



## Google Grants Ongoing Management Guide

Congratulations on creating your Google Grants account! We're glad to have you as part of the program and we hope that your AdWords campaign will help you find additional support for your non-profit.

This guide will provide you with all the information you need to effectively and efficiently manage your Google Grants account. We wish you the best of luck in your endeavors!

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## How to Use This Guide

### IMPORTANT NOTE:

As a Google Grants recipient you are highly encouraged to schedule monthly Keyword Performance reports. Per Google Grants guidelines you are required to log in and manage your account at least once per month. **Failure to log in for three consecutive months may result in your account being automatically canceled or paused.** This policy is meant to promote your active involvement in your account performance. All of the mandatory account management information can be found on pages 4-14 of this guide.

This guide is a tool to help non-profits of all sizes achieve their advertising goals. To provide the most appropriate information for various organizations, we've broken this guide into three levels of account management: Basic, Intermediate, and Advanced.

We start with **the Account Overview section** to provide a refresher on account statistics.

**The Basic Management section** will then show you how to schedule regular Keyword Performance reports and use the data to make improvements to your campaigns on a monthly basis.

**The Intermediate Management section** (optional) is for grantees that would like to evaluate the success of their campaigns based on specific online goals (for example, which keyword is fueling the greatest number of newsletter signups). You'll learn how to implement Google Conversion Tracking, which enables you to identify which keywords and ads are leading to the valuable actions taken on your site.

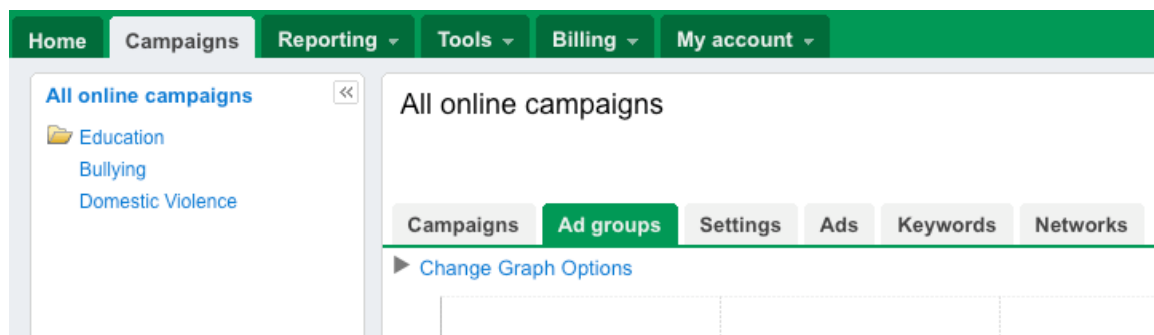
**The Advanced Management section** (optional) is for grantees that are considering using Google Analytics. If you're looking for further insight into how users interact with your site and how they find your site, you may want to consider implementing Google Analytics. We've included a quiz in this section to help you decide if Google Analytics is for you.

# Account Overview

Learning to navigate your account and understanding the data presented to you are the first steps to effectively managing your account.

## Your account's tabs

Within your account, you have one or more campaigns, and in each campaign you can have multiple ad groups. To make this easy to navigate, your AdWords account has different compartments or 'tabs':



### Home:

This tab provides you with a high level overview of your account and can be a good place to start. You'll find basic information here, including the number of active campaigns you have, the number of clicks and impressions your ads have received, and account status messages.

### Campaigns:

This tab is your gateway to more detailed information about your account. Once you click on the Campaigns tab, you'll find individual tabs for information about your campaigns, ads groups, settings, ads, and keywords. You can ignore the Networks tab, as it doesn't apply to Google Grants recipients.

Within the Campaigns tab, you can:

- View a graph of your account statistics. To view different data, click 'Change Graph Options' and select the metrics of interest.
- View data for your ad groups, ads, keywords, or settings with the individual tabs provided.
- Easily see all of your campaigns at once, listed in the pane in the upper left-hand corner. Clicking on the campaign name in this side pane will show the ad groups within it, and will populate the main area with that campaign's data.

**Reporting:**

This tab provides additional information and tools for managing your online presence.

Within the Reporting tab, you can access the following options:

- **Reports:** this option lets you create customized and detailed reports by campaign, keyword, ad text, and other variables. We'll cover some recommended reports in the Basic Management section of this guide.
- **Analytics:** this option allows you to access your Google Analytics account, if you have one. You'll only use this tab if you're using Google Analytics to track user behavior on your website. In the Advanced Management section we'll help you decide if Google Analytics is right for you.
- **Website Optimizer:** this is a tool for testing the effectiveness of your website content. We will not cover the Website Optimizer in this guide, but you can do a Google search for "Google Website Optimizer" if you'd like to learn more about this tool.

**Tools:**

Here you'll find additional resources for tracking account performance and making useful changes to your ads. Most of these tools, such as the Conversion Tracking tool, are referenced throughout the guide and you are encouraged to familiarize yourself with this tab. You'll likely use many of these tools after you run reports to analyze your account performance.

**Billing:**

This tab is not applicable to Google Grants recipients. Once the Google Grants team has activated your account, you will never be billed for the charges that accrue in this section so you can safely ignore the information found on this tab.

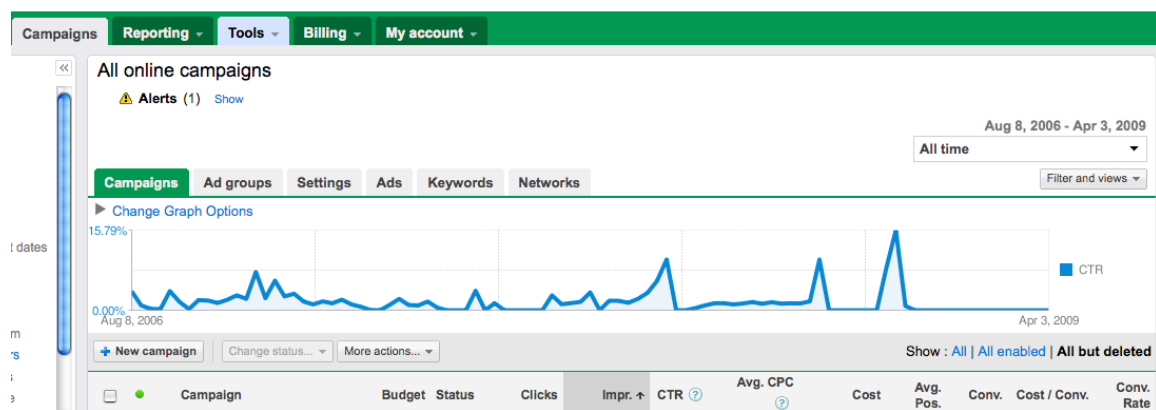
**My Account:**

This tab houses your account-specific information, such as your login email address and user preferences. If multiple people within your organization will be logging in to the account, you can invite them to have access by selecting the "Account Access" option within this tab.

## Understanding account statistics

By now, you may be looking around in your account at all the information available, but having trouble understanding what it all means. Where should you start to make sense of it all?

A good place to start is to look at statistics for 'All Online Campaigns.' To do so, please click the 'Campaigns' tab and then click the 'All Online Campaigns' option in the left pane. Set the date range to the time frame of your choice. We'd recommend a minimum of 'Last Two Weeks' if your campaign has been running for some time. Here's a rundown of the statistics you'll see:



### Clicks:

The 'Clicks' column tells you how many users have visited your website by clicking on your ad on Google.com.

### Impr.:

'Impr.' stands for 'impressions,' which are the number of times your ad has been shown on Google.com. The impressions column refers to the number of impressions your ad has received in your given date range.

### CTR:

The 'CTR' column refers to the clickthrough rate (CTR) of your ads. CTR is calculated by dividing the number of clicks your ad receives by the number of times your ad has been shown (i.e., the number of impressions you've received) on Google.com. This data indicates the percentage of people who saw your ad on Google.com and clicked through to your website. A high clickthrough rate is a good thing, since it means that people are finding your ad relevant to their search.

**Avg. CPC:**

Although you're not charged for any clicks you receive in your Google Grants AdWords account, the 'Avg. CPC' column refers to the average cost-per-click (CPC) of the clicks you receive. As you know, the maximum CPC for your account is automatically set to \$1.00, but many of your clicks may actually cost less than this, depending on various factors such as your Quality Score.

**Cost:**

The 'Cost' column refers to the total dollar amount accrued for clicks on your ad. Again, just like the CPCs you see in your account, you will not be charged for any costs that accrue within your Google Grants account. This is simply how much your ads would cost if you were not receiving a Google Grant.

**Quality Score:**

The AdWords system calculates a Quality Score for each of your keywords. To do so, it looks at a variety of factors to measure how relevant your keyword is to your ad text and to a user's search query. A keyword's Quality Score updates frequently and is closely related to its performance. In general, a high Quality Score means that your keyword will trigger ads in a higher position and at a lower cost-per-click (CPC). On the other hand, a poor Quality Score can prevent your keywords from showing your ads even if there is still budget left within your account. Therefore, it's important to maintain a high Quality Score. One of the primary ways to do this is to maintain a high CTR (ideally above 1%). We'll cover some tactics for doing so later on in this guide.

Now that you're familiar with the terminology of the campaign statistics, let's take a look at how you can enable the Quality Score column within your account and check to see if your ads are running. Then, we'll take a deeper look into how to improve your campaign based on these statistics.

## Enabling the Quality Score column

The 'Quality Score' column displays your keywords' Quality Score to help you monitor their performance. This column is not immediately visible by default, but you can make it viewable by following these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>
2. Select the Campaigns tab at the top of the page
3. Within the Campaigns tab, select the Keywords tab (located directly above the main graph)
4. Click on the 'Filter and views' drop down menu at the far right of the page
5. Select 'Customize columns' from the drop down menu
6. Select 'Quality score' from the drop-down menu
7. Click 'Save' to hide the drop-down menu again

You'll now see the Quality Score for each of your keywords listed as a fraction of 10 on the right hand side of the page. On this scale, **1-4 corresponds with 'Poor'**, **5-7 with 'OK'**, and **8-10 with 'Great'**.

## Checking for your ads on Google

If you want to check the status and position of your ads on Google.com, we recommend you use the Ad Preview tool, which allows you to simulate a search on Google and see the ads that would appear. You can find this option under the 'Tools' tab in your account.

To perform a test search with the Ad Preview tool:

1. Click on the 'Tools' tab in your account and choose the 'Ad preview tool' option
2. Enter one of the keywords from your account
3. Enter the domain where you set your ads to show, such as [google.com](http://google.com) or [google.fr](http://google.fr)
4. Select a display language
5. Select a location by using the drop-down menus or by entering specific latitude and longitude coordinates
6. Click 'Preview ads'

The search results and ads appear as they would on Google.com, except the links on the preview page aren't clickable. This tool will help you see where your ads are displayed on Google, without accruing extra impressions for your ad and affecting your campaign statistics.



## Basic Management: Using Reports

In the next few pages, we'll walk you through how to schedule the **Keyword Performance report** and how to use this data to refine your keyword list. If you choose to go further in your account management (which we encourage you to do!), read on to learn how to run a **Search Query report** to expand your keyword list. Lastly, we'll show you how to run an **Ad Text report** to review and improve the ads you've created.

# The Keyword Performance Report

While there are several approaches you can take to best manage your account, we ask that you run a Keyword Performance report at least once per month and use the data to modify and enhance your keyword lists as needed. This report will help you understand the effectiveness of your current keywords and ad groups.

If you're new to your account, you may want to analyze this report each week—or every other week—to get used to working with your keyword list. You can then move your analysis to a monthly or semi-monthly basis depending on your account needs.



## How to run the report:

To help you remember to analyze the report and be active with your account's performance, we suggest scheduling this report to be automatically emailed to you on a regular basis.

To schedule a Keyword Performance report, first log in to your account, click on the Reports tab, and select 'Placement/Keyword Performance.'

### 1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- |   |   |
|---|---|
| <input checked="" type="radio"/> Placement / Keyword Performance  | View performance data for keywords or placements you've specifically targeted.        |
| <input type="radio"/> Ad Performance  | View performance data for each of your ads.   |
| <input type="radio"/> URL Performance   | View performance data for each of your Destination URLs.                              |
| <input type="radio"/> Ad Group Performance  | View ad group performance data for one or more of your campaigns.                     |
| <input type="radio"/> Campaign Performance  | View performance data for your campaigns.   |
| <input type="radio"/> Account Performance   | View performance data for your entire account.  |
| <input type="radio"/> Demographic Performance   | View performance data for sites by demographic.                                       |
| <input type="radio"/> Geographic Performance  | View performance data by geographic origin.   |
| <input type="radio"/> Search Query Performance  | View performance data for search queries which triggered your ad and received clicks. |
| <input type="radio"/> Placement Performance            | View performance data for content network sites where your ad has been shown.         |
| <input type="radio"/> Reach and Frequency Performance  | View reach and frequency performance data for your campaigns.                         |

Then follow the instructions in the AdWords Help Center entry on scheduling Keyword Performance reports; you can search the AdWords Help Center for this information. When scheduling the report, please note two crucial details:

**2. Settings**

**View (Unit of Time)**

**Date Range**  Last month  
 3/27/09 - 4/2/09

**Campaigns and Ad Groups**  All campaigns and all their ad groups  
 Manually select from a list

1. In the 'Advanced Settings - Filter Your Results' section, you'll want to click the check box to 'Include keywords with zero impressions'.

**3. Advanced Settings (Optional)**

[Add or Remove Columns](#)

▼ [Filter Your Results](#)

Show only keywords that match all of the following criteria:

is one of  [Remove](#)

[Add another restriction](#)

Include placements / keywords with zero impressions

2. In the 'Templates, Scheduling, and Email' section, make sure to click the check box for 'Save this as a new report template' and then schedule the report to run automatically. Also, remember to enter your email address!

**4. Templates, Scheduling, and Email**

**Name Your Report**

**Template**  Save this as a new report template

**Scheduling**  Schedule this report to run automatically:

**Email**  Whenever the report runs, send email to:  
  
*For multiple recipients, separate email addresses with commas.*  
 with report attached as:

## How to analyze the data:

Once you receive the report, there are several ways to assess the data and use that information to improve the performance of your campaign.

### 1. Sort by Quality Score

To start, let's sort the Quality Score column so that it's in descending order. If you're viewing your report in the AdWords format, you can do this by clicking on the 'Quality Score' header of the column. If you're using the Excel file, you can enable auto-filters and/or whatever filtering option you use most often.

In your keyword report, you will see your keyword Quality Scores are rated on a scale of 1-10. These numbers are a finer breakdown of our standard quality scale of 'Poor,' 'Ok,' and 'Great.' On this scale, 1 is the lowest rating, while 10 is the highest. Again, **1-4 corresponds with 'Poor'**, **5-7 with 'OK'**, and **8-10 with 'Great'**.

Once you've sorted the data, you'll be able to see the Quality Score associated with each keyword. You should be wary of any keywords with a Quality Score of 4 or lower. As a best practice, we recommend that you try to maintain all keywords at a Quality Score of 5 or higher.

When you're looking at the keywords with a score of 4 or lower, think about whether these keywords accurately reflect your organization.

- Are these keywords important and relevant to your cause?
- Would someone searching for your organization or cause on Google.com associate these terms with your non-profit?

If these keywords are not directly relevant to your non-profit, then we suggest you delete these keywords. If you determine these keywords to be crucial, then we suggest you optimize these keywords to help improve their Quality Scores.

Paying regular attention to keyword Quality Score will help the overall performance of your account, whereas poor performing keywords, if left unchecked, can adversely affect the overall health of your account.

**Tip:** For more in-depth optimization guidance, consult the Account Creation Guide found in the Google Grants Help Center or try doing a Google search for "Google Grants optimization".

## 2. Sort by CTR

Next, let's sort the CTR column so that it's in descending order. As you may know, CTR refers to the percentage of people who have seen your ad on Google and clicked on it. A high CTR is good, while a low CTR can lead to a poor Quality Score, which can prevent your ads from showing. Many of the changes to improve your CTR will likely lead to positive changes in Quality Score because CTR is an important component of Quality Score.

Once you've sorted your report by CTR, look for keywords with a CTR of 1% or lower. When one of your keywords has a low CTR, this generally means that when people search on that keyword, your ad isn't enticing them to click. A low CTR usually indicates one of two issues. Here are the two most common issues and ways to improve the keyword's performance:

- **Overly broad keywords.** Your terms may be too broad or general to be effective. For example, the keyword "donate" is likely too broad for any campaign, since it could be used in a wide range of contexts: donate money, donate blood, etc. You can make a broad keyword more specific and more effective by adding descriptive language to the term. If you run an AIDS research non-profit, for example, you may want to use the term, "donate to aids research."
- **Irrelevant keywords.** If you notice that your keyword does not directly relate to your ad text, you might want to consider moving this keyword to a more relevant ad group. Or, if you determine that this keyword is unrelated to your campaign as a whole, you can pause or delete this keyword.

For keywords with a relatively high CTR, you can use the Keyword Tool (found in the Tools tab within your account) to generate variations and expansions of these high performers. You will want to continually re-evaluate your terms to weed out the keywords that are not driving traffic to your site and to expand upon those terms that are bringing more support to your non-profit.

### 3. Sort by Impressions

Lastly, let's sort the Impression column so that it is in descending order. Impressions refer to the number of times your ad has shown on Google.com.

For this metric, let's pay particular attention to the keywords that are receiving very few or zero impressions. When observing these low traffic keywords, look to see what the keywords have in common. Mostly likely, these keywords will be too specific. We can approach this issue from a few angles:

- **Use a shorter variation of the term.** For example, a term like "free after school programs to help my child succeed" could be shortened to "free after school programs."
- **Use more popular terms.** As a specialist in a given field of interest, it is easy fall into the trap of using very niche terms. For example, if you are running a foundation to help save the manta ray population, *Manta birostris* (the scientific term for manta rays) might seem like a common term to you, yet it may not be used very much by the general public. You will want to make sure to use terms that would be known and recognized by your target audience. Think like a user!
- **Find relevant expansions.** Use the Keyword Tool to find expansions of a low traffic keyword. The Keyword Tool will show you overall search volume of the relevant expansions, allowing you to find similar high traffic terms. Keep in mind that when adding keywords it's generally better to err on the side of being too specific and growing from there than to err on the side of being too general, which can compromise your account's Quality Score.

Keeping these low impression keywords in your account will not hurt your account performance, but you should use the tips listed above to identify similar terms that will drive more traffic to your website. If you notice that certain keywords generate very few impressions over a few months, you can delete these terms.

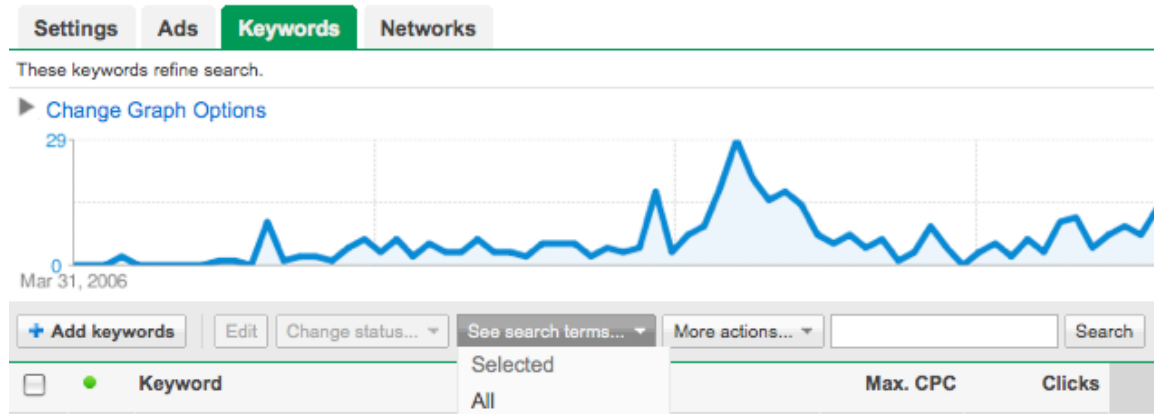
## The Search Query Report

Once you've used the Keyword Performance report to polish your current keywords, you can consider further refining and expanding your keyword lists. To do so, we recommend you run a Search Query report in your account.

The Search Query report shows you the actual search queries that triggered your ads to show. As you may know, your ads might be triggered by expansions and/or variations of the broad-matched keywords in your account. For example, if you have the keyword 'AIDS research,' the misspelling 'AIDS rsearch' can trigger your ad to show, even if it's not in your keyword list.

Because the Search Query report can give you insight into the additional queries that are triggering your ads to show, it can also help you generate ideas for new keywords and ad group themes. The report can also help you identify irrelevant search queries to add as negative keywords, which we'll cover on the next page.

You can run this report by clicking the specific ad group you wish to examine. Once you're at the ad group detail page, select the keywords you'd like to review, and click the 'Show query report' button at the top of the keyword statistics section.



## How to analyze the data

You will see the queries sorted by broad, exact, and phrase match options. We suggest you look at the broad and phrase match keyword types to see which search queries triggered your ad to show. Pay particular attention to keywords that have generated a significant number of clicks and a relatively high CTR, as these are terms you may want to expand on.

### **Focus on relevant queries.**

Start by sorting the queries by clicks. You can do this either by clicking on the 'Clicks' column in the AdWords Report or by sorting the report in your Excel sheet. Once you've sorted by this metric, look at queries in the Phrase and Broad match options. (The Exact match keywords are already located in your account.) In examining the queries with high click volume, you might find ideas for new keywords.

### **Consider adding certain queries as keywords.**

If you find any high volume search queries that are highly relevant to your non-profit and have relatively good CTRs, you can add these terms as keywords in the applicable ad group by clicking the 'Add as keyword' button in the AdWords Report

### **Consider creating new ad groups.**

In reviewing the list of high-performing, relevant expansions and variations, you might also find ideas for new ad group themes. Some of the queries might not fit perfectly into the ad groups you've already created. If you notice certain new trends or themes in any of the expansions or variations, try creating new ad groups for these expansions and variations.

### **Next, focus on irrelevant queries.**

In reviewing the Search Query report, you might discover that sometimes your keywords are matching to irrelevant terms, meaning your ads are showing for searches that aren't related to your organization. If you notice any irrelevant queries, we suggest you add these irrelevant terms as negative keywords<sup>1</sup> to your account by clicking the 'Add as negative keyword' button on the e-Report.

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<sup>1</sup> Negative keywords are terms that will prohibit your ads from running on these terms. When you add a negative keyword to your account, you ensure that your ads will not display when a user searches on these terms. Negative keywords are crucial to the success of your account because they can help you improve your keywords' CTR and quality score by filtering out unwanted impressions.




# The Ad Performance Report

If you have more than one ad text per ad group (which we highly encourage), it's a good idea to analyze the performance of your ads to see which perform best. To gain insight into which of your ads is most compelling and impactful, you can run an Ad Performance report. This report helps you understand the effectiveness of your ads by providing details on the CTR of each ad text.

You can create an Ad Performance report in the Reporting tab of your account by selecting the Ad Performance option and setting your report preferences below.

## 1. Report Type

Choose a report from the following options: [Learn more about report types](#)

- Placement / Keyword Performance *View performance data for keywords or placements you've specifically targeted.*
- Ad Performance *View performance data for each of your ads.*
- URL Performance *View performance data for each of your Destination URLs.*
- Ad Group Performance *View ad group performance data for one or more of your campaigns.*
- Campaign Performance *View performance data for your campaigns.*
- Account Performance *View performance data for your entire account.*
- Demographic Performance *View performance data for sites by demographic.*
- Geographic Performance *View performance data by geographic origin.*
- Search Query Performance *View performance data for search queries which triggered your ad and received clicks.*
- Placement Performance  *View performance data for content network sites where your ad has been shown.*

## How to analyze the data

### Sort ad variation(s) by CTR

Examine your ads that have a CTR that is above 1%. How do these ads differ from your ads with CTRs that are lower than 1%?

We find that high-performing ads often have the following characteristics:

- The ads clearly highlight the goals and mission of a non-profit.
- The ads contain call-to-action phrases, like “donate now” or “find volunteer opportunities here.”
- The ads include the keywords that trigger them (or are very closely related).
- The ads lead to a relevant URL on the non-profit’s website. For example, an ad that encourages newsletter signups would lead directly to the sign-up page rather than the homepage of a site.

### Edit your poor performing ads

Once you’ve distinguished what makes your high-performing ads different from the ads with lower CTRs, we suggest you revise your low-performing ads. You can edit your low-performing ads to be more similar to the ads with higher CTRs. To edit your ads, select the “Campaigns” tab within your account and then select the “Ads” tab. From here you can click on an ad you would like to edit and then click on the pencil icon in the upper right hand corner of the ad to edit the ad.

For further guidance, try doing a Google search for “Optimization tips for AdWords” and selecting the search result that brings you to the AdWords Help Center.

### Test new ads

Once you’ve identified high-performing ad traits, you might also consider testing new ad variations. We suggest that you incorporate ad text best practices into any new variations you create and that you continue to measure the effectiveness of your ads by using Ad Performance reports regularly.

# Intermediate Management: Conversion Tracking

Google's free Conversion Tracking tool allows advertisers to gain more insight into which ads and keywords are generating the most conversions. This tool will help you to track conversions, and ultimately help you identify how effective your AdWords ads and keywords are.

## **What is a conversion?**

A conversion is any user behavior on your website that you deem valuable, such as a donation, newsletter signup, download, or lead. The AdWords system will record a conversion only after a user clicks on your ad and takes the selected action on your site. Users that take the selected actions but have found your site through other means aren't counted as conversions.

## **What do *you* want users to do when they get to your site?**

You should have specific goals for your Google Grants account. Let's say you want users to sign up for a newsletter on your site. If you installed conversion tracking you could see exactly how many times a search for a keyword in your account led to a newsletter sign up because someone saw your ad and clicked on it.

## **How it works**

Let's use the example of a newsletter sign up. A Google user searches on Google.com using one of the keywords in your account. This user would see your ad, click on it, and visit your website. The user would then sign up for your newsletter. Upon submitting their email address to you, the user would be brought to a confirmation page which lets them know their information has been received. This confirmation page would have the Google Conversion Tracking code on it. The code would record that a conversion has occurred and it would note the keyword that brought the user to your site. This information would then be provided to you in the Conversion Tracking reports in your account.

## **Technical Requirements**

Please note that in order to install Conversion Tracking, you or your web developer will need to access to the html code of your website. If you would like more information on implementing Conversion Tracking, please do a Google search for 'AdWords Conversion Tracking' and choose the search result for 'Conversion Tracking – AdWords Help.' To begin the implementation process, select Conversion Tracking under the 'Tools' tab within your account.

## Conversion Tracking Reports

Once you have the Conversion Tracking code installed, you'll be able to see conversion data on the Campaign tab of your account within 48 hours.

You can create customized reports featuring conversion data via the Create Report page within the Reports tab. To do so, choose the 'Keyword Performance Report'. Next, click "Add or Remove Columns" in the Advanced Settings section to customize your report column settings; click 'Add or Remove Columns' and then select the data you would like to track such as the 'Conversions,' 'Cost per Conversion' and 'Conversion Rate' metrics.

### 3. Advanced Settings (Optional)

▼ [Add or Remove Columns](#)

Your report will display these columns:

| Campaign | Ad Group | Keyword | Keyword Matching | Keyword Status | Est. First Page Bid | Quality Score | Current Maximum CPC | Keyword Destination URL | Impressions | Clicks | CTR | Avg CPC | Cost | Avg Position | Conversions (1-per-click) | Conversions (many-per-click) |
|----------|----------|---------|------------------|----------------|---------------------|---------------|---------------------|-------------------------|-------------|--------|-----|---------|------|--------------|---------------------------|------------------------------|
|----------|----------|---------|------------------|----------------|---------------------|---------------|---------------------|-------------------------|-------------|--------|-----|---------|------|--------------|---------------------------|------------------------------|

**Level of Detail** : These columns reflect this report's coverage and level of detail

- Campaign  Ad Group  Keyword

**Attributes** : These columns report on your current ad settings and status

- Keyword Matching  Keyword Status  Est. First Page Bid  
 Quality Score  Ad Distribution  Ad Distribution: with search partners  
 Daily Budget  Current Maximum CPC  Content Bid  
 Highest Position Preference  Lowest Position Preference  Keyword Destination URL  
 Ad Group Status  Campaign Status

**Performance Statistics** : These columns feature data about how your ads are performing

- Impressions  Clicks  CTR  
 Avg CPC  Cost  Avg Position

**Conversion Type Columns** : These columns enable you to view conversion statistics broken down by type

- Action Name  Action Description  Action Category

**Conversion Columns** : These columns provide statistics on ad conversions and conversion rates

- Conversions (1-per-click)  Conv. Rate (1-per-click)  Cost/Conv. (1-per-click)  
 Conversions (many-per-click)  Cost/Conv. (many-per-click)  Total Conv. Value  
 Value/Conv. (1-per-click)  Conv. Value/Cost  Conv. Value/Click  
 Sales Conv. (many-per-click)  Sales Conv. Value (many-per-click)  Leads Conv. (many-per-click)  
 Leads Conv. Value (many-per-click)  Sign-up Conv. (many-per-click)  Sign-up Conv. Value (many-per-click)  
 Page View Conv. (many-per-click)  Page View Conv. (many-per-click)  Other Conv. (many-per-click)  
 Other Conv. Value (many-per-click)

## How to analyze conversion tracking data

### Sort by cost per conversion

You can then either view the e-Report or download it to an Excel sheet. Once you have the data, we encourage you to sort the report first by 'Cost per Conversion.' This metric will help you understand the effectiveness of your keywords in driving your desired action.

- **High cost per conversion:** Certain keywords may have a relatively high cost per conversion (again note that there is no charge to you for your ad clicks, rather this metric refers to how much of your allotted budget was spent per conversion). A low cost per conversion is ideal. If you encounter a high cost per conversion, evaluate the relevancy of these keywords to your advertising goals. Ask yourself the following questions:
  - Are these keywords crucial to your campaign? Think of ways to optimize these keywords to yield a better return on investment.
  - Are these keywords relevant to their ad text?
  - Do these keywords reflect the desired outcome?
  - Should you pause or delete these keywords so that your budget may be better spent on higher yield terms?
  
- **Low cost per conversion:** Certain keywords will have a relatively low cost per conversion, which is a good thing. You will want to double check that the terms with a lower cost per conversion are also relevant to your advertising goals and that the investments here are worthwhile as well. If you find that the keywords with a lower cost per conversion are relevant, you can use these high-yield keywords to generate ideas on how to further build out your campaign.
  - Can you generate expansions or variations on these terms to drive more high-yield traffic to your site?
  - What is it about these keyword and ad text variations that may produce the desired outcome at a lower cost? Try to identify this and expand on this success.

## Sort by conversions

You can also use the conversion data to view terms by the number of conversions they've generated. To do so, you can sort the report by the 'Conversions' column to gain insight into which keywords are producing the desired outcome.

- **Many conversions:** Keywords with a significant number of conversions are crucial to the success of your campaigns. As with high-yield terms, you can examine these high-performing keywords to gain insight into which advertising strategies encourage users to take the desired outcome.
  - Are these call-to-action keywords?
  - How are these terms related to your ad text?
  - Are there synonyms you can add to your account?

You can use the insight you gain from these terms to make changes to terms that are converting less frequently and to generate ideas for new keywords that might also convert at high rates.

- **Just a few conversions:** Keywords that have generated a relatively low number of conversions (or no conversions at all) over an extended period of time may never convert at high volumes. We suggest that you pause or delete these keywords so that your budget can be directed to keywords that convert more frequently.

## Advanced Management: Analytics

Google Analytics is a free tool that shows you how people found your site, how they explored it, and how you can enhance their visitor experience. With the information gained from using Analytics, you can improve a visitor's experience on your site, leading to more donations, volunteers, event attendance, etc.

In this guide we will not provide in-depth guidance on this tool. Instead we'll help you decide if Analytics is right for you. If you decide to implement Analytics, we have an Analytics guide available in the Google Grants Help Center.

### Determining if Google Analytics is right for you:

- Do you want to track goals for your marketing initiatives? (Goals can be anything from page visits to donations to ecommerce transactions.)
- Do you want to know which pages of your website are the most effective? For example, do you want to know which pages get the most traffic and/or result in the most conversions?
- Do you want to know where your traffic is coming from? Do you want to know where your website visitors come from?
- Do you want to know where your visitors go when they come to your website? Do you want to know what content they read or interact with on your site?
- Do you need to provide website performance information to others in your organization?

If you answered 'yes' to 3 out of 5 of these questions, Google Analytics may be right for your organization. To determine if you have the resources to support it, please review the questions below:

- Do you have access to your webmaster or do you know how to perform basic HTML tasks like cutting and pasting small snippets of code onto your website?
- Do you have access to your Google Grants AdWords login so that you can link your AdWords and Analytics accounts?
- Are you willing to learn the basics of a new software program via online materials?

If you answered 'yes' to all of these questions, you most certainly have the technical resources needed to use Google Analytics. Review the Google Grants Analytics guide for information on how to implement and use this tool. Please download the Analytics Guide found under Google Grants Resources in the Google Grants Help Center.

# Appendix

## Google Grants Guidelines

### **AdWords account restrictions for Grantees**

When navigating your Google Grants account, note that the AdWords system and interface are designed for our paying advertisers. You may find that some features or advertising opportunities may be restricted within your account. It is important to note these key differences between a Google Grants account and a regular AdWords account:

### **Google Grants accounts:**

- Have a daily budget set to \$330 dollars, which is equivalent to about \$10,000 per month
- Have a maximum cost-per-click (CPC) limit of \$1.00 USD
- Only run keyword-targeted campaigns
- Ads appear only Google.com, and will not display on search or content networks
- Only support text ads (no image, mobile, or video ads)

### **Cost & budgeting for Grants accounts**

Google Grants provides select 501(c)(3) nonprofits with free advertising via the AdWords program. This program is offered at no cost to you or your organization.

However, since you are using the same account interface as a paying AdWords advertiser, you will be working with sections in your account referring to cost and budgeting. The information below will explain how this terminology relates to your Google Grants account.

### **Cost-per-clicks (CPCs) and bidding**

If you have ever used AdWords as a paying customer, you know that advertisers are charged a certain cost-per-click (CPC) whenever a user clicks on their ad (e.g. 30 cents per click). As a result, advertisers set maximums that they want to pay per click and also an overall campaign budget to ensure they are appropriately spending their advertising dollars. As a Google Grants recipient, you will not be charged for any clicks to your ads. Each account is allocated a maximum CPC of \$1.00, which is used to rank your ads in the AdWords auction. Keep in mind that, due to quality factors, some keywords will not remain active with a maximum CPC of \$1.00.



**Daily budget limit**

Google Grants accounts have a monthly limit of \$10,000, which is equivalent to roughly \$330 per day max. This means that we will show your ads as much as possible each day, up until your account accrues about \$330. Keep in mind that the daily spend limit is an automated cap within the Google Grants system. If you were to set your campaign daily budget above \$330, your account will still be limited to \$330 in traffic.

**Important note regarding your budget**

Not all Google Grants accounts will receive enough traffic to accrue \$330 in free advertising per day. Depending on the reach, size, and type of organization, some grantees will reach \$330 per day in traffic, while most only use a small portion of this allocated budget. This does not mean that your account is less effective, but just that your intended audience is smaller.

**Length of Grant**

We require organizations in the Google Grants program to be actively engaged with their AdWords account. As long as your organization is actively managing your AdWords account, adhering to our program guidelines, and making the most of this award, you shall continue to remain in the Google Grants program. Please note that Google does reserve the right to terminate your organization's participation in the Google Grants program for any reason without notice at any time. If you are removed from the Google Grants program, your organization will be ineligible and should not apply again.

## Additional Help

### Making keyword and ad text changes offline

Now that your account is active, you should be reviewing account statistics and making edits and additions on a regular basis. Do a Google search for “AdWords Editor” to learn more about how you can make changes to your account while you are offline. In addition to the standard editing tools within your account, if you need to make changes across different campaigns or ad groups, AdWords Editor is a free campaign management application to help you make these changes with ease and flexibility. You can download your campaigns, make bulk or individual edits offline, and then upload your changes to your AdWords account.

With AdWords Editor, you can:

- Work offline on your Mac or PC
- Make large scale changes quickly
- Share changes with team members before applying them to your account
- Quickly find and replace terms throughout your account
- Make advanced URL changes
- Sort and view performance statistics
- Add, edit, delete, copy, cut and paste keywords, text ads, ad groups and campaigns
- Upload changes to AdWords any time

For detailed information about using the application, you can do a Google search for “AdWords Editor”.