Memphis

Setting Up Google Ads Grant For Nonprofits

TechSoup’s Mission

TechSoup's mission is to build a dynamic bridge that enables civil society organizations and change makers around the world to gain effective access to the resources they need to design and implement technology solutions for a more equitable planet.

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About NetSquared

NetSquared is a program of **TechSoup Global.** Our mission is to

"Mobilize Technology and Communities for Social Change"

Our network of volunteers organize nonprofit technology meetups and training events with the goal of helping nonprofits and community groups master technology.

NetSquared Global Network

- 120 groups
- 41 countries

Social Hashtags

Twitter: #Tech4GoodMem, #Net2Mem , #Net2memphis
#Tech4GoodMemphis

Facebook: http://www.facebook.com/NetSquared

Purpose of This Group

-Meeting Time
-More Information About Group
-How To Keep Up With
-Group Notifications or Provide Feedback

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Do More to Further Your Cause!

Get the technology donations you need for greater impact.

Create Your Free Account

Sponsor(s)

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www.techsoup.org

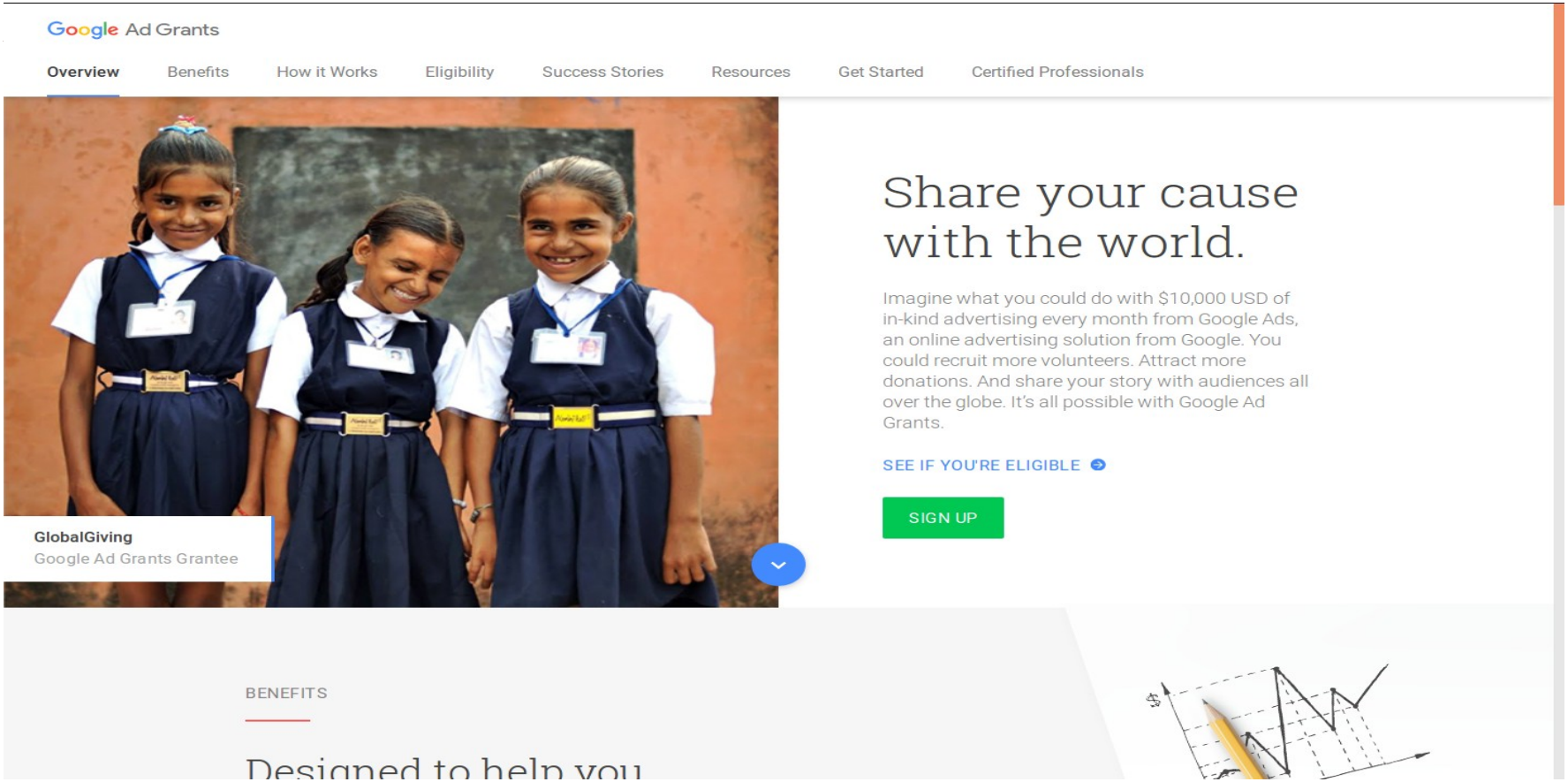
University of Memphis -Fed Ex Institute

Today's Presenter & Co-Host

Jodie Mason, Digital Media Consultant Specializing in Google Ads Grant

- M.P.A. (concentration Non-profit Administration) from University of Memphis
- Google Ads Search Certified
- Google Analytics Individually Qualified

Google Ads Grant Account Creation



https://www.google.com/grants/

Google Ads vs. Google Ads Express

Google Ad

- More control Requires more time to manage account
- Must meet all of Google Ads Grant Policies
- Offers a more keyword planning tool
- Better control of your nonprofit's message
- Better geotargeting

Google Ads Express

- Automatically managing where and when your ads appear.
- Pick your audience
- Write three lines of text about your nonprofit
- Set your daily budget
- AdWords Express do the rest.
- Use if you need low something low maintenance

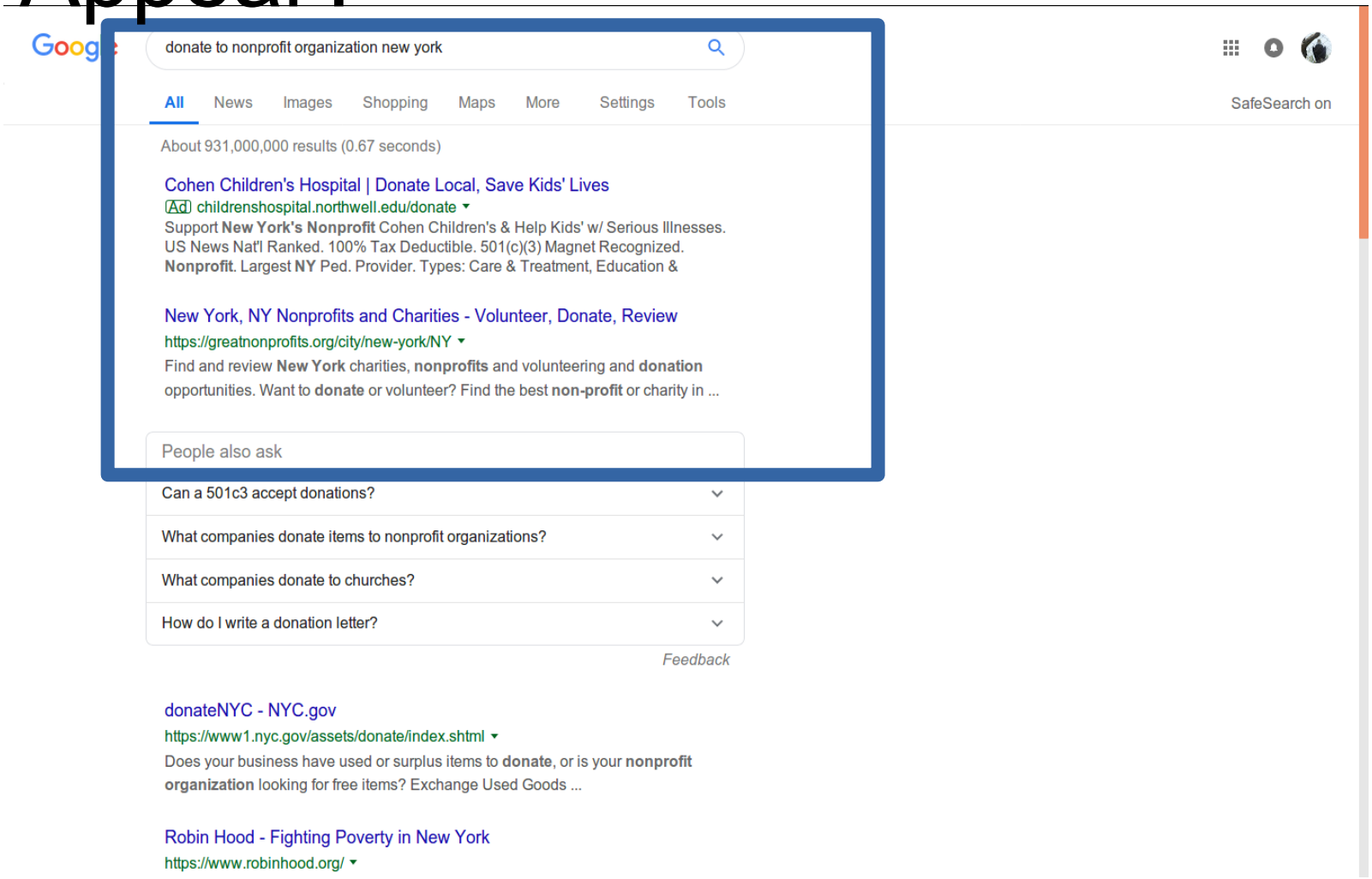
Restrictions on where ads appear:

Ad Grant Accounts only appear in Google Search.

Google Ads Grant accounts **cannot** use:

- Google Ads Search with Partner Network
- Youtube Advertising
- Remarketing/Retargeting
- Google Ads Shopping

Where Will Your Ads Appear?



Prior Account Setup your organization must have:

-A live website with substantial content. (policy)
-Website must load quickly (see Google Page Speed Test)
-Secured with a SSL certificate (depends on where your web hosting)
-Search Engine Optimized
-Does not have email address already attached to a Google Ads account

Google Setup Creation Guide
https://support.google.com/grants/answer/1689506?hl=en&ref_topic=3500132

After Account Creation Remember:

1) **Submit your account for review:**
A. You will need your 10 digit account ID xxx-xxx-xxx (In the top-right corner of your account. Locate your account ID by clicking the person icon).
B. Sign into Google for Nonprofits.
C. Select the checkbox for Ad Grants enrollment and submit your account ID.
D. Your account will be reviewed to make sure it complies with policies and you'll receive an email within 10 business days.

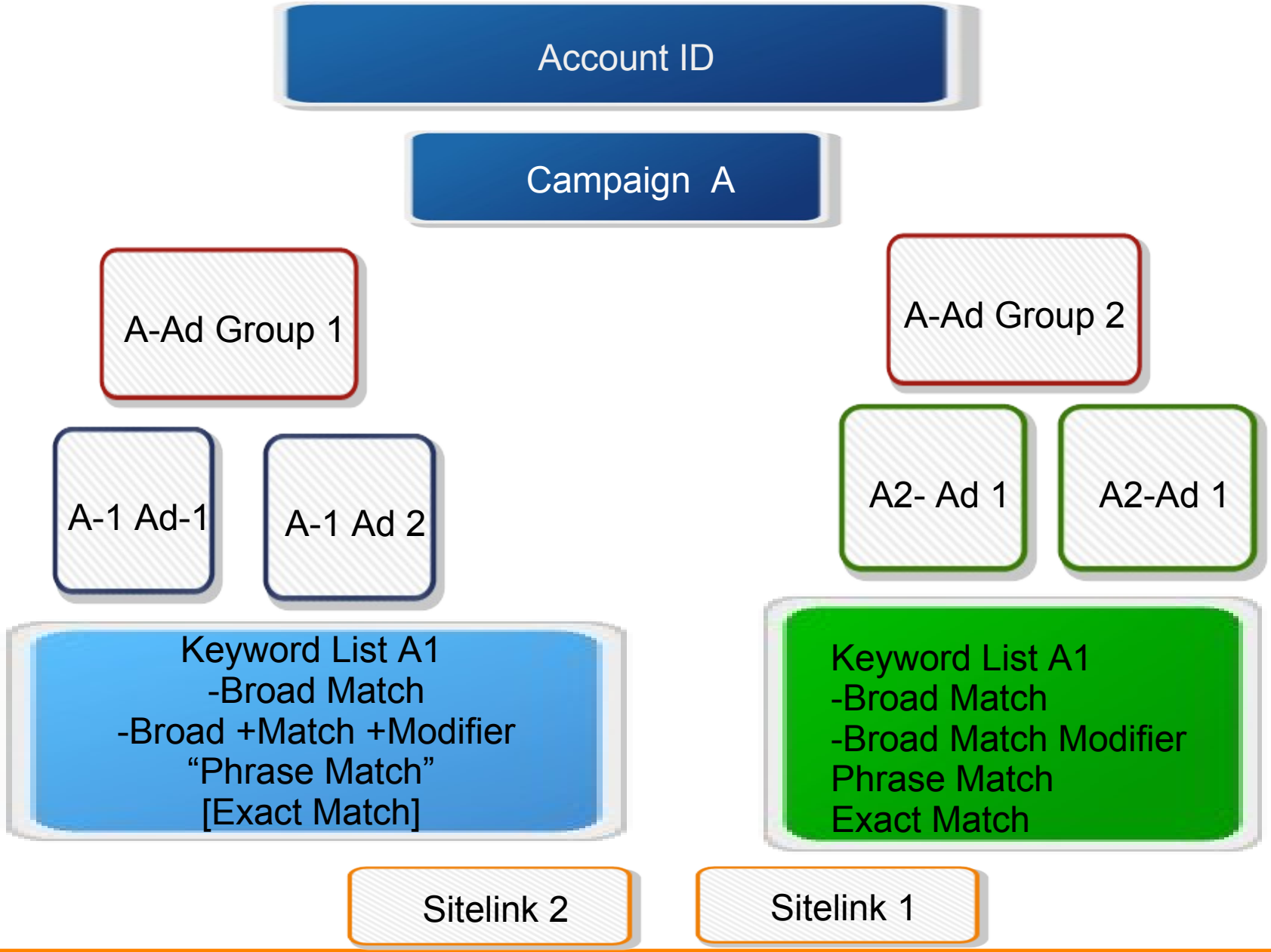
2) **Never enter billing information**
" Do not enter credit card details or any other billing information when creating your Google Ads account for Google Ad Grants. If you enter credit card information and your campaigns run, you will be responsible for paying any charges accrued."

3) **Log in at least weekly to check account after campaigns begin running**

Google Ads Express Creation How To Guide:

https://support.google.com/grants/answer/6077350?hl=en&ref_topic=3500132

Account Structure:



How To Structure and Name Campaigns/ Ad Groups

- It depends on who's managing the account. But make sure campaigns and ad groups are not generic!!!!
- Organize campaigns and ad groups based on themes (who ever sets up the account sets the tone for the themes)

Geo- Targeting: Why It Matters

If you do not geo-target your ads, you will be in non-compliance with Google Ads Grant policies

Setting Initial Bid to Manual Cost Per Click (Manual CPC) and not Maximize Bid Strategy (non-compliance)

Max Daily Budget $329 per day -(30.4 average days in a month)

If your organization charges for products or services, your website must describe how your organization uses funds, for example, by disclosing an annual report.

No Affiliate Marketing or Commercial Based Links on Website, NO Google AdSense

How To Keyword Research & Keyword Policy:

- **Pause keywords with a quality score 1 or 2 (create an automated rule- https://support.google.com/adwords/answer/2472779 or video https://www.youtube.com/watch?v=bTiw1TR6rs0**

- **No single keywords, unless approved by Google or the exclusion list, your own branded words, recognized medical conditions, acronyms – but keywords whitelisted by Google**

- **Must maintain a 5% Click Through Rate (new accounts have 60 days to comply)-setup automated rule**

- **No overly generic keywords - “best videos”, "cool apps", “e-books”, “today's news”, “easy yoga”, “download games”, "things to do", “job alert”, or names of other organizations, places, historical events, or people on their own**

- **Your ads, keywords, and website may not make claims that promise results after a consultation, service, or purchase. Claims on your website must cite verifiable references to provide transparency to users.**
- **Google is using machine learning and AI tech which means more automation (latent semantic indexing).**

Keyword Planning Tools:

- Google Ads (Google Ads may suggest keywords, do not use those unless highly relevant to your content!)
- Bing Ads (if you have Bing Ads Account)
- SpyFu (paid expensive)
- Thesaurus & Dictionary (free, but requires creativity)
- Competitive Analysis of other ads
- Google Trends & Google Suggest (For Campaign and Keyword Ideas)
- Google Search Console
- Google Analytics (tracking your website's search queries-in next session)
- SEMRush (paid version is expensive)
- Call To Action and Sensory Keywords
- Google Ads Search Terms Report
- Contextual search using social media
- Moz.com (Site explorer tool and probably is the best source to learn about SEO)

Keyword Match Types, Long Tail Keywords

➔Broad Match
➔Broad +match modifier
➔“Phrase Match Keyword ”
➔[Exact Match Keyword]
➔What Are Long Tail Keywords-A long-tail keyword is a keyword phrase that contains at least three words (though some say two or more is considered long-tail).
➔Latent Semantic Indexing helps search engines understand content and context, and determine the intent behind a user’s search based on the specific keywords they use.

Quality Scores: What They Are:
1) Based on Landing Page Experience
2) Based on Ad Quality
3)Expected Click Through Rate

How To: Ad Copy

- Dynamic KeyWord Insertion
- Call To Action Keywords
- Structure of a Google Ad
- Google Responsive Ads
- Dynamic Ads

3 Ways To Setup Conversion Tracking:

1) Google Ads Pixels
2) Google Tag Manager
3) Google Analytics

Requirements! Make Sure Your Nonprofit is Ready For Google Ads Grant!!!

- Substantial Content
- A 3-5 web site will not cut it!!!!
- Publish a blog around what your nonprofit does.
- Highlight research around your mission
- Make sure you have a statement on your website that your organization is a 501 c 3 organization.
- Make sure Google Analytics is setup on your website
- Search engine optimize your organization's website!
- If you sale items, you must have a statement on the website or annual report that states how the sale of products benefit your organization
- No affiliate links, 3rd party commercial websites on the organization's website (No Amazon Smile, No Share A Sale, or LinkSynergy)
- Must maintain a 5% Click Through Rate on Filter Keywords each month.
- You have two months from account approval to get into compliance
- No single keywords in ad groups or generic keywords
- Keywords with a quality score of 1 or 2 must be paused
- Google Ads Grant is not a set it and forget it marketing solution

So What's Next? How Do We Actually Get The Google Ad Grant?

During the next session, we will discussion conversion tracking and how to set it up, types of conversions, and how to use Google Analytics to track conversions.

Take the time over the next get your approval and begin running ads.

- Come up with at least 2 different campaigns:
  - Not donations, events, ticket sales, volunteer (require conversion tracking)
- Do some initial keyword research
- Do a competitive analysis of local and national non-profits
- Spend time reading over regular Google Ads policies
- If you get stuck on account creation please use the community support tab in Google Ads For Nonprofits
- Determine if you will be able to maintain the compliance or if you should use Ads Express
- Determine what marketing goals you want to achieve with the Google Ads grant and what Key Performance Indicators are important to measure (You will need this for goal setting and conversions)

Q & A TIME

1 Minute Community Updates

Next Session:

- Google Analytics Conversion Tracking
- Google Ads Conversion Tracking
- Google Tag Manager for Conversion Tracking
- What Are Conversions?
- How To Setup Google Analytics and Conversion Tracking

Title card OPTION 1

TechSoup offers a range of services to help your nonprofit better implement and manage your technology. From emergency tech support to strategic planning to fully managed IT services, their offerings are designed to meet the needs of all types of organizations.

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Community leaders like me are holding events for NGOs around the world.

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NetSquared is a project of TechSoup, a nonprofit connecting nonprofits, foundations, and public libraries with technology donations and discounts and providing learning resources to help them make informed technology decisions. TechSoup's 600,000+ community — nonprofits, foundations, and public libraries around the world — has saved in excess of US$4.5 billion. For more information, please visit www.techsoup.org.

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Add sponsor logos here

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Who is today's guest?

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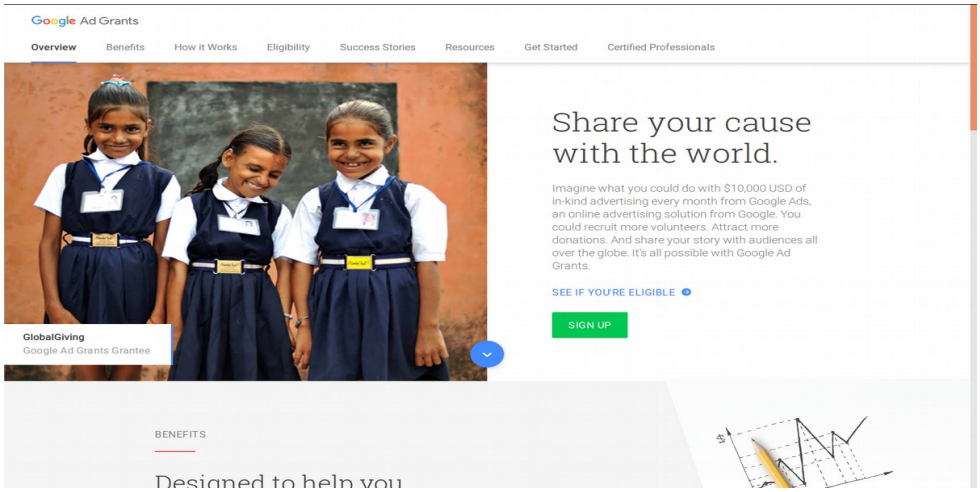

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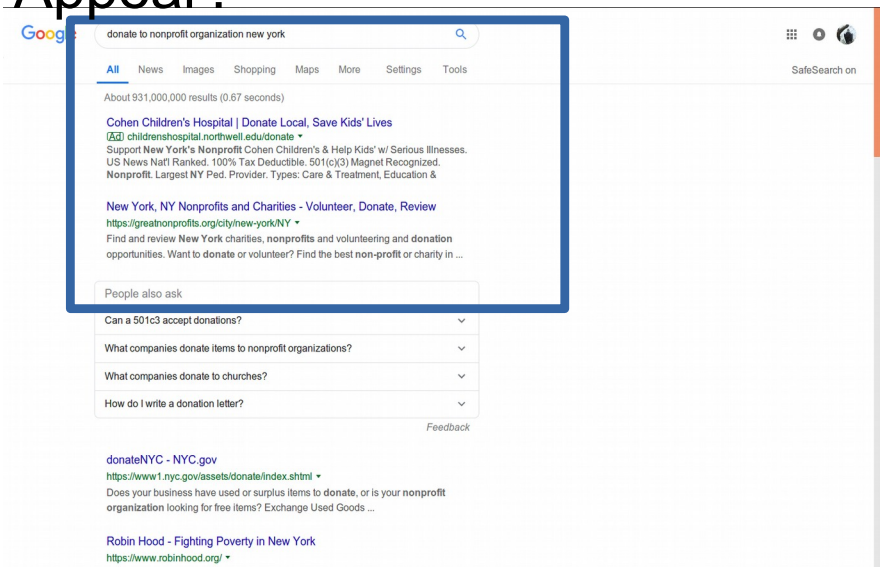

Please make note of this: When you build your campaigns you will un-check display ads and search network. Nonprofits will only appear on Google Search. You do not have re marketing If you want to remarket or display ads, you must have a separate paid account.
Your ads will appear below paid accounts for the same keywords.

Prior Account Setup your organization must have:

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If your nonprofit is in the addiction field or medically related, you may have to go through LegitScripts which is an additional $3,000 or more to use addiction related keywords.

Certain medically related organizations may have to go through LegitScript as well.

Prior to your ads showing on Google Ad Search

After Account Creation Remember:

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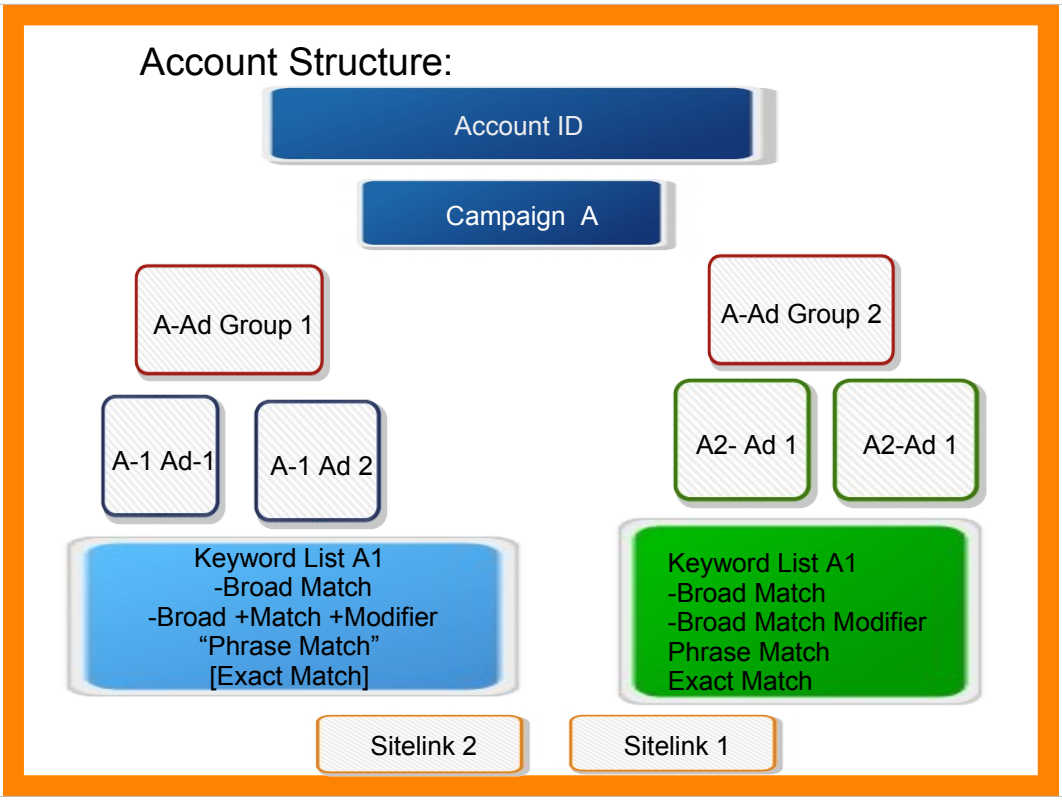
The best way to setup the account is with a general email that 3-4 people in your organization will have access to just in case of administrative changes.

Even if your organization is not eligible for Google for Nonprofits, you may still be eligible for other discounted and free TechSoup products. So go ahead and still go through this verification process!!!!

They have antivirus programs, discounted computers, servers and networking equipment. Quickbooks 2019-including nonprofit addition for $50 admin fee verse $499 annual licensing fee.

Presenting a case for funding: Open market pricing verse TechSoup pricing.


Account Structure:
Account ID
Campaign A
A-Ad Group 1
A-Ad Group 2
A-1 Ad-1
A-1 Ad 2
A2- Ad 1
A2-Ad 1
Keyword List A1
-Broad Match
-Broad +Match +Modifier
“Phrase Match”
[Exact Match]
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Sitelink 2
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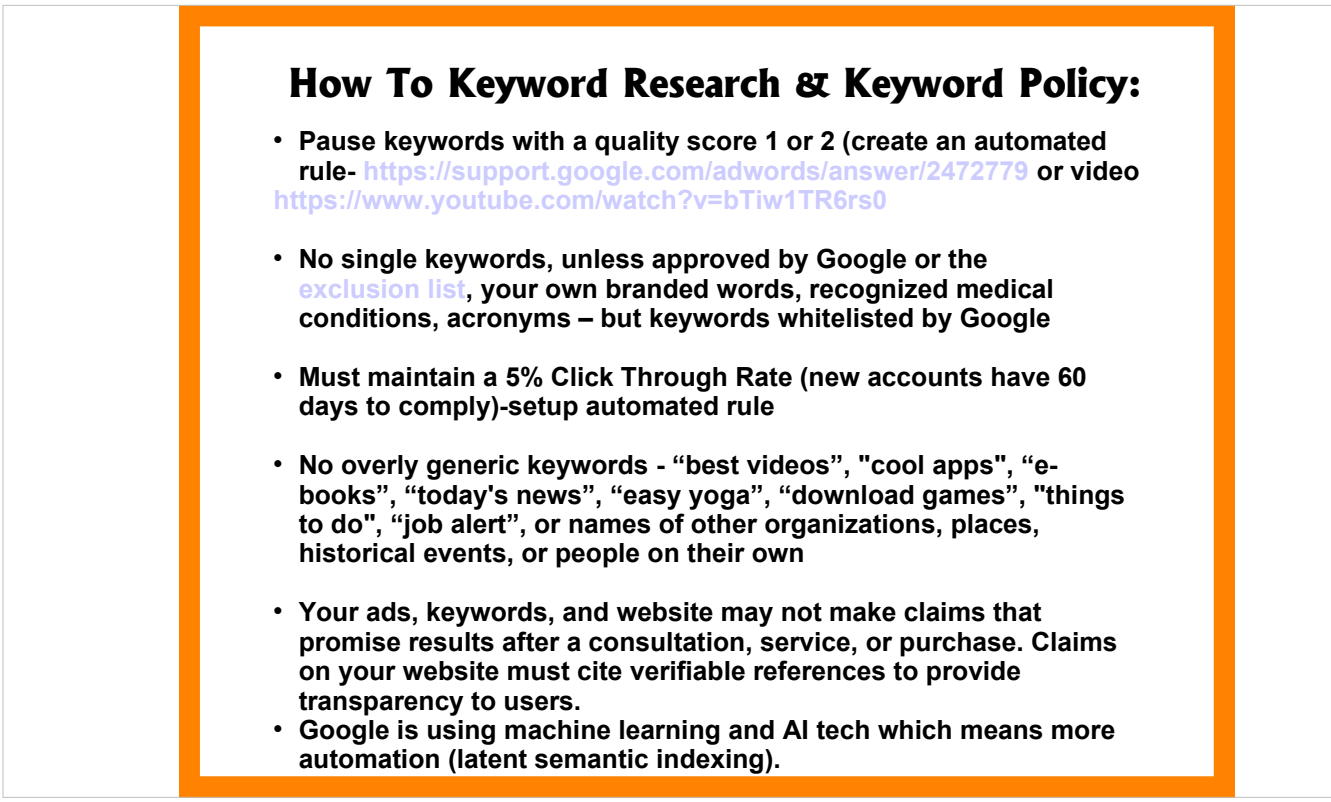

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It could take between 2-30 or more days to get approval from TechSoup.org. Once you get your approval you will need to get a validation code for Google for Nonprofit.

It could take 2-14 days to get approval for Google for Nonprofit.

It could take an additional 10 days after Google Ads account setup to get approved.

So total timeframe from TechSoup to Google Ad Grant application is between one week to 2 months. Be patient!!!!

Make sure you provide valid contact emails, phone numbers, website addresses when you complete the application process for TechSoup and Google for Nonprofit.

Keyword Planning Tools:

- Google Ads (Google Ads may suggest keywords, do not use those unless highly relevant to your content!)
- Bing Ads (if you have Bing Ads Account)
- SpyFu (paid expensive)
- Thesaurus & Dictionary (free, but requires creativity)
- Competitive Analysis of other ads
- Google Trends & Google Suggest (For Campaign and Keyword Ideas)
- Google Search Console
- Google Analytics (tracking your website's search queries-in next session)
- SEMRush (paid version is expensive)
- Call To Action and Sensory Keywords
- Google Ads Search Terms Report
- Contextual search using social media
- Moz.com (Site explorer tool and probably is the best source to learn about SEO)

Keyword Match Types, Long Tail Keywords

➔Broad Match
➔Broad +match modifier
➔“Phrase Match Keyword ”
➔[Exact Match Keyword]
➔What Are Long Tail Keywords-A long-tail keyword is a keyword phrase that contains at least three words (though some say two or more is considered long-tail).
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High-quality website

Your site must have a robust and clear description of your organization, mission, and activities. It must have substantial content, updated events and information, clear navigation, and clear calls to action for a high quality user experience.

Your site's content must be unique to your organization.

Your website must load quickly, not contain broken links and (for new accounts or new domains) be secured with HTTPS.

Your ads, keywords, and website may not make claims that promise results after a consultation, service, or purchase. Claims on your website must cite verifiable references to provide transparency to users.

Commercial activity

Commercial activity must not be the main purpose of your website. This includes sales of products and services, consultations, lead generation, and providing referrals.

Any limited commercial activities must describe how they support your mission.

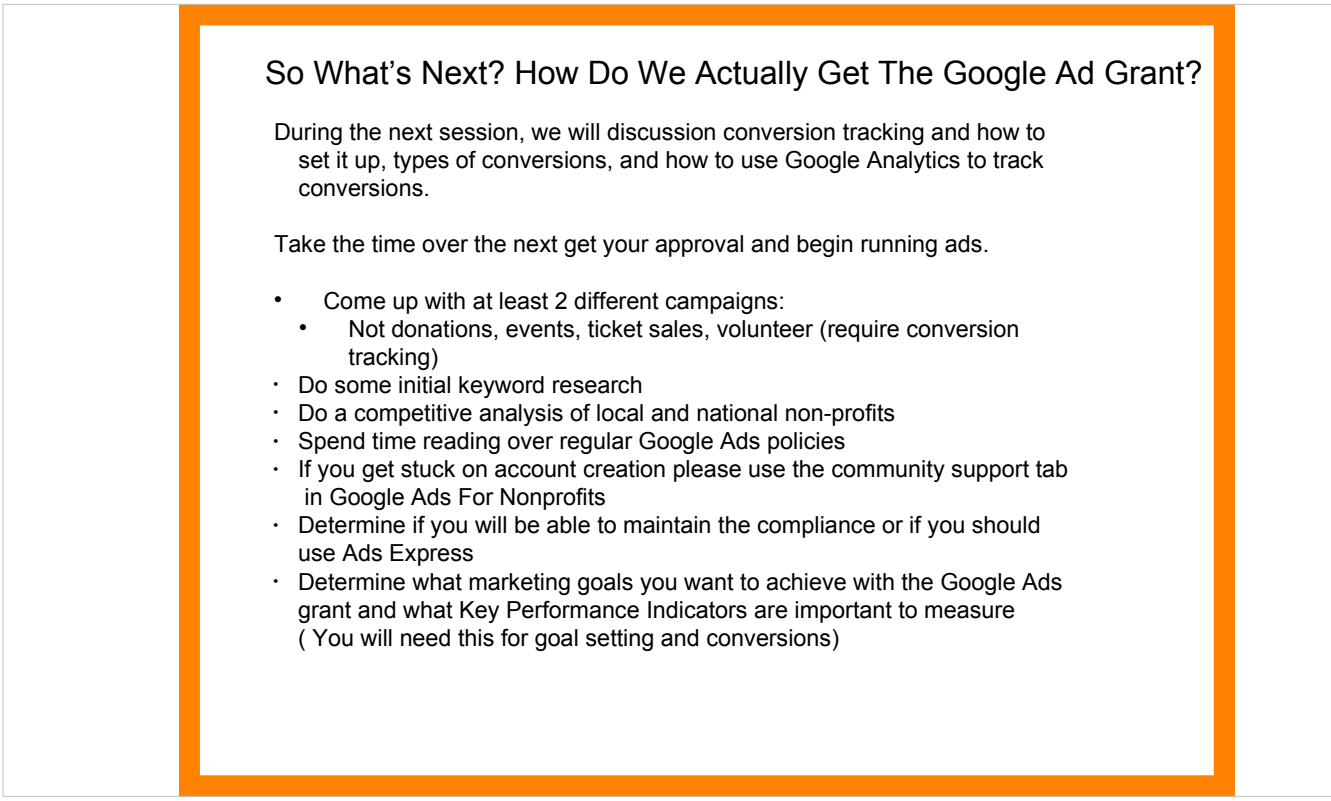
Sites resembling for-profit blogs and vlogs are not permitted.

If your organization charges for products or services, your website must describe how your organization uses funds, for example, by disclosing an annual report.

Limited ads on website

Advertising on your organization's website must be relevant to your mission and not be obtrusive to users.

Your website may not host Google AdSense ads or affiliate advertising links. If you're required to link to an AdSense account to receive payments for the Android market, you're eligible as long as you don't display AdSense ads on your website



Homework: Three campaigns not to set up right now: Events, Fundraising/Donation, Anything that requires a conversion. Not until after the Google Analytics session. For these campaign types to be successful, they require a Smart Bid Strategy, which are reliant on conversion tracking. If you do not have conversions setup correctly and use a smart bid strategy, you risk account deactivation.

Q & A TIME

1 Minute Community Updates

POST EVENT: Invite people to share an upcoming event, project launch, or volunteer position. Give them 1 minute max!

More about running a Needs Parade: https://netsquared.zendesk.com/hc/en-us/articles/360008977233-Needs-Parade-Community-Calendar

Next Session:

- Google Analytics Conversion Tracking
- Google Ads Conversion Tracking
- Google Tag Manager for Conversion Tracking
- What Are Conversions?
- How To Setup Google Analytics and Conversion Tracking

Tell people about your next events!