the main login for their Google Ad Grants account. This means that some of the important notifications relating to your account (such as ad disapprovals) go unseen. We therefore recommend giving yourself email-only access to the account. To do this, go to Account settings / Account access and add yourself as a user with “Email only access”. You will then need to click on a link in a confirmation email.

Book in a specific time to work on Google ads each week to make sure it gets done.

– BEN DONOHOE SUSTRANS

→ Set up a Smart Goal in Google Analytics

Smart Goals are an easy way to use your best visits as conversions. Smart Goals use machine learning to examine dozens of signals about your website visits to determine which of those are most likely to result in a conversion. Each visit is assigned a score, with the “best” visits being translated into Smart Goals. Some examples of the signals included in the Smart Goals model are session duration, pages per session, location, device and browser.

We recommend creating a Smart Goal and importing it into your Google Ad Grants account as a conversion. You can then optimize your Google Ad Grants account for your best quality traffic. Smart Goals are especially useful if you aren't currently tracking any other meaningful goals in Google Analytics.

Find out how to do it in our Google Ad Grants blog series: <http://goo.gl/rVbZ2l>.

Case study

Samaritans

Samaritans recently upgraded from the standard Google Ad Grant (\$10,000) to Grantspro (\$40,000).

They experienced an immediate increase in the number of times ads were served and clicks doubled overnight. Samaritans also saw increases in the clickthrough rate. It wasn't simply more people seeing their Google ads; Grantspro meant more of the right people were seeing their ads.

One of Samaritans' aims is to increase access to support for people in distress and crisis, so keywords relating to suicide or people searching for help regarding mental health issues such as depression result in a lot of clicks, which ties in with the service offered and the kind of content available on the Samaritans website. They also use Grantspro to recruit volunteers, to promote training courses, to raise awareness of new campaigns and to fundraise.

Calls to action such as "call us" or "talk to us" work most effectively when promoting the service. For fundraising, CTAs such as "help us" or "support us" tend to work better than "donate now". However, they've also noticed that people tend to respond well to prompts like "read more" in fundraising messaging instead of being asked to give directly. This kind of language was especially effective for the 2015 Christmas campaign, in which ads asking people to "read more" resulted in more conversions than those with a standard "donate now" ask.

Go for it. Even if it at first it looks daunting and you're unfamiliar with the terminology, it's worth taking the time to learn and to set it up in a clear, structured way. Once you're up and running, the more time you put into it, the more you'll get out of it. Taking time every week to check how it's performing, even only half an hour, is definitely worth it.

— DIGITAL COMMUNICATIONS TEAM

Making the most of your \$40,000 a month

Grantspro

Grantspro offers eligible Ad Grantees an increased monthly budget of \$40,000 instead of the standard \$10,000. In this programme, your daily budget of free advertising spend may be up to \$1,315.

How do I get Grantspro?

To be eligible for Grantspro, Ad Grantees must meet the following requirements:

- Track conversions for something such as a newsletter or volunteer sign-up.
- Hit the budget cap by spending \$9,900 in at least two of the past six months.
- Maintain a high CTR of at least 1% over the past six months.
- Submit the online application (https://support.google.com/grants/contact/grantspro_app_form) describing how you'll use the increased advertising money.
- Be in good standing with the Google Ad Grants programme and abide by all the programme policies and guidelines (<https://support.google.com/grants/topic/3500093>).
- Have someone in the organisation committed to actively managing the account by doing maintenance at least once every two weeks.
- Complete an annual survey and agree to share impact or conversion data.

Meeting the eligibility criteria for Grantspro is relatively easy. The hardest requirement is spending \$9,900 in two of the past six months but following our top tips above will help you get there. Make the most of 31-day months when it is easier to max out the budget. Setting the ad delivery method to accelerated will also help by showing your ads more frequently.

Maintaining Grantspro eligibility

Make sure you keep Grantspro by continuing to meet the eligibility criteria. You don't have to spend all \$40,000; just \$9,900 in two of the past six months is enough. Google also want to see you making changes to the account every 14 days. This is more demanding than the 90-day requirement for a standard Ad Grant. So make sure you set aside time for it.

Most importantly, check the email address associated with your Google Ad Grants account regularly or forward them automatically. Keep an eye out for the annual survey request. You will need to respond promptly. This may also appear as a notification on the AdWords web interface.

Advanced tips



The best practices described above apply to managing both a standard Google Ad Grant and Grantspro. The tips below will help you grow your account and prepare it to become a long-term part of your digital strategy. Remember when you get to Grantspro to increase the shared budget to \$1,320. We also recommend switching ad delivery from accelerated back to standard so that your ads run throughout the day.

Account structure

Build sustainable campaigns. If there's an annual event, don't build a new campaign from scratch every year. Build it once and then update it. Use AdWords Editor to find and replace dates in keywords and ad copy.

Structure ad groups logically so you can reuse them for multiple purposes, such as promoting publications, conferences or blog posts about the same topic.

Name your campaigns and ad groups clearly to reflect their keyword themes to help you find them easily.

Refine your keyword lists by adding more exact match keywords from the search terms report. Delete weaker keywords that drive less relevant traffic.

When you need a new campaign that overlaps with keyword territories covered by existing campaigns, move those ad groups into the new campaign. But before you move them, optimize your keywords and negative keywords in the original campaign using the historical search term data.

Build a campaign for each keyword territory

To grow your account, build a campaign for each of your organization's keyword territories. Use your website's navigation as a guide to the topics you cover.

Use the AdWords Keyword Planner to download a list of keywords. Then import them into AdWords Editor and sort the keywords into tightly-themed ad groups. This can be an enjoyable and therapeutic process!

Another source of keyword ideas is the Google Search Console Search Analytics report (formerly Google Webmaster Tools). This gives you the top 1,000 organic keywords driving traffic to your site. Download the full list as a CSV, import them into AdWords Editor and sort them into tightly-themed ad groups.

Optimize for quality

With a standard Google Ad Grant, the priority is often to increase traffic volume to meet the spending requirement for Grantspro. But if you've got the luxury of Grantspro, you can start to optimize for quality as well as quantity.

Get more control over your traffic by adding more exact match and negative keywords from the search terms report. Delete keywords with below-average performance. If you must keep them, move them into a separate ad group with more targeted ads and landing pages.

Optimize your ads by deleting the worst-performing ad in each ad group and creating a new variant of the best ad.

Learn more about optimizing for quality in our Google Ad Grants blog series <https://goo.gl/rtMJYD>.

Location targeting

Depending on the nature of your organization and your content, you may want to think about widening the location targeting of your campaigns. Is your audience primarily in the UK? Is it worldwide? Do you have content in multiple languages? Is your content aimed at different regions in the UK? If you have regionally-specific content, duplicate your campaigns and target them separately to England, Wales, Scotland and Northern Ireland. This will increase the burden of account management and optimization, but could produce better results. Make sure you adjust ad copy and landing pages for each region.

Bid management

If you're maxing out your Grantspro budget by spending \$1,315 to \$1,320 per day, you can start to lower your keyword bids below \$2 for high-volume keywords that are performing well.

Start with your branded keywords. Lower bids by 10% for keywords with a high ad position (less than 3). If their performance isn't adversely affected, keep lowering your bids incrementally. But don't lower them too far otherwise you'll get fewer

clicks and conversions, missing out on some of your best quality traffic.

Repeat the same process with other high-volume keywords.

If you don't want to delete poor-performing keywords, lower bids for them so that at least you're paying less for lower quality traffic.

Don't be too drastic in your bid changes. Keep a note of when you changed bids so that you can revert back if lower bids aren't successful.

Lowering bids should reduce your average cost per click, which frees up more budget for more clicks.



Campaign experiments

Test out changes to a campaign on a portion of its budget to see if it improves performance. We recommend using experiments to test your bid changes for a month before deciding whether or not to implement them. This reduces the risk and allows you to see how your new bids perform compared to the default \$2 bid.

Meet the experts



CHRISTOPHER WHALEN

Chris has more than 6 years' experience in PPC, Google Analytics and SEO. He likes taking charities' Google Ad Grants up to the Grantspro level and has a side interest in A/B testing. He is Google AdWords and Analytics certified.



PHIL MCMINN

Phil works with charities to ensure they're getting the best out of their Google Ad Grants, SEO and Google Analytics accounts. He really enjoys getting creative with the campaigns he manages and is also Google AdWords and Analytics certified.

My action plan

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Have a distinct strategy for the grant account vs your main paid AdWords account e.g. use your main account for fundraising campaigns and your grant account for engagement.

– **DUNCAN HUMPHREY** WWF

Before diving into AdWords, ask yourself what do you want to get out of it? Create a small plan around your objectives and work out how much time you are able to spend managing it.

– **NICK TURNER** INTERNATIONAL INSTITUTE FOR ENVIRONMENT AND DEVELOPMENT

If using an agency make sure you let them know when new pages are created, URLs updated, deadlines for registrations, etc. That way they can adjust ads as needed.

– **HELEN MEEK** MND ASSOCIATION

Give it the time it deserves.

– **DAVE O'CARROLL** WAR CHILD UK

Google Ad Grants are a marketer's dream but they are only available to charities.

This guide is aimed at anyone working for a charity who is responsible for digital marketing or communications.

It has been produced by Torchbox, with special thanks to Chris, Phil, James and Jason.



*If you'd like help with your Google Ad Grant give **Jason Williams** a call on **+44 (0)1608 811870** or email **jason.williams@torchbox.com**.*

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