


Extra help. Google Grants is committed to helping you reach your constituents through relevant, targeted advertising. If you have questions this Guide doesn't address, there are other resources to help you get the answers you need.

Working with Google

Help for online advertisers

If you have any questions that this Reference Guide doesn't address, just visit www.google.com/grants/information.html. Here you can review our editorial guidelines, search AdWords support for answers to your questions, download this Guide to help you get the most out of AdWords.



Google Grants (Beta)

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Quick Tour
Learn how to create an effective Google Grants ad campaign.

Google AdWords Information

Google Grants provides eligible organizations with in-kind keyword advertising using Google AdWords so you can connect directly with your target audience. Through simple, short text ads that run on Google.com, thousands (or even millions) of people can learn about your organization online as they are searching for related information. When someone enters keywords (short phrases specifying a particular search query) into Google.com, ads targeted to those keywords appear alongside the search results.

Paying close attention to the information below will help you to understand the way our advertising program works, and to successfully prepare your application.

How AdWords works

Our automated system monitors the performance of your ads, and displays the most relevant ads in the most visible position on the page. If it detects problems with your account or certain keywords, it may slow or stop showing your ads.

Once your campaign is running, you can see how well your ads perform by logging into your AdWords account to view your online reports, including how often people have clicked on each of your ads and keyword phrases, and the value of those clicks.

Effective ads and ad campaigns

To ensure your ads are effective, we encourage you to review all the topics below.

1. [Targeting the right audience](#) (reaching constituents in the region and language you specify)
2. [How your target audience finds your organization](#) (developing your keyword lists)
3. [Use keyword matching options for greater effectiveness](#) (AdWords keyword tools)
4. [Give searchers a reason to visit your site](#) (creating effective ads)
5. [Give searchers an easy way to respond](#) (sending searchers to the right landing page)
6. [About our minimum clickthrough rate](#) (attracting enough clicks)
7. [Tracking conversions](#) (measuring the effectiveness of your Google.com campaigns)

If you still can't find the specific answer you need, email us at googlegrants-support@google.com and we will be happy to help you. Google Grants specialists are on hand to respond, typically within one business day or less.



Glossary

Ad Group

A collection of ads within a campaign that correspond to a group of similar keywords

Call to action

Ad copy that encourages users to take a defined action. Examples of calls to action include “Learn More”, “Donate today”, or “Sign up for a free newsletter”.

Campaign

Campaigns are comprised of Ad Groups. Campaigns can be created for different product lines, promotions, geographic locations, etc.

Clickthrough

The action of clicking on a link that takes the user to another web page.

Clickthrough rate (CTR)

CTR measures the number of clicks your ad generates in proportion to the number of times it's shown for each keyword. For example, your CTR is 1 percent if 100 people are shown your ad and one person clicks through to your site. CTRs typically range from 0.5 percent for banner ads to 3.0 percent for text links. Also known as ad impression ratio or yield.

Conversion

A defined action in response to your ad's call to action. A conversion may be a registration, a request for more information, or a donation or sale, depending upon your goals.

Conversion rate

The number of visitors who respond to your ad's call to action divided by the number of impressions, multiplied by 100 and expressed as a percentage. For example, your conversion rate is 1 percent if 100 people are shown your ad, five people click through to your site and one person makes a purchase.

Cost-per-click (CPC)

The amount you bid for each click on your ad. A typical range is 5 cents to \$1 per click. Refer to your email notification for the recommended set amount.

Default max CPC

The max CPC for all keywords in an Ad Group, unless otherwise specified for particular keywords

Destination URL

See landing page.

Dynamic Keyword Insertion Tool

A tool designed for managing large groups of keywords, automatically inserting your keywords into your ads.

Dynamic rotation

Delivery of ads on a rotating, random basis. Allows ads to be served on different pages of the site and exposes users to a variety of ads.

Geo-targeting

The distribution of ads to a particular geographical area.

Impression

The single display of an ad on a search or content page. Also known as exposure.

Keyword

A specific word, or combination of words, entered into a search engine that results in a list of pages related to the keyword. A keyword is the content of a search engine query.

Keyword matching options

Methods of controlling how closely a user query has to be to your keyword to display an ad. Four types of keyword matching options can help you refine your ad targeting: broad match, phrase match, exact match and negative match.

Keyword Tool

A tool that helps you broaden your keyword list by giving you ideas for relevant terms that will trigger your ad. The Keyword Tool can be accessed at www.google.com/keywords.

Keyword Traffic Estimator

A tool that predicts your ad's CTR and position for a set of keywords and CPCs that you enter.

Landing page

The web page to which a user will “land” after clicking on your ad, not necessarily your home page. In fact, ROI usually improves if your landing page directly relates to your ad and immediately presents a conversion opportunity. Also known as the destination URL or clickthrough URL.

Max CPC

The most you're willing to bid for each click on your ad for a particular keyword. As a Google Grants advertiser, you will need to refer to your email notification to determine the limit on your Max CPC bid.



Metrics

Measurable events (membership conversion, conversion rate) related to your ads or keywords that you use to make strategic marketing decisions.

Minimum clickthrough rate

The minimum required CTR varies by ad position. It is 0.5% for the top spot, and slightly reduced for each subsequent position.

Pop-up ad and pop-under ad

An ad that appears in a separate window above or beneath the user's current page. A pop-under ad is concealed until the top window is closed, moved, resized or minimized.

Query

A request for information, usually to a search engine or a database. The user types in words or topics, and the search engine returns matching results from its database. A query is at the center of every search engine interaction.

Relevance

A measure of how closely a search result, or a keyword-based ad, matches the user's keyword.

Return on investment (ROI)

The benefit gained in return for the cost of your ad campaign. Although exact measurement is nearly impossible, your clickthrough rate and your conversion rate, combined with your advertising costs, can help you assess the ROI of your campaign.

Search site

Sites offering Google web search capability.

Sponsored link

See text ad.

Target audience

The intended audience for an ad, usually defined in terms of specific demographics (age, income, etc.), program interest or media usage.

Text ad

An ad designed for text delivery, with concise, action-oriented copy and a link to your website. Because they are not accompanied by graphics, text links are easy to create and improve page download time. Also known as a sponsored link.

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