

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 meaning 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](#)

