



## **Basic Google AdWords**

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### **Class Objectives:**

- Learn how Google AdWords can help with your marketing and branding goals
- Discuss AdWords account structures
- Create an Adwords Account, Campaign, and Ad Group
- Receive one-on-one help with your own AdWords account

### **Class Agenda:**

1. Overview: What is Google AdWords?
2. Google Ad Grants
3. Create an AdWords Account
4. Create a Campaign
5. Create Ad Groups: Keywords, and Ad Copy
6. Overview: The Next Steps

### **1. Overview: What is Google AdWords?**

#### **AdWords *versus* Organic Advertising/SEO** (Search Engine Optimization)

Adwords allows you to create paid ads that appear *above or next to* a user's search results; Organic advertising refers to unpaid links that appear for your organization *within* search results.

AdWords allows you to show your ads to the people who are most likely to be interested in them, while filtering out those are not. With AdWords, your advertisements are predictable, measurable, and targeted. You can target your audience by location, language, interests, keywords they search, and other systems; you can measure how successful and cost efficient your ads are; you can instantly improve your Ads and extend their reach.

Google AdWords has three major levels: **Account**, **Campaign**, and **Ad Groups**.



[www.optimizer.com](http://www.optimizer.com)

**Account:** One company will create a single account, linked to a unique gmail address and password. At this level, you set up your billing information, language, and currency. These cannot be changed.

**Campaign:** A campaign is dedicated to advertising a particular theme or line of related products or services that you sell -- so if you want to advertise for an educational summer camp and for school-year tutoring, you would create two different ad campaigns. At the campaign level, you choose your daily budget and how you would like Google to choose which to show of the several variants of Ads that you create within the Ad Group. You also create Ad Extensions.

**Ad Group:** At Ad Group level, you write the variations of your **Ads** and you choose **Keywords**. Keywords are words or phrases that, when included in a user's search query in Google, will potentially trigger your ad to appear. One Campaign may have multiple Ad Groups. One Ad Group should have multiple Ads that all sell the same thing but vary in language, so Google will test them and decide which language is best.

*\*We suggest setting up your Campaigns and Ad Groups similarly to how your website is nested. Your main pages will be Campaigns, and sub-pages within those will be Ad Groups.\**

Google has two types of advertising Networks: **Search Network** and the **Display Network**.

### 1. **Search Network**

The Search Network refers mainly to the Google Search Engine, though it also technically includes Google Plus social network and Google Shopping. Only text ads may run, no videos or images. *\*This is the only network Google Ad Grantees may use.\**

### 2. **Display Network**

The Google Display Network (GDN) consists of ad space on any third-party websites, like blogs, newspapers, YouTube, etc. For example, the image banner ads that run on the top of the Huffington Post website or the 30 seconds ads that play before a YouTube video. *\*\*Google Ad Grantees may not use this network.\*\**

## 2. **Google Ad Grants**

### A. **What are Google Ad Grants?**

Google Ad Grants offers non-profits \$10,000 per month in AdWords advertising to promote the organization's mission and grow their nonprofit on Google search result pages.

Parameters for Google Ad Grantees:

- Must be a 501(c)(3) organization.
- You may **NOT** be a:
  - Governmental entities and organizations
  - Hospitals and medical groups
  - Schools, childcare centres, academic institutions and universities
- Receive \$10,000 per month, which is equivalent to \$329 per day
- Limited to a \$2.00 maximum cost-per-click (CPC) bid
  - *This will be explained further in Intermediate Classes. It sets the maximum your account can bid to pay to beat other advertisers at \$2.*
- Organization must only appear on Google search result pages (Search Network only)
- Organization must only run text ads (i.e., no video/YouTube ads)
- Organization must log-in to account at least once a month
- All ads in account must link to the nonprofit URL approved in application process.
- Your ads also can't ask for donations in the form of large goods such as cars, boats or property donations. Keywords related to this activity are also not allowed.

### B. **Apply for a Google Grant**

1. Head to <http://www.google.com/nonprofits>
2. Click the green "Sign Up" button.

3. Fill out your organization's information, including your organization's unique EIN number and the unique URL (website address) that your ads will lead users to.
4. Include a brief description of your mission statement and examples of keywords that you might run in your ad. Make these keywords phrases relevant to the services you offer.

### 3. Create an AdWords Account as a Google Grantee

After you have been approved for a Google Grant, you will need to create an Account. At the Account level, you will choose the primary language, timezone, and currency for your account. You cannot change these options.

*\*\*Be sure to skip the billing process if you are part of the Ad Grant program. Do NOT submit any billing information, or Google might force you to start over and create a new account!\*\**

### 4. Create a Campaign as a Google Grantee

Campaigns allows you to create several variations of ads and Ad Groups, all aimed at selling/promoting the same overall service.

#### Example

OMF offers marketing and website design services to non-profits, as well as memberships so people can take advantage of our educational classes and our equipment rentals. That's a lot that we do! We might have one Campaign dedicated to advertising our marketing Services, another Campaign dedicated to our Classes, and another dedicated to equipment Rentals.

#### Creating a Campaign:

1. Create a New Campaign by clicking the red  button.

2. Choose  button from the drop-down menu

- It is a requirement of Google Grantees that they do NOT use the Display Network.

3. Name your Campaign.

4. Type: "All features"

- Make sure the "All features" button is clicked, NOT the default "Standard" button.

5. Networks: Google Search Network

- *The "Include Search Partners" checkbox must NOT be checked.* It is a requirement of Google Grantees that they do not use third-party search partners.

6. Location: Choose your targeting radius by entering a country, city, or zip code.

- Advanced Search will offer several options for how to draw boundaries around a city. The Nielsen DMA region for Denver includes some metropolitan areas.
- Radius Target will draw a large circle with a diameter of your choosing around the center of the city.

7. Primary Language

8. Bid Strategy:

- Manually set Default Bid to: \$2.00
- This will be explained further in our Intermediate AdWords classes. This sets the maximum your organization is willing to pay to have an ad appear as \$2, *which is always the maximum that any Google Grantee may choose.*
- Manually set Daily Budget to: \$329

9. Extensions:

- Location Extension: shows your building location through Google my Business
- Sitelink Extensions: show additional links to click that take you to different pages of your main website.
- Call Extensions: show a phone number to call, and a “Call” button on cell phones
- *Note on Extensions: If your Ad Rank (discussed later) is too low, some or all of your extensions might not appear.*

10. Save and Continue

**5. Create Ad Groups**

An Ad Group contains: (1) one or more Ads and (2) one or more Keywords. When a user types something into their search engine query that contains one of your Keywords, this will trigger your Ad to appear on the user’s search results page (if it beats other Ads with similar keywords).

Best Practices:

- (1) Try to focus all the Ads and Keywords in an Ad Group on one product or service;
- (2) Each Ad Group should have about 15-20 Keywords;
- (3) Put “quotation marks” around every Keyword you write so that users searching irrelevant synonyms or misspellings of those Keywords don’t trigger your Ad. *We will discuss this in the intermediate class in more detail.*
- (3) \*Each Ad Group can have a different “landing page”, or unique page within your overall website that is most relevant.\*

Example

Equipment Rental Campaign

*Ad Group 1:*

- (1) keywords related to renting cameras (“rent camera equipment” and “cheap camera rentals”)
- (2) Landing page that lets users immediately check out a camera,
- (3) Ad Copy that said “Rental Camera Equipment at OMF”;

*Ad Group 2:*

- (1) Keywords and Ad Copy related to equipment for making your own documentary
- (2) Landing page that lets users immediately check out a camera

*Ad Group 3:*

- (1) Keywords and Ad Copy about audio equipment
- (2) Landing page that would let them check out a hand-held mic

## **A. Set-up Keywords**

You'll use keywords — words or phrases that describe your product or service that you hope users will type into their search query — to target your ads. When someone searches for terms that are similar to your keywords, your ads can appear alongside or above search results on sites that are part of the Search Network.

How to Create Keywords in your Ad Groups:

1. Enter the URL for the landing page you want users to arrive at when clicking the ad
2. Create an Ad Group Name (description of the theme of the keywords)
3. Create a list of 10-20 keywords (including phrases) that someone might enter in Google's search engine.
  - “Keyword Planner” -- if you enter relevant phrases into the Planner, located to the right of your keyword box, it will come up with Google's suggested keywords. *We highly suggest you use at least a few of the suggestions - Google is very smart and takes successful past ad campaigns into account!*
4. Click “Continue to Ads”

## **B. Write Ad Copy**

1. **Headline:** Maximum 25 Characters
  - Google suggests including a keyword or phrase, a call to action (i.e., “Call Us” or “Fill out the Form” or “Rent Here”), or prices.
2. **Description:** Max 35 characters each line
  - Try to use specific numbers (i.e., “12 hours” or “51% off”)
  - You *cannot* use:
    - “Click Here”

- ALL CAPS
  - Too many exclamation points
3. Display URL:
    - Enter the basic homepage URL for your website; this is what users will see, not exactly where it will take them when they click on your Ad.
  4. Destination URL:
    - Enter the specific landing page you would like users to go to when they click Ad

## **6. Brief Overview of the Ad Auction/Ad Rank: The Next Steps**

Each time a user enters a search query into the Google search engine with Keywords that match yours, your Ad will enter into an Ad Auction. There, it will compete with all other Ads that included those same Keywords to determine which Ad will be shown first.

Your Ad Rank determines where on the page you will be seen in comparison to other ads in the Ad Auction. Your Ad Rank is determined by two main components: (1) your maximum cost-per-click (CPC) and (2) your Ad Quality Score.

Maximum CPC is always \$2.00 for Google Grantees. You cannot bid higher than that. Therefore, the only way to improve your Ad Rank is to improve your Quality Score, which includes the quality and relevancy of your landing page and the relevancy of your ad text to the key words.

Understanding Ad Rank and Quality Score will help you learn how to improve your ad's position on the search page, and therefore its effectiveness and reach. Our Intermediate Google AdWords Class will teach you more!

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Thank you for attending our class! We hoped you feel more confident in your AdWords skills. Please look on our website for the next Intermediate AdWords class we offer.

For any comments or questions, please reach out to Alice Kassinger ([Alice@OpenMediaFoundation.org](mailto:Alice@OpenMediaFoundation.org)) or John Aden ([JohnA@OpenMediaFoundation.org](mailto:JohnA@OpenMediaFoundation.org)).