



Google Grants Account Creation Guide

Congratulations on being accepted into the Google Grants programme! We've created this guide to provide you with the information and tools that you need to make the most of your Google Grants account.

Because Google Grants is a self-managed programme, we ask that you use this guide to become familiar with AdWords prior to creating your account. That way, you'll be well equipped to create a successful account.

Getting your account set up is just a few steps away: First, read this guide and complete the worksheets inside. Next, build your account using what you've learned. Use the account submission checklist to make sure that everything's in order and then submit your account to our team. Upon approval, you'll be advertising for free with AdWords.

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Chapter One: Overview

What's Google Grants?

Google Grants is a programme that is designed to help organisations grow and increase their positive impact by providing them with free advertising on Google.co.uk. Because you've received a Google Grant, your organisation has the opportunity to create and maintain your own Google AdWords account – free of charge.

What's Google AdWords?

Google AdWords is an online advertising programme where AdWords ads are displayed alongside search results on Google.co.uk. When you create an AdWords ad to run on Google, you choose the keywords for which you would like your ad to appear.

The pricing for AdWords is cost per click (CPC), meaning that advertisers select how much they're willing to pay for a click to their ad and are only charged when a click occurs.

The image shows a screenshot of a Google search results page for the query "support cancer research". The search bar at the top contains the text "support cancer research" and a "Search" button. Below the search bar, the page displays organic search results. The first result is "Support Cancer Research" from www.mskcc.org, with a description "Make a Charitable Donation Online Many Ways to Give - You Can Help!". The second result is "Cancer Support is Here" from www.CancerCare.org, with a description "Free Info & Counseling for People with Cancer. Get Help Today!". The third result is "American Cancer Society - Information and Resources for Breast ... Research Programs and Funding" from www.cancer.org/. The fourth result is "Choose Hope, Inc. - Cancer Ribbons Cancer Buttons Cancer Sucks ..." from www.choosehope.com/. The fifth result is "Providing Support for Cancer & the Latest Cancer Information" from www.cancerresearch.org/cngetri.html. On the right side of the page, there is a "Sponsored Links" sidebar. The first sponsored link is "Cancer Support is Here" from www.CancerCare.org, with a description "Free Info & Counseling for People with Cancer. Get Help Today!". The second sponsored link is "Cancer support" from www.TheWellnessCommunity.org, with a description "Free Online Support For Patients & Loved Ones of People w/ Any Cancer.". The third sponsored link is "Donate to Cancer Research" from www.ctrf.org, with a description "99 Cents of Your Dollar Goes To Directly Support Cancer Research!". The fourth sponsored link is "Cancer Research Center" from www.cshl.edu, with a description "Established in 1890, Devoted To Seeking A Cancer Cure. You Can Help".

How does my Grant work?

Once your account is approved, the Google Grants team will provide your AdWords account with a budget of \$330 USD per day to pay for your advertising. Using this allowance, you'll be able to place CPC bids of up to one US dollar per keyword. When interested users click your ad, we'll deduct the cost of those clicks from your overall daily budget. If you receive enough clicks in one day to reach your \$330 USD limit, your ads will temporarily stop being displayed until the next day, when your daily budget is replenished.

IMPORTANT NOTE:

There is no cost to you or your organization for participation in the Google Grants program. Please ensure that you **do not** enter any billing information, such as a credit or debit card number, into your AdWords account. Doing so may result in your credit card being charged and we are unable to issue refunds. Please also note that while you **do not** need to enter billing information, you will need to select USD as your currency regardless of what country you are in. Selecting a different currency will not allow us to activate your account as a Google Grants account.

edit
ard

Four helpful hints before getting started:

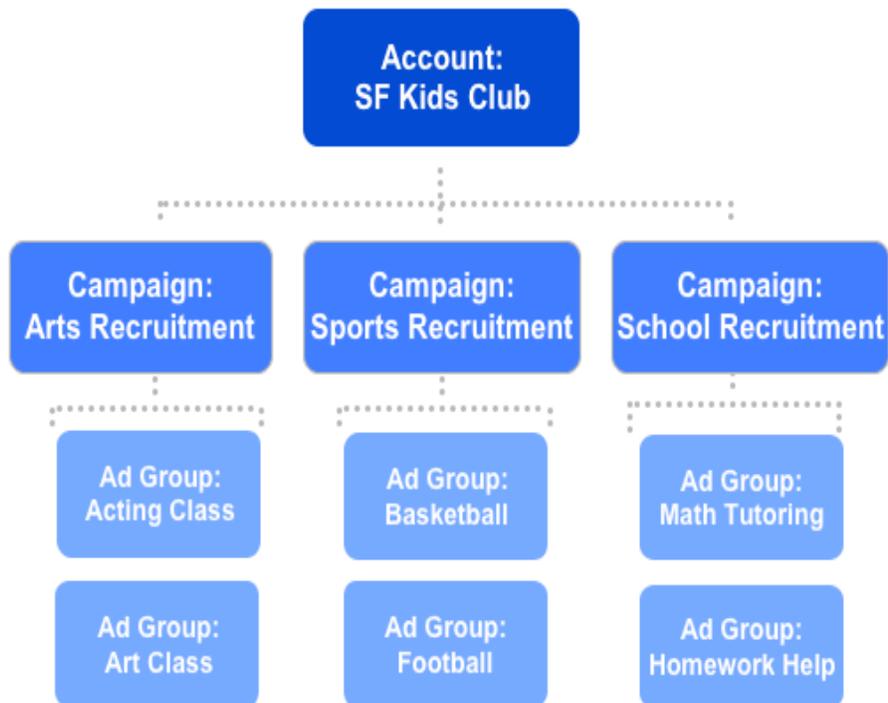
In some ways, receiving a Google Grant is like receiving a vehicle – it is a lot more useful if you learn how to operate and maintain it. To make the most of your Google Grants account, begin with these four points:

1. **Make time.** Set aside the necessary time to create (4 - 12 hours) and monitor (1 - 2 hours a month) your account. It'll help if others in your organisation understand the work that you are doing and the time that you will need.
2. **Become familiar with AdWords.** Learn how the AdWords auction-based advertising system works by completing the exercises in this guide and visiting our Help Centre at: http://www.google.com/support/grants/?hl=en_GB
3. **Build a strong foundation.** Follow the Google Grants policies and guidelines (found on our website) and the best practices outlined in this guide when creating your account. Make sure that you consult the account submission checklist for a final review.
4. **Take advantage of the available support resources.** Google Grants is a self-managed programme, meaning that the control of your account is in your hands. While we are unable to provide phone or email support, this guide and the tools below will provide you with the information that you'll need to manage your account.
 - Google Grants Help Centre
 - Google Grants user-to-user forum

Tip: A quick and easy way to find answers to your questions is to use - you guessed it - Google. If you find yourself stumped, try a specific search on Google such as “Google Grants duration of grant” or “Google AdWords how do I log in”. The search results will often lead you right to the answer that you need within the Google Grants Help Centre.

Chapter Two: Account Anatomy

Google AdWords accounts consist of three main parts: the account, campaigns within the account and ad groups within each campaign.



Each part of an AdWords account has its own unique features.

Your account:

- Is associated with a unique email address, password and Customer ID.
- Has an overall daily budget of \$330. It is impossible to exceed this limit and you'll never be charged for any spend in your account once it's activated.

Note: Your account will contain features, such as the ability to create site-targeted campaigns. Please ignore these features; they are not available within the Google Grants programme.

Your campaigns:

- Are where you choose your daily budget, geographic and language targeting, and end dates for your ads. If you would like to segment your budget, target different geographic areas or schedule different ads, you may want to create more than one campaign. .
- Are where you can create thematically-related ad groups.

Your ad groups:

- Will each have one theme and their own unique set of keywords and corresponding ads.
- Are where you set your cost per click (CPC) bids for your keywords. You can either set different CPCs for each of your keywords or just select the same CPC to apply to all keywords in your ad group.

Tip: See an example of the thought process and building blocks to create a high-performing ad group by reading the Ad Group Success Story on the following page. Then create your own story of success before moving on to design the structure of your account.

An ad group success story

In the exercise below, read about how a fictional Grantee created an ad group that performed very well. You'll notice underlined portions that you'll be able to fill in with your organisation's specifics on the next page. By completing this exercise, you'll be able to see how your own organisation can also build very successful ad groups.

The Melrose Ballet created a highly successful ad group that resulted in qualified traffic to their website. We asked them to share their story with us and here's what they had to say: "We had a variety of offerings that we wanted to advertise, so we decided to start by focusing on one theme. To start, we decided to target people wanting to see the performance of The Nutcracker in Melrose, Minnesota. Therefore, the theme that we picked for our ad group was Nutcracker tickets. Next we thought, 'If we wanted to see The Nutcracker, we'd search on Google by typing in Nutcracker tickets'. We also thought that other Google users of this same mindset would search for Nutcracker tickets by typing in The Nutcracker, ballet tickets, tickets to the Nutcracker or Nutcracker ballet. As you can see, all these searches had one thing in common - they were all different ways of searching for Nutcracker tickets. At this point, we knew that we had a number of good keywords for our Nutcracker ad group.

It then occurred to us that there might be other users who were searching on Google for an opportunity to perform in The Nutcracker and that these users might type in Nutcracker auditions to find what they were looking for. We knew that our ad, geared towards selling Nutcracker tickets wouldn't be what these users were looking for. We decided to add auditions as a negative keyword* in our account so that our ad would only be displayed to people looking for exactly what we had to offer so that we could ensure that we had a strong click-through rate (CTR) and Quality Score. To finish building our account, we created two ads for our Nutcracker ad group.

Nutcracker in Melrose

The Melrose Ballet Performs
The Nutcracker. Buy Tickets Now.
www.MelroseBallet.org

The Nutcracker in Melrose

See this Holiday Classic.
Performed by The Melrose Ballet
www.MelroseBallet.org

As you can see, these two ads were directly

connected to our keywords. Because both of these ads spoke directly to our target audience's needs, they clicked them, bringing us excellent ticket sales and sold-out performances.

* Negative keywords: You can create negative keywords by preceding an unwanted keyword with a hyphen. This technique works to limit the display of your ad on searches that don't apply to your organisation and is covered in greater depth later in this guide.

Optional Worksheet: Build your own successful ad group

Using the template below, fill in your organisation's information to see how you would build your first ad group.

_____ (insert the name of your organisation here) created a highly successful ad group that resulted in qualified traffic to their website. We asked them to share their story with us and here's what they had to say: "We had a variety of offerings that we wanted to advertise, so we decided to start by focusing on one theme. To start, we decided to target _____ (target audience), in _____ (specific geographic area). Therefore, the theme that we picked for our ad group was _____ (specific service offering). Next we thought, "if we wanted _____ (specific client need), we would search on Google by typing in _____ (relevant search query or relevant keyword)". We also thought that other Google users of this same mindset would search for _____ (same service offering) by typing in _____ (keyword) or _____ (keyword) or _____ (keyword) or _____ (keyword). As you can see, all these searches had one thing in common - they were all different ways of searching for _____ (same service offering). At this point we knew we had a number of good keywords for our ad group.

It then occurred to us that there might be others who were searching on Google for _____ (slightly unrelated service offering) and that they might type in _____ (unrelated keyword) and _____ (related keyword) to find what they were looking for. We knew that our ad, geared towards _____ (initial service offering) would not be exactly what they were looking for. Which is why we decided to add _____ (unrelated keyword) as a negative keyword in our account so that our ad would only be

displayed to people looking for exactly what we had to offer so that we could ensure that we had a strong click-through rate (CTR) and quality score. To finish building our account, we created two ads for our _____ (theme) ad group.

www._____.org

www._____.org

As you can see, these two ads were directly connected to our keywords. Because both of these ads spoke directly to our target audience's needs, they clicked them, bringing us _____ and _____.

Chapter 3: From Goals To Campaigns

Identify advertising goals

Before you start building your campaigns, it's important to think about your goals and develop a plan for your AdWords advertising to turn these goals into campaigns.

Ask yourself the following questions to get a better picture of how you should set up your account in order to maximise your AdWords success.

The Google Grantee needs assessment:

- What does your organisation offer?
- What do you want to achieve with your advertising?
- Who's your main audience?
- Where do you provide services?

Tip: Review the example on the next page and then use Worksheet 1 on the page that follows to complete your own needs assessment.

An in-depth example:

Let's explore how the San Francisco Kids Club, a youth services organisation, might respond to our questions.

What does your organisation offer?

Tip: Use your website as a guide to all the services that your organisation offers.

1. Educational Assistance
 - a. Homework assistance
 - b. Academic Tutoring
 - i. Math
 - ii. English/Reading
 - iii. Science
2. Arts Programming
 - a. Classes
 - i. Visual Art Class
 - ii. Creative Writing Class
 - iii. Acting Class
3. Sports, Fitness and Recreation Opportunities
 - a. Citywide Sports Leagues
 - i. Basketball
 - ii. Football
 - iii. Soccer

What do you want to achieve with your advertising?

1. Get more youth involved in our programmes
2. Recruit volunteers to help run our programmes
3. Increase attendance at our fundraising events (such as our golf tournament)

Who's your core audience?

1. San Francisco parents
2. San Francisco youth
3. San Francisco residents interested in volunteering

Where do you provide services?

San Francisco, California

Tip: Complete your own needs assessment on the next page.

Worksheet 1: Organisational needs assessment

Design your advertising plan by answering some questions about your needs.

1) What does your organisation offer that people searching on Google could benefit from?

e.g. Math tutoring, free lesson plans, volunteer opportunities, etc.

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

2) What does your organisation need that people searching on Google could provide?

e.g. Clothes, volunteer support, etc. (Try to engage constituents before requesting donations)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

3) Who do you want to target?

e.g. Children interested in homework help, parents interested in parenting resources, etc. (Be specific and keep in mind that you may need different ads for benefactors and beneficiaries.)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

4) Where do you provide services?

e.g. Your city, state, nationwide, etc. (This depends on the scope of your organisation)

- | | |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

Tip: Answers to questions 1 and 2 can provide themes for ad groups or campaigns. Answers to question 3 show you groups that may benefit from different ads or ad groups. Answers to question 4 show you what your geo-targeting settings might be.

Translate your advertising goals into campaigns

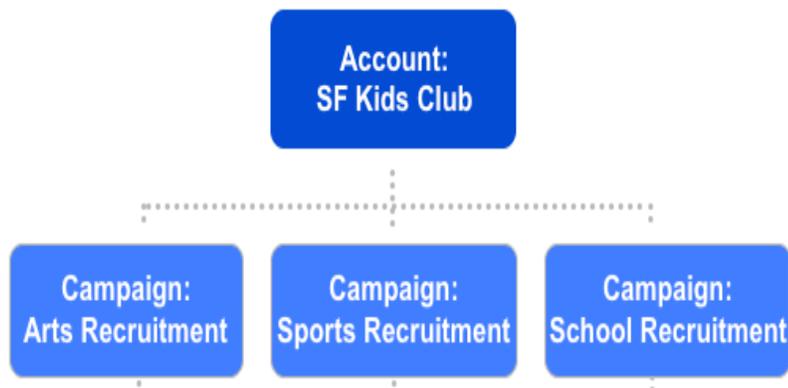
Once you've identified the goals for your AdWords campaigns, it's time to put your plan into action. We recommend structuring each campaign around just one goal, such as recruiting volunteers.

Remember to keep your audience in mind:

- Target only the locations where you offer services.
- Target the language in which your ads are written.
- If you have an international audience, separate your campaigns by country.
- Give each campaign an appropriate name, such as its goal. This makes tracking and editing your campaigns much easier later on.

Example Campaign Goals:

1. Recruit more youth into our art programme
2. Recruit more youth into our sports programme
3. Recruit more youth into our school programme



Tip: Translate your organisation's goals into campaigns on Worksheet 2 found on the next page.

Worksheet 2: Turning goals into campaigns

Different organisations have different needs. With AdWords, you'll be able to create the number of campaigns and ad groups require by your organisation. If you have just a few offerings or goals, you can probably just create one campaign. However, if you have a number of offerings or goals, you'll probably need multiple campaigns.

Start by naming your first campaign(s) and by listing the goal that is associated with each campaign. If you are only going to have one campaign, you can skip to step 3.

Campaign No.1 Name: _____

Campaign Goal: _____

Campaign No.2 Name: _____

Campaign Goal: _____

Campaign No.3 Name: _____

Campaign Goal: _____

Create ad groups within each campaign

Ad groups let you organise your campaigns into more narrow segments. Each ad group should have one common theme such as a single product or service that you offer. Having specific ad groups allows you to pair the most appropriate ad with corresponding keywords. Your organisation will have its own needs, so create as many ad groups as you need per campaign. Remember: More specific ad groups tend to perform better than general ones.

Example:

Campaign - Arts Recruitment

Ad Group - Acting class

Ad Group - National fine arts contest/art show

Ad Group - National photography contest

Campaign – Sports Recruitment

Ad Group - Basketball

Ad Group - Football

Ad Group - Soccer

Campaign - School Recruitment

Ad Group - Math tutoring

Ad Group - English/Reading tutoring

Ad Group - Science tutoring

IMPORTANT NOTE:

Avoid lumping all of your keywords into one ad group. Accounts with multiple keyword themes in one ad group will not be approved. Creating specific ad groups for your various keyword themes will make your ads more relevant and enhance your account's performance.

Worksheet 3: Creating ad groups

Create at least three ad groups for one of your campaigns.

Ad Group 1 Name: _____

Ad Group 1 Theme: _____

Ad Group 2 Name: _____

Ad Group 2 Theme: _____

Ad Group 3 Name: _____

Ad Group 3 Theme: _____

Chapter Four: Choosing the Right Keywords

Keywords are the fuel for your AdWords account. They set the entire advertising process in motion. If users are looking for your service, they'll find you more quickly if you've chosen the right keywords for each of your ad groups.

Once you have decided on campaigns and ad groups, it's time to select keywords. There are three basic steps to building the right keyword list: Brainstorm, Regroup and Refine. It's best to start with a small and very specific group of keywords. You can always add more keywords later.

Step 1: Brainstorm

Put yourself in their shoes. Ask yourself which keywords (word combinations and phrases) that you would type into the Google search box to find the programmes and services related to your first ad group.

Example:

This is a keyword brainstorm, but note that many of the keywords listed below would not be useful keywords. This is a general list of initial ideas for keywords, many of which will be deleted in the editing process. Later, we'll show you how to best refine this list.

<i>Acting classes</i>	<i>Directing</i>
<i>Acting lessons</i>	<i>How to direct</i>
<i>Free acting classes</i>	<i>Musicals</i>
<i>Community Theatre</i>	<i>Play writing</i>
<i>Community Theater</i>	<i>Broadway shows</i>
<i>Auditions</i>	<i>Improvisational acting</i>
<i>Acting</i>	<i>Improvisational theater</i>
<i>Learning how to act</i>	<i>Comedic improvisation</i>
<i>Acting school</i>	<i>Plays</i>

Tip: Conduct searches on Google for the keywords that you are considering. Make note of both the search and ad results that you see, particularly when the results are unrelated to the services that you offer. These keywords will likely need to be refined or made more specific. This will also help you gain an understanding of the competition that you may face for the keywords that you're considering.

Step 2: Regroup

Next, scan your initial brainstorm list and ask yourself some basic questions. Which keywords express the same concepts? Which keywords don't fit thematically with the others? This will help you group your keywords by topic. Each of these topics is going to be an ad group, with specific ads.

Some topics may be very broad, like acting or plays. In these cases, you may need to further divide your keywords into more specific groups, like acting classes or Shakespeare's plays. For example, place keywords relating to acting classes in one ad group and keywords relating to playwriting, auditioning or directing in other ad groups. Because you're grouping your keywords into specific topics, it'll be easy for you to write ads that closely correspond to your keywords.

Example:

Campaign: Arts Recruitment

Ad Group: Acting Classes

Possible keyword groupings:

Acting ad group:

Acting classes
Acting lessons
Free acting classes
Acting
Learning how to act
Acting school

Improvisation ad group:

Improvisational Acting
Improvisational theater
Comedic improvisation

Directing ad group:

Directing
How to direct

Miscellaneous ad group:

Musicals
Play writing
Broadway shows
Community Theatre
Community Theater
Auditions
Plays

Step 3: Refine

Get your erasers or red pens out; it's time to refine your keyword list. Cut from your list keywords that are too generic, irrelevant or obscure. Two-word and three-word keyword phrases usually work best.

This part is trickier than it seems. You may think that a keyword is relevant thematically, but ask yourself: **Could this keyword be used to search for anything other than what I am offering?** If the answer is yes, you may have a keyword that is too general or needs to be accompanied by a negative keyword.

Delete Duplicates

Did you know that your account will only be able to display one ad at a time for any given search that occurs on Google? This means that each keyword that you select should only appear within your account once, in only one ad group. The only exception to this rule is for ad groups that are targeting different geographic locations.

Remember that more specific phrases typically perform better than general keywords. And a short, well-targeted list of words is much better than a long list of general keywords.

Use keyword matching options for greater effectiveness

Broad Matching

Keyword: *breast cancer*

If you enter your keyword without any formatting, the AdWords programme keyword default is broad match. For example, if your keyword were *breast cancer*, your ad would be displayed when a Google search includes the term *breast cancer*, regardless of other search terms used or the order in which they were entered. Your ads will also automatically be displayed for expanded matches, including plurals and relevant variations.

Broad match keywords can work very well when the keywords are specific to your organisation. For example, here are search queries that might display an ad targeted to the broad match keyword *breast cancer*:

breast cancer information
cancer of the *breast* treatment
cancer support *breast* removal
cancer of the *breast* in men
support groups *breast cancer*
breast cancer symptoms
self *breast* exam to detect *cancer*

All the queries above are related to *breast cancer* and are therefore possible triggers for

an ad group using the keyword *breast cancer*. However, the broad match default doesn't work well for general keywords that may be included in searches that are unrelated to your organisation, as in the next example.

Keyword: *bears*

An organisation devoted to saving endangered bears should avoid the general keyword *bears*. Here are search queries that might display an ad targeted to the broad match keyword *bears*:

chicago *bears*
berenstain *bears* video
collectible teddy *bears*
bad news *bears* dvd
bear photographs

None of the searches listed above are relevant to the organisation, yet they all include the keyword *bear*. Keywords such as *protect bears* and *endangered bears* would be a better option for the broad match default.

Phrase Matching

Use quotes: "*breast cancer*"

If your keyword was "*breast cancer*", your ad would be displayed when the term *breast cancer* is included in a search in that specific order. For example, your ad would be displayed for *breast cancer information*, but not for *cancer of breast information*.

You can specify keywords as phrase matching by surrounding your keyword in quotes. In the broad match queries shown above, note that only the following searches would trigger the ad when *breast cancer* is entered as a phrase-matched keyword:

breast cancer information
support groups *breast cancer*
breast cancer symptoms

Exact Matching

Use square brackets: [*breast cancer*]

If your keyword was [*breast cancer*], your ad would only be displayed for searches on the exact term *breast cancer*. Your ad would not be displayed if *breast cancer research* or *breast cancers* were searched.

You can specify keywords as exact match by surrounding your keyword in square brackets. This technique works well for singular keywords, keywords that are general or keywords that might have more than one meaning to a Google searcher.

Negative Matching

Use a hyphen: -teddy

If your broad match keyword is *bears* and you don't want your ad to be displayed for *teddy bears*, add the negative keyword *-teddy*.

You can specify keywords as negative matching by preceding an unwanted keyword with a hyphen. This technique works to limit the display of your ad on broad match searches that don't apply to your organisation. For example, if our endangered bear organisation wanted to run on the broad-match keyword *bear*, the following negative keywords should be listed to avoid being displayed on unrelated queries:

- chicago*
- berenstain*
- bad news*
- teddy*
- claw*

Example:

Let's look at our final keywords and the match types that we have chosen for the acting ad group that we created.

Keywords for acting ad group:

"Acting classes"

"Acting lessons"

Free acting classes

Free acting lessons

Kids acting classes

Youth acting classes

"Acting class"

[Acting]

Learning how to act

- Film

- Commercial

- Colleges

- Monologues

- Movie

- Television

- Jobs

Worksheet 2: Choose the right keywords

Build an effective keyword list for the campaign on which you worked in Chapter 1.

Step 1: Brainstorm

List any keywords that a user looking for your services would type into the Google search box.

Step 2: Regroup

Separate your keywords into different ad groups, ensuring that there is only one theme per ad group.

Theme:

Theme:

Theme:

Step 3: Refine

Cut any irrelevant, unclear, duplicate or generic keywords from the list above. Then, use keyword matching to achieve more precise targeting and improve ad performance.

Chapter Five: How To Write Ads

Ads are the face of your AdWords account. They are the only part of your account that Google users will ever get to see and they are the user's first impression of what you have to offer. When someone enters a search query on Google and scans the search results, your ad text will be your only line of communication to help them decide whether to click to your website.

Ads that convince people to click them are clear, specific and compelling. To be successful, your ads must convince your audience that you have what they're looking for.

To see which of your messages resonate with customers, write three or four ads and run them simultaneously. Next, you will want to check in on their performance. The ads with the highest click-through rates (CTR) are your top performers. Once you know which of your ads work, you can rewrite poorly performing ads to test new strategies.

Your ad consists of three parts:

Headline
Description
Description
URL

Step 1: Create your headline

The best headlines relate directly to the keywords being searched; this makes an ad seem especially relevant to the searcher's interests. So it's a good idea to include one of your keywords in your headline.

Step 2: Develop your description text

The description should convey both key details and benefits of your service or organisation. It should also include a call to action such as "find out more" or "volunteer today". Try to keep your message as direct as you can.

Step 3: Choose your Display and Destination URLs

Your Display URL (the web address that users see when they view your ad) must have the same domain as your Destination URL (the web page where users land when they click your ad). For example, you could have www.google.co.uk as your Display URL and www.google.co.uk/grants as your Destination URL because they both share the same domain.

Worksheet 3: Create targeted ads

Ad Text:

Ads using Latin characters can contain, including spaces, 25 characters for the title, 70 characters for the ad text and 35 characters for a Display URL. If you create ads using non-Latin characters, please be aware that the character limit may vary.

Display URL:

If your Display URL is too long, you may consider using a shortened version of your URL, such as your homepage. The Display URL should have the same domain (such as example.co.uk) as your landing page.

Tip: Whenever possible, take users to the exact page that they need on your site instead of your general homepage. In addition, use the template below to write your first two ad texts.

Write two sample ads for one of the ad groups that you created in Chapter 1. Try to include keywords in your headlines, descriptive ad text and specific Destination URLs.

Sample Ad 1:

_____ (25 characters)
_____ (35 characters)
_____ (35 characters)
_____ (35 characters)

Sample Ad 2:

_____ (25 characters)
_____ (35 characters)
_____ (35 characters)
_____ (35 characters)

Chapter Six: Putting It All Together

Nice work - you've created the essential parts of an AdWords campaign. Now it's time to put them all together in your AdWords account. Just follow the steps on the following pages. If you already have an AdWords account, you will need to create a new account for the Google Grants programme. The process that you will use to create your account is the same as our paying advertisers, although you will follow slightly different steps. Please be sure to thoroughly read and follow the instructions below.

IMPORTANT NOTE:

Please **do not** enter payment information, such as a credit or debit card number, into your Google Grants AdWords account at any time despite automated messages that you may receive from our system. If you input credit card information, you will be financially responsible for any charges that occur on your credit card.

Step 1: Creating an AdWords account shell

Here's how:

1. Go to <https://adwords.google.co.uk> and select 'Start Now'.
2. Choose Standard Edition, not Starter Edition.

Before you begin

Your AdWords ad will direct Google users to your website. Don't have a website? Try Google Sites to easily create one, for free. [Help me create a website with Google Sites](#)

Pick the solution that's right for you

Starter Edition

Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time. [Sign-up demo](#)



Standard Edition

Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses.



Not sure? [Compare options in greater detail.](#)

Continue »

3. Select your login email address and password for AdWords. You'll be able to specify the login details that you'd like to use for your account. We recommend using an email address that is associated with your organisation's domain.

Create Google Account

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
- I do *not* use these other services.

Create a new Google Account for use with AdWords.
Make sure your email address is correct. You must receive email there in order to verify this account.

Email:
e.g. myname@example.com. This will be used to sign-in to your account.

Password:
Minimum of 8 characters in length. [?]

Re-enter password:

Once you enter the details for your new AdWords login, a verification email will be sent to your chosen email address. Remember, **do not** submit any payment information. Simply verify the account by clicking the link provided and following the steps outlined. Once you do this, you can sign in to AdWords using the email address and password that you specified.

If, during this process, you receive the error message 'user already exists', please visit our Help Centre at www.google.com/adwords/help and search for 'user already exists'. There you'll find the steps to remedy the problem.

4. **Choose USD as your currency** (regardless of your country). Note that the currency cannot be changed once it is set and Google Grants accounts can only use USD.

Set Currency Preferences

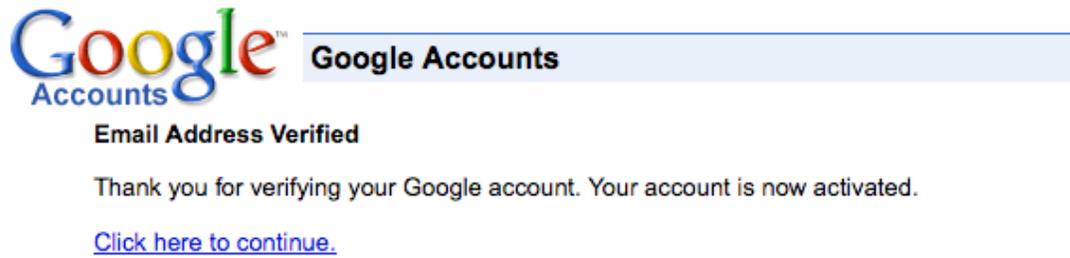
To set up your AdWords account, we need to know what currency you plan to use. (This is the currency you'll use to pay Google, not the currency Review the available [payment options](#) for local currencies before you decide.

Your currency setting can't be changed after you leave this page. Please choose carefully and then click 'Continue.'

What currency will you use to pay for this account? (Not all currencies are available in all areas.)

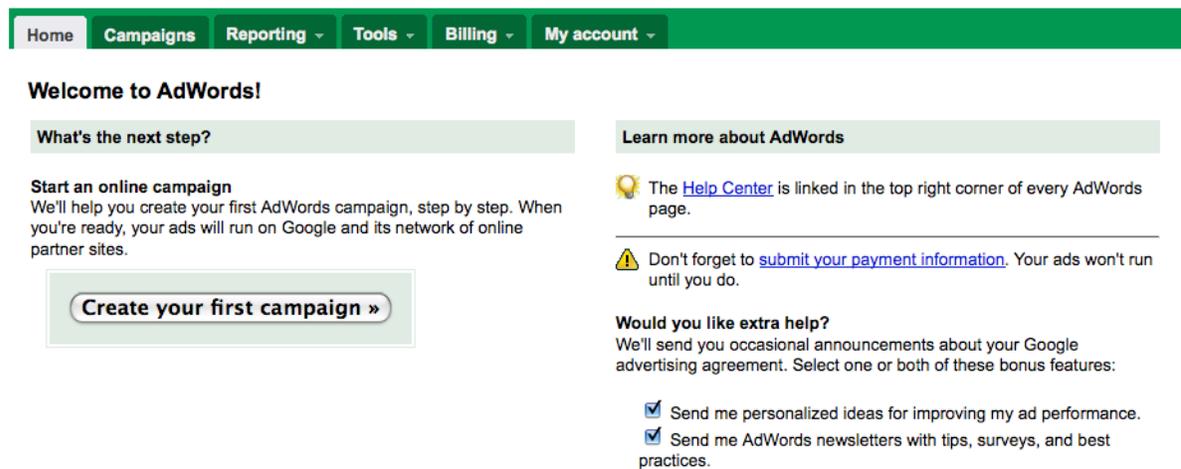
[« Back](#) [Continue »](#)

5. Verify your email address and continue.



The screenshot shows the Google Accounts verification page. At the top left is the Google logo with 'Accounts' written below it. To the right, the text 'Google Accounts' is displayed in a dark blue box. Below this, the status 'Email Address Verified' is shown in bold. A message follows: 'Thank you for verifying your Google account. Your account is now activated.' At the bottom, there is a blue hyperlink that says 'Click here to continue.'

6. Click “Create your first campaign”.



The screenshot displays the 'Welcome to AdWords!' page. At the top is a green navigation bar with links for 'Home', 'Campaigns', 'Reporting', 'Tools', 'Billing', and 'My account'. Below the navigation bar, the heading 'Welcome to AdWords!' is followed by two main sections. The left section, titled 'What's the next step?', contains the sub-heading 'Start an online campaign' and a paragraph: 'We'll help you create your first AdWords campaign, step by step. When you're ready, your ads will run on Google and its network of online partner sites.' Below this text is a prominent button that says 'Create your first campaign »'. The right section, titled 'Learn more about AdWords', includes a lightbulb icon and text: 'The Help Center is linked in the top right corner of every AdWords page.' Below this is a warning icon and text: 'Don't forget to submit your payment information. Your ads won't run until you do.' At the bottom of the right section, under the heading 'Would you like extra help?', there is a paragraph: 'We'll send you occasional announcements about your Google advertising agreement. Select one or both of these bonus features:' followed by two checked checkboxes: 'Send me personalized ideas for improving my ad performance.' and 'Send me AdWords newsletters with tips, surveys, and best practices.'

7. Rename your campaign. Select the geographic area that you would like to target (be as specific as possible). Choose the language that you would like to use for your first campaign. Leave the demographic unchanged.

Settings Ads Keywords Networks

Campaign settings

General

Campaign name

Audience

Locations [?](#) In what geographical locations do you want your ads to appear?

- Bundle: **United States; Canada**
- Country: **United States**
- State: **California, US**
- Metro area: **San Francisco-Oakland-San Jose CA, US**
- City: **San Francisco, CA, US**

[Select one or more other locations](#)

Languages [?](#) What languages do your customers speak?
English [Edit](#)

[+](#) Demographic

8. Opt out of “Search partners” and the “Content network”.

IMPORTANT NOTE:

Having your account opted into more than Google search at the time of activation may cause technical difficulties which will require that you create an entirely new account.

Networks and devices

- Networks and devices 
- All available sites and devices
- Let me choose...
- Search Google search
- Search partners (requires Google search)
- Content Content network
- Relevant pages across the entire network
- Relevant pages only on the placements I manage
- Devices 
- Desktop and laptop computers
- iPhones and other mobile devices with full Internet browsers

9. Designate a daily budget of no more than \$329 USD (less if you plan to have more than one campaign) and choose manual bidding, not automatic bidding.

Bidding and budget

- Bidding option  Basic options | [Advanced options](#)
- Manual bidding for clicks
- Automatic bidding to try to maximize clicks for your target budget
- Budget  \$ per day
-  [Bid to position, delivery method \(advanced\)](#)

Reminder: As part of the Google Grants programme, you are not paying for AdWords advertising. By entering CPCs and a daily budget, our system will be able to display your ads.

10. Ignore the advanced settings. Click “Save and continue”.

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)

11. Create your first ad (you can use one of the ads that you created previously in this guide) and click “Save and continue”.

Settings **Ads** **Keywords** **Networks**

New text ad

Headline: 25 max

Description line 1: 35 max

Description line 2: 35 max

Display URL: 35 max

Destination URL: 1024 max

12. Enter only the keywords that you'd like to trigger the ad that you just created. Enter a bid of \$1 USD. Please do not use the automatic keyword suggestions provided by our system, rather, use the keywords that you developed for your organisation's needs. Use the advanced option match types as needed.

Settings Ads **Keywords** Networks

Add keywords

Enter as many specific keywords as you like, one per line.

```
keyword one
"keyword two"
[keyword three]
```

Set your bids!
You are adding keywords for the first time to this ad group. Please set your bids.

Search \$ 1.00

Content: automatic placements \$ - Off

Sample keywords, based on a scan of your site

No sample keywords available.

▶ [Advanced option: match types](#)

13. Enter negative keywords for words that you would like to use to prevent your ad from being displayed. Click "Save".

Save and continue Do this step later

[-] Negative keywords

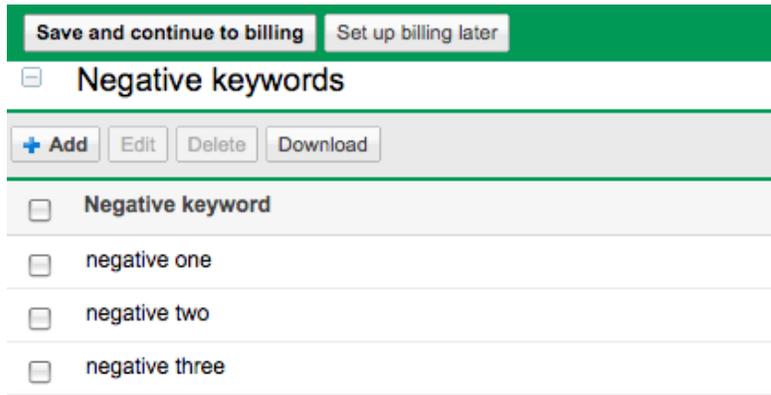
Add negative keywords

Negative keywords prevent your ads from appearing for queries containing the word. Enter one negative keyword per line:

```
negative one
negative two
negative three
```

Save Cancel

14. Click “Set up billing later” and **do not** enter billing information.



Congratulations! You have successfully created your first campaign, ad group, ad and set of keywords.

Note: Within 7 days, you will receive an automated email with the subject line 'Activating Your Google AdWords Account'. This email will ask you to enter your credit card in order to activate your account. Ignore this automated message as well, because Google Grants accounts can only be activated by the Google Grants team after they have been reviewed and approved.

Please review the Google AdWords Terms & Conditions at:
<https://adwords.google.co.uk/select/tsandcsfinder>.

Step 2: Create more campaigns, ad groups, ads and keywords for your account

Here's how:

1. Visit our Help Centre at: www.google.com/support/grants
2. Click the “Campaigns and Ad Groups” link within the Help Centre
3. Use the appropriate Help Centre article as needed

Chapter Seven: Submitting Your Account

You've put together your AdWords account, now it's time to make sure that your account is ready before you submit your account for review. Please follow the checklist below and submit when you've completed all the steps.

Account Settings Checklist:

- All the daily budgets in my account combined add up to no more than \$329 USD.
- I have only created keyword targeted campaigns (no placement targeting).
- I have set my geo-targeting as specifically as possible.
- I have opted out of the search or content network and am only targeting Google.co.uk.
- My account is set to USD and all my keyword bids are set to \$1 USD or less.
- I have not submitted my credit card information to the AdWords system.

Account Structure Checklist:

- I have not lumped all my keywords into one ad group.
- I have 2 - 3 ads for every ad group that I have created.
- I have only one keyword theme within each ad group that I have created.
- Each keyword is in my account only once.
- I have separated my keywords into different ad groups according to theme.

Ad Text Checklist:

- All my ads include a call to action within the ad text (e.g. 'Donate Now', etc.).
- There is a strong correlation between my ads and the keywords that trigger them.

Keywords Checklist:

- I have used negative keywords to prevent my ad from being displayed on searches that do not pertain to the services that I offer (e.g. buying, order, shipping, etc.).
- I have not included any keywords that are too general when used alone (e.g. help, community, poverty, UK, donations, donate, children, etc.)

How to submit your account for activation:

Once you're able to check all the statements in the Account Submission Checklist, you're ready to submit your account!

Please note that it is very important that you follow the account submission checklist closely for three reasons:

1. Accounts that require edits will be disapproved and sent back with revision requests.
2. Accounts with major policy violations may have their Google Grant award revoked.
3. Abiding by all the account creation guidelines expedites the activation process, allowing your ads to start being displayed as quickly as possible.

To complete the setup process, please submit your account online via this web form: http://services.google.com/googlegrants/accountcreation?hl=en_GB

Once we receive your submission, we'll review your account and contact you as soon as your review is complete.