



**GROW YOUR AUDIENCE:
THE PRINCIPLES OF
GOOGLE ADWORDS FOR
NON PROFITS**

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

Google

A simple, empty rectangular search input field with a thin blue border, positioned centrally below the logo.

Google Search

I'm Feeling Lucky

Google



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YOUR ADVERTISEMENT HERE

WWW.WEBSITE.COM

INFORMATION ABOUT
YOUR WEBSITE HERE

Search Results Here

www.website1.com

Information about the
website you searched

More Search Results Here

www.website2.com

Information about this
website here

Advertisement Here

www.website.com

Information about
Their website here

Advertisement Here

www.website.com

Information about
Their website here






Advertisement here

www.website.com

Information about
Their website here

Google Ad Grants | AdWords for Non Profits

PROGRAM DETAILS

-  **\$10,000 per month** in in-kind AdWords advertising
-  A **\$2.00 maximum cost-per-click (CPC)**
-  Only run **keyword-targeted campaigns**
-  Only **appear on Google search** result pages
-  Only **run text ads**

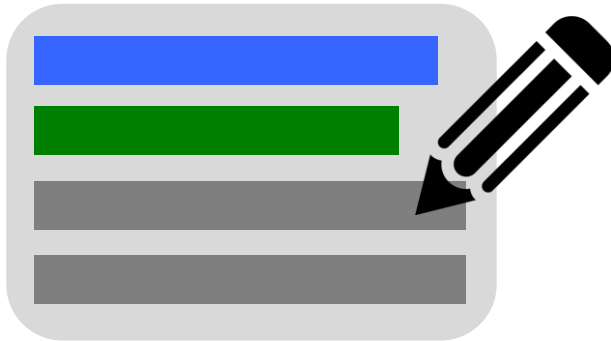
REQUIREMENTS

- Valid charity status
- Signed terms & conditions
- Functioning website

***Not Eligible:** hospitals, medical groups & schools

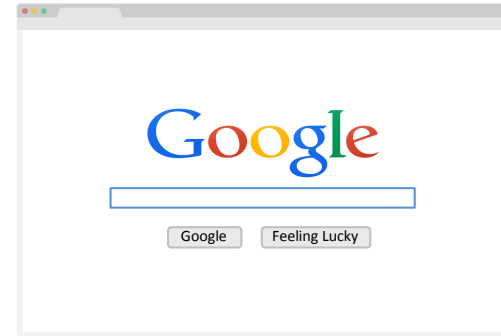
Google AdWords | How It Works

1)



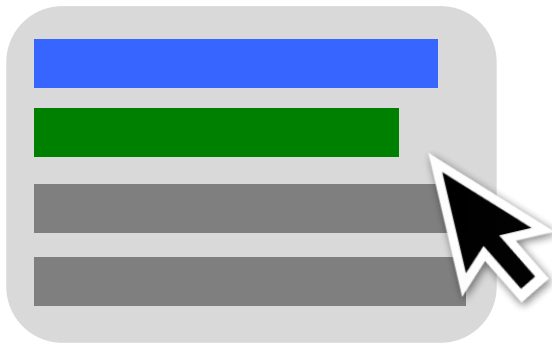
Create your ad and choose your keywords

2)



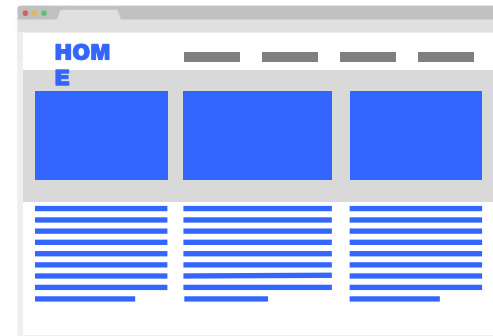
Your ads appear beside relevant content

3)



People click on your ads

4)



And visit your website

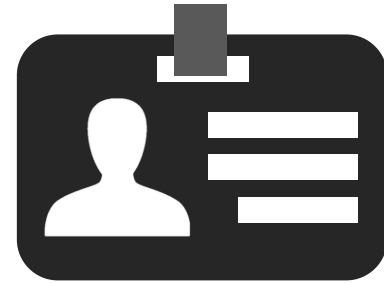
AdWords Benefits



Email Subscribers



Callers



Visitors



Attendance



Donations



Volunteers

Nomenclature

Cost-Per-Click (CPC)



The amount that will be redeemed from your grant each time someone clicks on your ad.

Clickthrough Rate (CTR)



A ratio showing how often people who see your ad end up clicking it.

Conversion



When someone clicks your ad and then takes an action on your website i.e. signing up for your newsletter or making a donation.

Keywords: are words or phrases that are used to match with the terms that people are searching for.

Match Types:

Negative Keyword:
Searches that include your negative keywords will **NOT** show your ad.

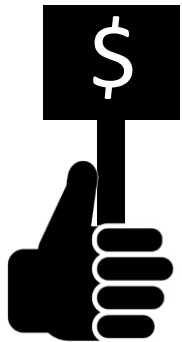
Broad Match: All searches including your targeted keywords (in any order or combination) will display your ad.
Keyword: Ontario Museum
Matches: Ontario Hockey League, Museums downtown, etc.

Phrase Match: Limits matches to searches that include all keywords in order.
Keyword: Art Gallery
Matches: Art Gallery in Ontario, Small Art Gallery

Exact Match: Only searches with your keyword(s), and no other term will display your ad.
Keyword: National Museum
Match: National Museum

Ad Rank

- 🔍 **AdRank** is the auction system that determines ad placement in AdWords
- 🔍 It takes into account your bid, the quality of your website, the relevance of your ad to a keyword in relation to the text on your website and the expected click-through-rate of your ad.



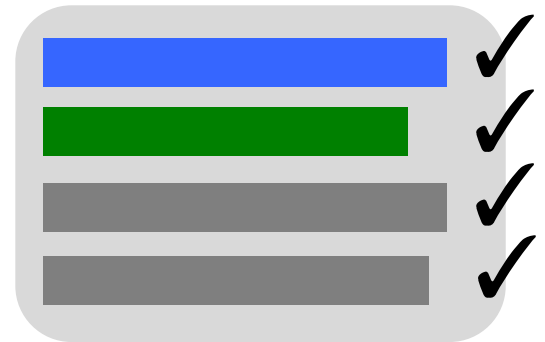
Bid

+



Landing page experience

+



**Ad relevance and expected
click-through-rate (CTR)**

Anatomy of an AD

Headline

URL

Short Description

Short Description 2

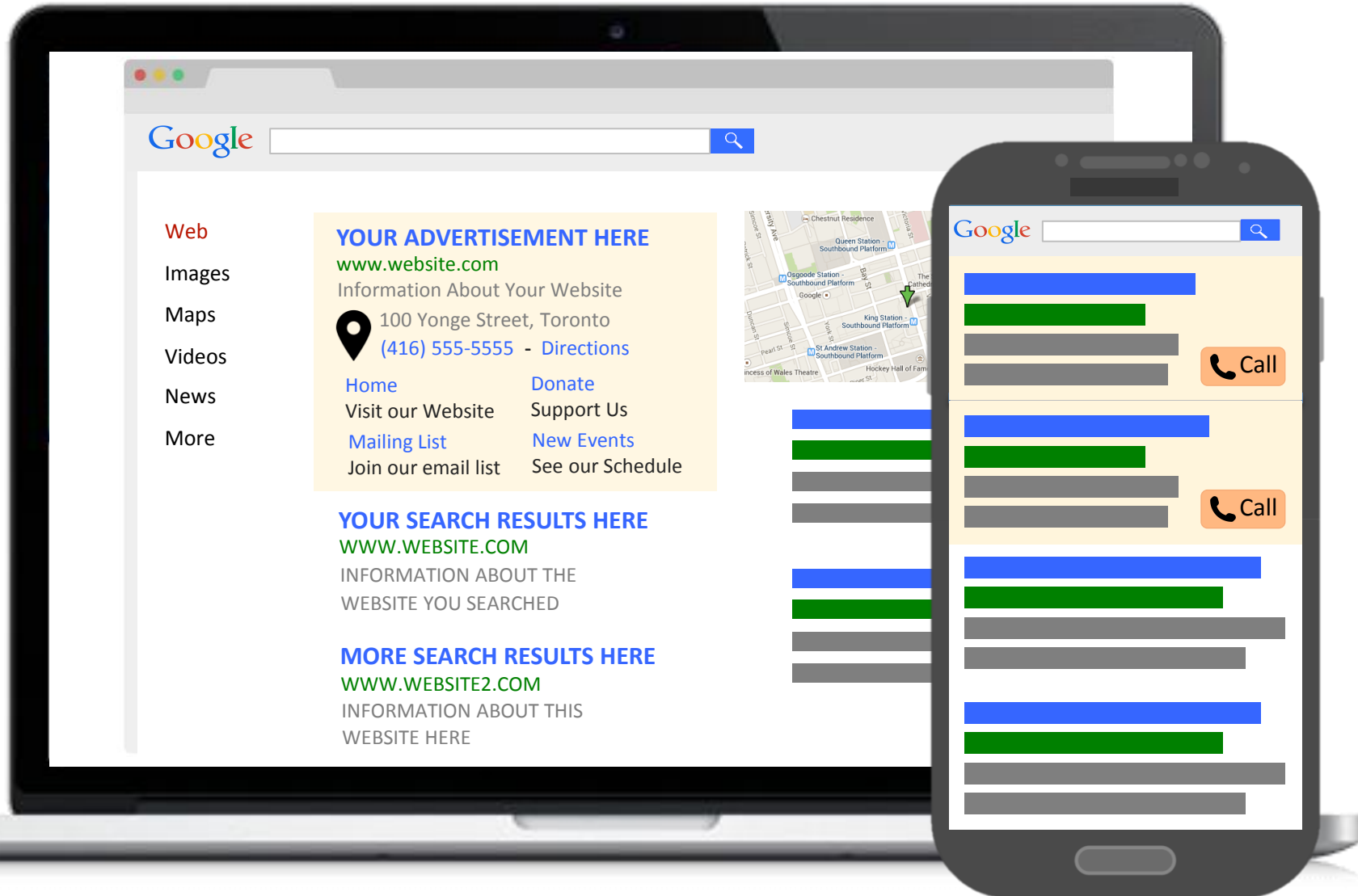
Headline: Who are you?
What makes you remarkable?

Pro Tip: Including **keywords** increases **Quality Score** and **Ad Relevance**

Description: Why should I click on your ad? What is your value?

Pro Tip: Including a **Call to Action** can dramatically increase your **Click-Through-Rate**.

Ad Extensions





Sitelink Extensions



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YOUR SEARCH RESULTS HERE

WWW.WEBSITE.COM

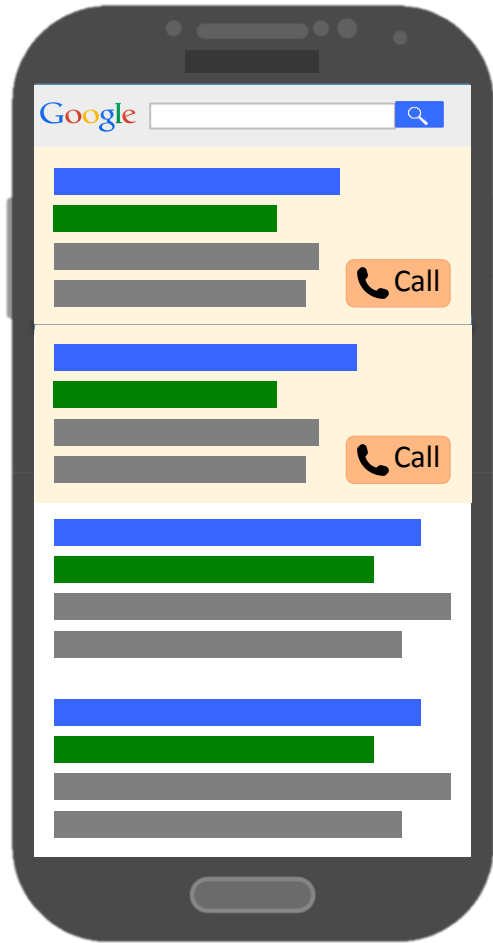
INFORMATION ABOUT THE
WEBSITE YOU SEARCHED

MORE SEARCH RESULTS HERE

WWW.WEBSITE2.COM

INFORMATION ABOUT THIS
WEBSITE HERE





CALL EXTENSIONS



Make it easy for people to call you on the go.



You can set them to show only when you can take calls.



Local/domestic numbers only and must have a voicemail



Adding a call extension increases Click-Through-Rates



Costs the same as standard ads.



Location Extension



Web

Images

Maps

Videos

News

More

YOUR ADVERTISEMENT HERE

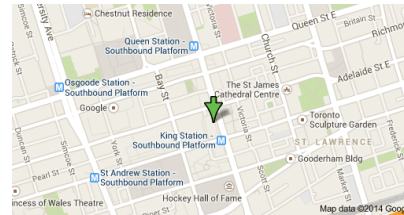
www.website.com

Information About Your Website



100 Yonge Street, Toronto

[Directions](#)



YOUR SEARCH RESULTS HERE

WWW.WEBSITE.COM

INFORMATION ABOUT THE WEBSITE YOU SEARCHED



MORE SEARCH RESULTS HERE

WWW.WEBSITE2.COM

INFORMATION ABOUT THIS WEBSITE HERE

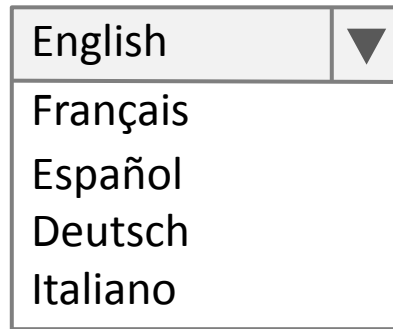


Ad Targeting



Time

Choose what times, days or months your ad shows



Language

Target or exclude your ad from showing in a specific language

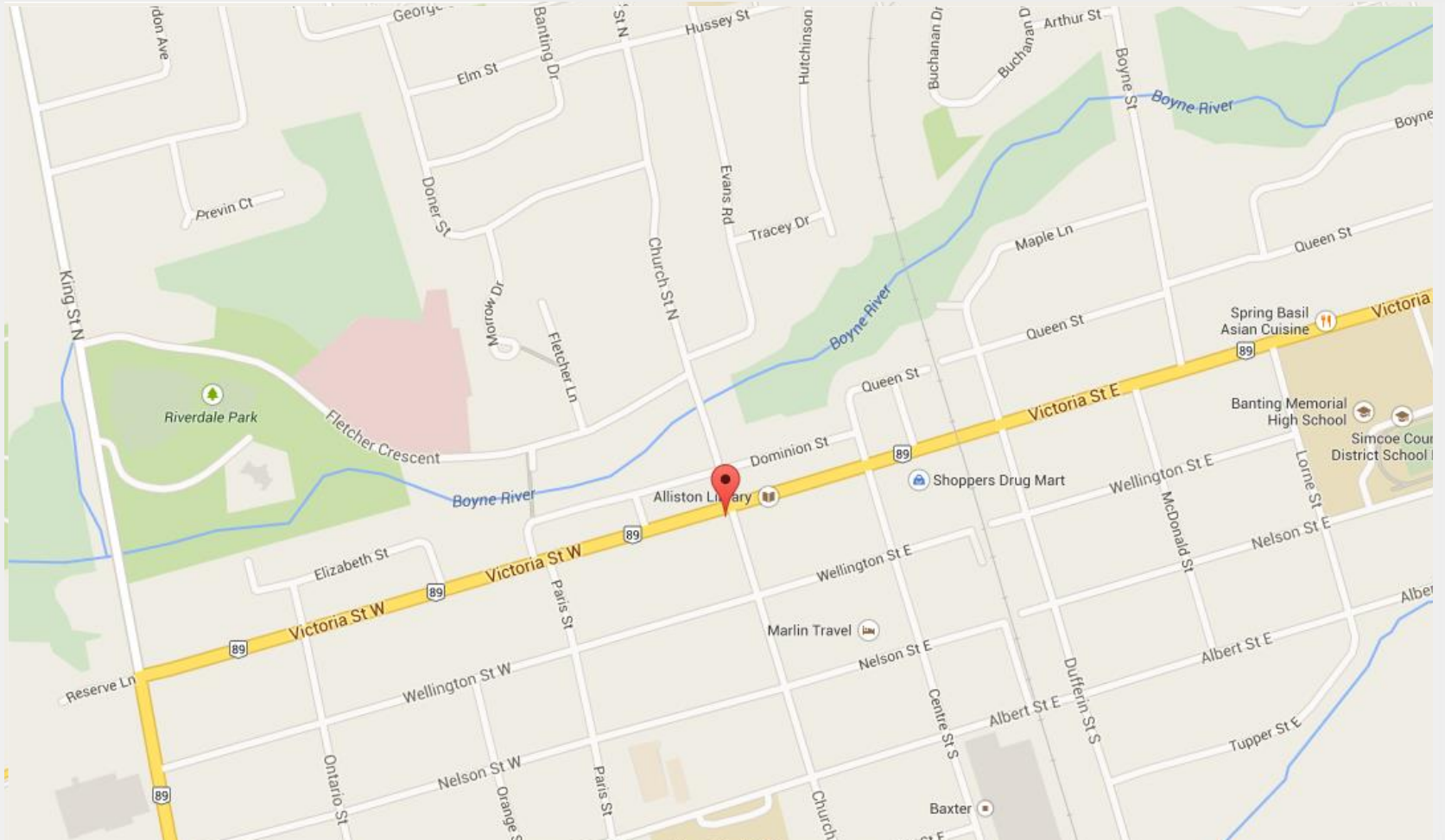


Device

Choose to target computers, tablets, mobiles or all of the above



Location Targeting



Track Your Results

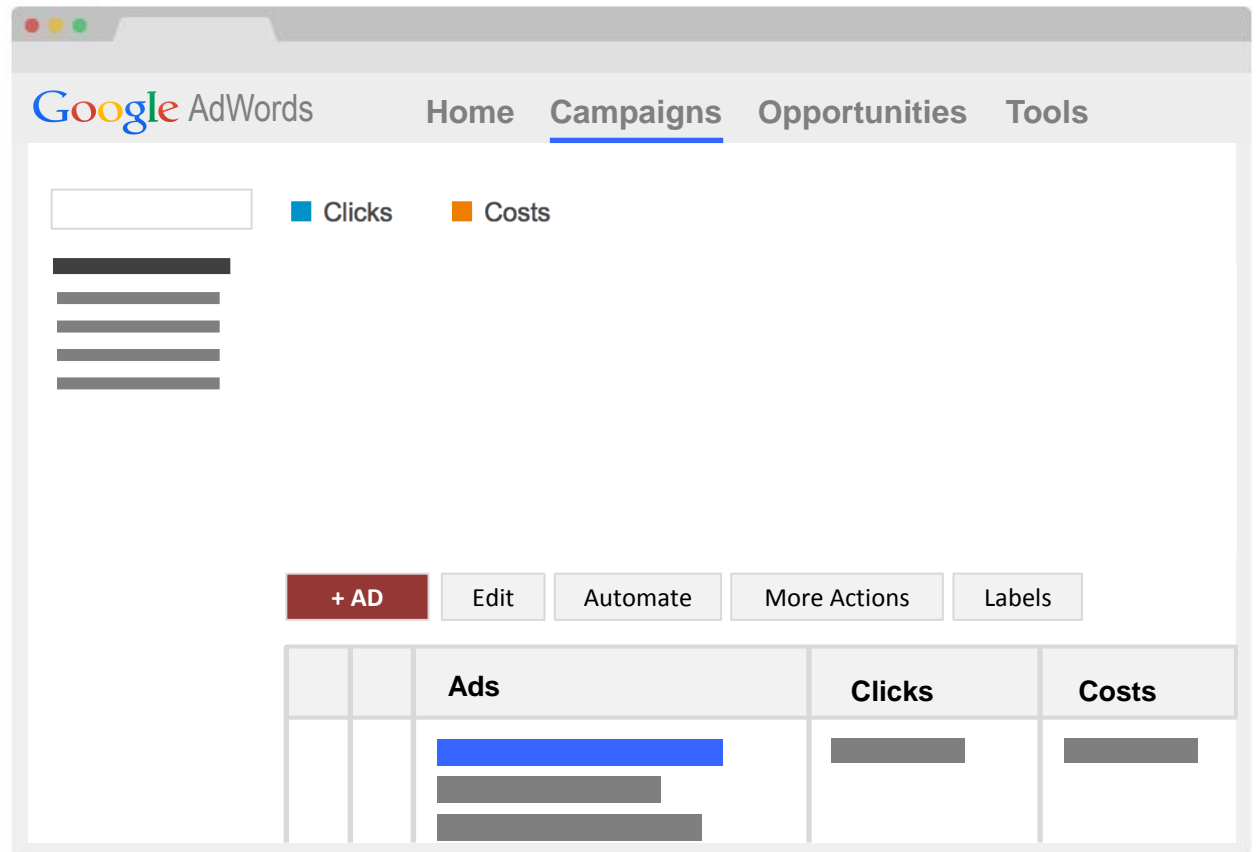
Theatre Museum Canada

Results for the last twelve months:

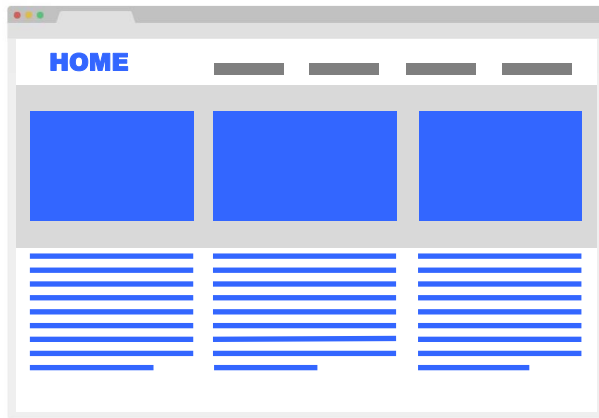
Over 100,000 new website visitors through AdWords

Drastic increase in video views

Over 3 Million Ad Views



Landing Page Experience



A **well designed** landing page is a major key to success with AdWords

Successful landing pages are:



Easy to navigate



Relevant to your keywords




Include a call to action



Focused on conversions

Google Ad Grants PRO

PROGRAM DETAILS


 **\$40,000 per month** in in-kind AdWords advertising. **\$480,000 per year**

ELIGIBILITY

 A click-through-rate (**CTR**) of **1%** or higher

 Consistently **reaching your monthly budget cap** (at least \$9,900)

 Have **conversion tracking enabled**, and actively tracking

 Have an authorized **account manager**

Thank You

A **special thank you** to the Theatre Museum and their generous donors who made this possible.

Contact me

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