



How to Succeed with the Google Ad Grant

Included In This Document You Will Learn:

About the Google Ad Grant.

About Our Process.

The Google Ads Process.

What to Expect From the Google Ad Grant.

What We Expect From You.

Ways You Can Maximize the Google Ad Grant.

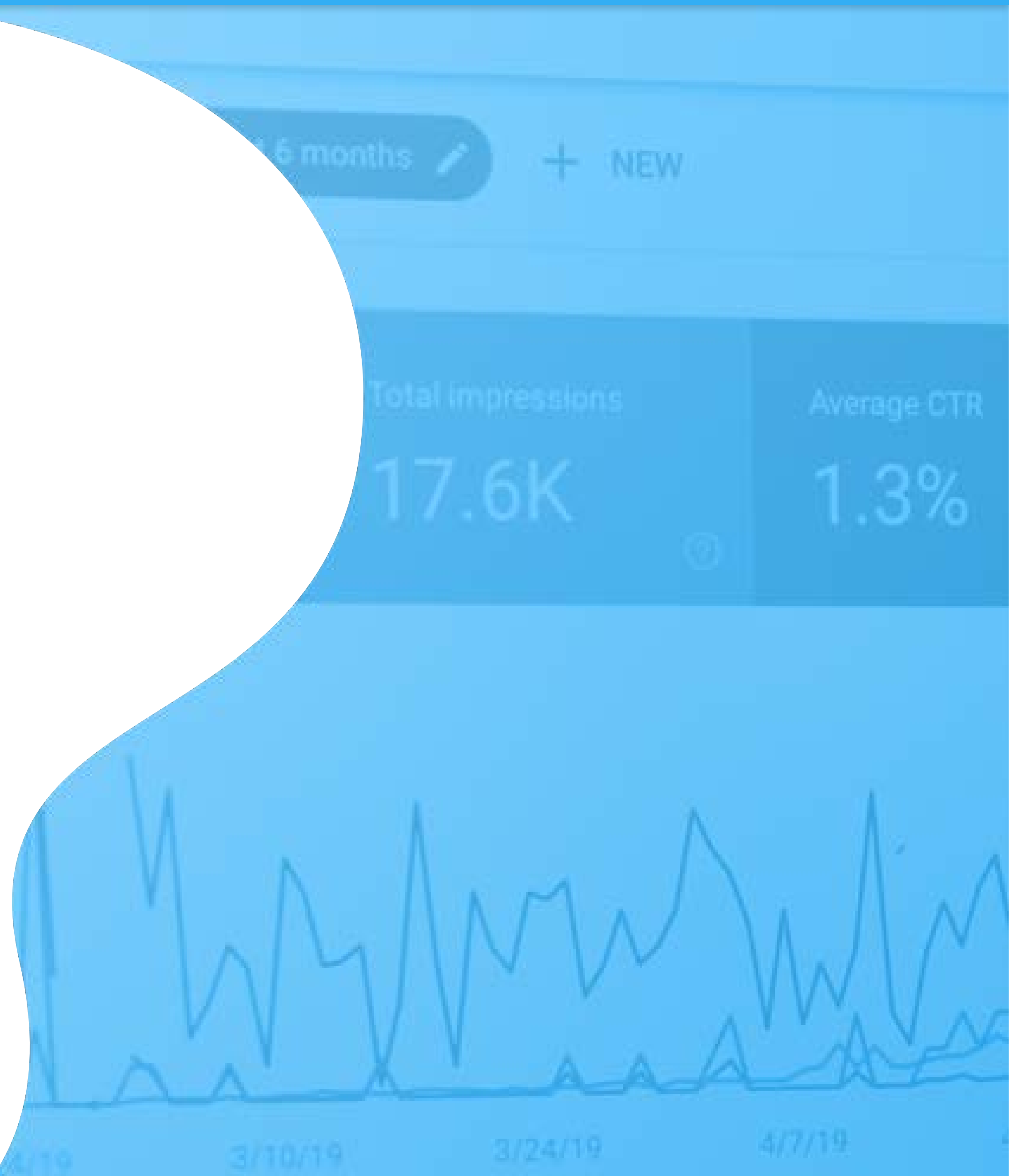
Things to Think About on Your Website.

How to Get Conversions.

What to Do Once You Get Conversions.

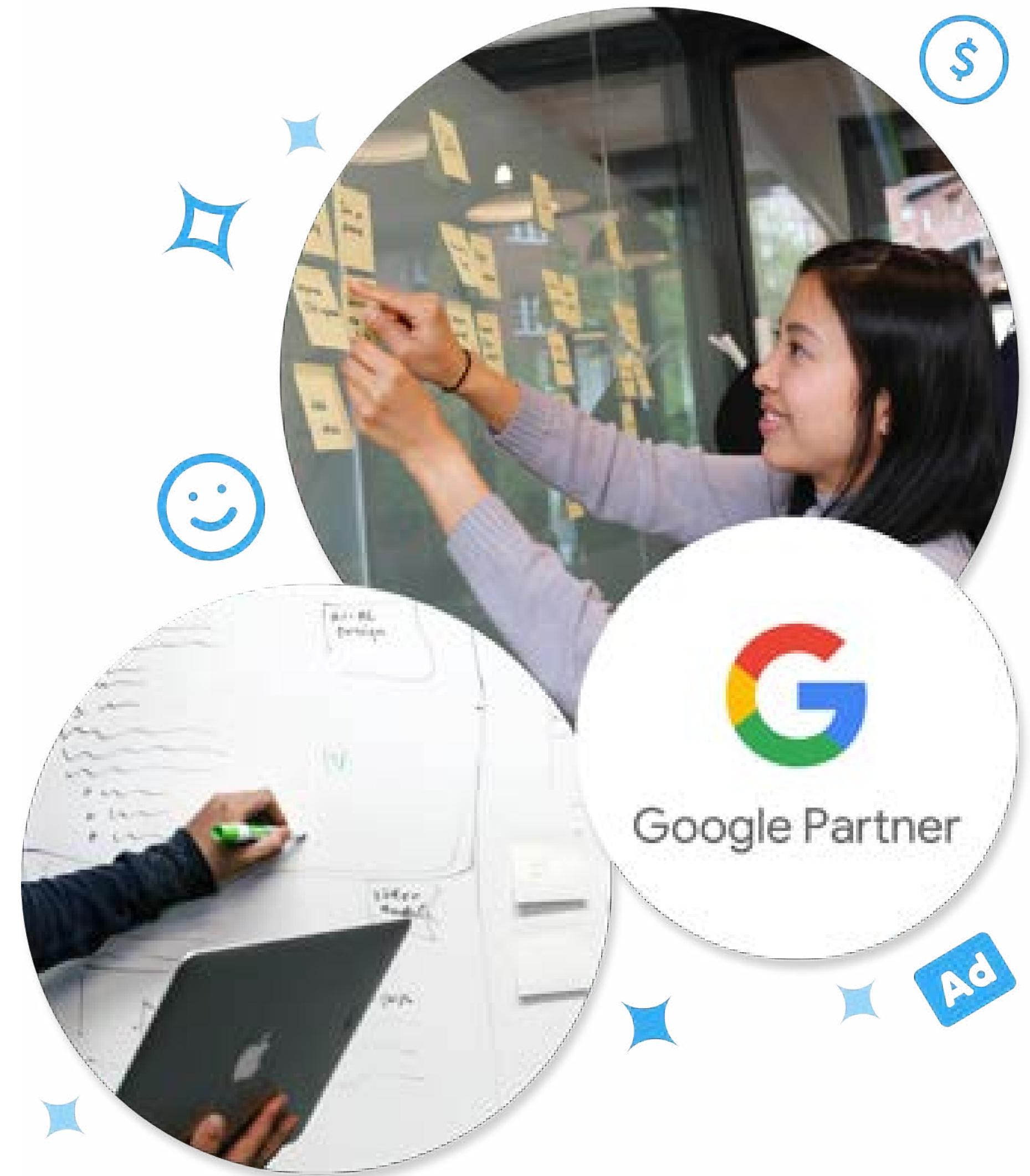


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Google Ad Grant Benefits

- Leverage up to \$10,000 in advertising from Google.
- Reach new users, prospective supporters and leads for products, services, those in need of assistance, and your organizational goals.
- Appear more prominently on Google's search bar with an expanded reach.



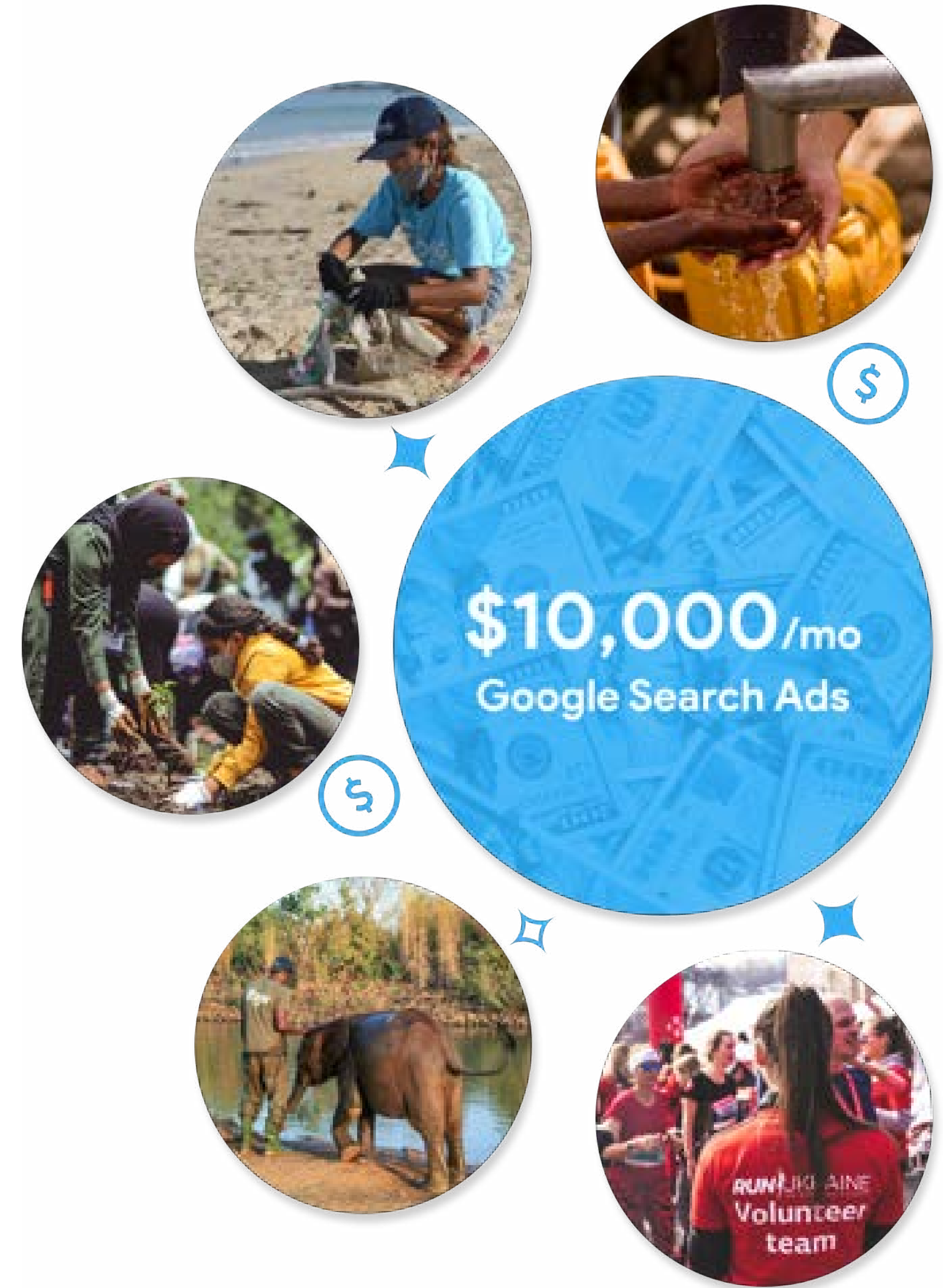


Overview, Expectations, and Goals.



Google Ad Grant Intro

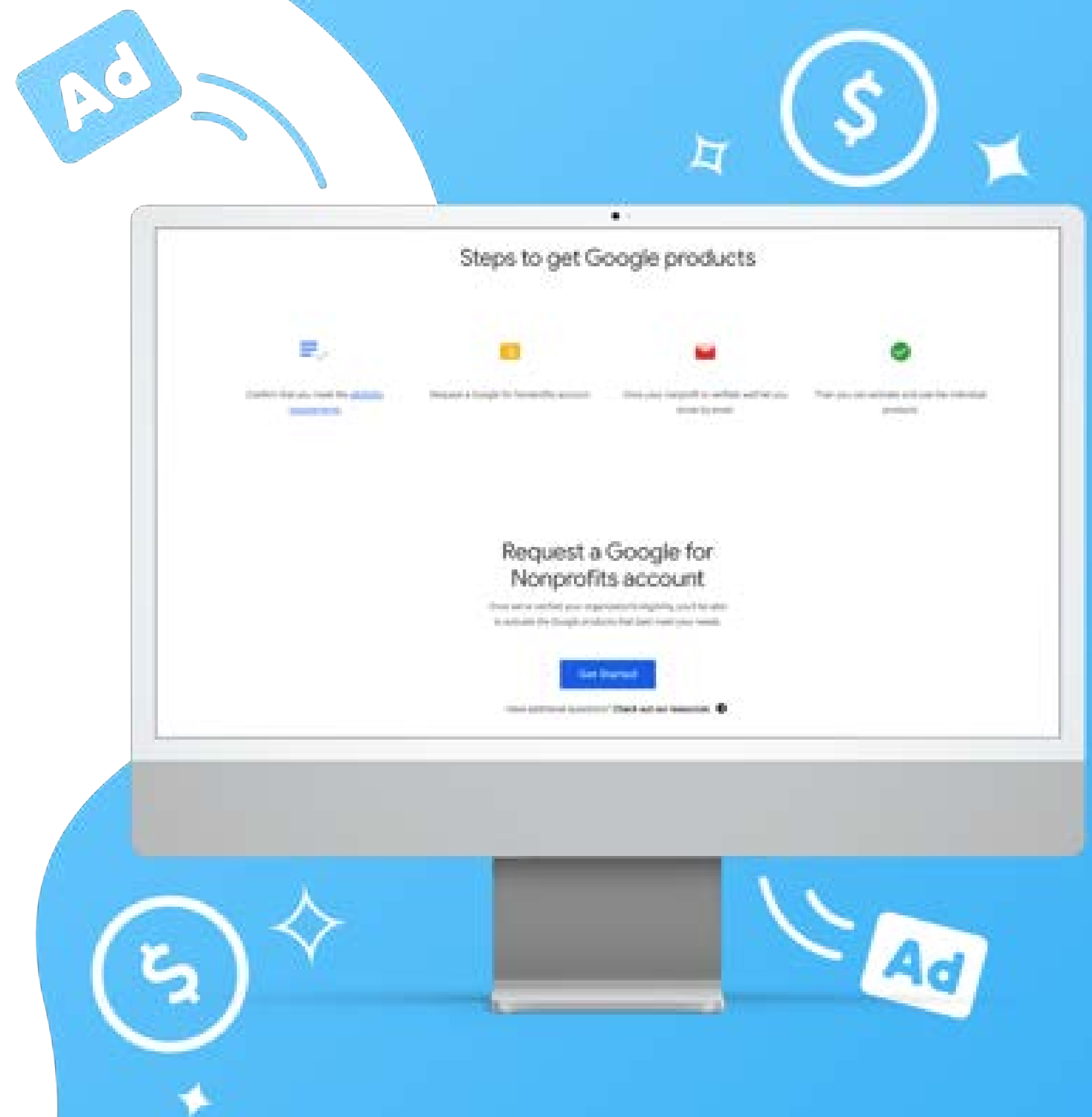
Google offers eligible nonprofits access to \$10,000/mo in digital advertising with Google Search Ads. This money can go a long way towards promoting your mission, initiatives, and the rest of the awesome work you do to make the world a better place.



Before We Can Get Started

The Google Ad Grant application starts with a [Google for Nonprofits account](#). This account is required to apply for the grant, and can be set up before hand or during the application process.

If you do not yet have an active Google for Nonprofits account, we'll need a copy of your 501c3 determination letter to apply.



How does spending the money work?

When Google gives \$10,000/mo, the money doesn't end up in your bank account. It works more like a gift card that is refilled in your Google Ads account that will equate to \$10,000/mo for you to use. This money is used to drive people to your website who might not be familiar with your organization and the great work you do, but are searching for broader themes your organization and the user have in common.

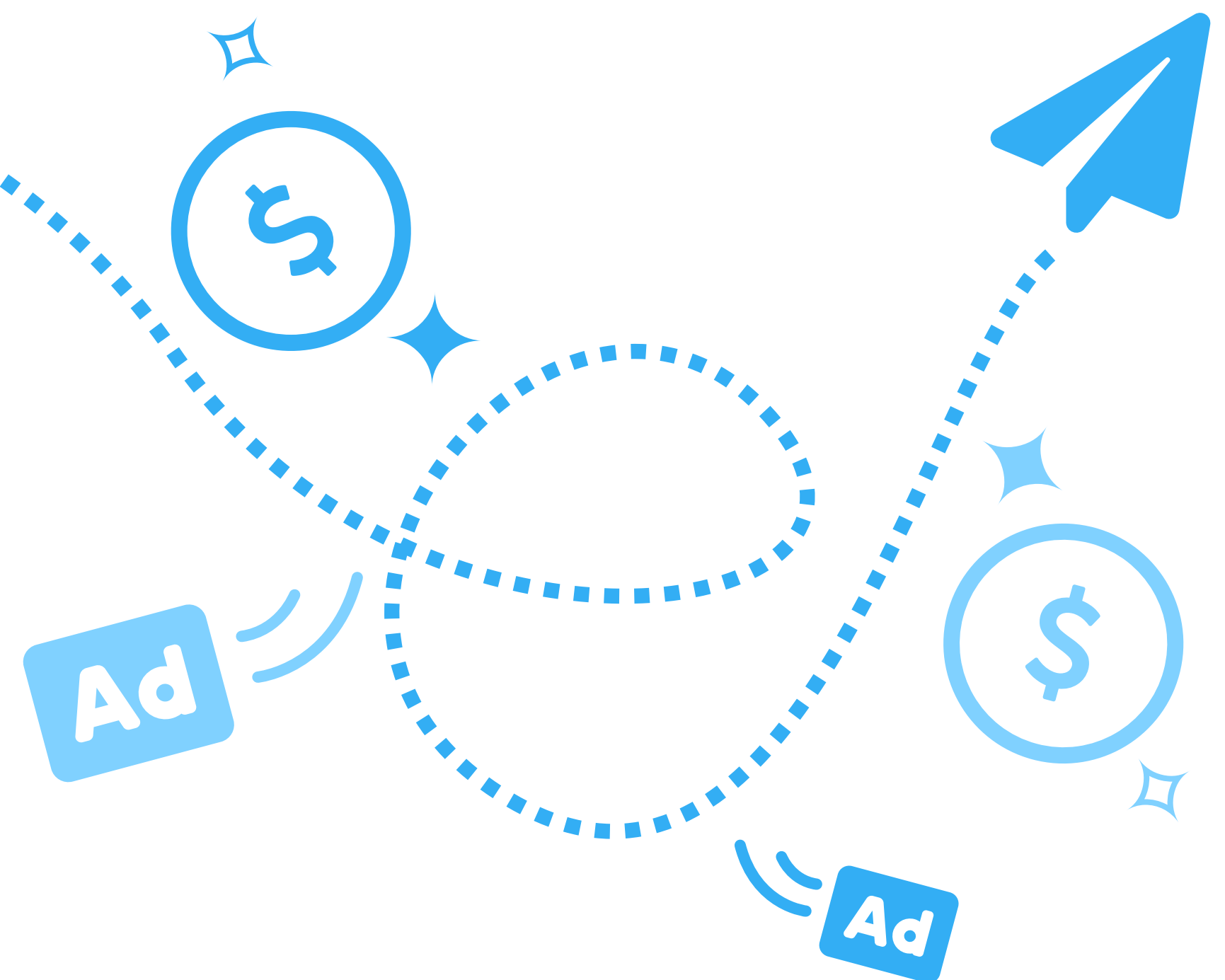
Google Ads work similar to an auction. Many organizations are bidding on similar keywords, and those that spend the smartest, drive the most traffic at the lowest cost in order to grow their organization.

There is no direct allocation of spend with the Google Ad Grant. The actual spend of the grant money can be determined by a number of factors:

- A)** The keywords (terms people are searching on Google) in use
- B)** The “cost” or “competitiveness” associated with different keywords
- C)** The search volume (number of people searching) for those keywords
- D)** Ultimately, a user ‘clicks’ on an ad.

The best part about this is that you only pay if someone clicks on your ads. So you may have millions of people see your ads, which in effect gives you free advertising like a billboard, but the money is only spent when someone chooses to engage your ad.

Our end goal is to utilize as much of if not the full \$10,000 you are allotted. We believe this is best achieved through a holistic approach, regular optimizations, and time. While this is our end goal, it's important to note that not all grant accounts will utilize all \$10k/month. Most ad accounts we see that are self-run will spend anywhere between \$500-\$1,000/month.



What is included in Google Ad Grant management?

Grant Acquisition Assistance

We can handle the grant application for you. We'll simply need temporary admin access to your Google for Nonprofits to submit the application on your behalf. Once your grant is approved, we'll jump right in to building out your ad account structure.

If you do not have a Google for Nonprofits account, please provide a copy of your 501c3 determination letter or TechSoup validation token. State-level documents, documents found online (IRS or GuideStar) and copies cannot be submitted.

Real Time Reporting

We will ensure access to the ad grant account is provided to your team, to serve as a channel to monitor the data.

In addition, we will provide a custom [Looker Studio](#) reporting template. This will serve as an additional, more simplified data channel that can also be monitored.

Communication

Once your account is set up, we make the process on your end as hands-off as possible. We will make sure to spend the time necessary to help you maximize the grant, and reach out if we see opportunities for growth your organization can assist us with.

Please do keep us in the loop of content changes or new landing pages that launch on your website, so we can leverage them in your account.

Meetings (optional)

Some management plans accommodate built in meetings to answer questions, strategize, and more.

What to expect of users

Majority of Google Ads are seen by new users who are unfamiliar with your organization and website. These users may take a number of different actions once on your website, such as watching a video, exploring multiple pages, contacting your organization, purchasing a product/service, and more. Because these are new users though, it's important to note that there are certain actions a new user is more likely to take than others.

Marketing Rule of 7 and Paid Actions

The largest benefit of the Google Ad Grant is driving traffic and generating new leads. We recognize that donations, product sales, and other user actions are a possibility and strong desire from the ads, but like all forms of advertising, the marketing rule of 7 needs to be considered.

The rule of 7 quite simply states that it takes an average of seven interactions with your brand before a purchase or a higher intent action will take place. This makes it immensely difficult to obtain a donation, purchase, etc. in the first instance a user makes their way to your website via the ads.

“It takes an average of **seven interactions** with your brand before a purchase or a higher intent action will take place.”

Funnel

Knowing the difficulties surrounding the marketing rule of 7, we'd still like to best set you up to obtain permanent and longer lasting supporters that are more likely to take a larger investment in your organization in due time. While it starts with Google Ads and a click on your ad, once a user is brought to your website, it's up to the landing page's allure, content, and carefully guiding users to a means to an end.

You can learn more about your website's impact further below, but this is what is known as a funnel. Here is an example of what a funnel may look like for a desired result:

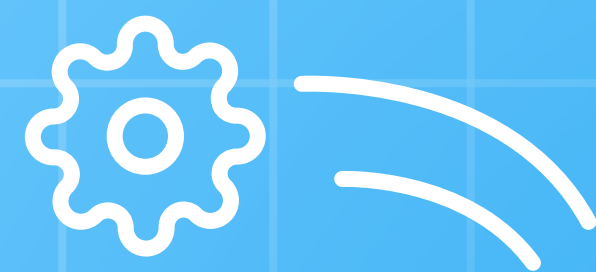
- A user searches for a relative term, and your organization's ad appears in front of the user on Google.
- The user clicks on your ad and is brought to the landing page the ad correlates to.
- This user is likely to look at numerous pages to familiarize themselves with your organization.
- If the user is receptive to what they see and the great work you do, the user is more likely to fulfill an easy, low-ask action such as joining your newsletter.
- Through newsletter updates of your impact and initiatives, this user will be more likely to make a larger investment in your organization such as volunteering, donating, purchasing, etc. after establishing a deeper familiarity.

What we expect from you

Our end goal is to require as little time and effort from your organization as possible. As your organization is the owner of the affiliated ad grant accounts (Google for Nonprofits, Google Ads, and/or Google Analytics), the largest time investment will come during the setup portion of our process and access to these different accounts. Thereafter, apart from keeping our team in the loop of website changes and additions, nothing further should be required of your organization.

We will make account related changes for you as we are up to date on the best practices and compliances that must be followed. If you have any specific changes you'd like to be made in your account, please let us know and we'd be happy to adjust the account if possible. If not, we will do our best to provide an explanation of why a change may not be in your account's best interest and/or offer alternatives.





How We Manage & Setup Your Account



We want your ads to accurately represent your brand and tone, so we base the ad content completely around your website. Ad copy will come from your website, and we will create ads for all pages that have keyword search volume!

Account Direction

Making sure your account is set up the right way is the first big step. After we have structured the account around your website, we start gathering analytics and learn where there is future opportunity to grow the account.

After about 30 days of collecting data, we can make customized changes to your account in order to continue to start maximizing conversions long-term.



Why Build Ads for the Entire Website?

Many people first think they just want to target one-word, popular keywords or just send traffic to their home, get involved, or donate pages. After working with thousands of nonprofits, a better approach is to target people to a variety of specific landing pages on your site based on what users are specifically searching.

This is one of the many reasons we build ads around your entire website, to capture anyone and everyone who is interested in your mission. This also helps with allowing your account to utilize more of the grant money faster, and drive more traffic to your website.



Our Goals with Management

Our main goal with managing your Google Ad Grant is targeted traffic to your website, ultimately resulting in new fans of your great work.

As you have access to such a significant amount of money from Google, another one of our primary goals is to spend as much of the \$10k/month as possible.



Identity Verification and Disapproved Ads

As we conduct work in your grant account, keeping your account compliant with Google's Ad Grant requirements will always be a top priority. Our team will handle all of the necessary account actions for compliance, including fixing ads anytime ads are [disapproved](#) as well as helping you with [Identity Verification](#).

If anything is required from your organization, such as a 501c3 determination letter or form, we'll reach out as needed to keep your grant live and in good standings with Google.

 **Verified Ad**

 **Disapproved Ad**



Website's Impact on Google Ads

General Overview

The quality of your Google Ad Grant is primarily determined by the quality of your website and keywords on each page. In order for your Google Ads to be successful, having high search volume keywords on each page of your website is crucial.

If people get to your website right now and don't get involved or give, new traffic won't either. If people love engaging your content now, the new people we help send you through the Ad Grant will probably also love your content as well. You can learn more about how people engage your website through Google Analytics, which is completely free.

Another free tool is Google's [keyword planner](#) which can help you find highly searched words that you may want to add on your website. Adding these keywords as plain text to relevant pages will allow your Google Ads Grant to better rank for them.

The speed and quality of your website is also important for engaging new people who are unfamiliar with your organization. Your website is the first point of contact for most Google Ads users, so first impressions are key and could make or break whether a user immediately bounces or becomes a more permanent supporter. Included below are some common tips towards creating a customer friendly website.

General Overview

1. Start with a clear navigation bar.
 - a. Include your logo in the nav bar with a link to your homepage.
 - b. Include your most important call to action in the top right of your nav bar.
2. Use casual language with quality keywords.
3. Speak in a way that new people who may not be as familiar with who you are and what you do can understand it.
4. Provide relevant information quickly and towards the top of your page.
5. Create unique pages for specific topics/services.
 - a. If you provide more than one service, you may want a landing page which highlights all the services, but it's important each service has its own page so we can uniquely target users to those individual service pages.
6. Use high-quality pictures/videos to help tell your story.
 - a. You don't want blurry images telling your story. Use images that capture attention and help people navigate through your website more clearly.
7. Get the most out of your video content.
 - a. Wherever you have videos, you may want to consider adding transcription text under the videos so that we can use the keywords in the video to help target more users to your website.
8. Make it easy for visitors to convert.
 - a. Have easy to find forms for things like your newsletter or contact us page. Also make sure that all of your forms point to unique thank you pages, so that you can also set up goal tracking in analytics.
 - b. Use a simple and straightforward web layout.
9. Don't leave dead ends.
 - a. When you have content on a page, make sure there are call-to-actions and don't leave someone wondering how they should engage you or your content. This might include buttons, links to redirect users to, a completable form, video, etc.
 - b. Give users a clear path to engage your content and let them know where you want them to go.

Loading Speed

Loading speed is immensely important in providing users the best site experience. With attention spans significantly low in the current climate, it can only take a few seconds of loading to lose a user.

Alternatively, sites and landing pages that load quickly will typically receive more traffic and have better conversion rates. Consider utilizing [PageSpeed Insights](#) to test your website loading speeds, and aim for 2-3 seconds of loading ideally.



Layout and Content

Google Ads is an excellent resource to help get new users to your website, but for the best results, it is important to have a website designed to encourage these users to engage with you. [Here](#) are a number of tips and tricks that can be incorporated to create a high-performing website, guiding new users to desirable actions starting from Google Ads.

There are a plethora of website layout options available. Your website should be uniquely customized to cater to your organization, its needs, and the impact you make, with quality in mind. Included below are examples of a few quality websites for reference.



<https://www.charitywater.org/>



<https://worldrelief.org>



<https://www.habitat.org/>

Approved Domains for Advertising

As long as we are adhering to Google's [compliance guidelines](#) and [website policies](#), ads can be built for any page within an approved domain of your grant account. Included below are a number of examples of what qualifies as an approved domain and what does not. Please don't hesitate to reach out if you are in need of clarity on the pages that can and cannot be used for advertising.



Eligible

<https://www.girlscouts.org/>
<https://www.girlscoutshop.com/>



Not-Eligible

evenbrite.com/the-girls-scouts
indeed.com/the-girl-scouts
thegirlscouts.funraise.org

Thank You!

We are excited to help you
maximize your ad grant!

www.GiveBackNation.com