

GOOGLE GRANT

# Frequently Asked Questions



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1.

## What is Google Ad Grants?

The [Google Ad Grants Program](#) gives nonprofits the chance to advertise on Google AdWords at no cost to the nonprofit. If you're a qualifying nonprofit, you'll receive \$10,000 USD in in-kind AdWords advertising every month.

2.

## How can I receive/manage the Google grant?

Once you are a PWI member, our team will help you handle your Grant from application to execution. We will apply, get you approved for the Grant, and give you as much assistance as needed to make the most of your Ad Grant.

3.

## Am I eligible for the Google Grant?

If you're a nonprofit registered in one of Google's selected countries and are not a governmental, health, or academic institution, you are eligible to receive the Google Grant.

### To be eligible you must:

- Hold current and valid charity status (for example, in the US you must have a current 501(c)(3) status)
- Acknowledge and agree to Google Grant's required certifications regarding how to receive and use donations obtained from the grant (At PWI we can go over that with you)
- Have a website that is both functioning and provides adequate detail on your nonprofit





4.

**Is there a charge?**

You will never be charged for using your Google Ad Grant account.

5.

**How much money can we spend on Adwords with the Grant?**

Your monthly budget with the Grant is \$10,000, which distributes to \$329/day.

6.

**What is cost per click?**

Cost per click (CPC) refers to how much your Grant account will be charged each time someone clicks on your ad. This depends on the cost of the keywords associated with the ad.

7.

**What is the CPC limit?**

The Grant program places a \$2.00 limit on the keywords you are allowed to bid on unless you add conversion tracking to your website to help ensure that your ads are reaching the appropriate audience.



8.

### **What is CTR?**

CTR=Click through rate. The CTR percentage represents the amount of people who click on your ad after they see it.

9.

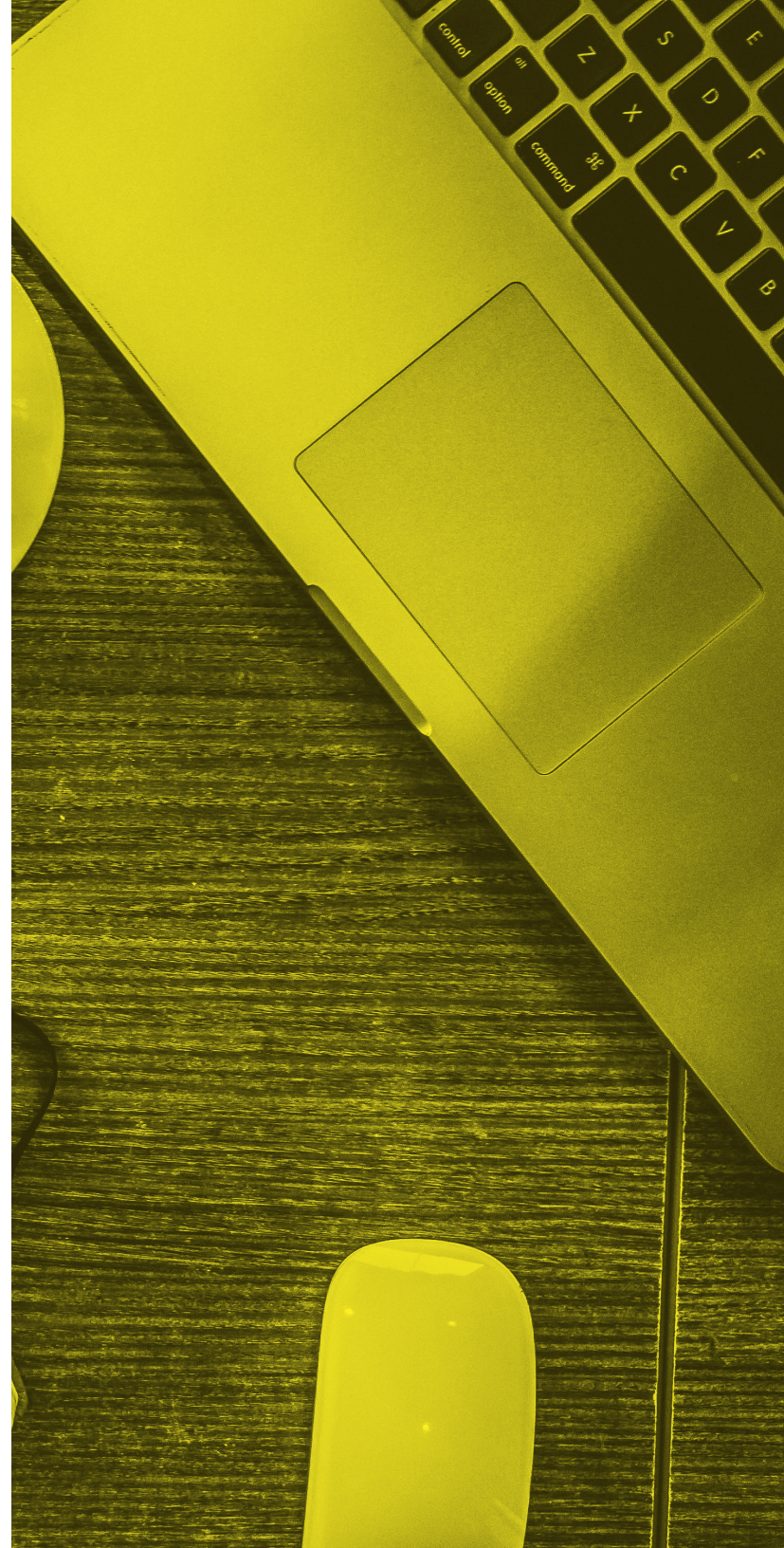
### **How do I increase my CTR?**

Make sure you have relevant ad extensions, keywords that are getting impressions, your ads are connected to your keywords and relevant landing pages. If you have specific questions about your CTR, you can call the Google support line.

10.

### **How do I set up my account?**

Follow Google's step by step process for setting up your account once you are approved for the Grant.



11.

**How do you make someone an admin?**

Once you are an admin of your account, you can add other users with varying levels of administrative access on the Settings page. That page is found by clicking the wrench in the upper right hand corner then by clicking account access you will be able to add people the account.

12.

**What is conversion tracking?**

Conversion tracking is a tool that shows you what happens after a searcher clicks on your ad. By adding Google's provided conversion tracking code to your website, you can see the data on which campaigns, ads, and keywords are most effective and will be allowed to raise your bid limit above \$2.00 CPC.

13.

**What are negative keywords?**

Negative keywords let you exclude search terms from your





14.

**How many campaigns should I have?**

You need at least one campaign to start. Each campaign requires a minimum of two ad groups. You can have an unlimited amount of campaigns, but your budget will be split between them. We recommend starting your AD Grant with two campaigns.

15.

**What are ad extensions?**

Ad extensions expand your ad with additional information, such as call buttons, location information, links to specific parts of your website, etc. By adding more information, they add greater value to your ad and can increase your click through rate.

16.

**How many pages can I link to from my ads?**

All the ads in an ad group must point to the same page on your website.



17.

### **How often should I adjust my campaigns?**

You can adjust your campaigns whenever you want based on your goals for driving traffic. We recommend letting them run for one month initially to see which ads and keywords are effective and then adjusting them from there.

18.

### **What is Adwords Express?**

AdWords Express automatically manages your ad grant account for you, creating ads and keywords based on content from your website and mission statement.

19.

### **What is location targeting?**

Location targeting allows your ads to appear only in the locations that you specify: eg. countries, cities, radius around a location, etc. This helps you reach your customers where they are and where your nonprofit can serve them.



20.

### **How do I pick keywords?**

- Choose words that are close to your mission, content on your website, and the content of the ads that they correlate with. If you've run out of ideas for keywords, use [Keyword Planner](#) to generate new ideas and pick the ones that are most appropriate.

21.

### **How does the Keyword Planner work?**

The Keyword Planner suggests new potential keywords based on ones already listed in your campaigns and the content on your site. Not all suggested keywords will be a good fit, so don't automatically add them all without reviewing.

22.

### **What is the difference between broad match, phrase match, & exact match keywords?**

- a) Broad match allows your keywords to run on search terms that are relevant variations of your keywords, even if they aren't in your keyword lists. Broad match keywords can contribute to a lower overall CTR in some cases if they appear relevant for too many search terms.
- b) Phrase match lets a keyword trigger only when someone searches for your exact keyword phrase or close variations of your exact keywords. It can increase the likelihood of a click since it shows your ad only when it matches the phrase the searcher typed in.
- c) Exact match will only show your ad to customers who are searching for your exact keyword or close variants. It gives you most control over who sees your ad and gets a higher CTR, but may yield lower overall impressions.



23. **Why aren't my keywords working?**  
They may not be relevant enough to your ad content or match the content of the web page. They must be connected to your nonprofit's overall mission. If you have specific questions about your keywords, you can call the Google support line.

24. **Why aren't my ads showing?**  
There are several possible explanations for why your ads aren't showing: Your targeting location could be too broad or not set up. Your keywords might have low search results. Your ads may not be cohesive with your mission as a whole, causing Google to restrict their display.

25. **How do I test my ads?**  
We recommend creating several variations of an ad to see which one performs the best. You can slightly change the wording between each copy of the ad, and then delete the ones that don't perform as well after letting them run for several weeks.





26.

**Can I view previous account data?**

Yes, you can view your results from previous days, weeks, and months by changing your view filter on your Google Adwords account homepage.

27.

**What are the policies for the Grant?**

You can view all of the Google Grant account requirements here:

[https://support.google.com/nonprofits/answer/46103?hl=en.](https://support.google.com/nonprofits/answer/46103?hl=en)

You can also view the Google Grant Online Support Center here:

<https://www.google.com/grants/resources/>



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