

**Nonprofit 911 – July 1, 2008**  
Spreading Your Nonprofit's Message with Google Adwords  
with Frederick Vallaeys and AnnMarie Hill  
Sponsored by Network for Good

The MP3 audio transcript can be found at  
[www.fundraising123.org](http://www.fundraising123.org) or [www.Nonprofit911.org](http://www.Nonprofit911.org)

**Jono Smith:** Good morning and good afternoon, everyone, depending on where you may be calling from today. It is July 1, and we want to welcome you to the Nonprofit 911 call today, featuring our speakers from Google, offered by Network for Good. This is Jono Smith and I'm the marketing director here at Network for Good and we are really happy you joined us today.

Before I introduce today's speakers, I just wanted to give you a little background and go over some housekeeping items. Most importantly, all the lines for today's call have been muted. And if you need to reach us at any time, including if you'd like to ask our speakers a question, you can email us at [fundraising123@networkforgood.org](mailto:fundraising123@networkforgood.org).

As I mentioned at the beginning, Network for Good is the sponsor of today's call. In case you're not familiar with us, we are a nonprofit organization just like most of you on the phone. And our mission is to help other nonprofits raise money online.

If this is your first time calling into a Nonprofit 911 call, Nonprofit 911 is just one of the many free resources that Network for Good provides the nonprofit community. And the main reason we do that is we're focused on helping you increase your online fundraising and your online marketing results.

In addition to Nonprofit 911, we also provide online fundraising services directly to nonprofits. I know many of you are familiar with DonateNow, EmailNow and Donor Management Suite, which over 3,000 small to mid-sized nonprofit organizations use to raise money online.

So if you are looking to raise money online with a very small budget, then we'd encourage you to contact Network for Good. Take advantage of one of our 60-day trials. Or just give us a call and we'd love to talk about online fundraising with you.

While this is not a sales call, I want to invite everyone to visit our website at [www.networkforgood.org/npo](http://www.networkforgood.org/npo) to learn more about those services. We've had over 400 people register for today's call on spreading your nonprofit's message with Google AdWords.

And as I mentioned, all the lines have been muted. This call is also being recorded, so if you need to drop off early, you can download an mp3 audio recording of this call and you can also download a transcript of the call within about a week's time.

You should have received an email from us this morning with a link to the slides for

today's call. If you don't have that email, you might check your spam filter or your junk mail. Or you can also point your browser to [www.nonprofit911.org](http://www.nonprofit911.org). And you can download the slides right from our website there.

But if you're not in front of the computer, if you don't have the slides, you can absolutely listen in and you can continue your learning and download the slides after the call. Before I begin, once again to reach us at any time or to ask a speaker a question, email [fundraising123@networkforgood.org](mailto:fundraising123@networkforgood.org).

OK. At this point I would like to introduce today's speakers for today's Nonprofit 911 call. We're really pleased to have a couple of individuals from Google joining us. First of all Frederick Vallaeys and also AnnMarie Hill.

Frederick is a Google AdWords evangelist. And this really helps advertisers learn more about which Google products are best to support their marketing goals. He also represents the needs of advertisers to the engineering and product management teams, which means he's got a great voice right into engineering and product managing here on the phone today.

He joined Google in 2002 to help bring AdWords to the Dutch and Belgian markets. Since then he's been involved in the design of many AdWords core features in addition to those related to new and traditional media. Prior to Google, one of the things that popped out in Fred's biography here is that he was a part-time wedding photographer. And he also has a bachelor's degree in electrical engineering from Stanford University.

AnnMarie is also with us. And AnnMarie is also a Google Grant strategist. Over the past year AnnMarie has been educating Google Grant recipients on how to reach their advertising goals through Google AdWords. And so without further ado, I'm happy to turn the floor over to today's speakers, Frederick and AnnMarie.

**Frederick Vallaeys** : Hello, everyone, and thank you for that great introduction. So my name is Fred Vallaeys. I've been with Google for about six years, currently an AdWords evangelist. I'm very pleased to be here today to talk to all of you guys about search engine marketing and hopefully give you guys all some tips on how you can use it to get your business promoted anywhere in the world in about half an hour or less.

And then AnnMarie is on the call. She specifically works on the grants program, so she will give you some details about the specifics of that towards the end of the presentation.

But what I thought we'd start off with was take a look at the agenda which is on slide two. And pretty much we're going to go over the changing marketing landscape and kind of give you the lay of the field. So to let you know where we stand today with online marketing and why it's such an important component of any organization that's trying to draw in users and donors and all those types of things.

Then next we're going to take a look at specifically what types of things Google does that enable you to share your message with the whole world. And then we're going to go into

some details, specifically how to get started with Google AdWords. And next we're going to look at some tips, so that's how to run a successful AdWords campaign. And finally AnnMarie will talk about the Google Grants program.

So I do encourage everybody to really ask questions throughout. I think everybody here is at a very different level of understanding of how the search engine marketing works. We want to make sure that we answer your questions, because at the end of the day this program is for you guys. We want to make sure that you get something good out of it.

So with that, let's take a look at the next slide. So this is explaining where we are today and where we are going. I don't think it's a surprise to any of you that online media is really making a dent in the way that people consume media today.

If you look at digital media today, it's only a very small portion of the overall media consumption and the media spend that advertisers do. However we expect this to grow very dramatically. Just in the past five years or so, we've seen the Internet usage come up to par, where today it is used as much on a weekly basis as people watching TV for example. People watch about 14 hours a week of TV and they have an equal usage of the Internet.

One of the things that's really interesting to me is the fact that people are also using different types of media at the same time. So whereas in the past somebody might have been watching a TV show and paying full attention to that, today people watch TV, but they often have a laptop sitting on their lap and as they see something on TV that piques their interest, they go and do a search for that and they start to research that and get some more information about it.

So the reason I put in this slide is because it really makes the point that as an advertiser, it's important to be where the consumers are. So as consumers go more and more into using digital media, it's important for you guys to be in those same places to get your message across.

In the past you may have wanted to place an ad in a newspaper, in a magazine, do some direct mail pieces. As people go online more and more, it's important to also be findable online so that you can get people to donate to your organizations.

The next slide, this is a great slide if you animate it, but right now it's fully built for you guys to see. But the kind of point that it's making is that as a marketer in the past you would have to really focus on one of four goals. You could either be building awareness, educating your consumers, doing something with direct response where you work with trying to get people to make a donation on the spot, or you could be building your image.

And for each of these things there were different platforms available that you would have to pursue to really reach your goals. Now the nice thing with search marketing is that based on the keywords that you pick and based on the targeting that you do, you can use a single system to achieve all of these goals.

We'll have an example in a few slides that explains how to pick keywords, to do these different things that marketers might want to do. The reason I think this slide is really powerful for companies like yourselves is that your business is not marketing. You're not agencies, you're in the nonprofit business. You're trying to do something good for the world. Your main occupation is not to be a marketer.

And so what search engine marketing does is it enables you to spend less time on marketing but still have just as wide of a reach and just as much of an impact as if you had spent five times as many hours in the week trying to buy print ads, TV ads and do all of these different things, where now you have one solution where you go into a single place and you set it up. And you achieve all of these goals that you might have had in the past.

Looking at the next slide. This one's important because it's talking a little bit about the cost. AnnMarie is going to talk more about specifically what the cost is to a Google Grants recipient. But assume you had to pay for this advertising. You obviously want to be paying for something that is as efficient as possible.

In the past they had the old adage that of your marketing budget, 50% of it was wasted, but you have no idea where it was wasted on. So you would keep on wasting that 50% because you had no idea of how to better target. Better targeting, by the way, that's something that you have with Google AdWords. Because of the reports that we have you can know specifically what happens to every click and every visit that comes to your website.

But even aside from that, just the fact that search marketing is cheaper on a per-lead basis than most other marketing strategies that people have used. So if you look at direct mail pieces, it typically takes \$70 to acquire one lead. Compare that to search marketing which is roughly 10 times less expensive. And even compared to the next best --Yellow Pages -- that's still \$20. So search marketing is definitely very effective in terms of this cost.

This matters even for a company that gets free advertising from Google in the fact that when Google gives you a budget, you want to maximize the number of leads from that budget. And because you are doing search marketing you are going to roughly get twice as many leads as if you were spending that same free budget on yellow pages, you'd get 10 times more leads if you were spending that budget on direct mail.

So search marketing we find to be very efficient and we hope that for all of you guys once you start trying it will also be extremely efficient.

So if you flip to the next slide, number six. This is talking a little bit about the keyword marketing. So keep in mind that with search marketing, essentially what you are doing is you are buying a keyword, right? So if your user goes to Google and types in a query, then you can specify that you want your ad and you organization to show up in the sponsored links at that exact moment in time.

Now what you can do is you can choose a set of keywords and each of these keywords

will relate to the consumer at a different stage in the buying cycle. If you look at the top of the slide in the interest section, imagine that somebody goes to Google and they just type in the keyword "charity." That's a fairly broad keyword, it's not very specific as to what type of charities they're looking for, whether they're looking for information, whether they're looking to make a donation, it's just fairly broad.

But somebody types in "charity," that's a good time for you to put your image out there. If you have an organization and you can get your name in front of somebody who's typing in "charity," that's going to make an impression with them. And later on when they start getting more specific in their searches, they might remember your name, and they might actually be more likely to do business with you.

So next the customer or consumer types in "sponsor a child" because they saw an ad and it had something to do with sponsoring children and they think, "That's a great organization, that's something I want to support." So they do that more specific query, because now they're in the consideration phase. They're thinking about what it is that they should be helping out with.

The next thing is the purchase phase of the lifecycle. There they might be typing in "sponsor a child in India." They've done the research, they know what kind of charities they're interested in, very specifically they want to help children in India. And this is sort of the fact that they put in the keyword "sponsor" that indicates that they seem to be ready to make a donation at that point.

So if you can get a customer who types in that keyword to see your ad and click on your ad and visit your website, chances of you getting a donation from that person are pretty good, because the consumer has very explicitly said what they're looking for, and if you're very specifically offering that type of service, that type of charity, you have a great chance of getting a new customer.

The next point in the lifecycle is retention. This is where you want to start thinking about, well, once you have that customer, how do you keep him coming back year after year and making annual donation? Let's assume somebody might type in annual giving and that's a fantastic customer to get in, because they are thinking about a long-term strategy as opposed to making a one-time donation.

And then finally, you can also do some awareness-building, and this is through contextually relevant ads on websites. This is a separate program within AdWords which is called AdSense. And we'll talk about that a little bit more later in this presentation.

I'm going pause here and see whether any questions have come on the email.

**Jono:** Julia write in and says, "We've received a Google Grant in October and have had nominal success with AdWords, although we're constantly working to improve our conversion rate. How does Google decide when it's time to discontinue the grant? Is there an average time-period that these grants last? Will Google typically be in touch if they're considering discontinuing your grant?"

**AnnMarie Hill:** I could take that. Hi everyone, I'm AnnMarie and I'm on the Google Grants team. I will actually address this specific concern later on in the presentation, but just in brief: we've had a switch in time over how we're going to strategize on expiration in grants. But as an overall answer, I would say so long as an organization is actively managing the grant, it's not on positive success or high conversions. If you're in there and you're actually managing the account, you shouldn't worry about it ever expiring. There is a little bit more information about that that I will try to get into more later.

**Jono:** Great. And we've got one more question which is related here with your slide six, and that comes from Mary. Mary wants to know, "Do you recommend different campaigns for each phase of the cycle that you've got listed on slide six?"

**Frederick:** Yes, absolutely. And that's a great point, Mary. There are many reasons to make multiple campaigns. One of them is if you have different divisions within your organizations. If one of the things that you do is sponsoring children, then that would be a campaign of its own and then you might have a different campaign or you could break it up between India, sponsoring children in India and other countries. And the reason you do this is because it allows you to really closely tie the keyword to the ad text that you display. It just enables you to make more compelling offers, and give users a more compelling reason to click on your ad.

So imagine if you had sponsorship programs for children in India and in China and you had you had just a single ad text. Now you couldn't be very specific within that ad text about what countries you are doing business in, so if one of your competitors came in and had a very specific ad text that said, "Sponsor a child in India" as opposed to just "Sponsor a child," then they would be more likely to get that click.

So, yes, absolutely. If you have different parts of the world that you do business in, make different campaigns for that, but also do the same thing like Mary suggests for the different steps in the lifecycle or in the purchase-cycle.

What this enables you to do is going back to slide four, it helps you do different things like building awareness, educating, doing direct response. If you get a keyword that has an intent of making a purchase, you want to probably say in that ad text, "Donate online today."

It's very specific as to you can go and do this donation at this very instant and be done with it, whereas if somebody is looking just for the keyword "charity," maybe at that point you want to have a broader ad text that explains why your organization is doing great things for the world as opposed soliciting that donation right there in that ad text. So, yeah, absolutely, Mary, that is one thing that you should do.

**Jono:** Then it'll be one more question and then let you get back to the slides. A few people have written in essentially on the same theme in terms of ad planning, asking, for example, "Should I focus more on action-oriented ads, or work simply to brand my organization?"

**Frederick:** Well, I would say that you probably want to be more action-oriented. Again, thinking of search engine marketing and the fact that the user has very specifically typed in what they're looking for puts you in a great position to get somebody to take action based on that search that they've just done.

There is also something to be said for branding, but that's typically not done on a cost-per-click basis. I haven't talked about this much, but for those of you who haven't used AdWords, you pay for clicks and not impressions. So you only pay us when somebody clicks on your ad and visits your website. That's not the best system for doing branding, typically. In branding you typically want to pay for impressions.

Part for the reason for this is that your ad rank will depend on how often you get somebody to click on your ad, and you are more likely to get clicks from people who are interested in doing a specific action.

And then I would say if you're more interested in branding, we have the content network. So this is the sort of the final step in slide six, where it's building awareness and building branding, and that's what you can do on contextually relevant ads on websites, and that's the AdSense network.

That's one option you have in your campaign, you can show your ads on the content network. AnnMarie will talk more about this, but this is not something, I believe, that's available through Google Grants. So considering that, you guys are probably best off doing more of the direct response advertizing where people are asked to take an action.

OK, so let's move on to the next section of the agenda. We're going talk a little bit more specifically now about Google and search engine marketing. So if you flip to slide number eight, this slide is more for your information but reminding everyone that Google is international and if your business is looking to get donations from outside of the country, that's absolutely possible. You can target anyone in the world, pretty much, based on the country that they're based or based on the language that they're using.

And globally, Google does reach about 80% of all Internet users, so it's a great platform to be on and get your message out to the whole world.

Looking at slide nine, this explains the three different ways that you can target customers. The one that's most aligned with search engine marketing is the fact that you're buying keywords on Google. This is the blue box on the left. You're connected with consumers when they do a search.

Essentially, Google AdWords likes to think of itself as a matchmaking service between consumers looking for a specific product or a specific service as well as connecting the advertisers with consumers who are very likely to become customers of theirs.

What this side-box shows you is some of the partners that we have such as America Online, Ask.com, Earthlink. These are all places that have search boxes on their website

and when somebody does a search on these sites, Google can go and show your ad based on the keywords that you've purchased.

Now, the next component is connecting with consumers when they do research. Aside from people visiting search pages, a lot of people go to the Internet to read about sports scores, to research about things that they care about, to get cooking recipes, etcetera, etcetera. These are still great times to get your message in front of consumers.

The way that Google does this is by having contextually relevant ads showing up on these pages. If somebody is researching humanitarian aid in Africa, that's a great time for us to show some ads about organizations that potentially offer services within this type of business.

Finally, you can also connect with consumers when they pursue their interests with Google site targeting. Site targeting is just a separate way of getting on to the content network, so getting on to pages of content where people are reading about things, but there you are just specifically saying, "I would like to be on a site like Engadget, Autoblog, Edmunds.com," etcetera.

What you're doing here is you're more thinking demographically, so if you know that most of your donors are females between the ages of 25 and 34, we can help you find sites that have predominantly that type of audience, and you can get your message in front of them. And again, AnnMarie will talk a little bit more about the limitations of these last two options as far as Google Grants program.

The one thing I would stress is if some of these things are not available through Google Grants, they might still be very cost-effective ways for you to buy a little bit of additional advertising and get your message in front of these types of audiences.

Let's take a look at slide number ten. This is the Google search page, which I sincerely hope all of you have used many, many times. It's a simple page and the example I want to show here is, going on to the next slide, what happens if somebody types in a keyword. You can have your ad, your nonprofit showing up on that site.

So if you go slide number 12, this is the example. Say that somebody did a search and typed in "wildlife conservation." Well, on the left-hand side in that red box, you see all of your organic search results. These are the results that are automatically generated by our systems based on what we think is most relevant. All of the things that you see here are automated, so there is no way that you can come to us and say, "Hey, could you please show me in a higher position? Could you please change the text that you show for my website?"

All of this is dynamically generated based on what our systems believe to be the most relevant results. That can be frustrating if your business is not showing up in a high position in the organic results, you still want to be found.

What you can do is, going to slide number 13, is buying an AdWords ad. Buying an

AdWords ad is essentially what the Google Grants program enables nonprofits like yourselves to do. What you're doing now is, you're connecting these ads to the keyword "wildlife conservation."

So if you look at this example, notice that all of these ads seem to be pretty relevant and pretty on-topic. Now one thing to keep in mind is that the way that we rank these ads is partially based on relevance.

To give a more commercial example, imagine that the Ford Motor Company has a new edition of the Ford F150 pickup truck and they want to get that message out to the whole world, they want to do branding. Google Search is not a great place to do branding because if somebody types in "football" -- which might be men who in the demographic that would likely buy this pick-up truck -- so somebody types in that keyword "football", they're not looking to get a message from Ford, they are actually looking for something related to football like football scores, maybe football jerseys.

That's the reason why a company like Ford is not able to just throw a lot of money at it and still have their ads showing on irrelevant keywords. Relevance is very, very important. It's a huge factor in determining which ads we show on which pages.

Your keyword, the keyword that you're buying has to be very relevant to what your organization does. You have to convey that relevance by making an ad text that's very connected to that keyword.

**Jono:** Very good. Elisabeth has written in with a question that is related to this page and she says if somebody goes to the Google page and types in the name of her website and does a search it actually brings up her old website and they've reached and they've re-launched a new website, so she wonders what to do to get her new website to show up in the organic search results.

**Frederick:** OK, yes, we're not going to talk too much about organic results today, but, Elisabeth, I recommend you do a search on Google for "web master tools" and that will give you the Google Webmaster Tools. And what those will enable you to do is let us know when your website has changed. And it gives you some insight as to which sites of your page we have indexed and which ones are findable. It also has a forum.

Your question is fairly common, "What happens when I change over my website to a new domain or a whole new set of page?" And those questions are answered in there with some best practices as to what your webmaster or yourself can do to make sure that we show the right pages at the right time.

If that doesn't help, by all means, we're going to have an email at the end of this presentation so feel free to send us an email and we can point you in the right direction for some more resources on that.

OK, so let's take a look at slide number 14. This is just specifically calling out the sponsored results for the ad results on these keywords. And again, I just want to make the

point that this is very targeted advertising. Notice, by the way, that if the query here is "disaster relief," if "disaster relief" appears anywhere in the ad text, that is showing up in bold.

That draws the attention of the consumer to the fact that your ad is specifically relevant to what they have just typed in. If that ad is relevant, they're much more likely to click on it, visit your website, and become a customer. That goes back to, I believe it was Mary's earlier point, that you want to break up your campaign or your account into multiple campaigns and multiple ad-groups because this enables you to have keywords and ad texts that are very specific to those keywords.

Overall you get better advertiser ROI -- ROI is return on investment -- when you have very targeted ads. Again, remember you're paying on a cost-per-click basis, so there is really no reason why you would want to click from somebody who is unlikely to become a customer of yours.

So if somebody is typing in "sponsor a child in India" and your organization is about saving panda bears, then that is probably not the best match, because even though they might click on your site, which costs you money, they're very unlikely to actually go and sponsor you, they might click on your site more because they're curious, and that's going to lead to a decrease in the return on investment.

Overall the reason why we have this relevance as such an important factor in the ranking of the ads, is because Google cares very deeply about the user experience. That is the number one thing that we are always looking towards, is we want to make sure that users of Google find what they're looking for.

What that does for us is it builds an ecosystem that's very sustainable. If you remember back to the '90s, banner ads were gaining quite a bit of steam and then all of the sudden, people stopped clicking on them, the CTRs went way down, and banner advertising became very unsuccessful for most advertisers.

The reason for this was that these banner ads were intrusive, they were not useful, they were not relevant, and people just started tuning them out. This phenomenon was called banner-blindness. Google strives to do the exact opposite. We try to make sure that we only show an ad when we think that there's actually a good chance that that ad is going to be relevant to what the user was looking for.

We're 10 years into Google's history at this point and people are still clicking the ads, and they're clicking them more than ever because we do a better job at showing more relevant ads. At the end of the day that provides a more sustainable ecosystem in which advertisers like yourselves will be able to come to us today or 10 years from now, you are still going to be able to get good leads and referrals and good clicks from customers who are likely to become donors to your programs.

OK, let us take a look at the next slide. This is the number 15. This is the AdSense for content network. So this is what I mentioned a little bit earlier. This is when people are

not typing a search into Google but they are reading about something that they are passionate about or that they are researching or something else.

So what Google does in this case is we scan the page automatically. And this is not done by human this is done by computers. And the computers figure out what these sites are about. And then, based on what we think these sites are about we are going to show ads that might be relevant to that page.

And so in this case this it is about a roasted garlic pasta sauce recipe. And as you can notice, the ad from the right hand side, they are like about garlic sauce, recipes, and those types of things. So again, these ads are very connected to what is on that page because that provides higher likelihoods that the consumer will click on them and find them interesting.

And so this example is about recipes but you can just as easily imagine this page would have been a news story about maybe what is happening in Myanmar with the hurricane. And if you were soliciting donations for that then it is very possible that your ad would show up on that sort of a page. And I know they do not call them hurricanes in Myanmar, but I cannot think of the right word.

**AnnMarie:** Cyclones.

**Frederick:** Cyclones, there you are. Thanks AnnMarie.

OK, so the next slide, number 16, "How to get started with Google AdWords." For those of you who are not using Google AdWords to date, the easiest way to find anything to do with Google is to go to search engine and just type in the name of what you are looking for.

So in this case you can type an AdWords and one of the first things will probably be Google AdWords. You can click on that and then there is a button right there that you can click to begin.

I also want to point out briefly the bottom half of that page, there is a lot of resources for new advertisers to have them get started on the right foot. And there are some complexities to the program and I will talk a little bit about those in the next slides. But we want to make sure we get off to a good start. And there are lots of resources, videos, FAQs, all those types of your help materials.

Going to the next slide, we are going to ask you what version of AdWords you want to use. So there is a starter edition and the standard edition. In this case, we are going to recommend the starter edition which is if you are not that familiar with search engine marketing. The nice thing is you can always go from starter edition to standard edition later on after you figure out the basics and feel comfortable with the program.

If you have done this before by all means feel free to start with standard edition right from the start. Essentially, all of the features will be available across both of the systems.

So you can graduate from one system. You are not going to lose anything. As opposed to having started with a full edition right from the get-go it helps you focus on the things that are more relevant.

Going to the next slide, number 19, this is where you tell us whether you have a web page or not. If you do not have a web page we can help you make a very simple one that talk about your business. For this presentation, I am going to assume that most of the organizations have some Web presence and some sort of website.

So going on to slide number 20, this is where you select your ad location and language. So, like I mentioned before with Google AdWords, you can reach any person in the world based on their language and based on the country they are located in.

So this is the page on AdWords where you select that. So you can either type in a zip code in the United States or you can type in a city. And then you can regionally target your ad to a specific part of the country or to a specific part of the world. Or you can just target the whole world.

What I recommend that you do is you have different campaigns for different countries. So that will enable you to write an ad text in the language of that country. So if you were at some point deciding to go into France, you could have a separate campaign for France. You would write a French ad text because that is going to be more appealing to consumers in France. So for the sake of argument in this case, let us just say that all of you select the United States as your initial target.

And then we move on to slide number 21, which is "Writing your Ad." Now a Google ad, as you have all seen, is pretty short. You have 25 characters for your headline, 35 characters for each line of the ad text, there are two of those lines, and they have visible URL.

So one of the things here is this is a very limited amount of space to use to compel someone to click on your ad and visit your website, so one mistake that I often see people make is they get a little bit vain. And they want to put their business name in the headline. And now if you are UNICEF, then that is fantastic. Everybody knows UNICEF so that is brand name that should be put in the ad text.

But if you have a smaller organization that not that many people know about, then perhaps putting the name your organization is not the best use of that space. And so what you want to do is you want to focus on the cause that you have and what is it that you bring to that cause. So you could say, "Sponsor a child in India. Make a donation online today."

As you noticed, your name is nowhere in that ad text because it is not your name that the consumer cares about at that point. They care about being able to make that donation to the cause that they care about. Once they click on your ad, obviously your website will be able to come up. It will have a banner with your name in it. So at that point you can start to do the branding effort and really make sure that they remember you, they came back to

you on an annual basis.

And then the next step that you go on to is choosing your keywords. Like I mentioned, it is very important that you choose keywords are very specific to what your business is all about. And also keep in mind that buying cycle. So the different steps that people might be out doing their research or actually ready to make a donation at that point.

So type in a few keywords here, and then Google has keywords suggestion tool that will come up with some suggestions that might be useful to your organization as well. Now typically I would say try to keep your keyword list to maybe 10 to 50 keywords per ad text or per ad group. And with that forces you to do is to make sure that you group keywords in a very tight group that is all about the same things so you can have an ad text that is very strongly related to that set of keywords.

And then keep in mind that on the AdWords system you can have multiple ad groups. So it is not because you put 50 keywords in a single unit that is your limit at how many keywords you could have. You can have multiple of those. Let us see if we can have one ad group that has all of your India-related keywords or one that has your Africa-related keywords. And that enables you to write that ad text that will compel people to click on that.

And then the next point is setting your budget and choosing a currency. So let's assume here that you are paying in U.S. dollars and some people try to peg different currencies because they think they can arbitrage the system. At the end of the day, Google converts all of the bids into U.S. dollars. And so choosing a different currency is going to have no impact and it is probably most beneficial to choose the currency of the country that you are in.

So next what you choose is your monthly budget. And the monthly budget is just what enables us to limit your ad to not show it too often. So if we take a look at our commercial example again, it is something like cars. Those are thousands and thousands and thousand of people searching for cars on Google on a daily basis. So if you did not have a budget limitation then it is conceivable Google could spend \$50,000.00 a day just showing your ad for that one keyword. That is undesirable especially for a small organization and you have some budget constraints.

So what we allow you to do is tell us what your monthly budget is and we will respect that. So what we do with this monthly budget is we ensure that your ad shows a little bit throughout the month and a little bit throughout the day. If your budget is 1/10th of what we think is necessary to have your ad showing all the time. We are only going to show your ad roughly once out of every 10 times that it was eligible to show.

This really helps you control your costs. And this is a great way to start off a campaign because you can save your money while still getting some data to make an evaluation on, to see whether you are actually getting conversions, getting people to make donations. And then as you become more adept at using the system you become more comfortable with it. You can increase that budget to the level where hopefully you have a positive

ROI. And for every dollar that is being spent on this system you are getting more than a dollar in donations. And you are actually are being profitable in those terms.

Then the next slide is number 24, showing you that you have to create an account. After you have chosen your keywords, your Ad text and your budgets, you have to give us an email address and a password. And that will then later on will be used to access the accounts again.

Then next, you will have to set-up your billing information. So you can either direct that bid or credit card payments. With the Google system indicates where you do not have the Google grant that is providing you free advertising, it is all post paid. So you only pay us after we have delivered the clicks.

And roughly we will do this once a month unless you hit your budget limit, your credit limit that we have. Since some cases you might see the credit card charged multiple times in a month but typically we will give that once a month.

That's pretty much the set up process so any comments about that before I go into some tips on how to optimize text.

**Jono:** Let's see, we're getting quite a few questions. A lot of questions are about keywords so maybe I'll wait on those until we get more of the keyword, but one question from Christian related to slide 20 in targeting based on geography. Christian wants to know, "Can you enter in multiple locations with the same ad?"

**Frederick:** Yes, you can. I believe in the Starter Edition you can only choose one set of locations. But if you went on to the standard edition, or the full edition, then you can have multiple regions started. And you can have one campaign that both targets New York and California.

**Jono:** OK, perfect. And a question from Mary, "Does Google scan our web pages for AdWords' relevance in the same way that Google scans our web pages for search engine optimization?"

**Frederick:** Yes, so Google does have a scanning mechanism that looks at your landing pages. What this does is that it ensures that the landing page is relevant to the keyword and the ad text that you have. And we are also scanning for things like, are you respecting user privacy, delivering what you promised, and not doing something sketchy.

So, I would assume that most organizations on the call today would have no issues with this. But then that is something that Google does to protect the consumer at the end of the day. This is something that some of you might know as "landing page quality." And that is the mechanism that scans these pages and just essentially modifies the bid that is required for you to participate in Google AdWords, and based on how good we think your landing page is.

**Jono:** OK, so I'll let you move on, and at the next appropriate point, we've got sort of lots of questions about choosing keywords and budgeting and things like that.

**Frederick:** OK, great. So the next section, starting on the slide 27, is really taking some of the things that I've said and I'm giving you some examples around it. But slide 27 is again making that point that targeted ads are going to give you better conversions.

So, essentially if you have a target for that, it provides a good user experience. It increases your click-through rate. Click-through rate, by the way, for those of you who are not familiar with the term, is how often somebody clicks on an ad, divided by the number of impressions that were served for the ad.

So if we show your ad to a hundred different people. We give it a hundred impressions and five of those people click on the ad, you have a 5% click-through rate. This click-through rate is a really important factor for us to determine the quality score of the ad. And that quality score goes into ranking the ad.

So this gets a little bit complicated, but at the end of the day, the message here is the higher the relevance of your ad, the higher the position is going to be for your ad. This is something that you want to have as a high value, a high click-through rate. And then if you have a high click-through rate, you're going to probably get more qualified leads, and then qualified leads just turn into better conversions. That is why this is important.

As far as choosing good keywords, on slide 28, make sure that you pick relevant keywords. And again, accurately reflect products and the services being offered, match what your audience is looking for, and target the audience without being too general.

In order to do these things, look at slide 29, Google provides a set of different keyword types. And these keyword types are broad match, phrase match, exact match, and negative keywords. And what these allow you to do is show your ads to the exact users that are most likely to buy from you.

In a broad match keyword, what it means is that so long as the words of your keyword are present in the query that the user does, your ad will show up. As an example here, if you look at that next slide number 30, if your keyword was "art museum," your ad could appear for any of the queries that you see on the left. So "local art museum" because "art museum" is part of the query, so your ad can show up.

However, we also have a system of expanded match. So what we do in this case is we think, "Art museum, let's find some terms that might be related." So find "local art," even though the word "museum" is not in that. We still think that is relevant and we will consider trying that ad.

And then what Google does is we have a continuous feedback loop essentially. And we show this ad for keywords that we think might be appropriate. And we measure whether users actually click on this ad. If users click on them, we continue to show the ad.

Whereas if users do not click on them, then we think we have made a bad decision and we stop showing the ad for that specific query.

So museum tours, art exhibits, and history museum are all types of queries that might be eligible to show when your keyword was "art museum."

Going to the next slide, this is about negative keywords. The notion here is, you could have a keyword like "art museum" but maybe your entry fee is not free. So you want to prevent people who are looking for a freebie to come into your website clicking on your ad and charging you a cost-per-click.

So what you can do is you can have a list of negative keywords or things that you do not provide or that you are not interested in. And these negative keywords will prevent your ad from showing when that keyword is part of the query. So somebody types in "free art museum" you have the negative keyword "free," your ad will not show.

However somebody was looking for art museum in Chicago, then your ad will still show because the words "art museum" were present in that query and it did not have the word "free." So your ad will be eligible to show.

If you go back to slide 29, the other keyword types that we have are phrase match. Phrase match just says if the words must be present in the query in the exact order that your keyword is. So if your keyword is "art museum" as a phrase match. And you do a phrase match by putting it between quotation marks. Then your ad will only show if "art museum" is in that order. But if somebody types in "museum for modern art" notice that the words museum and arts have been flipped around and your ad is no longer eligible to show.

The third match type that we have is exact match. And this one is the most restricted. So this one literally says the user must type in exactly the words of my keyword for my ad to be able to show. And the way that you denote this is you put the keyword between brackets, square brackets. So you can have square brackets "art museum" and your ad will only show up if somebody types in exactly "art museum" in the Google search box. If somebody types in "art museum in Chicago" then your ad will not show anymore because now there are extra words present in that query.

So go to slide 32, again, this slide is better if it's animated. Well let us take a look at what we have in here. So this is if you had an animal shelter and some keywords that you could potentially have chosen to promote this business. Look at the ones that are crossed out first of all.

If you have an animal shelter in San Francisco, then the keyword "pets," "dogs," "shelters," or "San Francisco" are probably not the best keywords because they are too general. Why is "shelters" too general? Well, if you have an animal shelter, there are also shelters for humans, right? So it is a very broad keyword and you are not quite sure based on that one keyword what the user is searching for. And again, remember you are looking for the most relevant clicks because those are the ones that are most likely to turn into donors and customers of yours.

So that is probably the keyword that you do not want to have. "San Francisco" is obviously too general because somebody could be looking for a restaurant in San Francisco and has nothing to do with your business.

So the keywords in green like "adopting a dog," "local animal shelters," "animal rescue San Francisco," these are great keywords. These are pretty specific, a couple of words long and great keywords because they are very relevant to your business. And if somebody clicks on this, they are very likely to become a customer of yours.

"Animal shelters near San Francisco." That keyword, it could conceivably be good. It is one of the ones that you might want to test. But the point here is the longer your keywords get and the more specific it gets, the less likely it is to deliver good results for you.

So, "animal rescue" or "animal shelters San Francisco" would probably be a better keyword than the putting in the word "near." That is just a little bit too much information that might not be the way that people typically search on Google.

If you go on to the next slide, number 33. This shows you the average keywords search length that people will do. Notice here that most people do not do one-word phrase searches. So that is again making a point. That again, if you are going to have keywords, it is probably not the best keyword if it is only one-word long. So, "shelters," "dogs," "pets," those are not good keywords because not only are they too broad but it is also not the way that people typically search these days.

Most people have a search of two words, three words, four words, and then at five words it starts dropping off quite a bit as well. If you can head that sweet spot if your keywords are two to four words, you are going to maximize the number of impressions and clicks that you get. And you will probably be relevant with those keywords.

So the next slide is on to effective ad texts. So why don't I pause here and let's take some questions about keywords.

**Jono:** OK, lots of great questions here. Let's see here, where shall we star? Barbara says, "We do foster care but only in one state. Should we use 'foster care' as a keyword or make it 'foster care Michigan'? If we use 'foster care', will our show up when people in other states do a search?"

**Frederick:** Yes, so in that situation what you want to do is you want your campaign targeting the state of Michigan and use the keyword "foster care." Two things will happen in this case: if somebody searches for "foster care" and they're located based on their IP address in the state of Michigan, they will see your ad.

However, if somebody in New York is doing a search for "foster care in Michigan" and they put in that keyword "Michigan," then they're also going to see your ad because we know that the geo-modifier that they put in the query makes it eligible to show that ad. So that's the best way to do it today.

This has changed over the past year or two. In the past we used to recommend that you also have the keyword "foster care in Michigan" in a campaign that was nationally targeting, but our systems have gotten much better in the past two years, so at this point you only need the keyword "foster care" in a campaign that targets the region that you care about.

**Jono:** And Victoria asks, "If your organization is already in the number one spot in organic listings, are Google ads also as critical to your search strategy?"

**Frederick:** Right. So obviously if you have the number one organic spot, the ads are not quite as critical, but I would say that they're still fairly important. The notion here is that consumers have come to expect organic results to be very informational whereas the ad results tend to be more commercial. So if they are looking to make a donation, there is a good chance they might actually look at the ad results first.

The typical example that I give here is just somebody is looking for a bottle of champagne, but if you type in "champagne" in Google you're going to get a lot of information on the left-hand side about how champagne is made, information about the Champagne region in France, whereas the ad results are going to let you buy a bottle of champagne five minutes and be done with it. I think consumers have come to expect that so if they're ready to make a donation, the first place they might look is the ad results.

So especially with the Google Grants program where the advertising is free, I would absolutely make sure that you are present in the ad results as well as the organic results.

**Jono:** We have several questions about developing your keyword list. For example, Robin asks, "How can I pick keywords that are relevant to my topic without picking keywords that are too broad? For example, can you give me some guidance about how to choose keywords that are neither too specific nor too broad?"

**Frederick:** I think one of the key points there is to remember how people search in the United States, so keywords between two and four terms long is probably ideal. Now what you want to do is you can go to our keyword tools so when you are making that ad text or that ad-group for the first time, we have a little box that you can put in a few keywords that you believe to be relevant to your business.

In those cases I would say, maybe put in two-word terms, so again if you had animal shelters then "animal shelter," "animal shelters," "animal rescue" would be good words to put in, and then ask for Google suggestions. And then what we will do is, we will look at those couple of keywords and based on what the theme of those is, we're going to come up with a couple of additional suggestions of keywords that we think are good ones to try in that case.

Now the reality is that consumers do behave in very funny ways that sometimes are hard to explain, so a lot of testing is required. So even if you think you have the best keywords ever, definitely make sure that the week after you've put those in, you go back and take a

look at the results that they're driving.

One thing that was very surprising to me was, there was this campaign and they had the keywords "Seattle plumber" and "Seattle plumbers." One of those keywords was doing fantastic, and the other one was doing worse than you could possibly imagine -- even though they were essentially the same keyword except the plural and the singular.

So that's the type of stuff that's very hard to predict ahead of time and that really requires you to measure, take a look at your reporting that we provide as part of the AdWords interface. But basically if you start off with the keywords suggestion tool, then we're going to give you some decent suggestions about keywords that might be relevant to your business.

**Jono:** And also several questions related to benchmarking. For example, Mary asks, "What is considered a good click-through rate? Is there an average click-through rate that we can use to measure our efforts against?"

**Frederick:** Yeah. That's a good question, unfortunately I don't have a great answer because it's kind of all over the board. It really depends on the industry that you're in, it depends on a number of other factors. So obviously an ad that's in the top position showing above the organic results might have a 25% click-through rate, and that might be what we expect, whereas the ad in the number eight position all the way at the bottom of the page might have a 2% click-through rate. Both of those are the click-through rates that we might expect and they might both be very fine click-through rates, but it really depends on the position that you're in.

Because all the data is averaged in your account it's very hard to just flat-out put a number on that. One thing that I would recommend is if you're curious about whether your click-through rate is good, one substitute measurement for that is the quality score of the keyword and that can be measured through the minimum CPC.

If you have an account, you can just go and enable one of the custom columns, which is the quality score column, and that one includes your minimum CPC bid. Any minimum CPC bid that's before \$0.40 is a pretty good keyword, so your CTR on those keywords on those keywords is probably pretty good. Anything that's above \$0.40 probably could be optimized. You could maybe moved to a different ad group, with a more specific ad text, to drive up that click-through rate a little bit.

**Jono:** Several people are looking for advice on managing campaigns that are more long-term versus more short-term, and how to organize your AdWords strategy around that. For example, Mary says, "Our website has constantly changing content on our own page specific, for example, to upcoming events. What do you recommend to do from an AdWords standpoint to promote these and accommodate this?"

Also, you have people that have written in and talked about different national events that happen or that cyclone that just happened and looking for some tips and strategic advice on managing more of the long-term versus more of the short-term campaigns.

**Frederick:** Right. So the long-term campaigns, definitely set those up in a separate campaign and plan on that campaign sticking around for many years to come with fundamentally the same set of keywords and creatives that maybe you update on an annual bases, but not too frequent of an update.

And then on the side you can have separate campaigns for these shorter-term events and these news events. One of the beautiful things about AdWords is that you can literally get the ad going in about 30 minutes. So if the cyclone hits in Myanmar, half an hour after that news breaks, you can have an ad text running for that specific event.

Now if you have something that's not news-related but is an event that you're planning, I would definitely recommend you create that a dgroup and the ad text a little bit of the event or ahead of when you actually want that ad text to start running so that our approval's process can make sure that the ad is approved, ready to go, and can start running at a good pace the moment that you are ready for it as well.

The longer you can plan ahead of time and be in touch with our support team to make sure that everything's set up and ready to for when you want it to go live, that's going to be ideal. And then as these events pass, you can obviously just pause those campaigns for those ad texts and move on to a different set of creatives.

Our system is very flexible in those terms, you can always be pausing ad texts, make new ones instead of new ad groups, new campaigns. One of the most successful examples of using AdWords that I saw in my early days in AdWords was a company that was all about promoting events and AdWords was the only way for them to get an ad running very quickly and always be updating with the latest information. There was no other place in the world where they could have such a flexible campaign through traditional media.

**Jono:** OK, one last question on keywords then I'll let you move on with your slides. Sarah asks, "Do you have any resources in terms of generating inflection keyword?" For example, her campaign was focused on recruiting poll workers in the New York City area, so how might she generate a keyword list for that specific campaign?

**Frederick:** Again, so we have a number of materials available on the AdWords website that help with high-level tips on keyword selection, but at the end of the day I think the keywords tool is the best way to tell us what your business is about and then we'll spit out a list of what we think would be related keywords.

Now, the other thing I would say is, put yourselves in the shoes of the consumers that you are going after and think of how they might do a search, if they were looking for your type of business. That's probably the best way to come up with a keyword list. So, if you have an animal shelter, you're in a fantastic position, because people tend to know how to formulate that kind of query.

If you're an aid for Myanmar situation, well, think of me as an example, I couldn't think of the words cyclone. I was thinking hurricane. So think of how users might be

formulating their keywords in those situations. Even if it's the wrong keyword, even if it's Myanmar hurricane, have that as a keyword because that is how consumers might be formulating that query and that's the keyword that you want to be present on.

**Jono:** And one more question. This came from Laurie. I think it's really interesting question. It's related to using competitor names as keywords. "Can we use the names of organizations with more brand recognition than our in our keywords, since we offer similar complementary services?"

**Frederick:** No comment from that one. We have trademark rules, so some trademarks will be protected in ad text and they will send us a letter and somebody tries to use that company inside of their ad text we will disapprove that.

The other thing to keep in mind is don't use your competitors' names in your ad text because that could be misleading to the consumer and we hate to see that happen. At the same time, it's reasonable to sometimes use a competitor's name as a keyword because, again, just thinking of how consumers think. If somebody types in "Coca Cola," they might be equally interested in Pepsi, they are just didn't know Pepsi existed.

Maybe a bad example because they are two famous brand names, but you can see where this would be applicable to your organizations. So Google officially doesn't endorse doing this but, based on the rules that are in the system, it is something that you can do if you choose to do so.

All right, so it's slide 34, "How to write an effective Ad text." So again keep in mind the ad text is what is going to be distinguish you from the competition so the communication style, the appearance and all of that are very important.

You want to look professional and set yourself apart from other competitors. Be persuasive and informative. So don't try to be too funny. Don't do word plays. When the consumer is on Google doing a search, what they want to see is the information they were looking for in a concise and informative manner.

Also keep in mind the ad text is the first thing the user sees so you have two seconds to make an impression on them and get them to click to your website.

And this is illustrated on slide 35 the next one, which is a user doing a query for cancer research. And they see two ads here, the first one: will help the cause, specializing in team treatments, volunteer opportunities available, [cancertreatments.org](http://cancertreatments.org). So by the time you get to the fourth line of the text, you actually figure out, oh, yes this is relevant to cancer research and cancer treatment.

Now, look at the second ad text, it says "cancer research" right there in the headline. And then it uses the word "research" again in that second line. So this is a much better ad text because in that very limited amount of time that you had to make an impact on that user, they immediately know that you ad was relevant to what they were searching for and it's much, much more likely that they are going to click on the second ad, because it is immediately clear what they are going to get from this.

So, also include call to action, when you can. Of course, this is better done than you believe that through the keyword the user is close to making a purchase or making a donation. Maybe the query is not very general, just like a charity for cancer.

So, examples of call to action you can use: "get info," "research here," "sign up for our newsletter," "donate today." These are things that we have found work really well. The user just wants to know when they come to you about what is it you want them to do.

It's surprisingly effective to tell the user to go and do this, and they will actually end up doing that. Now there are other ones, like "click here" and "visit us." Those are a little too obvious. So everybody nowadays realizes that things on the Internet need to be clicked on. I'm sure there is no need to say it. "Visit us," that's too general. Yes, the goal is to get people to visit, but once they visit, what is it you want them to do, what will they get from the website?

So if you have a free whitepaper about something, then say "Download whitepaper here." People know to click on the ad to get to that whitepaper.

The next one is the advertise-by-location examples, so a couple of people were asking about this. If you are very specifically doing business in a certain region, then call that out in the ad text. Especially if you are already doing the geo-targeting, that's just going to make that connection between the keywords that the consumer did and the ad text much stronger. They are looking for a New York-based service and they see "New York" in the headline, then it's immediately obvious this is the ad to click on as opposed to maybe one of the other ones that is in the same line of service, but didn't specify they were specifically doing it for New York.

The other thing this helps to do as it points out in the second bullet-point is it prevents people outside of your region from clicking on your ad. And again, because you are paying on a cost-per-click basis, it's a good thing if somebody who's not likely to become a customer does not click on your ad.

And then the next point about ad texts, slide 38, is to intra-capitalize your URL. In this example we have [adwordsexample.com](http://adwordsexample.com), well that becomes a lot easier to read if you capitalize the A, W, and the G. It just draws your eyes to it. We found this to be very effective in terms of getting people to click on the ads more often.

A great benefit of AdWords, in slide 39, is the use of multiple ad texts. Like that plumber example that I gave earlier, where you just sometimes have no clue what the users will do based on certain keywords, the same thing is true for ad texts.

So instead of limiting yourself to a single ad text and hoping that is the best one, you can go to AdWords and immediately start creating two, three, four ad texts. All of these will have a chance to run, and Google will analyze the data automatically and start showing the ad that's doing better more often. So you can have one that says "Try our CPS programs today" whereas the second one says "Connect with your customers" and the

final one says "Target your ads to a specific country, state, or city."

These are all three very different offers and instead of you guessing and using voodoo to guess which one is going to be the best-performing, why don't you just put in the three different ad texts and let Google figure it out for you based on how we optimize this.

So that's a great benefit of the system that I encourage everybody to use. One thing unique with this is after each of these ads has accrued maybe a 1,000 impressions, go ahead and delete the ones that are not performing the best and go and make variations of the ones that are performing better.

Again, it could be very minimal things, sure, but one example was eBay before a lot of people knew what eBay was, and they were advertising -- this was in the Netherlands actually -- so they were saying "Find something on eBay" in the headline and a lot of people were clicking on that ad and they thought eBay was a new search engine, so they came to that website and they weren't really interested in buying something, so the conversion rate was pretty low.

They went ahead and they tried a different ad text that said "Buy something on eBay" and the ad text performed way, way better because changing that one word from "find" to "buy" just had such an impact on helping users understand what they were going to get when they came to that website, and the results were tremendously better.

So slide 40, "Controlling Costs". Again, I just really want to call out the point that with AdWords you have full control of the cost-per-click as well as the budget that you have. The nice thing here is that we will tell you based on conversion data how each of your keywords and each of your campaigns and ad groups is doing.

Instead of flying blind, the moment that you start accruing data in AdWords, that's going to show up in your reports. If you are using conversion tracking, which is a little snippet of code that you just place on your final thank you page, for example the page where, after somebody has signed up for a newsletter or the page after somebody has made a donation, we can track for every click that comes in whether somebody actually signed up for that newsletter or made a donation. What we can do based on that is we can tell you which keywords are the ones to keep and which ones are the ones to get rid of.

We can also help you a little bit of guidance on those. If you know that a certain keyword is getting a lot of clicks and a decent number of conversions but not enough, it's costing you more than it's bringing in revenue, well, we can give you the data to tell you to decrease your bids to a certain level at which point it would be a profitable keyword.

So there is a lot of different things that you can do. You can delete keywords, add keywords but you can also increase or decrease the bids to optimize the performance that you get from these keywords.

Now if any of you guys have bigger campaigns, we have some tools like Conversion Optimizer that automatically manage these bids for you based on the acquisition goals

that you have. So if you can balance that and getting a new sign up for a newsletter worth \$5.00 we would be able to automatically set your CPC bids based on that goal that you stated to us.

Slide 41, I mostly going to leave this one for your reference as we have talked about this before. But the ad rank is based on the quality score. So again, I am just making a point that the more that you can do to improve your quality score and the relevance of your ad, the more it is going to benefit you in terms of getting a higher position on the page but also in terms of getting a lower cost-per-click.

A little thing that a lot of people do not realize is the fact that the number of one ad does not always pay a higher cost-per-click than the number two ad. So if the number of one ad is just so much more relevant, they can actually pay a lower cost-per-click than the second ad on that page.

So, that really stresses the importance of making sure you have the highest relevance possible. And again, good keyword selection and writing really relevant ad text are big components of getting that good quality score.

The next slide I am going to skip but that one talks a little bit more about how to do the geo-targeting so you can take a look at that later as you are setting up your own campaign.

And then, slide 43 also talks about local targeting. So I am just making a point that you can target either at the country level or you can go all the way down to regions, cities, TMAs, or you can even pick your business location and do a radius around that or a polygon around it. And that might be a little too sophisticated for the majority of users. I typically recommend going with regional targeting or state targeting. But if you have more sophisticated needs than that, the system does support it.

And then slide 44 is giving you another quick look at the AdWords Performance Matrix. So this is a starter account, there is a graph tab on that which you can look at once you have some data. But really, one of the key points of AdWords is build your campaign, test it, and optimize it, and repeat.

So testing and optimization are really fundamental to having the best results. So as that data starts coming in, take a look at that data, decide how is that and what that means to you, change your keywords, change your bids, write a more reflective ad facts and keep doing that until you have the performance that you want form AdWords. And so that is it on the background of AdWords. And now here is AnnMarie about Google Grants.

**AnnMarie:** OK, so Fred does an amazing job on letting you know how AdWords works for nonprofit and how it would be an amazing gift to you in spreading your message. And so, my few slides here will actually, probably be a gift to you.

So what is Google Grants? Google Grants is a unique, in-kind donation in which Google donates the AdWords program to select 501C3 nonprofits. Do not let the name fool you;

this program is not a financial grant from Google. What it is, it is a free AdWords account for you to spread your mission for your organization.

We go to the next slide, let us talk now a little bit more about this grant. If your organization is accepted into the Google Grants Program, our team of optimization specialist will create a basic AdWords account for your organization. So you do not have to go through the set up process that Fred had mentioned. This is something that we do for you.

Once this is completely done, we hand over the account to your organization. At that point, the management of the account is solely the responsibility of the nonprofit. We require that organizations are actively engaged in the account. We are viewing the performance statistics that Fred had mentioned, making changes, updating ads and keywords to keep current with the events and promotions of your organization and etc.

And this goes along as I had mentioned before is that so long as you are actively engaged in the account and you are making the changes. We see this and you should not often worry about this grant ever expiring. So I have just mentioned that, so as Fred had mentioned a lot of things about the AdWords program, there are some AdWords restrictions for grantees.

But a first thing first is that Google Grant accounts are limited to \$10,000 in traffic per month. This cap is set internally by the Google Grant System. Additionally maximum CPC bids are restricted to \$1 and thirdly, Google ads can only run on Google.com. This means that they won't syndicate to our partner networks, networks that I have mentioned like AOL etc.

So if we go on to the next slide, "Eligible Organizations." I'm sure a lot of you are interested in this type of information. So, we choose organizations for the program that share Google's philosophy of community service. In the United States, we require all applicants to be registered 501C3s. We are currently active in 16 countries and require the international equivalency of 501C3 status from our international applications.

We go on to the next slide. This is obviously not a comprehensive list, but these are examples of eligible organizations so, science and technology organizations, education organizations, global public health organizations, environmental youth advocacy, and arts organizations.

Along with that on the next slide, we talked about organizations that are typically ineligible. And this is just to give you a rough idea but organizations that are predominantly religious or political, organizations that are focused primarily on lobbying for change, and commercial nonprofit, So, solely to make a profit and a side note to this too is that if your organization is currently participating in the Google AdSense Program, you must cancel that first in order to be eligible for Google Grants Program.

And something else to note too is that if you already have a paid AdWords account that does not make you ineligible for the Google Grant Program. We actually encourage you

to do something like that so you can run these two accounts side by side so you can test out key words that are actually a little bit more general that will cost you a little bit more money than a dollar. Or if you want to syndicate on our partner networks or try different types of ad format. We absolutely support you in your efforts so feel free to set up a paid AdWords account.

So if we go on to the next slide. So, now many of you are probably wondering, "Is my organization eligible for the program?" Since all applications and websites go through a thorough review by our team. This is not anything that we can answer right now on the slides. But we definitely encourage you to review the program guidelines which are on our websites. And you can see the website up there, [Google.com./grants](http://Google.com./grants).

If you feel that your organization has failed after reviewing the guidelines, definitely we encourage you to apply; it will only take about 10 minutes.

So the next slide. Yes, so we have a website right now set up and has information about our program. On here you have a link to our application and I am going to do a little probe right now. We have on the creation of a new help center for user. If you have a Google grants account right now, we will have a new help on our set up so that you will have more information about how to better manage this AdWords account.

More information about eligibility, a little bit more transparency to that, requirements, and responsibilities on your part. So, in the next couple of weeks look forward to that on our website. And with that, I think that is all we have.

So go easy on me here but I'll be happy to answer questions that you guys have.

**Frederick:** Great, thank you, AnnMarie. This question comes from a nonprofit called Blessing Hands, and they submitted a request for Google Grant last month. Since then, their primary service area in Southern China has experienced an unprecedented flood and they would like to emphasize that new emergency. "Is it possible to amend our application to feature this new urgent need?"

**AnnMarie:** Sure, let's just end this presentation, here's our email address. And we absolutely encourage organizations that are coming across these type of issues to email us. And if there is something detrimental to your organization, we do understand that, so we will do our best to try to expedite this application of yours to get you up and running if you are fit for the program. So definitely feel free to reach out to us because we do understand that stuff like this happens. And we will do our best to accommodate.

**Frederick:** And several questions about how long it generally takes for a grant application to be approved.

**AnnMarie:** Sure. Just to be safe, I'd like to say about three to four months from when you apply. I didn't mention this before but our program is supported by Google volunteers. So, we have about 900 people that work at the company that help us review these applications and go through our guidelines and actually set up the accounts for

nonprofits, which is fabulous, and we wouldn't be where we are today without them.

So right now, we are currently about at a three-month wait time. And we are doing everything we can to try to improve that. But just to be safe, if your nonprofit is experiencing some seasonality I would say at least give yourself four months ahead of time.

**Jono:** OK. And this question is related to organizations that might be excluded. For example, "If our organization serves people with disabilities of one type of religion in addition to serving the needs of everyone with the disability under other four other categories, are we considered predominantly focusing on that one religion?"

**AnnMarie:** Without seeing more about the website and no more information, I probably couldn't answer that. But when we're talking about predominantly religious we're talking may be a church that is trying to recruit new members to their religion and not so much having a religious arm or religious focus.

So if you are serving the needs of anyone, regardless of what religion they are, you would be eligible for that the program, absolutely.

**Jono:** OK. And then a couple of folks have expressed concern that they applied and receive the grant but because they are small, nonprofit, maybe they will not put ads in right away or go a couple of months without creating new ads, etcetera. What sort of obligations are there on the nonprofit side once you receive a grant?

**AnnMarie:** Right, so it's nothing that's absolutely defined right now. I would say a lot of smaller nonprofit, I could see they are creating an ad to spread their message or to solicit donation. They have pretty specific keywords and because they are such a small base, there isn't a need to continually update and that we absolutely understand.

But at least maybe taking 5-10 minutes a week just to log in to the account to see what is actually you have been performing. Or are there any keywords on my account that actually are not getting us so much traffic at all? And that could potentially be hurting your account. And go in there and just deleting those, so it is just a time commitment of 5-10 minutes.

That shows us, even though you are not expanding out to creating new campaigns to target new countries or promote new events, But that you do consider this to be a gift and you actually want to make the most of it. So, yes, 5-10 minutes it could take you once a week. But again it is different per organization.

**Frederick:** And when we create the accounts for the first time, does it come with an ad text and keywords or do they have to..?

**AnnMarie:** Absolutely. So in the application we request that you give us a sample ad text and some keywords. And we take our optimization specialist that create these accounts for you, or actually specialist that work with our paid advertisers that are very

experienced in this. So they'll take your suggestions on because you know your organization and your target audience more than we would for sure. We take your suggestions and we go ahead and create you a basic AdWords account.

Maybe one campaign with a couple of ad groups, after reviewing your website, we'll get an idea what you do and potentially who would you like to target. And then, at that point the account is totally yours so you can go ahead and delete what we have created if you don't think it is 100% relevant. You can add a couple of few keywords that you come across of that we may not have thought of. But, yes, it's absolutely in your hands.

**Jono:** And just a couple of folks were confused about any extra cost that might be involved if you receive a Google Grant. So for example, there are a couple of folks who are worried that they might actually accidentally do something and take advantage of some sort of extra feature that might have a cost associated with it. And so, can you be totally clear about what costs are involved with the Google Grant?

**AnnMarie:** Sure. As you guys may or actually may not know already, the Google Grants Program is using the same interface as the paid AdWords account. But since you are not at any point submitting any credit card or billing information, we have none of that on file. So hopefully that should swipe away the concerns of you being liable to pay us any money for this. The account is set up so that you will be maxed out at \$10,000.00 per month in free advertising.

So on our system, we set it on a daily basis, so around \$330.00 a day, you will get this traffic in clicks. So at that point, as Fred had mentioned before with CPCs, we need a CPC amount to actually rank through ads amongst to paying advertisers. So we need that actual amount, so we choose a dollar as a maximum bid. And all these numbers that are bids and costs and budgets -- because this is the same system as a paying advertiser that is the terminology we have to use.

But there is no cost commitment at all with this program. And if you do get expired from the program or if you are no longer in the program, your account is closed and you are never obligated to pay us for any of this advertising.

Something to keep in mind too is that we do understand that organizations that have a larger base and have a lot of traffic out there, they could potentially hit this \$10,000 limit frequently. So if you are in the program and you are consistently hitting \$10,000.00 a month you do have the ability to apply to receive more budgets. But at that point that is the only time financial commitment comes into play. You will be required to pay us 5% of what you spend over that \$10,000.00 and the max at this point now was \$40,000.00.

So again, it is a small amount to pay but these are only for people that consistently hit that 10K that want that extra traffic and who are willing to spend that at that point. And these are people that understand that once they applied that they will be committed to doing that. But for everyone else, this is free traffic, there is no cost there is no commitment associated to it.

**Jono:** OK, several questions from people who are Google Grant recipient about maximizing their budget. For example, Mary says, "How would you compensate not being able to bid over a dollar on each keyword? How do you recommend the using the full budget? We consistently cannot use all our budget but what tactics would you suggest that are not only maximizing and using the allotted budget?"

**AnnMarie:** Sure. So it is a little bit difficult when it comes down to a \$1.00 maximum CPC, and we do understand a lot of keywords that were in general could be more competitive which makes them more expensive. We do understand that could be a little bit frustrating. So that is a \$1.00 maximum CPC we could never raise so that it would not be an option and actually hitting that \$10,000.00 a month.

We do understand that \$10,000.00 is a large amount and smaller nonprofits could see this as great potential. But a lot of smaller nonprofits, hitting that \$10,000.00 a month is not something that is common. Most nonprofits do not hit that amount. And a lot of nonprofits actually are striving to hit that. I just want to lay that across the board. It is not something that everybody does.

As long as you are using the tools that Fred had mentioned. So using the keywords tool to come up with other keywords that you may not have thought right of that. So some things which are a little bit more expensive for you that is asking you to pay over a dollar, throwing that in the keyword tool to see if you can get your different variations off of that. And to see if you could find something that is a little bit less expensive under a dollar, to come up with other keywords that again that are still cheap, to just expand out.

In your account you can create multiple campaigns. A lot of people don't think that if they are working with events to advertise that. But that's a great way to get traffic. So if you are co-sponsoring a marathon or a ball or some sort of charity function, you might absolutely advertise that via your account. Take a look at your website and take a look at everything that you offer as an organization, every facet of it and make sure you are explicitly advertising that view your account.

We understand it's a little bit tough and, again, if you want to open up a paid account to run that side-by-side with your grants account to test out different ad formats, to test out image ads, that's a great way to do it as well. It's something that you can absolutely control the cost. So it's not going to be a huge waste of money from your organization.

**Jono:** And then this question comes from Kara. "Do we get charged according to how many requests we get or how often that ad shows on the search engine? If our ad is up for quite a period of time and we have a low click-through rate, will the ad show for longer period of time?"

**AnnMarie:** OK, so I take the first part of that I believe is if they are Google Grants recipients, do they accrue the cost when their ad appears or if someone clicks on their ad? That again, is the same system that Fred had mentioned in the past.

So a user types in one of your keywords and your ad appears, that's what's called an

impression. When someone clicks on your ad, what that does is that it takes away from your budget. So you accrue that cost and that is against your budget. So if that cost you a dollar, per se -- and again I say "cost." but this is not anything that you are paying for. Now from your \$330.00 daily budget, you subtracted a dollar and now you have \$329.00 left of traffic to receive. Is that clear? I don't know if that sounds confusing.

**Jono:** Absolutely.

**AnnMarie:** OK. And there was a second part to that question, I don't know if you want to say that again.

**Jono:** The second part is if our ad is up for the allotted period of time so we have a low click-through rate, will the ad show for a longer period of time?

**AnnMarie:** So your ad will show whenever a user types in your particular keywords. And so long as you have enough budget available, your ads will continue to appear. And Fred might actually be a better outlet to talk about traffic.

**Frederick:** I don't know what the intent of that question is, but if the intent is to get more branding and essentially shoot for a lower click-through rate because your ad gets more impressions that way, that is definitely not the best strategy to take in our system, because we do revolve relevance. And relevance is measured largely through the click-through rate.

One of the things here is that we assume your ad will have a certain click-through rate and based on that we will spread the delivery throughout the day. It's not because you're getting fewer clicks all of a sudden that we are going to show your ad more often throughout that day.

And we have an expectation of how that should be able to perform. And if it underperforms based on that, it doesn't actually give you any benefit in terms of getting impressions.

And then we do have a system -- again it is not part of the search network -- but if you were going to the content network and then paying for your campaign at some point yourself because you think it is working effectively, there is a cost per impression program which is better suited to branding advertisers. And that is a way for you to show your ad on content websites and other place where people might be just browsing the web. And you pay us for impressions on those as opposed to clicks.

**Jono:** And a couple of questions on how to decide where to send people once they click on your ad. For example, "Should I send them on my home page, should I send them to a donation form or a volunteer form? Or if they are clicking an ad really it is one of my program, should I send them to the program page within my website?" So just a few questions about where to send people once they successfully click on your ad.

**Frederick:** Typically you want to take people as close to the thing that they intended to search for as possible. So if they already type in a query like "donate to an organization" that you definitely want to take them to the donation page. If it is a more general query like "charities" then, it might be OK to take them to your home page because maybe they were looking more for information as oppose to taking an action right there.

It really depends on the keyword and it also depends on the ad text. So if in your ad text you say "make a donation online today" then again, take them to the donation page because that is what they expect to be able to do on your website as oppose to if you said "learn more about our organization here" and maybe you want to take them to what they see describes to what you guys do.

Again this is up for testing and so I've seen some examples of where you can take people to very specific page. But sometimes that ends up being a little bit too specific. And it would have been better if you took him to a category page. So, again, if you were helping children in different countries, it might be OK to take someone to an overview page that describes both your programs in India and Africa and other parts of the world as oppose to taking them directly to the India page.

It's kind of equivalent to have somebody who is doing a search for a car. They might go and type "Corvette" into their search engine. And really what they meant to search for was, "Hey, I'm interested in a sports car but I didn't realize that Audi just came out with a new model of sports car."

And so in those situations, it's possible that somebody might be happy going to a category page that describes all of the options that are open to them as opposed to one single thing which they happen to just know about.

**Jono:** So Carol says, "I'm not clear on how cost-per-click should be determined. Can you explain that a little bit more?"

**Frederick:** Yes, I would say in your situation where you have the free budget, you might want to start off with the one dollar maximum CPC and just take a look at your results and see whether those clicks are converting for you. Also take a look at the position of your ads and look at those results.

The one thing that comes up once in a while is the fact that if your ad goes into its opposition it is actually more likely to get a lot of clicks but you know more clicks from people who are just curious and maybe not necessarily converting. So some advertisers report they are more happy being in position three or four because the clicks tend to be cheaper in that position and they convert at a better rate.

So I would say if you're able to put up the conversion cracking snippet on your website that will tell you all of the information you need to make sensible decisions about what bids you need to have.

Also when you use the keyword tool and all keywords that we suggest, we're going to

suggest a bid to you which is the bid required to be, on average in the top position. Again if that's what you're interested in, a top position, the best exposure possible then just accept that bid that is suggested by our tool but know that you can change it at anytime based on the metrics that you collect.

**Jono:** And Jane asks -- this is a question for AnnMarie -- "Is your ruling against fiscally sponsored organizations absolute?" So it sounds like if you're a nonprofit with a fiscal sponsor you're not eligible for the Google Grants Program and is that absolute?

**AnnMarie:** Yes, that is absolute and there is no exceptions on that. We do ask organizations that are involved with fiscal sponsors if the sponsor wants to apply to the program they can absolutely advertise, you know, different projects that they work on or that they support but we don't allow the organizations that are fiscally sponsored into the program.

**Jono:** And this question's from Jenny for Fred, "In creating different ads for one ad group the user can choose to use only the most popular ads or display all ads evenly no matter its click-through rate. What are the benefits of the latter option?"

**Frederick:** Well, honestly I would say do not choose that second option. It does not work the way it used to in the past. We've made a lot of enhancements to the ranking system over the past couple of years and that secondary option essentially gives each ad an equal number of entries into the auction but because of the auction dynamics what typically ends up happening is that one of those ads is going to perform fairly badly and gets shown mostly on page two of the search results which means that people most often don't see it.

So I don't think it's the greatest option anymore. We've left it in place for some advertisers who use it so that they can build their own metrics about how the different ads are performing by giving them equal exposure. Honestly my opinion is the majority of advertisers are going to be more pleased with the auto optimization option.

**Jono:** Great. Well, I think we're just about out of time here so I wanted to first of all thank very much the folks from Google for donating their time and give them the opportunity to say a few words in closing.

**Frederick:** Great. I thank everyone for attending. We're very pleased with the turnout here. I hope we've answered a lot of your questions. We've set up the email which is on the last slide for you guys to be able to ask questions that you think are maybe too sensitive to ask in the public forum or things that you think about later on. We're definitely here to help and get all those questions answered.

**AnnMarie:** Yes, I'd like to thank everyone as well and we highly encourage everyone to apply to the program. Please come back and check out our website and we're constantly updating our information so if you have any feedback now being a pro with managing advertising account after these wonderful tips Fred has given you.

If you have suggestions for feedback or stuff that you don't think is clear enough you know we want to make this as easy enough for you guys as well. So give us this feedback and let us know of things that you think would be helpful in managing the account in tips and resources and we'll try our best to put that up there for you. So but thank you everyone again and definitely apply if you're not already in the program.

**Jono:** Great. Again, many thanks to Google and to Fred and AnnMarie for donating their time today. I know that I've learned a lot and I hope that everyone on the phone has as well. Once again you'll be receiving those transcripts here in just a few days time and of course I wanted to invite everybody to our next Nonprofit 911 call on Tuesday, July 22, where we'll be doing a panel on online fundraising where you can ask our experts any questions you have about online fundraising and marketing.

So once again, thanks for joining today's call and look forward to speaking to you again on another Nonprofit 911 call. Have a great day, everyone.