

# Google Ad Grants

# GOOGLE SEARCHES

77,500 PER SECOND

2.4 TRILLION PER YEAR

20,000 nonprofits  
50 countries

**\$ 10,000 / MONTH**

**\$329 / DAY**

**THE #1 GOAL:  
CONVERSIONS  
+ INSIGHTS**

**NOT HOW MUCH  
YOU SPEND**

- THANK YOU PAGE
- EVENT BUTTON
- DURATION AT SITE = 3 MIN
- # PAGES VISITED = 5

GOOGLE ADS =

ACTIVE

SEARCH



**SOCIAL / TV ADS =**

**PASSIVE**

**INTERRUPTION**

GOOGLE  
AD GRANTS  
BEST  
AWARENESS AND  
BRANDING

# COPY & KEYWORDS

**RAISE AWARENESS**

**DONORS - INVESTORS**

**VOLUNTEERS - PARTNERS**

**SUPPORTERS - ADVOCATES**



PAID GOOGLE ADS BEST  
FOR DISPLAY AND VIDEO  
ADS & REMARKETING  
= HIGHER CTR



PAID GOOGLE ADS  
BEST FOR  
DONATIONS

Clicks ▾	Impressions ▾	Avg. CPC ▾	Cost ▾
383	8.13K	\$7.21	\$2.76K

**\$2,760 / week = \$11,040 / month!**



**\$3,300 / week = \$13,200 / month!**

Clicks ▼	Impressions ▼	Avg. CPC	Cost
278	5K	\$11.86	\$3.3K

**Current Week**

**Keyword Bid Max = \$2.00 ??**





## Recently, these new words appeared in Google searches that showed your ads



In the last 7 days (Apr 21 – 27, 2020), compared to the previous 30 days



# Biggest changes

Cost ▾



Last 7 days compared to the prior 7 days ⓘ

● Exercise & Cancer > Tai Chi Classes		<b>+\$443.31</b> +42.98%
● In-Treatment > Support Groups		<b>+\$79.43</b> +79.08%
● Branded		<b>+\$77.95</b> +29.25%
● Exercise & Cancer > Excercise		<b>+\$70.77</b> +91.84%
● Breast Cancer		<b>-\$50.20</b> -4.29%

## Campaigns



Cost



Clicks



CTR



● Exercise & Cancer

\$1,622.66

129

10.92%

● Breast Cancer

\$1,119.84

104

4.16%

● Branded

\$344.48

31

3.28%

● In-Treatment

\$211.45

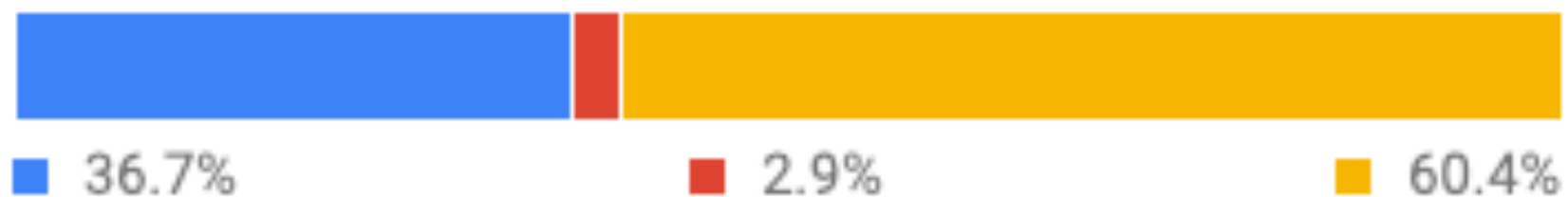
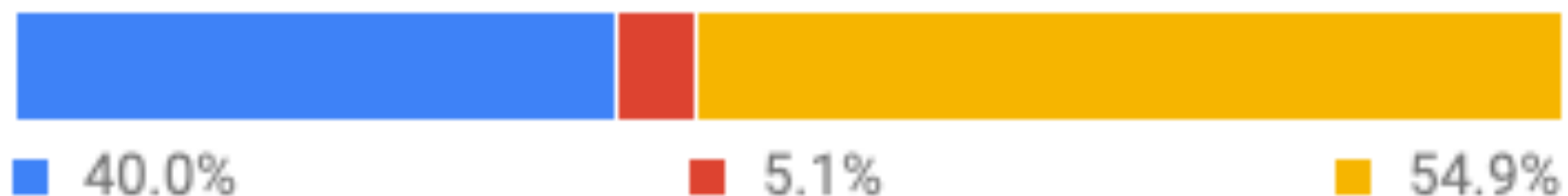
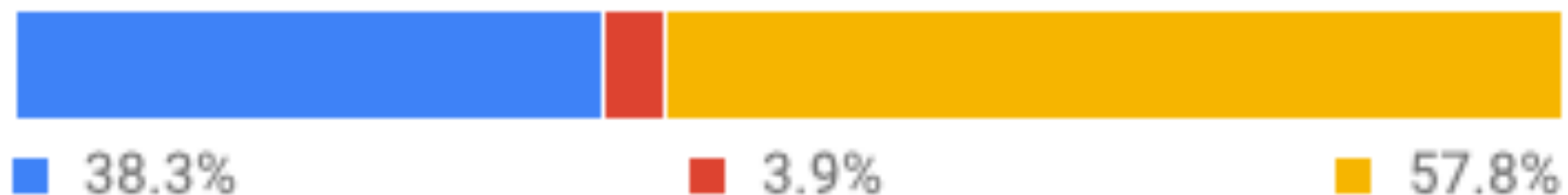
14

3.85%



## Devices

 Mobile phones  Tablets  Computers



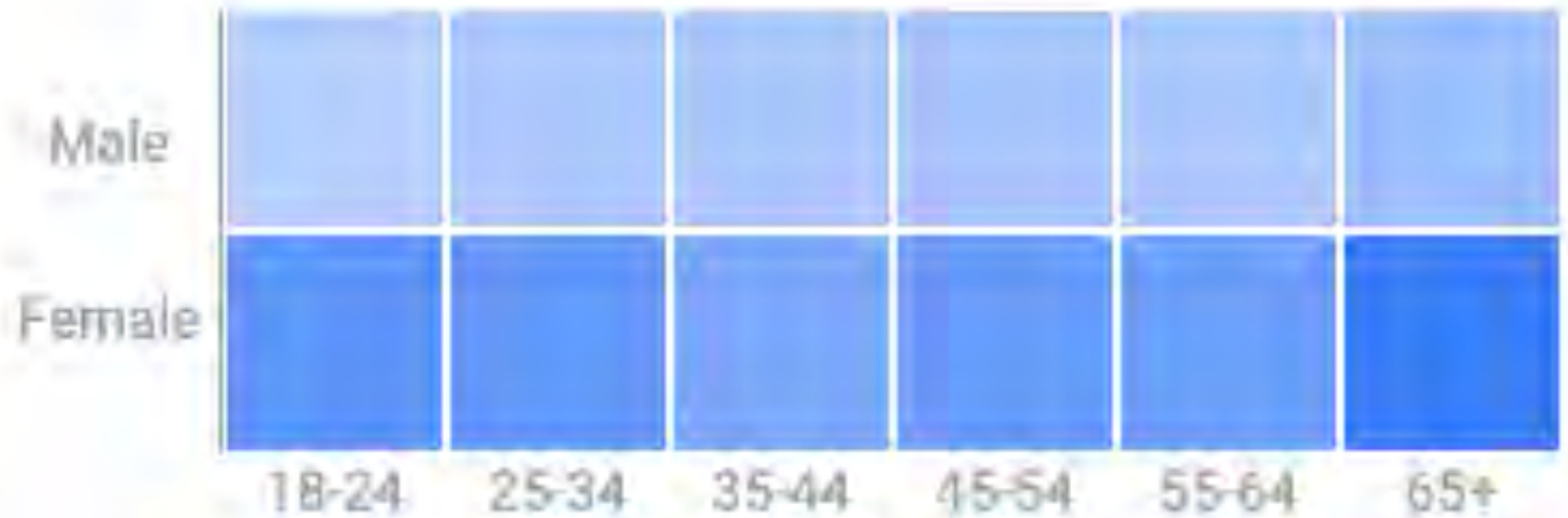
# Demographics

Impressions

GENDER

GENDER & AGE

AGE



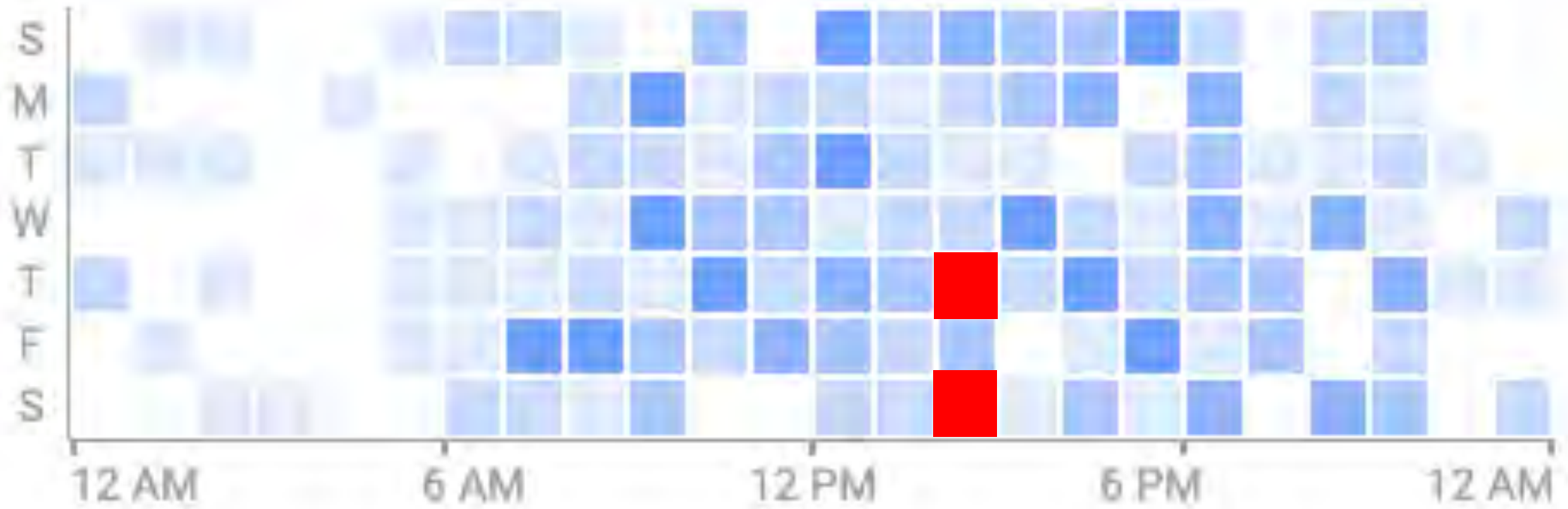
Day & hour

Clicks ▾

DAY

DAY & HOUR

HOUR





FITNESS SCHEDULE

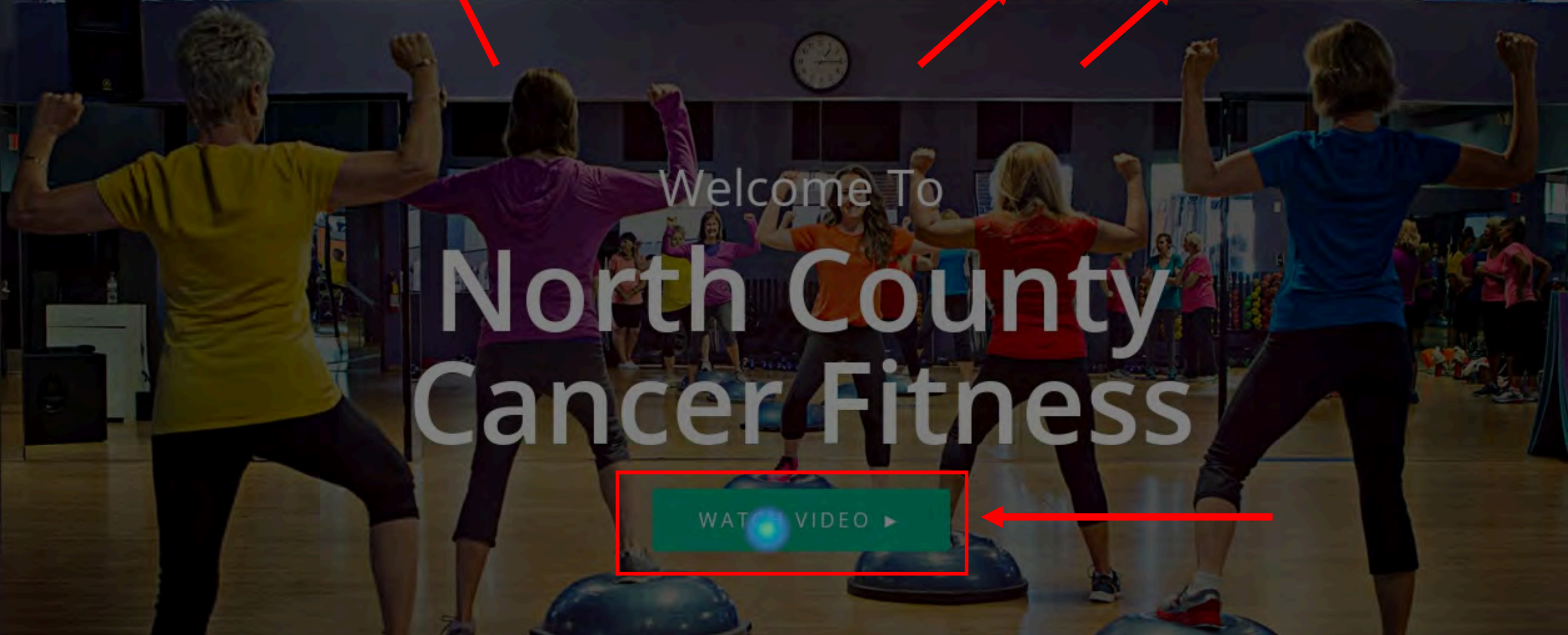
NEWS

SIGN UP

DONATE

# Welcome To North County Cancer Fitness

WATCH VIDEO ▶



# SMALL, LOCAL NICHE CHARITIES



ELIGIBLE?

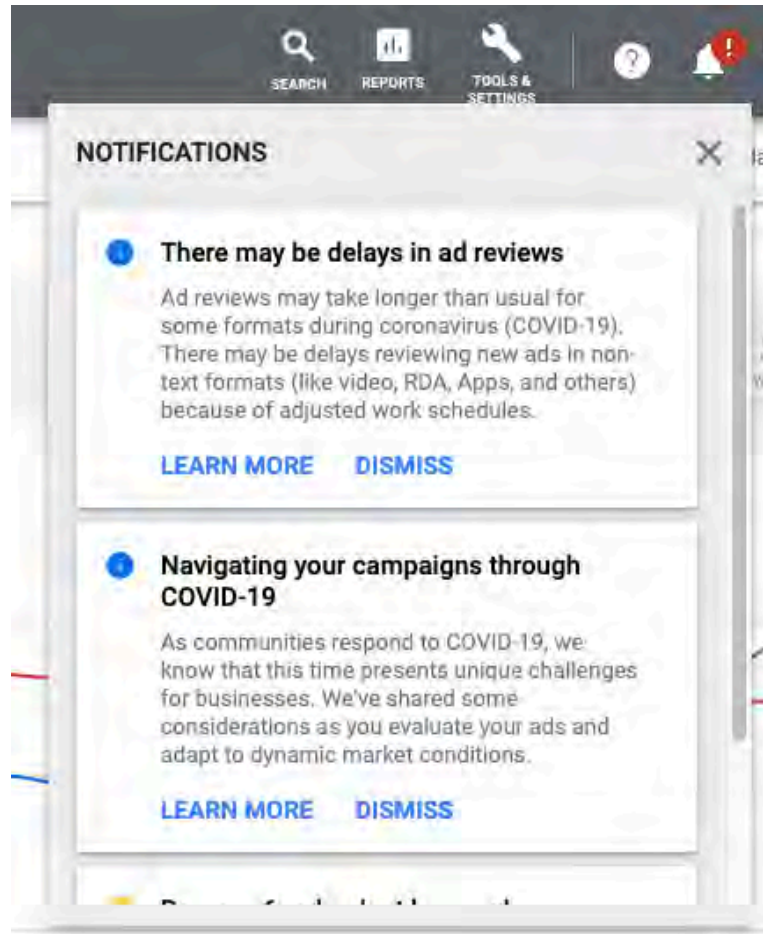
**NOT ELIGIBLE:  
GOVERNMENT  
HOSPITALS  
MEDICAL GROUPS  
SCHOOLS  
UNIVERSITIES**

**SOME HEALTH-RELATED  
CHARITIES ARE ELIGIBLE:  
CANCER RESEARCH  
NCCF**

- 501(c)(3) US
- GOOGLE FOR NON PROFITS ACCOUNT
- TECHSOUP VALIDATION TOKEN
- ENROLL IN GOOGLE AD GRANTS
- SET UP GOOGLE AD GRANTS ACCOUNT

CHARTER  
KEYWORDS  
ADS  
WEBSITE

# SUSPENDED?



*New for 2020:*  
**Compliance  
Dashboard**

# Google Ad Grants Account Review Dashboard

Review your current Ad Grants account status with program policies and best practice adoption

URL: [g.co/AdGrantsReviewDashboard](https://g.co/AdGrantsReviewDashboard) Please wait at least **48 hours** before seeing Google Ads changes refreshed here

## How to use this tool:

Review the boxes that have a red X symbol. Click the links in titles to learn how to comply with policies and adopt best practices. Review this dashboard regularly for real-time status (refreshes every 48 hours).

## What are the differences between compliance policies and best practices?

Policies are minimum requirements to comply with Ad Grants policy and avoid account disruption. Best practices are recommendations, based on top performing nonprofits, to get more out of your Ad Grants account (for example, driving more donations, newsletter or volunteer sign ups, and reaching more people in need).

## Why does this dashboard matter to my nonprofit?

To avoid account deactivation, your account must comply with all policies. To

## Resources:



1. [LINK](#)
  2. [LINK](#)
  3. [LINK](#)
  4. [LINK](#)
  5. [LINK](#)
  6. [LINK](#)
  7. [LINK](#)
  8. [LINK](#)
  9. [LINK](#)
1. Watch a short demo video
  2. Understand policies
  3. Understand best practices
  4. Watch educational content
  5. Find a recommended professional
  6. Get free account help
  7. Additional recommendations
  8. Frequently Asked Questions
  9. Ask a question

Language: ENGLISH

(1) ↑

## Key Definitions

\*Data refreshes every 48 hours

Symbol	Your next step
	Click the link in title to learn more & take action!
	Complete. No action needed.
—	Not applicable (N/A)

**CLICKS ÷ IMPRESSIONS**

**= CTR**

**MIN = 5%**



IMPRESSIONS

≠

IMPRESSED

# QUALITY SCORE

Qual. ↓ score ?	Ad relevance ?	Landing page exp. ?	Exp. CTR ?
--			
2/10	Average	Below average	Below average
2/10	Average	Below average	Below average
2/10	Average	Below average	Below average



3+

# CAMPAIGN

## AD GROUP

KEYWORDS

## AD GROUP

KEYWORDS

AD

AD

AD

AD

# KEYWORD PLANNER

# Domain Overview: [komen.org](https://komen.org)

Database: United States | Device: Desktop | Date: Feb 8, 2020 | Currency: USD

● Organic Search Traffic

**334.6K** -2.6%

SEMrush Rank

Keywords

Traffic Cost

## Top Paid Keywords (232)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
<a href="#">inflammatory breast cancer</a>	1	40,500	2.09	13.13
<a href="#">dcis</a>	1	22,200	0.66	7.20
<a href="#">macro diet</a>	1	18,100	0.64	5.86
<a href="#">breast cancer stages</a>	1	18,100	1.97	5.86
<a href="#">radiation side effects</a>	1	12,100	1.10	3.92

About 1,950,000 results (0.62 seconds)

Ad · ww5.komen.org/breast-cancer (877) 465-6636

### Ductal Carcinoma In Situ - What Everyone Should Know

If You're Beginning Your Search For Breast Cancer Information, You're In The Right Place. Our Mission Is To End Breast Cancer Through Research, Care, Community, And Action. Brands: Breast Cancer Research, Breast Cancer Merchandise, Breast Cancer Donations.

Gifts Matched \$1-For\$1 - \$50.00 - Becomes \$100 - More

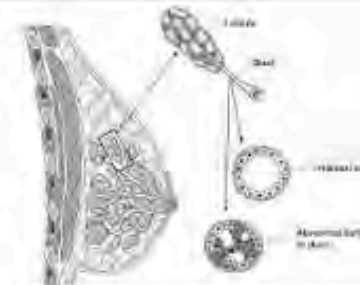
#### Our Bold Goal

Reduce the number of breast cancer deaths by 50% in the U.S. by 2026.

#### We Fund Research

Research is one of our best weapons against breast cancer.

Ductal carcinoma in situ (**DCIS**) is the presence of abnormal cells inside a milk duct in the breast. **DCIS** is considered the earliest form of breast cancer. **DCIS** is noninvasive, meaning it hasn't spread out of the milk duct and has a low risk of becoming invasive. Jun 16, 2018



www.cancer.org

www.mayoclinic.org › dcis › symptoms-causes › syc-20371889

### Ductal carcinoma in situ (DCIS) - Symptoms and causes ...

# SERP

PAID AD

american cancer society

Volume: 0/mo | CPC: \$0.00 | Competition: 0

All News Images Maps Shopping More Settings Tools

About 783,000,000 results (0.79 seconds)

Ad - donate3.cancer.org

**American Cancer Society® | Donate From Home Today**

Cancer Hasn't Stopped. So Neither Can We. Cancer Patients Still Need Your Support. Make a Difference From a Distance. Help us Fund Critical Resources Like Our 24/7 Helpline, ACS Official Site, 100 Years of Progress. Give Now. Save Lives. We Work to Find Cures.

<b>Programs &amp; Services</b> Helping Patients Get The Support They So Desperately Deserve & Need.	<b>More Ways To Give</b> Other Ways You Can Contribute to Finding Cures and Fighting Cancer.
<b>Donate by Mail or Phone</b> Find Out How to Make Your Donation with a Call or by Sending a Check.	<b>Become a Monthly Donor</b> A Monthly Donation Is The Best Way To Give Your Ongoing Support.

AD GRANT AD

Ad - www.americancancerfund.org/donate (855) 316-9023

**American Cancer Association - Official Site**

Make a general donation or remember someone by making a difference in the lives of others. Your generous donation allows us to support all those fighting cancer. Learn more here! You Can Help Us Do More. Honor Someones Memory. Honor A Loved One.

[Donate in Memory](#) · [Donate by Phone or Mail](#) · [Help Us Fight Cancer](#) · [Mail Your Donation](#)

ORGANIC

www.cancer.org

**American Cancer Society | Information and Resources about ...**

Dedicated to helping people who face cancer. Learn about cancer research, patient services, early detection, treatment and education at cancer.org.

Results from cancer.org

<b>Cancer A-Z</b> Find information for specific cancer types: breast, colon, lung ...	<b>Treatment &amp; Support</b> Treatment & Support. Whether you want to learn about treat...
<b>Donate</b> Donate to the American Cancer Society. Your gift means we can ...	<b>Find Support Programs and ...</b> Find Support Programs and Services in Your Area. The ...
<b>Contact Us</b> Please call us or use our Live Chat feature for assistance with the ...	<b>Your Local American Cancer ...</b> Your American Cancer Society is here to help through our local ...

LOCAL SEARCH ADS  
GOOGLE  
MAPS

Hours +

**A American Cancer Society**  
San Diego, CA  
Open Closes 5PM (619) 682-7410  
WEBSITE DIRECTIONS

**B American Cancer Society**  
Laguna Niguel, CA - In Plaza de la Paz Shopping Center  
Compassion Beyond (714) 833-3523  
WEBSITE DIRECTIONS

**American Cancer Society**  
Voluntary organization

cancer.org

The American Cancer Society is a nationwide voluntary health organization dedicated to eliminating cancer. Established in 1913, the society is organized into six geographical regions of both medical and lay volunteers operating in more than 250 Regional offices throughout the United States. [Wikipedia](#)

**Customer service:** 1 (800) 227-2345

**Headquarters:** Atlanta, GA

**Location:** American Cancer Society Center; Atlanta, Georgia, U.S

**Origins:** New York City, New York, U.S

**Founded:** May 23, 1913, New York, NY

**Tax deductibility code:** 501(c)(27)

**Profiles**

Facebook Twitter Instagram

**People also search for** View 15+ more

MAYO CLINIC  
Trending

Susan G. Komen for the Cure

American Heart Association

Red Cross

Lung Association

Disclaimer Feedback

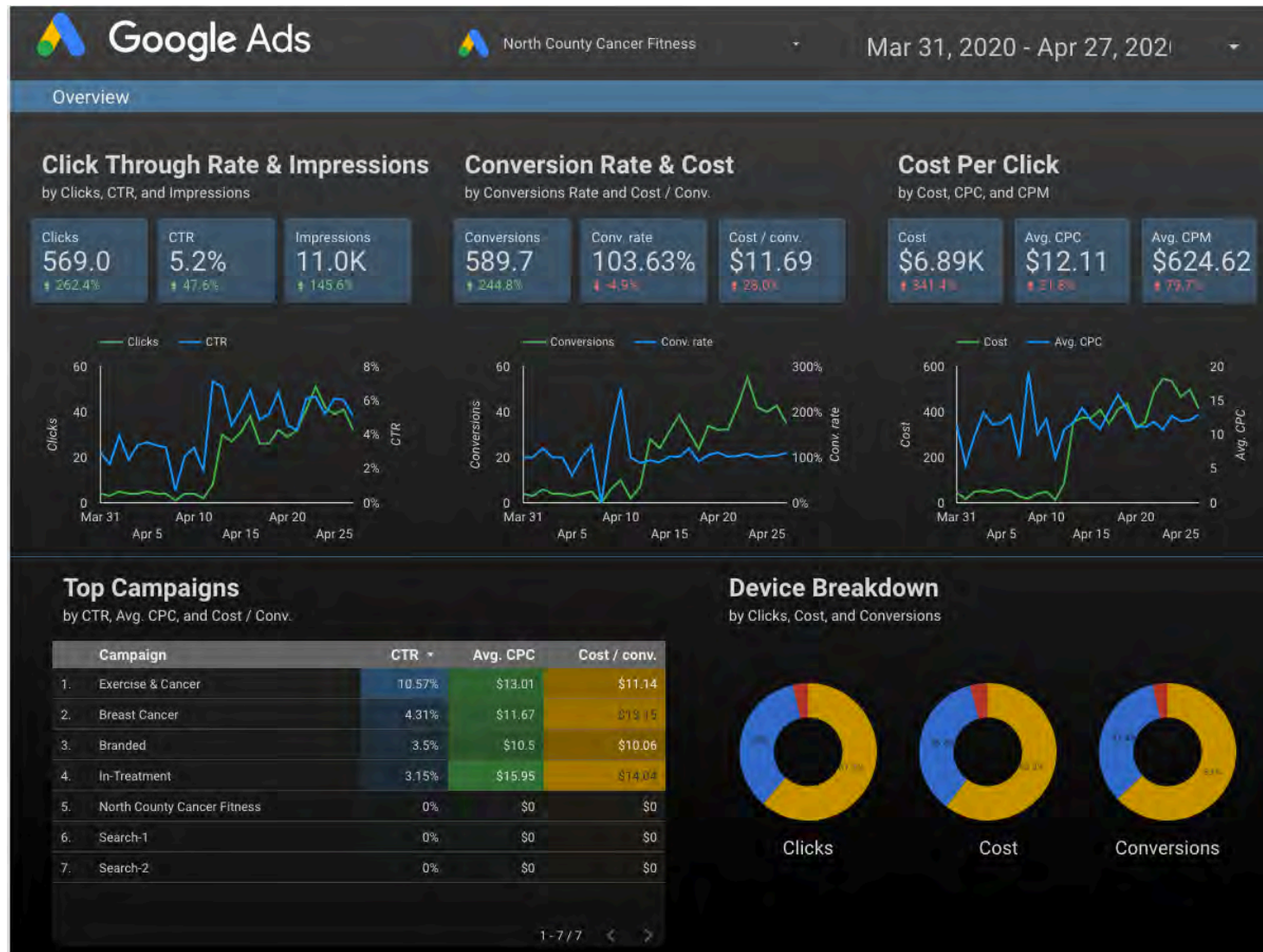
Claim this knowledge panel

GOOGLE MY BUSINESS

SITE LINK EXTENSIONS



# datastudio.google.com





OPTIMIZE

OPTIMIZE

OPTIMIZE

[google.com/grants/](https://google.com/grants/)

[support.google.com/grants/](https://support.google.com/grants/)

[g.co/AdGrantsReviewDashboard](https://g.co/AdGrantsReviewDashboard)  
([datastudio.google.com](https://datastudio.google.com))



[reese@ree-source.com](mailto:reese@ree-source.com)

Google Ad Grants