Google Grant Optimization Checklist

▶ Account Structure
  ■ Center campaigns around themes
  ■ Include 3-5 ad groups per campaign
  ■ Have 3-5 ads per ad group

▶ Keywords
  ■ Include approximately 25 keywords per ad group
  ■ Choose keywords relevant to your mission
  ■ No generic or single-word keywords
  ■ Target keywords based on time and geography
  ■ Separate branded and nonbranded keywords into different campaigns
  ■ No keywords with quality scores below 3
  ■ Use negative keywords to avoid ranking for those terms

▶ Conversions
  ■ Track conversions in Google Analytics
  ■ Set up conversion goals in Google Analytics
  ■ Track conversions that are meaningful to your organization
  ■ Adjust ads based on which ones increase conversions

▶ Ads
  ■ Use keywords in the ad copy
  ■ Include specific calls to action in the ad copy
  ■ Highlight your mission
  ■ Manually rotate your ads for new campaigns

▶ Metrics
  ■ Track meaningful conversions for your nonprofit
  ■ Use A/B testing to determine what drives conversions and clicks
  ■ Have at least 1 conversion per month
  ■ Maintain a 5% CTR each month

▶ Bidding
  ■ Use manual bidding when possible
  ■ If you set up automated bidding, select the Maximize Conversions option

▶ Targeting
  ■ Narrow down your target audience with geotargeting
  ■ Pinpoint specific times when ads perform well with ad scheduling
  ■ Adjust which devices your ads can be viewed on
  ■ Link to other pages within your ads by using sitelinks
  ■ Include additional plain text with callout extensions and structured snippets
  ■ Include the cost of services with the price extension
  ■ Display your address and phone number with the location and call extensions
  ■ Capture leads with the lead form extension

▶ Website Maintenance
  ■ Ensure you own your nonprofit’s domain
  ■ Include one focus per page
  ■ No commercial activity that’s unrelated to your mission
  ■ Include ad keywords on your landing pages
  ■ Create clear calls to action
  ■ Ensure the site is mobile accessible

▶ Partnering With a Google Ad Grants Agency
  ■ Google Grant applications
  ■ Account hygiene
  ■ Keyword research
  ■ Account reactivation

▶ Training Resources
  ■ Google’s overview video about Google Ad Grants
  ■ Ad Grants Help Center
  ■ The Google Ad Grants YouTube channel
  ■ Getting Attention’s blog
  ■ Google Ad Grants Community Forum
  ■ “Customized Performance & Suggestions” and “Special Offers” emails
  ■ The top FAQs about Google Ad Grants