

Google Grant Optimization Checklist

► Google Ad Grants Guidelines

- Have 2 ads per group
- Have at least 2 ads per campaign
- Have at least 2 sitelink ad extensions
- Respond to program survey
- No single-word keywords unless they are covered on [this](#) list
- No generic keywords
- No keywords with a quality score lower than 3
- Maintain a 5% click through rate each month
- Have valid conversion tracking

► Keywords

- Only use keywords that meet Google's guidelines
- Use keywords that are specific to your mission
- Create an effective list of keywords
- Regularly clean and adjust keyword data

► Conversions

- Track conversions in Google Analytics
- Set up conversion goals in Google Analytics
- Track conversions that are meaning to your organization
- Adjust ads based on which ones increase conversions

► Website

- Adhere to all guidelines
- Include high search-volume keywords on the page
- Limit to one focus per page
- Feature content that is interesting and engaging
- Use a clear call to action
- Ensure the website is accessible for mobile and desktop users

► Ads

- Target ads geographically
- Have 3-5 ads per group
- Make ads that are relevant to keywords
- Use short sentences
- Use clear language
- Highlight what is special about your nonprofit

► Partner with a Google Ad Grants agency

