



Welcome To ANN's Google Grant Class



February 23, 2012
Webinar 1 of 2

Resource:
GoogleGrants.org



Agenda

- Purpose of Google Grant Course
- Logistics
- Definitions
- Landing Pages
- Process for ...
 - Getting Started (Gmail & Nonprofit App) & Brainstorming
 - Enrolling in Google Products like Google Grants
- Campaigns & Ad Groups
- Keywords & Keyword Match Types
- Writing Text Ads – The Winning Formula
- Demo
- Review of Next Action Steps
- Questions and Answers ... so ask your questions in chat box



Purpose

The purpose of ANN's Google Grants Course is two-fold:


1. To increase the number of Nevada nonprofits who receive Google Grants.
2. To maximize the remaining days of one of Nevada's Google AdWords Certified experts ... ANN's AmeriCorps VISTA Corinne Minard.

WARNING: Do not teach this to others!
Become certified, first!



Logistics

- Webinar 1 = 60 minutes
- Webinar 1 will be recorded. URL to download replay video (.wmv format) will be emailed to you.
- 6 action steps to take before setting up ..
- 1-hour One-on-One Consultation
- Webinar 2 = 90 minutes = will be scheduled once we hear how the



Definitions

Non-Profit Organizations | GuideStar.org
www.guidestar.org/
Search our database of 1.8M non-profit organizations. Learn More.
+ Tips for Choosing a Charity - Disaster Relief & Recovery - Charity Directory

Ad - Why this ad?

- Keyword
- Campaign & Ad Group
- Click
- Clickthrough Rate (CTR)
- Cost Per Click (CPC) or Cost-Per-thousand Impressions (CPM)
- Quality Score
- Optimization

Ads - Why these ads?

Nonprofit Sector Jobs
www.npconnect.org/page/jobs/
Search free anywhere in U.S.
New opportunities listed daily

Nonprofit Jobs
www.philanthropyjournal.org/jobs
Search Philanthropy Journal's Job Database For Work In Your Area!


Find The Best Charities
www.charitynavigator.org/
Your Source For Intelligent Giving.
As Seen On The Today Show!

NonProfit Incorporation
www.rockettlawyer.com/NonProfitCorp
Form a NPO in Under 5 Minutes.
NPO Filing that is Dead Simple!

How to Start a Nonprofit
www.npccony.org/checklist.htm
NPCC outlines the steps needed to form a 501(c)(3) in New York State

Habitat for Humanity
www.habitat.org/
Donate to help Habitat for Humanity build houses with those in need.

See your ad here »



Landing Pages

- 1 landing page per campaign to be reviewed.
- On landing pages, Google looks for content, transparency, navigation, and calls to action.
- Landing page best practices ...
 - /donations
 - /events
 - /volunteers
 - /services, /projects or /programs
 - /outreach
 - /public-disclosures (not Google-specific)



How To Get Started

1. Create a Google Account for Your **Nonprofit**
(Gmail = _____@gmail.com)
2. Apply for Google for Nonprofits Program
3. Read "Grants Account Creation Guide"
4. Create landing pages for review
5. Start brainstorming campaigns & keywords
6. Write some text ads



Campaigns

- /donations
 - ElkoFish (1)
 - Thriftstore (3)
- /events
- /volunteers
 - Food Bank (3)
 - Soup Kitchen (1)
- /services, /projects or /programs
 - Temporary/Emergency (4)
- /outreach


Ask yourself "What do I want to achieve with this campaign?"

Stick to one GOAL like opt in or sign up

Use \$1 CPC keywords and max. of \$329 per day or 3 campaigns = \$109 per day per campaign

Organize your campaigns:

- By theme or product line
- By website structure or categories like "purchase, learn, signup"
- By different brands x, y or z




Ad Groups


- /donations
 - Elkofish (1)
 - Thriftstore (3)
- /events
- /volunteers
 - Food Bank (3)
 - Soup Kitchen (1)
- /services, /projects or /programs
 - Temporary/Emergency (4)
- /outreach

Ad Group Name:
Book Donations

Ad Text:
[Donate books to charity](#)
Give your unwanted books to kids in need. Learn more and donate today!
[www.example.com](#)

Ad Group Keywords:
donate books
donating books
donate used books
donate old books
donate books to charity
book donation





Ad Groups

Account			
Kids Club recruitment			
Campaign		Campaign	
Arts recruitment		Sports recruitment	
Ad group	Ad group	Ad group	Ad group
Acting class	Painting class	Basketball	Football




Keywords

- “A word that acts as the key to a cipher or code.”
Wikipedia
- Tool: Google Keyword Tool
- Look at CPC (cost per click) or
- Keep in mind your daily budget: Use \$1 CPC keywords and max. of \$329 per day or 3 campaigns = \$109 per day per campaign
- Use “long tail keywords” ... adding descriptive words, like Las Vegas or Reno, to your keywords



Keyword Match Types

- Broad match – default – any order or combo
- Phrase match – narrows & follows exact order
- Exact match – no other words before/after
- Negative match – eliminates what you don’t want your ad to appear for, such as “cheap” or “free”
- Embedded match – prevents your ad from appearing in relation to certain phrase or exact matches




Writing Text Ads
The Winning Formula

- Represents your site. Includes unique benefits.
- Headline = Attracts viewer to click on ad
 - Up to 25 characters, includes a keyword
- 2 Text Lines = Clear, compelling & compelling
 - Up to 35 characters each line
- Display URL = www.homepage.com (34 characters)
- Destination URL: up to 1024 characters

[Nonprofit Sector Jobs](http://www.npconnect.org/page/jobs/)
www.npconnect.org/page/jobs/
Search free anywhere in U.S.
New opportunities listed daily

[Nonprofit Jobs](http://www.philanthropyjournal.org/Jobs)
www.philanthropyjournal.org/Jobs
Search Philanthropy Journal's Job
Database For Work In Your Area!



Writing Text Ads
The Winning Formula


Less effective ad:

[Donate Books](#)
Give us your books
Make a difference today
www.example.com


More effective ad:

[Donate Your Used Books](#)
Give your unwanted books to kids in
need. Learn more and donate today!
www.example.com/DonateBooks

Resource:
GoogleGrants.org

Demo

just
another
example

From Google ...

Your organization is responsible for the **ongoing administration** of your account, and for ensuring your Google ads remain **accurate and timely**. If you leave or change roles, you or your organization must **transfer** this responsibility to someone else within the organization. Please remember that the **email address** associated with your AdWords account should be one that you or someone in your organization monitors frequently.



Next Action Steps

- Favorite **GoogleGrants.org**
- Getting Started – 6 Steps
 1. Create a Google Account for Your **Nonprofit** (Gmail = _____@gmail.com)
 2. Apply for Google for Nonprofits Program
 3. Read "Grants Account Creation Guide"
 4. Create landing pages for review
 5. Start brainstorming campaigns & keywords
 6. Practice writing text ads
- **Email Corinne** upon completion of 3 steps above
 - Schedule a 1-hour one-on-one consultation
- Watch your inbox for **replay video**
- Watch your inbox for Doodle poll for **Webinar 2** date



Questions & Answers



Resource:
GoogleGrants.org