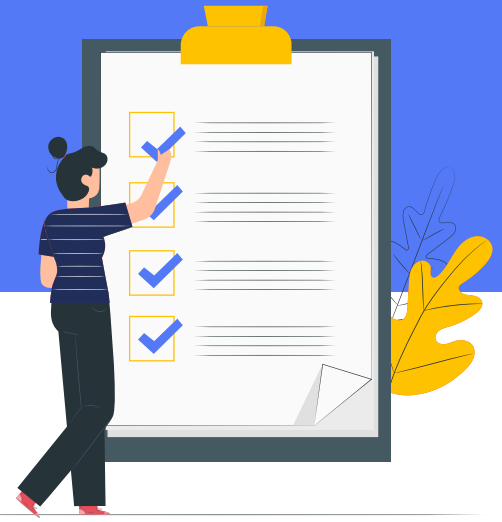


PREPARING YOUR NONPROFIT'S WEBSITE FOR THE GOOGLE AD GRANT: **A CHECKLIST**



Domain Ownership

- ☐ Purchase the domain on which your website is hosted.

Website Security

- ☐ Purchase and install a secure sockets layer (SSL) certificate.
- ☐ Limit your plugins, links, and embedded objects to only what is secure and trustworthy.

Unique, Substantial, and Promotable Content

- ☐ Create plenty of pages related to your work.
- ☐ Make sure each page or post covers a single, well-defined topic related to your organization's mission.
- ☐ Provide plenty of information on each page to cover topics sufficiently. News articles and blogs should be 1,000+ words. Core pages related to your work can be shorter but should still provide plenty of information for readers.
- ☐ Pick a keyword for each page you'll promote and infuse those keywords into the page's headings and copy.
- ☐ Incorporate multimedia elements (e.g., videos and graphics) to make your content more engaging.

Mission-Related Content

- ☐ Add a statement of your nonprofit status and your organization's EIN in your website's footer.
- ☐ Create an 'About' page that features a robust and clear description of your organization, mission, and activities.
- ☐ Create pages featuring your nonprofit's staff and board members along with their credentials.
- ☐ Include links to documents like your File 990, annual reports, and financial audits on your website.
- ☐ Create an events page that includes upcoming events and registration links.

User Experience

- ☐ Eliminate broken links by implementing redirects to current pages each time you take a page down.
- ☐ Create a clear navigation menu that features your most important pages.
- ☐ Write clear calls to action (CTAs) that use simple, impactful phrases like 'Donate now' or 'Volunteer today.'
- ☐ Test your site speed with PageSpeed Insights.
- ☐ Avoid overloading your pages with massive images and auto-playing videos.
- ☐ Compress images to quicken your site speed.

Limited Ads and Commercial Activity

- ☐ Make it clear that your nonprofit serves the public and not only those who pay for services or products.
- ☐ Be transparent about how any commercial activities support your ability to serve the community.
- ☐ Remove any obtrusive and distracting ads.
- ☐ Make sure you don't use Google AdSense or affiliate advertising links on your website.

Tracking and Reporting

- ☐ Install Google Analytics on your website.

**NOT SURE IF YOUR WEBSITE
FOLLOWS THE **GOOGLE AD
GRANT** WEBSITE POLICY?**

Line up a free consultation with our team! We'll provide tailored recommendations and work with the Google Ad Grants team to get your website approved.