

# GOOGLE ADWORDS: GOOGLE GRANTS 101



Presented by Stephanie Higinbotham of SH  
Marketing, LLC and Jeffrey Byrne + Associates



# Jeffrey Byrne + Associates, Inc



National fundraising and financial development firm headquartered in Kansas City, Missouri

***\$1,300,000,000** raised for **330** nonprofit organizations*

**Mission:** Committed to nonprofit fundraising success

**Values:** Service, Passion, Integrity, Leadership

**Services:**

- Consulting Services
- Advancement Planning
- Analytics
- Communications, Publications + Marketing

**Member of The Giving Institute**





# Hi! I'm Stephanie.

- I specialize in working with 501(c)3 organizations to get the most out of their Google Grants accounts. I found my little niche through a freelance opportunity while I was putting in time at a local ad agency, through which I learned the ins and outs of Google Grants and was able to brave going off on my own to work with organizations like you guys!
- I'm young, I'm bright, I'm bubbly, and I love working with people.
- I'm addicted to watching videos of cute animals, and I have two dogs and a cat (which might classify me as a mild animal hoarder).
- I enjoy sushi and science fiction novels.

# First, what is Google AdWords?



- I'm going to be honest with you. Most people have no idea what I ACTUALLY do – not even my partner...so let's start with some basic definitions to make sure we all follow along at the same pace.
- Adwords, at its most fundamental, is the Google program that enables businesses/organizations to implement sponsored search results.
  - *The image on the next slide illustrates what I mean by “sponsored search results”*
- Adwords is a powerful tool because it allows you to target users through a variety of specifications across platforms and devices. I'm not going to overwhelm you with its full capabilities today, though, because that's a whole new can of worms.

# First, what is Google AdWords?, cont'd



The screenshot shows a Google search for "donate to charity". The search bar contains the text "donate to charity" and a magnifying glass icon. Below the search bar, the "All" tab is selected. The search results show "About 38,500,000 results (0.79 seconds)". The first four results are sponsored ads, each with a yellow "Ad" label in a box. The ads are for UNICEF, the American Red Cross, itsdonated.com, and St. Jude. Each ad includes a title, a URL, and a brief description of the service or donation opportunity.

Search term, AKA keyword

Google search bar

Sponsored search results

Sponsored search results

Sponsored search results

Sponsored search results

# Why include it in my marketing plan?

- First and foremost: Adwords and SEO are completely different
  - *Adwords deals with PAID results*
  - *SEO deals with ORGANIC results*
- Adwords is immediate, whereas SEO can take months to start working
- Adwords allows you to target more keywords than SEO
- On average, Google processes over **40,000 searches** worldwide **every second**
- In a well-optimized account with well-written ads, your ads will show up above organic results – which means you'll be the first thing users see when they search
- It's hugely beneficial to your marketing funnel! Say you have a radio campaign, billboard ad, and some Facebook display ads. Imagine someone seeing/hearing one of these ads and maybe they can't quite remember the name of your organization, so they Google you. Because you've already had a contact point with this user, their interest is piqued and they're one step closer to converting.

# Why include it in my marketing plan?

- You generate so much more website traffic
  - *This may result in a higher bounce rate initially, but as the account grows and your manager optimizes everything, it will ultimately mean more relevant traffic over time*
- We can do fun things like conversion tracking on specific user actions to measure the success of our campaigns
  - *I.e., we can call signing up for your email list a conversion and track that*
- Not to mention, we can work to guide users toward specific actions through testing and optimizations
  - *Audience targeting, ad copy level, & landing page level*

# How does Google Grants play into this?



- Here are the rules:
  - *Your ads will be entirely text-based (no videos or images)*
  - *They'll appear only on Google search results pages, in positions below the ads of paying advertisers*
  - *All campaigns must be keyword-targeted*
  - *Your maximum cost-per-click (CPC) will be \$2.00 USD*
  - *You'll receive \$10,000 USD of in-kind Adwords advertising each month*
- So it's Adwords, but with limitations
- And it's a grant, but not in the true nature of grants because it's more like an account credit
- That being said, we can still do so much with Google Grants
  - *If anything it helps us focus our attention instead of juggling 6 different networks*

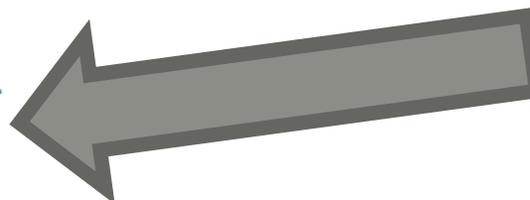
# Now how do we get started?

- Here's how you sign up for Google Grants
  - *Step 1: Register with TechSoup*
    - <http://www.techsoup.org/joining-techsoup/how-to-join-techsoup>
    - Follow the instructions on the above page
    - It will take a couple of days for them to validate your 501(c)3 status, but once they do, you will receive a token
  - *Step 2: Sign up for your Google for Nonprofits account*
    - <https://support.google.com/nonprofits/answer/3367631>
    - Now fill out this form! You'll need your token ID you received from TechSoup that verifies your status as a nonprofit
    - Again, wait for verification
  - *Step 3: Create your AdWords account*
    - Go to <https://adwords.google.com> and create your account through your Google for Nonprofits account (image on next slide to help)

# Now how do we get started?, cont'd

## Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.  
Experienced with AdWords? **Skip the guided setup.**



Click this button! Otherwise, it will make you enter billing information, and we don't want to do that.

### What is your email address?

Next you'll create a Google Account with this address to use with AdWords.

### What is your website?

- Yes**, I want personalized tips and recommendations to improve my ad performance.
- No**, I don't want personalized tips and recommendations to improve my ad performance.



Get started advertising on Google  
in just a few steps.

# Now how do we get started?, cont'd



Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

**Enter your email**

Next you'll create a Google Account with this address to use with AdWords.

**Country**

 United States

**Time zone**

(GMT-07:00) Pacific Time

Time zone is used for account reporting and billing.

**Currency**

US Dollar

[Save and continue](#)

© 2017 Google | [Privacy Policy](#)



Enter your Google for Nonprofit's email address



Enter your country



Enter your time zone



This has to be US Dollar, even if outside the US

# Now how do we get started?, cont'd

Now we get to this screen, which means it's time to create our first campaign. Let's start with something really basic, just to finish your setup process.

**Welcome to AdWords!**

[Create your first campaign](#)

**Getting started**

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

**For experienced advertisers**

Choose one of the following and get started with the full range of AdWords features

- Start [creating advanced campaigns](#)
- Go to [billing setup](#)
- Set up [conversion tracking](#)

**Learn more**

Learn more about AdWords

**Common questions**

- [Where will my ads appear?](#)
- [How much does AdWords cost?](#)
- [How do I choose a budget?](#)
- [How do I choose a maximum CPC bid?](#)
- [How do I select keywords?](#)
- [How do I write targeted ad text?](#)

**More resources**

- For free campaign setup support call: **1-855-331-2683** (Not in the US?)
- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

- Receive personalized ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

# Now how do we get started?, cont'd

Type: **Search Network with Display Select - Standard**

**You're ready to create your first campaign!**

Try focusing on one product or service to start. You can edit these settings or expand your account whenever you like. To get help as you go along, hover over the question mark icons on this page.

Campaign name



These are the default settings

Type  Search Network with Display Select ▾

- Standard** - Keyword-targeted text ads for the Search Network, with Display Select
- All features** - All options for the Search Network, with Display Select

[Learn more about campaign types](#)

Campaign name



Let's name our campaign

Type  Search Network only ▾



Important: change the type to "Search Network Only"

- Standard** - Keyword-targeted text ads showing on Google search results
- All features** - All the features and options available for the Search Network

---

- Mobile app installs** - Ads encouraging people to download your app
- Mobile app engagement** - Ads that encourage actions within your app
- Dynamic Search Ads** - Ads targeted based on your website content
- Call-only** - Ads that encourage people to call your business

[Learn more about campaign types](#)

# Now how do we get started?, cont'd

Before:

Networks  ? To choose different networks, edit the campaign type above, or create a new campaign.

**Google Search Network**  ?  
 Include search partners



Uncheck box!

After:

Networks  ? To choose different networks, edit the campaign type above, or create a new campaign.

**Google Search Network**  ?  
 Include search partners

# Now how do we get started?, cont'd

You can set these to your target audience; they're not restricted.

Locations  Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

[Advanced search](#)

For example, a country, city, region, or postal code.



Target countries, states, cities, counties, and even a geographical radius around a specific location!

Languages  **English** [Edit](#)



You can only target one language per campaign

# Now how do we get started?, cont'd

Before

Bid strategy <sup>?</sup> Choose how you'd like to set bids for your ads.

**Automated: Maximize clicks**

With **maximize clicks**, AdWords automatically sets your bids to help get as many clicks as possible within your budget. [Learn more](#)

Enable Enhanced CPC <sup>?</sup>  
Unavailable because conversion tracking isn't set up. [Learn more.](#)

Maximum CPC bid limit (optional): \$

[Use a portfolio strategy](#)

Budget <sup>?</sup> \$  per day  
Actual daily spend may vary. <sup>?</sup>

After

Bid strategy <sup>?</sup> Choose how you'd like to set bids for your ads.

**Manual: Manual CPC**

You set your own maximum cost-per-click (CPC) for your ads.

Unavailable because conversion tracking isn't set up. [Learn more.](#)

Default bid <sup>?</sup> \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget <sup>?</sup> \$  per day  
Actual daily spend may vary. <sup>?</sup>

Change to Manual CPC

Set to our \$2 Max CPC Bid limit

This equates to \$10k/month. Adwords runs off of daily budgets.

# Now how do we get started?, cont'd

Before

### Create ad groups

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service. [Learn more about how to structure your account.](#)

---

**Enter your landing page** ?

My landing page isn't ready

The webpage your ad will link to (ex: www.example.com/yoga)

---

**Name** ×

Ad group #1

**Bid** ?  
\$

**Keywords**  
 Your ad can show on search results for terms related to your keywords.

Enter keywords, one per line or separated by commas.

### Get ad group ideas

Enter a website

🔍

We couldn't find any ideas because we can't reach the URL you entered. If you're still building your landing page, please describe your products or services so we can find some ideas.

+ New ad group

# Now how do we get started?, cont'd



Enter your landing page <sup>?</sup>  My landing page isn't ready  
www.nonprofit.org/volunteer

**Name**  
volunteer

**Bid** <sup>?</sup>  
\$ 2.00

**Keywords**  
Your ad can show on search results for terms related to your keywords.

volunteer kansas city  
volunteer near me  
volunteer opportunities  
where to volunteer

**Tips**  
Start with 10-20 keywords per ad group.  
Use [match types](#) to control which keyword variations can trigger your ad.  
Learn more about [choosing effective keywords](#).

+ New ad group

**Get ad group ideas**  
Enter a website  
volunteer kansas city, volunteer near me, volunteer op

- volunteer opportunities  
volunteer ideas  
volunteer groups  
+ 51 keywords
- volunteer  
volunteer  
local volunteering  
+ 67 keywords
- volunteer work near me  
volunteering near me  
voluntary work near me  
+ 15 keywords
- volunteer work  
volunteer work  
volunteer jobs  
+ 41 keywords

1 - 5 of 25

Continue to ads Save and finish Cancel

← This is where we're sending traffic for this campaign

← Name your ad group something relevant

↑ Add a few keywords

↑ Let's do this!

After

# Now how do we get started?, cont'd

Before  
The highlighted fields are mandatory.



**Create ads**  
For each ad group, we recommend that you create at least two ads that closely relate to the theme of your keywords.  
[Tips for creating successful ads](#)

---

**volunteer**  
volunteer kansas city | volunteer near me | volunteer opportunities | where to volunteer | [Edit](#)

**Create ad**  
Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Final URL

Headline 1

Headline 2

Create a second ad with headlines in reverse order.

Path  example.com /  /

Description

[Create ad](#) [Cancel](#)

**Preview**  Mobile | Desktop

**New York Budget Hotel - Best NY Hotel Rates in Seconds**  
[Ad](#) www.example.com

Experience all the comforts of home. Save with multi-day booking. Reserve now!

**Sample ads** [View more](#)

**New College Programs For You - Plan For Your Future**  
[Ad](#) www.example.com/Online\_Courses  
Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

# Now how do we get started?, cont'd

**Create ads**  
For each ad group, we recommend that you create at least two ads that closely relate to the theme of your keywords.  
[Tips for creating successful ads](#)

---

**volunteer**  
volunteer kansas city | volunteer near me | volunteer opportunities | where to volunteer | [Edit](#)

**Create ad**  
Write your text ad below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Final URL

Headline 1

Headline 2

Create a second ad with headlines in reverse order.

Path  /  /

Description  15

[Preview](#) [Mobile](#) | [Desktop](#)

**Where To Volunteer In KC - Find Volunteer Opportunities**

[Ad](#) www.nonprofit.org

Looking for local volunteer opportunities in KC? Learn more here.

**Sample ads** [View more](#)

**New College Programs For You - Plan For Your Future**

[Ad](#) www.example.com/Online\_Courses

Apply For Campus Or Online Courses Of Your Choice. Request Information Today!

[Create ad](#) [Cancel](#)

After

Landing page URL  
Match ad group name  
Different, but still matching

Start with a verb &  
include a CTA.

\*For now, keep the box checked.

# Now how do we get started?, cont'd

## Create ads

For each ad group, we recommend that you create at least two ads that closely relate to the theme of your keywords.

[Tips for creating successful ads](#)

## volunteer

volunteer kansas city | volunteer near me | volunteer opportunities | where to volunteer | [Edit](#)

Where To Volunteer In KC - Find \ [www.nonprofit.org](http://www.nonprofit.org)  
Looking for local volunteer opportunities in KC? Learn mor...



Find Volunteer Opportunities - Wh [www.nonprofit.org](http://www.nonprofit.org)  
Looking for local volunteer opportunities in KC? Learn mor...



Back

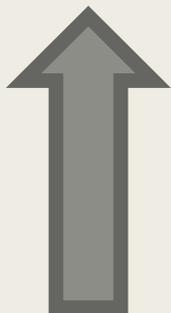
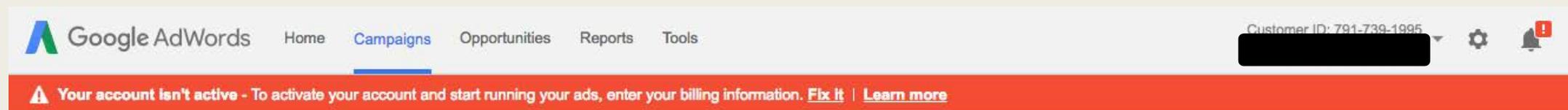
Review campaign

Save and finish

Cancel

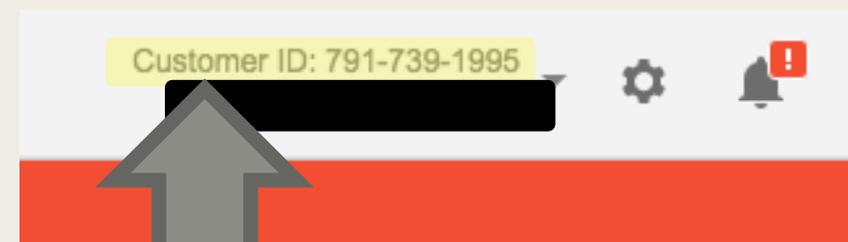


# Now how do we get started?, cont'd



This banner is a good thing; this means you're setting it up correctly. **Don't enter your billing information.**

That seemed like a lot of steps, but when you're actually doing it, it takes 5 minutes. 😊



This number is what we want!

# Now how do we get started?, cont'd

- Now let's go back to our Google for Nonprofits portal
- Hit 'Enroll' under the Google Ad Grants section
  - *Check the box where it says your account is set up and configured correctly*
  - *Enter the Adwords customer ID that we identified on the previous slide*
  - *Complete the rest of the form according to your organization's specifications*
  - *Hit enroll*
  - *Wait for confirmation! This shouldn't take more than a day, if even that long*



# Now we've signed up for everything. Where do we even begin?

- Well before we start building out campaigns there are a few things we need to learn first!
- Thing 1: You have to keep an organized AdWords account, or it will be much more difficult to deliver results
  - *Filing cabinet analogy*
- Thing 2:
  - *Google algorithm, AKA site & page quality + ad relevancy*
  - *Quality score*
- This is important to understand because when you understand the why, you can better execute the what

# Let's build a couple example campaigns together so you can get a better feel for it

- I highly recommend downloading AdWords Editor to do these tasks
  - Download it for free here: <https://www.google.com/intl/en-US/adwordseditor/>
  - *This will make your life 19283764x easier than doing this in your browser*
- Step 1: Let's do some keyword research
- Caution: donation-centric campaigns are generally too expensive, so try to push donations in other ways
  - *i.e., say you're running an awareness campaign, put "donate" options on the landing pages instead of bidding on donate-centric keywords because you won't get much out of the latter*

# But wait...what campaigns can I run?

- As long as you have a page on your domain for it, you can run a campaign for it
- Events are really great to promote because your Google Grant can help drive ticket sales and sponsorships
- I always recommend having a campaign solely dedicated to keywords that are permutations of your brand name
- Have campaigns for each of the services you provide
- You can even drive campaigns toward blog posts on your website, like if you're driving a larger general-awareness campaign
- I work with several performance-based nonprofits who build out a campaign for each of their shows

# Campaign build



The screenshot shows the top navigation bar of the Google AdWords interface. The 'Tools' menu is open, displaying several options. The 'Keyword Planner' option is highlighted with a yellow circle. The 'Tools' menu item in the navigation bar is also highlighted with a yellow circle.

Navigation Bar	Tools Dropdown
Google AdWords	Change History
[Redacted]	Conversions
Home	Attribution
Campaigns	Google Analytics
Opportunities	Google Merchant Center
Reports	Keyword Planner
Tools	Display Planner
	Ad Preview and Diagnosis

1. Navigate to the navigation bar at the top of the page
2. Click on Tools to open up the drop down
3. Go to the Keyword Planner

# Campaign build



## Keyword Planner

Where would you like to start?

Which brings us to this page!

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category
- 

- ▶ Get search volume data and trends
- 

- ▶ Multiply keyword lists to get new keywords

### Plan your budget and get forecasts

- ▶ Enter or upload a list of keywords to get forecasts
- 

- ▶ **BETA** Get forecasts for campaigns or keywords from your account
- 

Or, [continue last session](#)

# Campaign build



### Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:  
Your product or service  
For example, flowers or used cars

Your landing page  
www.example.com/page

Your product category  
Enter or select a product category

Targeting <sup>?</sup>  
All locations   
English   
Google   
Negative keywords

Date range <sup>?</sup>  
Show avg. monthly searches for: last 12 months

Get ideas

### Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:  
Your product or service  
volunteer

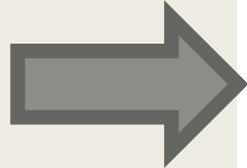
Your landing page  
www.example.com/page

Your product category  
Enter or select a product category

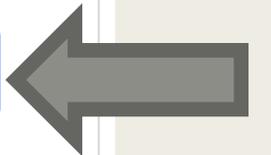
Targeting <sup>?</sup>  
All locations   
English   
Google   
Negative keywords

Date range <sup>?</sup>  
Show avg. monthly searches for: last 12 months

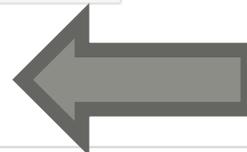
Get ideas



Expand this first dropdown



Enter your keyword ideas here, separated by commas



Get keyword ideas

# Campaign build



## Keyword Planner

Find keywords | Review plan

### Which brings us to this page!

Your product or service:  [Get ideas](#) [Modify search](#)

Search volume trends

Average monthly searches

Month	Average monthly searches
Jun 2016	~1.0M
Jul 2016	~900K
Aug 2016	~1.0M
Sep 2016	~1.0M
Oct 2016	~1.0M
Nov 2016	~1.0M
Dec 2016	~900K
Jan 2017	~1.1M
Feb 2017	~1.0M
Mar 2017	~1.1M
Apr 2017	~1.0M
May 2017	~1.0M

Targeting: All locations, English, Google, Negative keywords

Date range: Show avg. monthly searches for: last 12 months

Customize your search: Keyword filters, Keyword options, Keywords to include

Ad group ideas | **Keyword ideas**

Columns | [Download](#) | Add all (628)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
volunteer	368,000	Low	\$1.95	< 1%	»

Show rows: 30 | 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
voluntary work	14,800	Medium	\$1.89	-	»
volunteer programs	5,400	Medium	\$2.15	< 1%	»
volunteer abroad	33,100	High	\$2.40	-	»

# Campaign build

## Download historical statistics

Keywords: 628

Once you click download, this dialogue box will pop up.  
Download as an Excel file.

Segmentation  Segment statistics by month

File format  AdWords Editor CSV

You'll be able to import this format into AdWords as a spreadsheet. [Learn more](#)

Excel CSV

Destination  Save to Google Drive

Download

Cancel

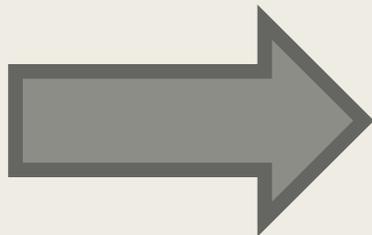
# Campaign build



A	B	C	D	E	F	G	H	I	J	K	L
Ad group	Keyword	Currency	Avg. Monthly	Competition	Suggested bi	Impr. share	Organic impr	Organic avg.	In account?	In plan?	Extracted From
Seed Keyword	volunteer	USD	368000	0.2	1.95	< 1%			N	N	
Keyword Ide	voluntary wo	USD	14800	0.5	1.89				N	N	
Keyword Ide	volunteer pro	USD	5400	0.59	2.15	< 1%			N	N	
Keyword Ide	volunteer ab	USD	33100	0.88	2.4				N	N	
Keyword Ide	international	USD	3600	0.7	2.1				N	N	
Keyword Ide	volunteer ov	USD	3600	0.9	2.68				N	N	
Keyword Ide	volunteer job	USD	6600	0.64	1.49	< 1%			N	N	
Keyword Ide	un volunteer	USD	14800	0.31	2				N	N	
Keyword Ide	international	USD	720	0.73	2.16				N	N	
Keyword Ide	benefits of v	USD	4400	0.31	2.49				N	N	
Keyword Ide	international	USD	720	0.8	2.17				N	N	
Keyword Ide	volunteer int	USD	880	0.72	1.93				N	N	
Keyword Ide	volunteer wo	USD	1600	0.87	2.03				N	N	
Keyword Ide	where can i	USD	1300	0.38	2.21	< 1%			N	N	
Keyword Ide	volunteer ab	USD	1900	0.85	2.44				N	N	
Keyword Ide	why volunte	USD	2900	0.36	2.53				N	N	
Keyword Ide	unicef volunt	USD	2400	0.46	1.9				N	N	
Keyword Ide	volunteer gre	USD	880	0.45	2.21				N	N	
Keyword Ide	voluntary wo	USD	880	0.87	2.08				N	N	
Keyword Ide	volunteer pro	USD	1000	0.8	2.59				N	N	
Keyword Ide	volunteer op	USD	1000	0.88	2.1				N	N	
Keyword Ide	volunteer ev	USD	1000	0.44	2.43				N	N	
Keyword Ide	volunteer va	USD	3600	0.74	2.42				N	N	
Keyword Ide	volunteer wo	USD	590	0.91	2.49				N	N	
Keyword Ide	i volunteer	USD	8100	0.06	2.38				N	N	
Keyword Ide	volunteer ide	USD	2400	0.37	2.27				N	N	
Keyword Ide	volunteer ho	USD	1600	0.21	2.3				N	N	
Keyword Ide	international	USD	480	0.69	2.36				N	N	
Keyword Ide	charity volun	USD	1000	0.64	2.23				N	N	
Keyword Ide	overseas vol	USD	720	0.86	2.08				N	N	
Keyword Ide	soup kitchen	USD	3600	0.31	2.24				N	N	
Keyword Ide	international	USD	140	0.67	2.01				N	N	
Keyword Ide	volunteer on	USD	880	0.61	2.75				N	N	
Keyword Ide	volunteer eu	USD	720	0.73	1.65				N	N	
Keyword Ide	volunteer ar	USD	720	0.71	1.83				N	N	
Keyword Ide	volunteer tri	USD	320	0.88	2.45				N	N	
Keyword Ide	overseas vol	USD	390	0.84	2.01				N	N	
Keyword Ide	volunteer pro	USD	390	0.91	2.29				N	N	
Keyword Ide	voluntary org	USD	1900	0.23	2.31				N	N	
Keyword Ide	volunteer in	USD	480	0.36	2.58				N	N	

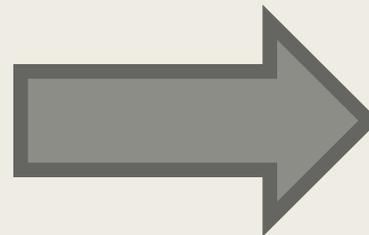
This is what your document will look like once you open it. For what we're doing right now, we don't need most of these columns.

# Campaign build



Delete all of the columns except for the keyword column and sort alphabetically. Go through this list, deleting irrelevant keywords and keeping relevant terms. Once finished, sort the column alphabetically.

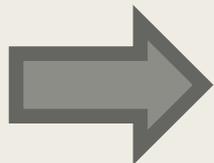
Keyword
10 volunteer agencies
abroad volunteer opportunities
abroad volunteer programs
abroad volunteer work
abroad volunteering
accounting volunteer
africa volunteer
africa volunteer programs
africa volunteer work
america volunteer programs
american volunteer organizations
animal volunteer
animal volunteer work
any volunteers
apply for volunteer work
australian volunteers international
become volunteer
benefits of community service
benefits of volunteer work
benefits of volunteering
best charities to volunteer for
best international volunteer opportunities
best volunteer abroad programs
best volunteer jobs
best volunteer programs
best volunteer sites
can i volunteer
can volunteer
charities that need volunteers
charities you can volunteer for
charity and volunteerism
charity event volunteer
charity opportunities
charity voluntary work
charity volunteer jobs
charity volunteering
charity volunteering near me
charity work abroad
cheap volunteer abroad programs
christian volunteer abroad



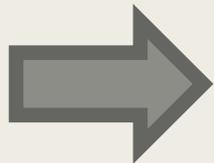
Title a new column “Ad Group” and organize keywords into similar ad groups. Next, create a “campaign” column and autofill rows. Select all three columns & copy the data.

Campaign	Ad Group	Keyword
volunteer	volunteer	a volunteer
volunteer	volunteer work	a volunteer work
volunteer	volunteer	be a volunteer
volunteer	volunteer become	become a volunteer
volunteer	volunteer organization best	best organizations to volunteer for
volunteer	volunteer place	best places to volunteer
volunteer	volunteer opportunity best	best volunteer opportunities
volunteer	volunteer organization best	best volunteer organizations
volunteer	volunteer website	best volunteer websites
volunteer	volunteer work	best volunteer work
volunteer	charity volunteer need	charities in need of volunteers
volunteer	charity volunteer looking for	charities looking for volunteers
volunteer	charity volunteer need	charities needing volunteers
volunteer	charity volunteer	charities to volunteer for
volunteer	charity volunteer opportunity	charity volunteer opportunities
volunteer	charity volunteer work	charity volunteer work near me
volunteer	charity volunteer need	charity volunteers needed
volunteer	charity work idea	charity work ideas
volunteer	charity work	charity work near me
volunteer	community service	community service
volunteer	community service	community service around me
volunteer	community service help	community service help
volunteer	community service hours	community service hours
volunteer	community service hours	community service hours near me
volunteer	community service ideas	community service ideas
volunteer	community service	community service in my area
volunteer	community service near me	community service near me
volunteer	community service opportunity	community service opportunities
volunteer	community service opportunity	community service opportunities near me
volunteer	community service options	community service options
volunteer	community service options	community service options near me
volunteer	community service organizations	community service organizations
volunteer	community service organizations	community service organizations near me
volunteer	community service places	community service places
volunteer	community service places	community service places near me
volunteer	community service programs	community service programs
volunteer	community service programs	community service programs near me
volunteer	community service projects	community service project ideas
volunteer	community service projects	community service projects
volunteer	community service projects	community service projects near me

# This is what the AdWords Editor application looks like.

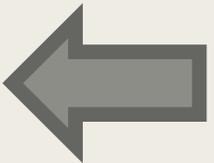


Top left panel



Bottom left panel

A screenshot of the Google AdWords Editor application. The interface is divided into several sections. At the top, there's a navigation bar with 'Accounts', 'Get recent changes', 'Check changes', 'Post', 'View statistics', and 'Settings'. Below this is a search bar and a toolbar with buttons for '+ Add campaign', '+ Make multiple changes', 'X Remove', 'Check videos', and 'Replace text'. The main area is a table of campaigns with columns for Campaign name, Status, Campaign type, Labels, Networks, Include search partners, Daily budget (USD), and Bid strategy type. The first row is highlighted in pink. Below the table is a detailed settings panel for the selected campaign, with tabs for 'Edit selected campaigns', 'Universal app settings', 'Dynamic Search Ads', 'Shopping settings', 'Video settings', 'Flexible reach', 'URL options', 'Labels', and 'Comments'. The settings panel includes fields for Campaign name, Status, Daily budget, Campaign type, Include search partners, Start date, End date, Ad schedule, Devices, Device bid adjustments, Ad rotation, Delivery method, Bid strategy, Enhanced CPC, CPA bid, Language targeting, and Location targeting. At the bottom, it shows 'Campaigns selected: 1 of 19' and 'Version 11.8.0'.



Main screen/  
panel

# Campaign build

Open your AdWords Editor application. Hit Control + Shift + I to open the Import dialogue. Paste your data into this screen using the Control + V shortcut. If the dropdowns don't auto populate, select the correct headers for each column. Click "Process."

Import from text

Bulk Change Action: Add or update

Paste text below or edit directly in the grid. Include column headings in English or manually select headings if necessary.

Paste from clipboard Clear Add row Add column

	<span>Campaign</span>	<span>Ad Group</span>	<span>Keyword</span>
1	volunteer	volunteer	a volunteer
2	volunteer	volunteer work	a volunteer work
3	volunteer	volunteer	be a volunteer
4	volunteer	volunteer become	become a volunteer
5	volunteer	volunteer organization best	best organizations to volu...
6	volunteer	volunteer place	best places to volunteer
7	volunteer	volunteer opportunity best	best volunteer opportunities
8	volunteer	volunteer organization best	best volunteer organizations
9	volunteer	volunteer website	best volunteer websites
10	volunteer	volunteer work	best volunteer work
11	volunteer	charity volunteer need	charities in need of volunt...
12	volunteer	charity volunteer need	charities in need of volunt...

This is only a preview of the first 100 rows of data.

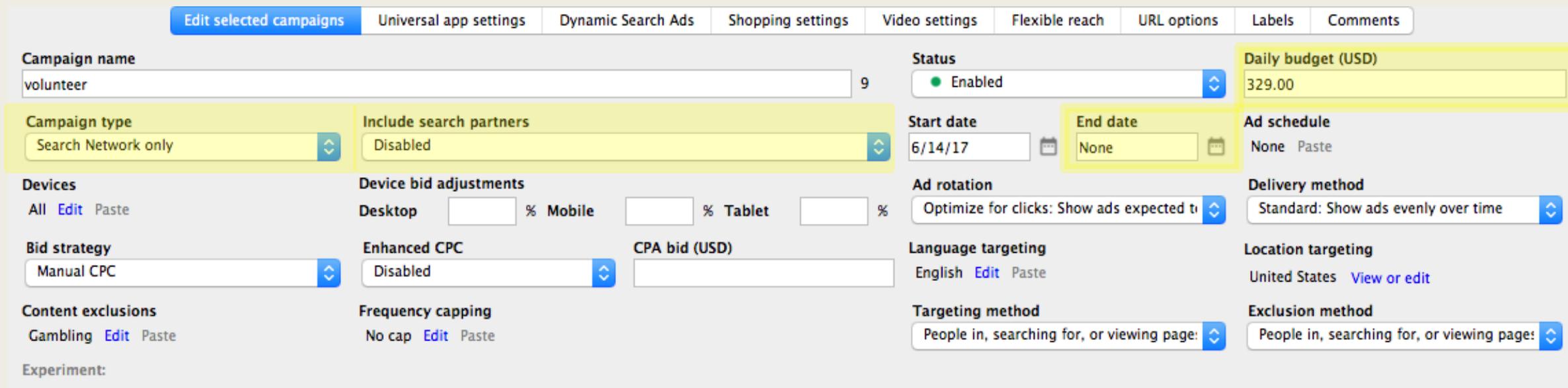
Remember the order of my column headings for future imports.

Cancel Process

# Campaign build

In the top left panel, click on your campaign. In the bottom left panel, make sure you're on the campaign-level view, rather than ad group or keyword. In the main portion of the screen, you'll essentially see the below.

1. Enter \$329 as your daily budget
2. Change the Campaign Type to "Search Network Only"
3. Disable "Include Search Partners"
4. If relevant, select an end date for your campaign



The screenshot shows the Google Ads campaign build interface. The top navigation bar includes tabs for "Edit selected campaigns", "Universal app settings", "Dynamic Search Ads", "Shopping settings", "Video settings", "Flexible reach", "URL options", "Labels", and "Comments". The "Edit selected campaigns" tab is active.

The main content area is divided into several sections:

- Campaign name:** "volunteer" (9 characters)
- Status:** "Enabled"
- Daily budget (USD):** "329.00" (highlighted in yellow)
- Campaign type:** "Search Network only" (highlighted in yellow)
- Include search partners:** "Disabled" (highlighted in yellow)
- Start date:** "6/14/17"
- End date:** "None" (highlighted in yellow)
- Ad schedule:** "None Paste"
- Devices:** "All Edit Paste"
- Device bid adjustments:** "Desktop % Mobile % Tablet %"
- Ad rotation:** "Optimize for clicks: Show ads expected to"
- Delivery method:** "Standard: Show ads evenly over time"
- Bid strategy:** "Manual CPC"
- Enhanced CPC:** "Disabled"
- CPA bid (USD):** (empty field)
- Language targeting:** "English Edit Paste"
- Location targeting:** "United States View or edit"
- Content exclusions:** "Gambling Edit Paste"
- Frequency capping:** "No cap Edit Paste"
- Targeting method:** "People in, searching for, or viewing page:"
- Exclusion method:** "People in, searching for, or viewing page:"
- Experiment:** (empty field)

# Campaign build



Search: [? X] [Undo] [Redo]

+ Add ad group   + Make multiple changes   X Remove   Replace text

Ad group name	Status	Labels	Bid strategy type	Bid strategy	Default
+ [Warning] ● volunteer	Eligible		Manual CPC		
+ [Warning] ● volunteer work	Eligible		Manual CPC		
+ [Warning] ● volunteer become	Eligible		Manual CPC		
+ [Warning] ● volunteer organization best	Eligible		Manual CPC		
+ [Warning] ● volunteer place	Eligible		Manual CPC		
+ [Warning] ● volunteer opportunity best	Eligible		Manual CPC		
+ [Warning] ● volunteer website	Eligible		Manual CPC		
+ [Warning] ● charity volunteer need	Eligible		Manual CPC		
+ [Warning] ● charity volunteer looking for	Eligible		Manual CPC		
+ [Warning] ● charity volunteer	Eligible		Manual CPC		
+ [Warning] ● charity volunteer opportunity	Eligible		Manual CPC		
+ [Warning] ● charity volunteer work	Eligible		Manual CPC		
+ [Warning] ● charity work idea	Eligible		Manual CPC		
+ [Warning] ● charity work	Eligible		Manual CPC		
+ [Warning] ● community service	Eligible		Manual CPC		

**Warnings: 115** Your ad group contains no active ads. Please create a new ad or change the status of an existing ad to "Enabled". (115)

Edit selected ad groups   Flexible reach   Experimental bid   URL options   Labels   Comments

Ad group name: <varies>   Status: Enabled

Default max. CPC (USD): 2.00   Max. CPM (USD):   CPA bid (USD):   Max. CPV (USD):   Bid strategy: <default>

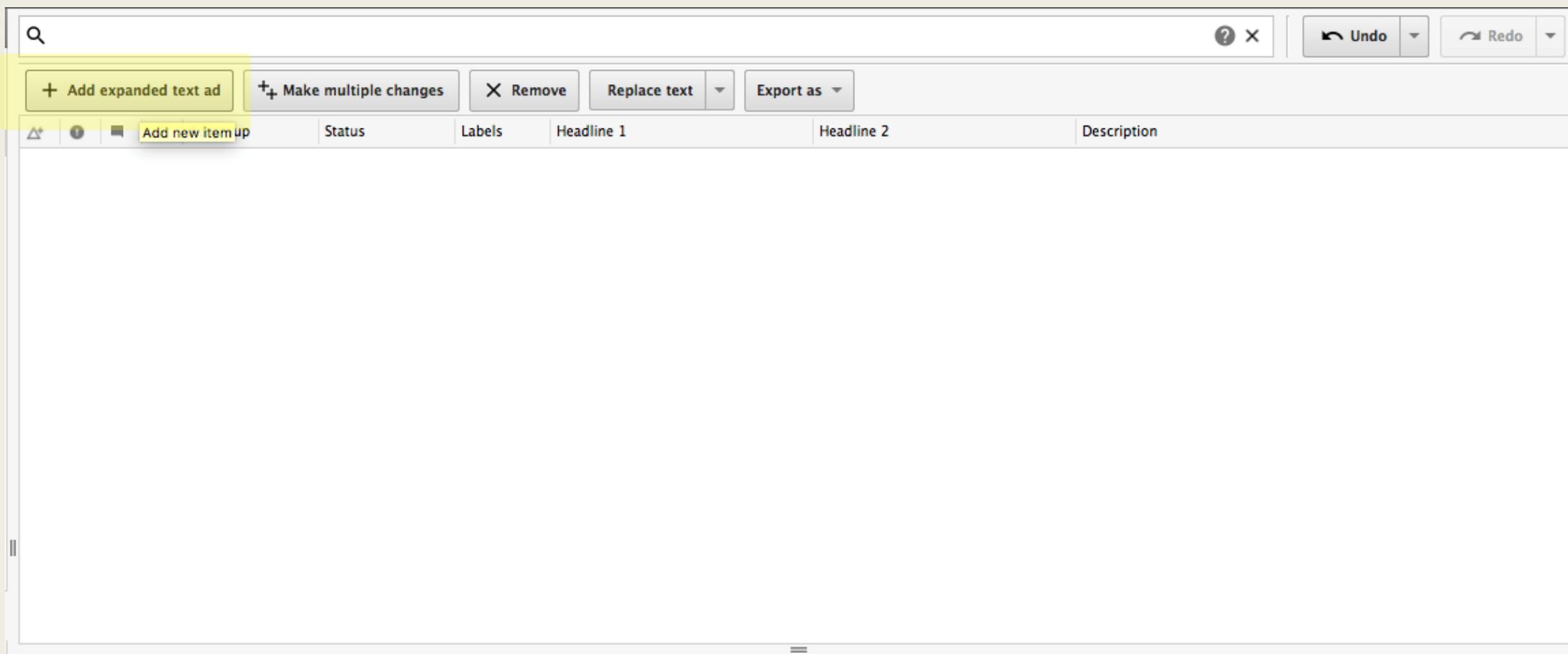
Device bid adjustments: Desktop % Mobile % Tablet %   Top content bid adjustment %   Display Network custom bid type: None   Targeting optimization: Conservative   Ad group type: Default

Next, navigate to the ad group-level view in the bottom left panel. Hit Control + A to select all ad groups. Update the Default Max CPC Bid to \$2.

# Campaign build



Now navigate to the ads-level view in the bottom left panel. Be sure to choose the “Expanded Text Ads” view because Google no longer supports the “Text Ads” format. Then, in the main panel, click on “Add Expanded Text Ads.”



# Campaign build



Select ad groups where the new expanded text ad should be added:

▼ [check] [grid] [redacted]

▼ [check] [lock] **volunteer (115/115)**

- volunteer [check] [lock] charity local
- [check] [lock] charity local work
- [check] [lock] charity volunteer
- [check] [lock] charity volunteer local
- [check] [lock] charity volunteer looking for
- [check] [lock] charity volunteer need
- [check] [lock] charity volunteer opportunity
- [check] [lock] charity volunteer work
- [check] [lock] charity work

Search

Expand all Collapse all

Select: All None Active Paused  Show only items I selected

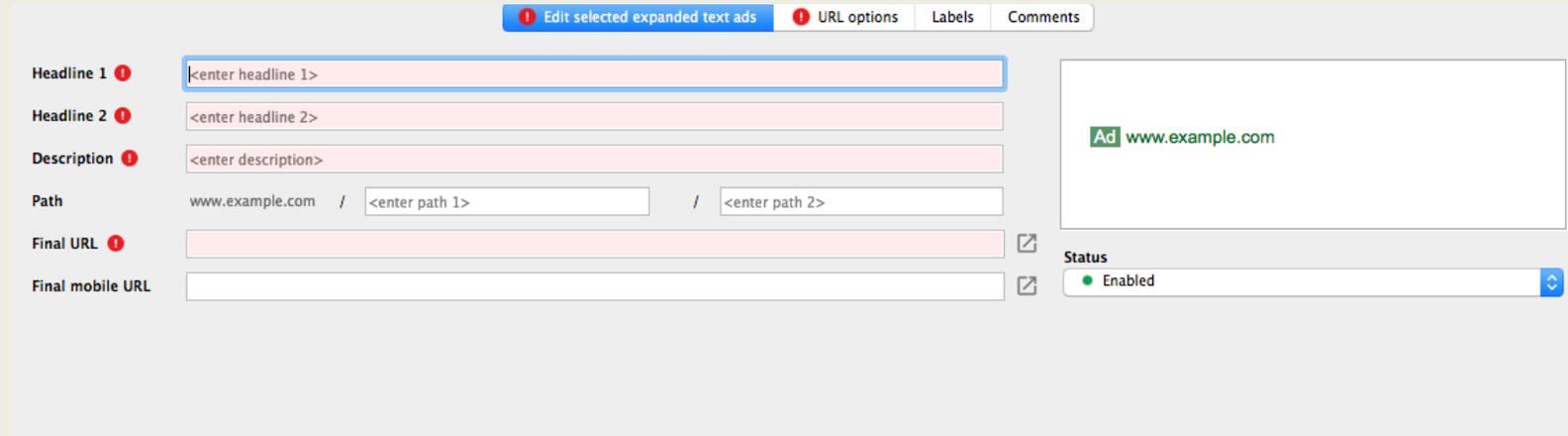
Selected: 115

Cancel OK

This dialogue box will pop up, allowing you to select in bulk the ad groups for which you want to write ads. Go ahead and select the whole campaign since we're starting from scratch here. Then hit okay.

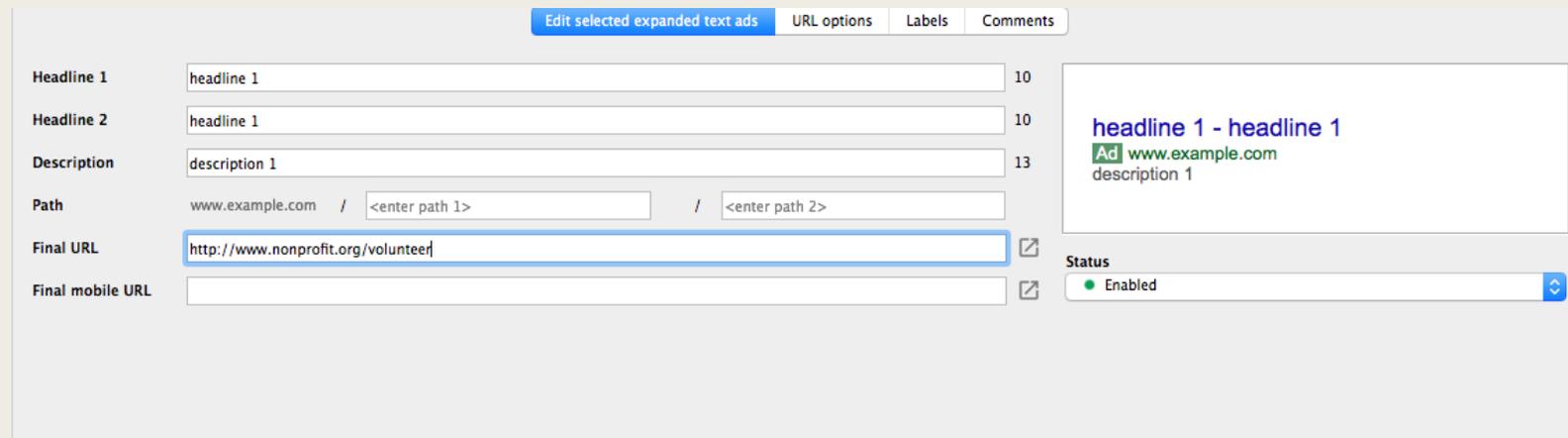
# Campaign build

Before



The screenshot shows the 'Before' state of the campaign build interface. At the top, there are tabs for 'Edit selected expanded text ads' (highlighted in blue), 'URL options', 'Labels', and 'Comments'. Below the tabs, there are several input fields for ad details: 'Headline 1' (placeholder: <enter headline 1>), 'Headline 2' (placeholder: <enter headline 2>), 'Description' (placeholder: <enter description>), 'Path' (www.example.com / <enter path 1> / <enter path 2>), 'Final URL' (placeholder: <enter final URL>), and 'Final mobile URL' (placeholder: <enter final mobile URL>). To the right of these fields is a preview window showing a green 'Ad' icon followed by 'www.example.com'. Below the preview window is a 'Status' dropdown menu set to 'Enabled'.

I recommend bulk editing your ad variations because it will save you so much time. Write out your H1, H2, Description line, and landing page like when we set up the account. The white box gives you a preview of what your ad will look like. Create 2-3 different ad variations for each ad group (best practice).



The screenshot shows the 'After' state of the campaign build interface. The 'Edit selected expanded text ads' tab is still highlighted. The input fields now contain specific text: 'Headline 1' (headline 1), 'Headline 2' (headline 1), 'Description' (description 1), 'Path' (www.example.com / <enter path 1> / <enter path 2>), 'Final URL' (http://www.nonprofit.org/volunteer), and 'Final mobile URL' (placeholder: <enter final mobile URL>). The preview window now shows a green 'Ad' icon followed by 'www.example.com' and 'description 1'. The 'Status' dropdown menu is still set to 'Enabled'.

# Campaign build



The screenshot shows the Google AdWords Editor interface. On the left, the 'Campaigns' sidebar is expanded to show a list of ad groups under the 'volunteer' campaign. The 'MANAGE' section below shows counts for Campaigns (1), Ad groups (115), and Keywords and targeting (231). The main panel displays a table of keywords, all with a status of 'Pending review'. The table has columns for Ad group, Status, Labels, and Keyword. The keywords listed include 'a volunteer', 'be a volunteer', 'volunteering near me', 'a volunteer work', 'best volunteer work', 'good volunteer work', 'volunteer work', 'volunteer work around me', 'volunteer work charity', 'volunteer work experience', 'volunteer work in my area', 'volunteer work in the community', 'become a volunteer', 'best organizations to volunteer for', 'best volunteer organizations', 'best places to volunteer', and 'find a place to volunteer'. Below the table, the 'Edit selected keywords' panel is visible, showing settings for the keyword 'a volunteer', including Match type (Broad), Max. CPC (USD), Max. CPV (USD), Bid strategy, and Status (Enabled).

Ad group	Status	Labels	Keyword
volunteer	Pending review		a volunteer
volunteer	Pending review		be a volunteer
volunteer	Pending review		volunteering near me
volunteer work	Pending review		a volunteer work
volunteer work	Pending review		best volunteer work
volunteer work	Pending review		good volunteer work
volunteer work	Pending review		volunteer work
volunteer work	Pending review		volunteer work around me
volunteer work	Pending review		volunteer work charity
volunteer work	Pending review		volunteer work experience
volunteer work	Pending review		volunteer work in my area
volunteer work	Pending review		volunteer work in the community
volunteer beco...	Pending review		become a volunteer
volunteer orga...	Pending review		best organizations to volunteer for
volunteer orga...	Pending review		best volunteer organizations
volunteer place	Pending review		best places to volunteer
volunteer place	Pending review		find a place to volunteer

Now navigate to the keyword-level view in the bottom left panel. We're going to check for duplicate keywords.

This is very important! If we have duplicate keywords in the account running at the same time, our ads won't show because we're competing with ourselves.

# Campaign build



Specify your criteria for duplicate keywords. Removed keywords aren't considered duplicates.

Where to search for duplicates.

- branded (0/1)
- retail line (0/100)
- volunteer (115/115)**
- volunteer - community matters (0/64)
- volunteer - corporate cares (0/33)
- volunteer - personal (0/115)
- event - april 4 - polling stations (0/80)
- event - march 10 - heritage middle school (0/64)
- event - march 11 - big 12 run (0/56)
- event - march 11 - st patricks day run (0/51)
- event - march 31 - girl scout march underwearn...

Word order

- Strict word order
- Any word order (buy shoes = shoes buy)**

Match types

- Duplicates must have the same match type**
- Duplicates can have different match types (even negatives)

Location of duplicates

- In the same ad group
- In the same campaign
- Across selected campaigns**

Optional: Hide duplicates

- In removed and ended campaigns and ad groups
- In paused campaigns and ad groups

Search

Expand all Collapse all

Select: All None Active Paused  Show only items I selected

Selected: 115

Cancel Find duplicate keywords

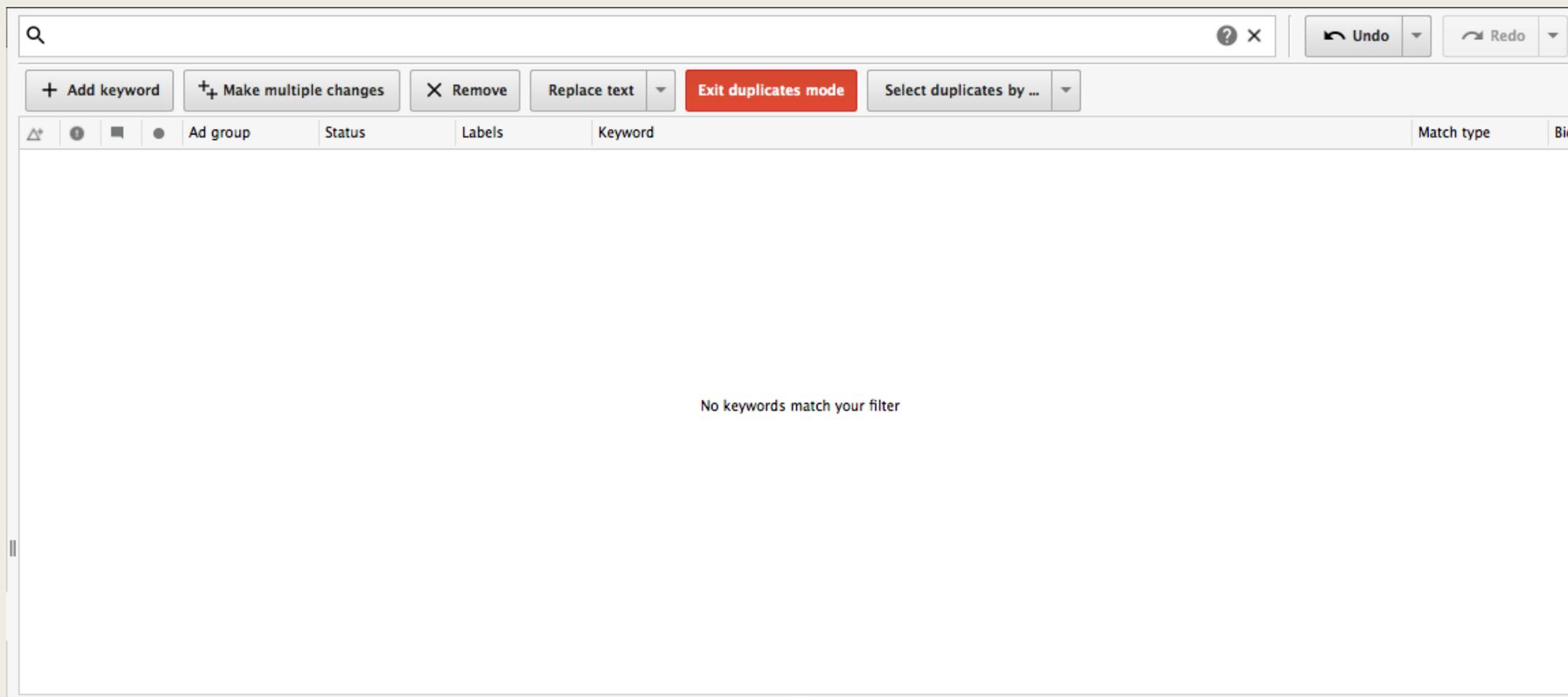
Hit Control + Shift + D to open the duplicate keywords dialogue.

1. Select the campaign. You should only need the one we're building unless it has very similar content to other campaigns.
2. Select "Any word order"
3. Select "Duplicates must have the same match type"
4. Select "Across selected campaigns"
5. Hit "Find duplicate keywords"

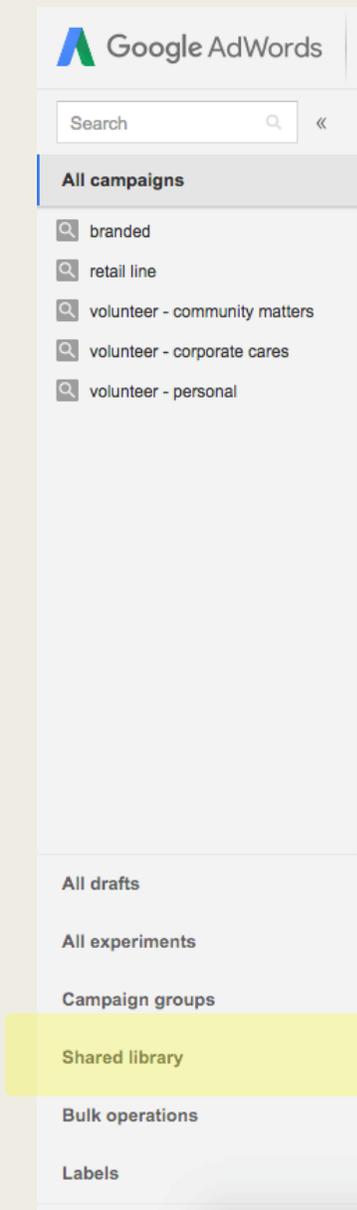
# Campaign build



This is what our screen looks like when we don't have any duplicates! If we do have some, which is likely, go ahead and delete all but one instance of each keyword displaying duplicates. Once finished, exit duplicates mode.

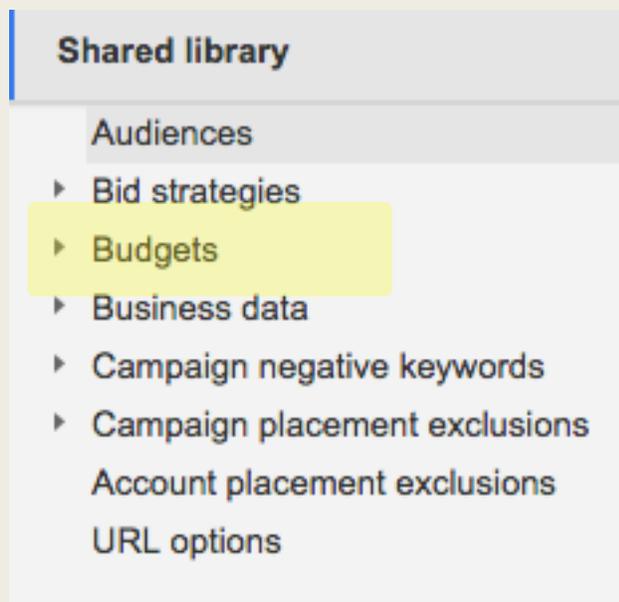


# Campaign build



Your campaign is ready to post to AdWords! Hit Control + P to post these updates to your account and bring up your AdWords dashboard in your browser. Now we're going to create/add to a shared daily budget.

Open up the left panel and go to Shared Library -> Budgets



# Campaign build



SH Marketing > Shared library >  
**Budgets**

You can apply a budget below to any of your campaigns. Or you

All but removed ▾ Filter ▾ Columns ▾

**+ BUDGET**

<input type="checkbox"/>	<input type="radio"/>	Name	Status <span>?</span>
<input type="checkbox"/>	<input checked="" type="radio"/>	shared	Sufficient

Let's pretend like we're building one from scratch, so hit +Budget.

# Campaign build



1. Name your budget (I like to simply call it “shared”)
2. Select your new campaign(s) to add to your shared budget
3. Enter \$329 to your budget amount

Before

SH Marketing > Shared library > Budgets >  
Create a new shared budget

Budget name

Apply to campaigns optional [?](#)

Search by name

Campaigns: 19	Existing budgets	Selected campaigns: 0	Existing budgets
● branded	shared \$329.00/day		
● event - april 20 - bbbs field day	shared \$329.00/day		
● event - april 20 - garmin marathon	shared \$329.00/day		
● event - april 22 - ronald	shared		

Existing budgets total: \$0.00

These campaigns will have their budgets replaced with the new shared budget.

Budget amount [?](#) \$  per day  
Actual daily spend may vary. [?](#)

[+ Delivery method \(advanced\)](#)

[Save](#) [Cancel](#)

SH Marketing > Shared library > Budgets >  
Create a new shared budget

Budget name

Apply to campaigns optional [?](#)

Search by name

Campaigns: 19	Existing budgets	Selected campaigns: 3	Existing budgets
● volunteer - community matters	shared \$329.00/day	« ● volunteer - community matters	shared \$329.00/day
● volunteer - corporate cares	shared \$329.00/day	« ● volunteer - corporate cares	shared \$329.00/day
● volunteer - personal	shared \$329.00/day	« ● volunteer - personal	shared \$329.00/day

Existing budgets total: \$0.00 and 1 shared budget(s)

These campaigns will have their budgets replaced with the new shared budget.

Budget amount [?](#) \$  per day  
Actual daily spend may vary. [?](#)

[+ Delivery method \(advanced\)](#)

[Save](#) [Cancel](#)

# Important metrics to measure:

- Click-through-rate (CTR)
  - *Typically, we like to see an average CTR of 1% or higher on the campaign level and on the account level*
  - *If your CTR is lower than 1%, that means you need to work on your ad copy to make it more relevant to user searches*
- Average Cost-per-click (Avg CPC)
  - *This tells you how much, on average, you're paying for a user to click on your ad*
  - *If your Avg. CPC is at \$2, then you need to re-evaluate your campaigns and bid on less expensive keywords (because if it's that high, you're probably competing with paying AdWords accounts vs fellow Grants users)*
- Average Position
  - *This tells you how highly your ads rank on search results*
  - *Ideally, you want this number between 1 and 3 because you'll be at the top of the first page of results above organic rankings*
  - *It's impossible to have every single ad in every ad group ranking this highly, so focus on this more on the campaign and account level, while still optimizing at the ad group level*

# Adwords party favors

- Ad extensions
- Search term reports
- Ad preview & diagnosis

# Ad Extensions

- To read more on these: <https://support.google.com/adwords/answer/7332837>
- These are cool because they make your ads look bigger because they provide more information beyond your H1, H2, Description, and landing page
- I recommend using, at minimum, sitelink extensions and callout extensions
  - *Sitelink extensions: allows you to link users directly to specific pages other than your landing page (i.e., contact, about us, volunteer, apply now, etc.)*
  - *Callout extensions: allows you to add additional text to your ad to highlight your unique features/what makes you stand out*

The screenshot shows a Google Ad for UNICEF Syria. The main headline is "6 Years of Conflict in Syria - Over 6M Children Need Help". Below it is the URL "www.unicefusa.org/Donations/Help\_Syria" and the description "Your Donation Can Help in Areas Of Health, Education And Child Protection." A yellow callout box highlights the text "Charity Navigator Rated · BBB Accredited Charity · Charity Watch Top-Rated · 90% Goes to Children". Below this, another yellow callout box highlights the text "Types: Single Donations, Monthly Donations, Inspired Gifts". At the bottom, two sitelink extensions are shown: "Help Kids Facing Famine" and "Help a Mom Save Her Child". A third yellow callout box highlights the text "Help Syrian Children". A large grey arrow on the left points to the sitelinks, and a large grey arrow on the right points to the callouts.

# Search Terms Report



A screenshot of the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns' (highlighted), 'Opportunities', 'Reports', and 'Tools'. The user's account information, 'Manager ID: 814-185-1176' and 'stephigmarketing@gmai...', is visible. A notification banner reads 'Notification on quality in Ad Grants... View all' with a date range of 'This month: Jun 1, 2017 - Jun 18, 2017'. The main content area shows 'SH Marketing &gt; All campaigns' with a redacted account name. Below this are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Ad extensions', 'Keywords' (highlighted), 'Audiences', and 'Dimensions'. Under the 'Keywords' tab, there are sub-tabs for 'Keywords', 'Negative keywords', and 'Search terms' (highlighted). At the bottom of the interface, there are controls for 'Segment', 'Filter', 'Columns', a download icon (highlighted), and a 'View Change History' link.

1. Navigate to the keywords tab
2. Click on "Search terms"
3. Select your desired date range
4. Download the data as an Excel sheet

This report is great because it provides insight on what real searches trigger your ads, so you can get new keyword ideas and add them directly from the STR or if you find your ads showing up for strange/irrelevant searches (which always happens), then you can add them as negative keywords to prevent those terms from triggering your ads.

# Pro tip: NEVER GOOGLE YOURSELF



- But then how do we know if we're showing up? Why not Google ourselves?
- First and foremost, when you Google yourself and you trigger an ad one of two things can happen:
  - *1: You click on your own ad, drive up spend, and probably exit out of your landing page quickly – which Google then reads as low page relevancy and it hurts your future ad rankings*
  - *2: You don't click on your own ad, which hurts your click-through-rate, which in turn hurts your future ad rankings*

**Just say “no” to Googling yourself!**

# Instead: Ad Preview & Diagnosis Tool



The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Tools' menu is open, displaying a list of features: 'Change History', 'Conversions', 'Attribution', 'Google Analytics', 'Google Merchant Center', 'Keyword Planner', 'Display Planner', and 'Ad Preview and Diagnosis'. The 'Ad Preview and Diagnosis' option is highlighted with a yellow oval.

To access this feature:

Click on Tools, and go to “Ad Preview and Diagnosis”

# Instead: Ad Preview & Diagnosis Tool



Tweak your settings as need be, type what you want to Google to test your ads into the search terms box, and it will generate a simulated search page with either a yes or a no! This is the PPC-manager approved method to see if your ads are showing up.

The screenshot shows the 'Ad Preview and Diagnosis' tool interface. At the top left, the title 'Ad Preview and Diagnosis' is followed by the instruction 'Search for your ad on Google'. A search input field is labeled 'Enter search terms' and contains the placeholder text 'For example, flowers or used cars'. A 'Preview' button is located to the right of the search field. In the top right corner, there is a notification banner that reads 'Notification on quality in Ad Grants...' with a 'View all' link. A 'Share this search' button is positioned to the right of the search field. On the left side, there is a section titled 'Preview your search results page using the options below'. This section contains four settings: 'Location' set to 'Kansas City', 'Language' set to 'English', 'Device' set to 'Desktop or laptop computer', and 'Domain' set to 'www.google.com'. The search terms input field and the settings section are highlighted with yellow circles. The main content area on the right is a light gray box with the text 'Enter any search term to get started' and 'Preview a Google search results page to see if your ads appear'.

# Any questions?

- Want to work together? Great! I do too 😊
- Have any comments/feedback? I am eager to hear your thoughts.
- Here's how you can reach out to me. Don't be shy! I love answering questions.
  - *Email address:* [stephhigmarketing@gmail.com](mailto:stephhigmarketing@gmail.com)
  - *Website:* <https://stephhig.marketing>
  - *LinkedIn:* <https://www.linkedin.com/in/stephanie-higinbotham-b1091147/>
- Here's how you can get in touch with the team at Jeffrey Byrne + Associates:
  - *Email address:* [klord@fundraisingjba.com](mailto:klord@fundraisingjba.com)
  - *Website:* [fundraisingjba.com](https://www.fundraisingjba.com)
  - *LinkedIn:* <https://www.linkedin.com/in/katielord/>



Lastly...

An enormous thank you to Katie & the team at Jeffrey Byrne + Associates for choosing to partner with me, and an equally large thank you to all of you for joining us today! I really appreciate you taking time out of your day to attend this presentation. I hope you all gained something valuable!