

MANAGING GOOGLE ADS GRANT TIPS & TRICKS



WORKSHOP OVERVIEW

TODAY'S AGENDA

- What is search advertising & when do you use it
- Google Grant basics: know the rules and how to apply
- Picking a strategy: Deciding how to best use your ad grant
- How to set up a new Google Ads campaign
- How to do keyword research using free tools
- How to write ads that a get people to click
- Tips for creating an effective landing page

NICE TO MEET YOU, I'M EMILY



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BeelMeasure.com

@EmilyLPatterson

emily@beemeasure.com

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AND I'M HEIDI



Marathonkids.org
@MarathonKids
heidi@marathonkids.org

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What to know

We want this to be interactive:

- Introduce yourself in chat
- Have a question? Feel free to ask anytime!
- If you have technical problems, put it in chat



**SO WHAT'S
SEARCH
ADVERTISING?**

SO, WHAT'S SEARCH ADVERTISING ANYWAY?

Google

sweaters

All

Shopping

Images

News

Videos


More

Settings


Tools

About 680,000 results (0.56 seconds)


See sweaters




Venus Women's ButtonDetail...
\$36.99
Venus
Special offer




Lulus | Black Sweater Top | Zi...
\$40.00
Lulus
★★★★★ (351)



Madewell Tier-Sleeve Pullover...
\$59.99
Madewell
★★★★★ (55)



Yellow V Neck Pullover Sweate...
\$20.00
Charlotte Russe



Fuzzy Chunky Knit Sweater, on...
\$7.99
ROMWE

Sponsored ⓘ

»

UA® Sweaters | Unrivaled Comfort & Mobility | UnderArmour.com

www.underarmour.com/

★★★★★ Rating for underarmour.com: 4.1 - 12,797 reviews - Average delivery time: 1-5 days
Not All Hoodies Are Created Equal. Shop UA Sweaters Today. Largest Style Selection. Free Returns. Free Shipping Available.

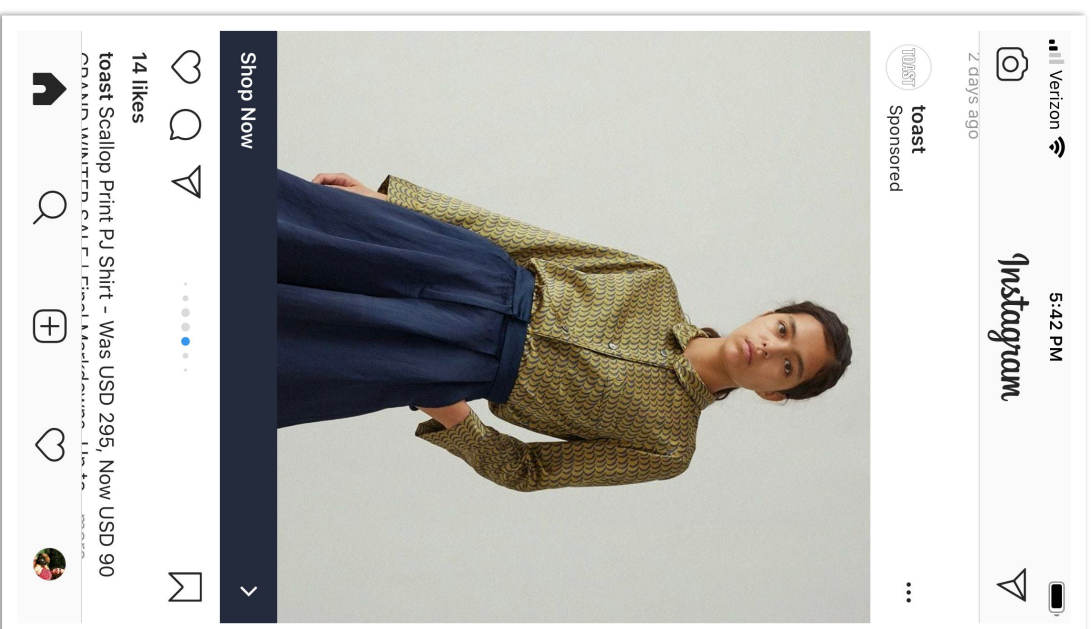
Track Jackets

Engineered To Make You Better.
Shop Under Armour Track Jackets

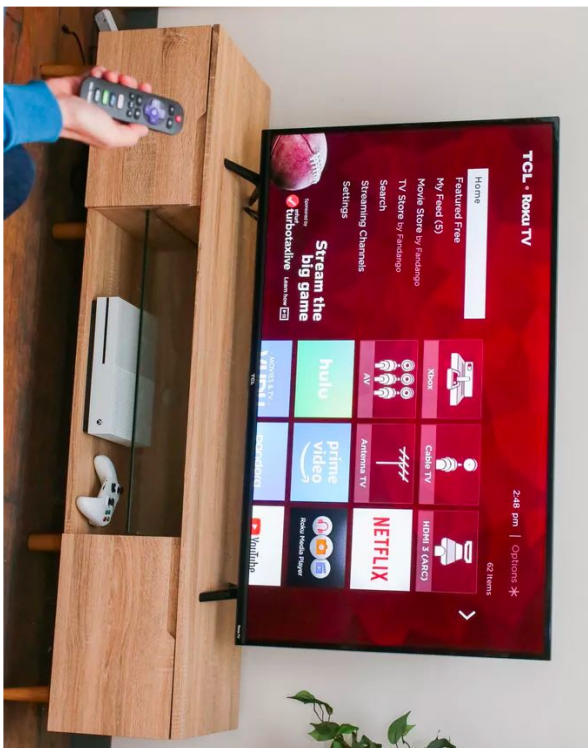
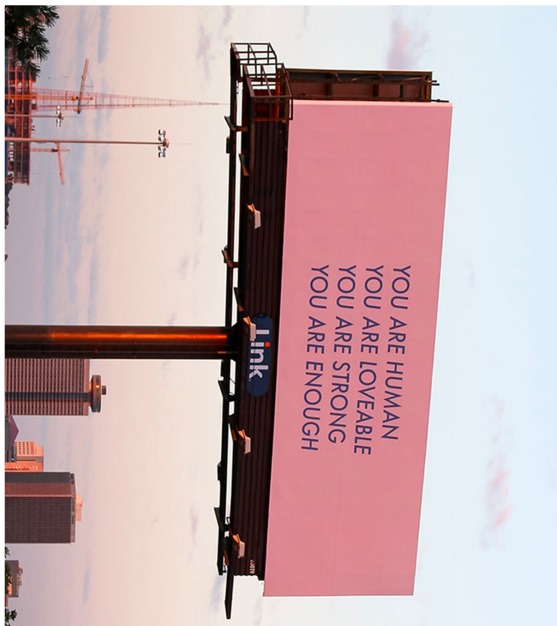
Swacket Collection

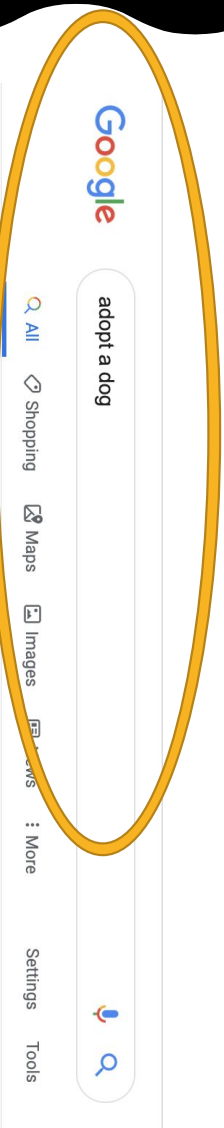
The New Standard for Sweats.
Shop Under Armour Swackets Now.

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Ad · www.asPCA.org/ ▼
Dog Adoption | Find Adoptable Dogs Near You | ASPCA.org
Wagging Tails, Open Hearts. Search Adoptable Dogs Today.

Ad · www.hssv.org/ ▼ (855) 268-9818

Adopt A Rescue Dog | Home For The Holidays Adoption

Adopt An Adult Dog For A \$20 Adoption Fee This Holiday Season. Visit Any Of Our Locations.

Adoption Special Runs From 11/1/29 Through 1/5/2020. Adopt Today. Happy Pets. 501(c)(3) Non-Profit. 80+ Years Experience. Affordable Services. Located In The Bay Area.

Hours & Locations · How To Adopt · Sign-Up For Emails · Donate

Ad · www.paw-rescue.org/ ▼

Partnership for Animal Welfare | Adopt a dog or cat in need

Adoption shows held every weekend! Click here for more information. Become A Volunteer. Sign Up For Newsletter. Donate Online.

Available Cats · Paw Partners · Adopt · Volunteer Area · Services · Volunteer

Ad · www.alexandriaanimals.org/ ▼ (703) 746-4774

Adopt a Dog | Make a new best friend today

Find your canine companion at the Animal Welfare League of Alexandria.



WHY IS SEARCH ADVERTISING DIFFERENT?

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EXERCISE:

- What's something that you recently searched for?
- What were you trying to find with that search?

adopt a dog in virginia



All Shopping Maps Images News More Settings Tools

About 9,930,000 results (0.66 seconds)

Fine Whines and Lickers | Dog Rescue - Located in N.C.

(Ad) www.finewhinesandlickers.org/ ▼

Local **dog rescue** with wonderful **dogs** available for **adoption** to loving homes

Adult Dogs · Contact Us · Young Dogs · Available Dogs · Shop Clothes

Rescue, Foster or Meet a Mutt | Mutville SF Shelter Dogs | muttvillle.org

(Ad) www.muttvillle.org/ ▼

Meet the dapper gentlemen & ladies of the mutt world, your best friend awaits!

luckydoganimalrescue.org | Lucky Dog Animal Rescue

(Ad) www.luckydoganimalrescue.org/ ▼

Learn about Our Lifesaving Work. **Adopt** A Lucky **Dog** or **Cat** in Need.

Adoptable Dogs Near You | Rescue a Dog in Need | ASPCA.org

(Ad) www.asPCA.org/adopt ▼

Wagging Tails, Open Hearts. Search Adoptable **Dogs** Today.

Pet Care Centers · Career Opportunities · Donate Now · Adoption Services · Contact Us



**HOW DOES IT
WORK?**

HOW DOES IT WORK?

- **Pay Per Click (PPC):** Advertisers pay every time a user clicks on the ad
- **Auction:** How often an ad shows, its position on the page, and how much the ad costs all depend on **two** factors: the advertiser's bid AND the projected quality of the ads.

Want more? [Here's a video on how it works](#)

Source:

<https://blog.tryadhawk.com/google-adwords/how-google-adwords-works>

1

#



| AD POSITION | ADVERTISER | MAX CPC BID  | QUALITY SCORE  | AD RANK | ACTUAL CPC = $\frac{\text{AD RANK OF AD BELOW YOU}}{\text{QUALITY SCORE}} + \0.01 |
|-------------|------------|---|---|---------|---|
| 1st | YOU | \$3.00 | 8 | 24 | ACTUAL CPC = $\frac{20}{8} + \$0.01 = \2.51 |
| 2nd | PPC AGENCY | \$4.00 | 5 | 20 | ACTUAL CPC = $\frac{15}{5} + \$0.01 = \3.01 |
| 3rd | XYZ BRANDS | \$5.00 | 3 | 15 | ACTUAL CPC = $\frac{12}{3} + \$0.01 = \4.01 |
| 4th | ACME | \$6.00 | 2 | 12 | |

Advertisers with a higher quality score are rewarded by having to pay less. You can improve your quality score by adding extensions, optimizing your copy, and making sure your landing page is relevant and user friendly.



THE MOST EXPENSIVE KEYWORDS

Business Services: \$58.64
Bail Bonds: \$58.48
Casino: \$55.48
Lawyer: \$54.86
Asset Management: \$49.86
Insurance: \$48.41
Cash Services & Payday Loans: \$48.18
Cleanup & Restoration Services: \$47.61
Degree: \$47.36
Medical Coding Services: \$46.84

Source:

<https://www.wordstream.com/blog/ws/2017/06/27/most-expensive-keywords>

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WHAT DOES THIS MEAN FOR GRANT ADS?

Do Ad Grants campaigns compete with paid Google Search campaigns?

- Ad Grants ads appear only on Google search results pages, either independently or in positions below paid ads.

If there isn't a paid ad competing in the auction, will my ad show?

- Your ad is eligible to show if there is available space, regardless of whether a paid ad is showing.



GOOGLE AD GRANT BASICS

GOOGLE AD GRANT BASICS

- Apply here: <https://www.google.com/nonprofits/>
- Be registered as a charitable organization
- Have a live website

KNOW THE RULES

The Basics:

- 5% click through rate
- Ability to bid more than \$2 per keyword
- You must have two sitelink extensions
- No single word, low-quality keywords

KNOW THE RULES

What else?

- You must make use of geo-targeting
- You must have at least two active ad groups.
- You cannot advertise against other brand names
- Cannot run YouTube ads, Google Display or remarketing ads through Google Ad Grants



HOW SHOULD MY ORG USE GOOGLE ADS?

GOOGLE ADS ARE GOOD FOR:

- Bringing new people to your site
- Email sign ups, report downloads, petition signs, and other small asks
- Promoting evergreen content or timely topics
- Buzzy topics and how-to content

BUT NOT FOR:

- Niche or B2B promotions
- Driving donations or other large asks
- Promoting initiatives with a short turnaround
- Things people don't know to search for

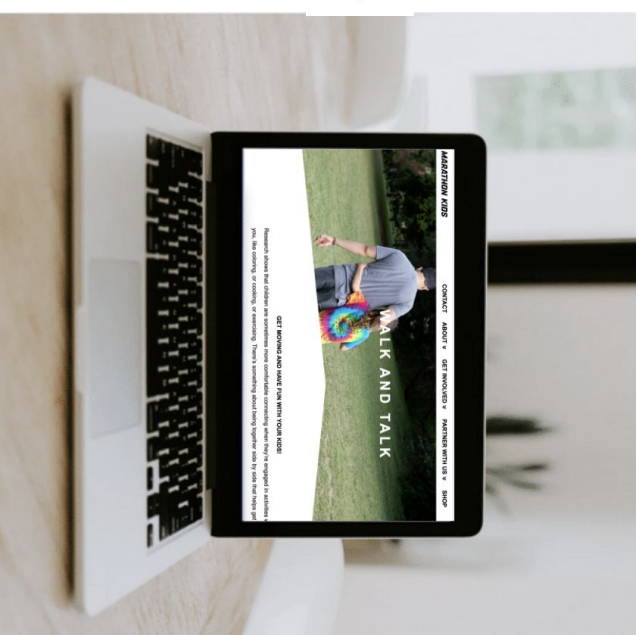
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FIND YOUR FUTURE ADVOCATES

Parents



Free Parent Resource

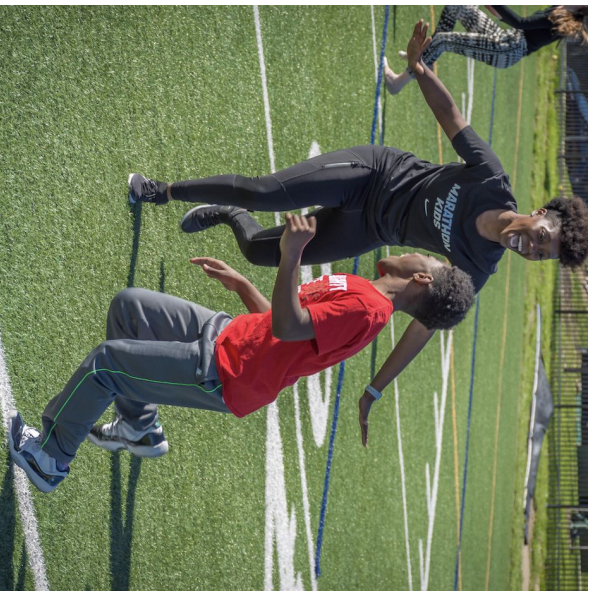


Result: Doubled Marathon Kids' parent database in 3 months

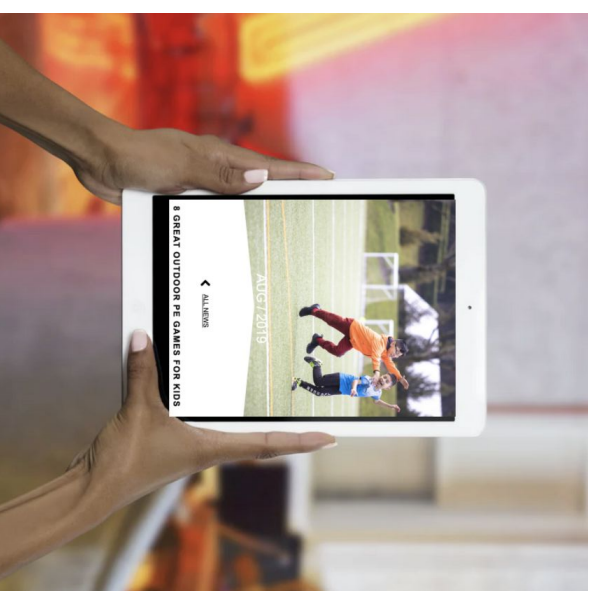
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FIND YOUR FUTURE CLIENTS

PE Teachers



Blog Posts About PE



Result: Increased web traffic

222% in a year

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FREE CONTENT FTW!



| | | |
|---|--|---------|
| 1. / | | 107,168 |
| 2. /best-outdoor-pe-games/ | | 88,822 |
| 3. /best-indoor-pe-games/ | | 72,625 |
| 4. /pe-running-games/ | | 37,606 |
| 5. /23-cool-down-activities-for-kids/ | | 27,491 |
| 6. /best-adapted-and-inclusive-pe-games/ | | 21,663 |
| 7. /best-safe-distance-indoor-pe-games/ | | 16,138 |
| 8. /connect/ | | 14,218 |
| 9. /walkandtalk/ | | 14,152 |
| 10. /5-fun-team-building-games-for-kids/ | | 9,750 |
| 11. /agility-games-for-kids/ | | 8,827 |
| 12. /games-to-play-on-zoom/ | | 8,481 |
| 13. /6-fun-pe-games-for-middle-school-students/ | | 8,410 |
| 14. /free-pe-resources-for-parents-families/ | | 6,153 |
| 15. /pe-games-for-small-groups/ | | 6,120 |



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CAMPAIGNS + AD GROUPS

PARENTS

- Free Parent Resources
- Families Walk and Talk
- Run and Read

PANDEMIC

- Zoom Games
- PE Games
- Teachers
- Keep Kids Active at Home

PE TEACHERS

- Best Indoor PE Games
- Best Outdoor PE Games
- Kids Running Games
- Free Resources for PE Teachers

EXPERIMENT + MONITOR CHANGES

Biggest changes

Feb 1 – Mar 29, 2021 compared to Dec 6, 2020 – Jan 31, 2021 ⓘ

Cost ▼ ⋮

| | | | | |
|---|--|--|--|--------------------------|
| ● Pandemic › Zoom games | | | | + \$6,027.33 +520.75% |
| ● Parents › Free Parent Resources | | | | -\$2,599.09 -50.90% |
| ● PE Teachers › 8 Great Outdoor PE Ga... | | | | +\$802.38 +78.83% |
| ● Pandemic › PE Games | | | | -\$740.01 -57.15% |
| ● PE Teachers › Best Indoor PE Games | | | | +\$569.06 +18.10% |

Most-shown ads

● Pandemic › ● Zoom games

Interactive Zoom Games | Virtual Games for Teachers

[Ad] marathonkids.org/games/for_zoom (512) 477-1259

Studies show that interactive games support and strengthen student engagement. These zoom game are fun, brainy, and sharpen kids' physical and mental skills.

Kids Love Running · Get Kids Moving · Sign Up To Be A Coach · Evidence-B...

Ready To Get Started?

We Are On A Mission

Kids Are Made To Move.

See Our Blog

| Ad | Impressions | Clicks ▼ | CTR ▼ |
|-----------|-------------|----------|--------|
| ● Enabled | 28,893 | 3,412 | 11.81% |

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DETERMINE SUCCESSFUL KEYWORDS

Searches 

Sort by: Impressions 



SEARCHES

WORDS

games to play on zoom

zoom games

temple run

virtual games to play on zoom

abcya

games to play on zoom with students

zoom games for kids

online games to play on zoom

slope run game

fun games to play on zoom

online games to play with friends

run

outdoor games for kids

kid jokes

abcya games

Keywords

 ADD KEYWORD 

| | Cost | Clicks | CTR |
|--|------------|--------|--------|
|  virtual games for kids | \$2,259.60 | 1,921 | 10.58% |
|  running games | \$2,133.52 | 1,099 | 13.36% |
|  zoom games | \$2,056.35 | 1,743 | 12.29% |
|  games to play on zoom | \$1,079.65 | 908 | 14.88% |
|  active zoom games | \$679.58 | 583 | 12.57% |

SET EDITORIAL STRATEGY

SPRING - Focus on educators

- Games to Play on Zoom with Students
- Best Running Games for Students
- Outdoor Games for Elementary Students

SUMMER - Focus on parents

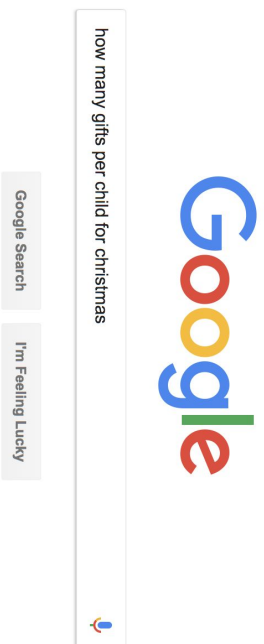
- Free Summer Programs for Families
- Best Outdoor Games for Kids
- Running Games for Kids



FIRST



THEN



EMAIL!

Email *

Enter Email

SIGN UP

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tinnitus research



Ad · www.hearinghealthfoundation.org/tinnitus ▾ (212) 257-6140

Groundbreaking Research - A Cure for Tinnitus?

Our **research** is searching for a way to permanently cure **tinnitus**. An end to ringing in the ears?

Founded in 1958. Education & Awareness. BBB Accredited Charity. Hearing Loss Charity.

Highlights: BBB Accredited Charity, Donation Option Available.

Cure for Tinnitus · Tinnitus Treatment · Veterans and Tinnitus · How Are Donations Used?

CAN TINNITUS BE TREATED OR CURED?

IF YOU SUFFER FROM TINNITUS, OR RINGING IN THE EARS, WE HAVE GOOD NEWS. A MIX OF COUNSELING AND SOUND THERAPY CAN PROVIDE RELIEF. SUBSCRIBE TO OUR FREE E-NEWSLETTER TO STAY UP TO DATE ON THE LATEST ADVANCEMENTS IN SCIENCE TOWARD A CURE.

Get Groundbreaking Updates in Your Inbox

Sign up to stay in the know on hearing health.

first name



last name

email address

Sign Up

[Read our privacy policy](#)






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Ad · www.edf.org/climate_change ▾

Climate change facts - And Why It Matters

The global warming that's changing our climate is already having dire consequences. **Facts**, Dangers, Science – And How You Can Make A Difference. Tackling Urgent Threats. Using Science & Economics. Bipartisan Approach. Types: **Climate Change**, Clean Air, Clean Energy. News Center · About Us · How You Can Help · Our Solutions

[Home](#) · [Our Work](#)[Our Work](#)[Get Involved](#)[About](#)[Donate](#)



Join 1,400 people who have taken action this week.

Use your voice to save our planet.

Email address

[Join the fight →](#)

No, thanks

This is

In just the past few decades:

Ad · www.ucsususa.org/climate ▾

Climate Change Impacts - 10 Ways Our Planet Is Changing

Learn to recognize how **climate change** impacts our planet and the lives of people. Stand Up for Science. 501c3 Nonprofit. Tax-Deductible. Highlights: Donation Option Available, Non-Profit Organization.

[Tax-Deductible Donation](#) · [Who We Are](#) · [More Ways To Give](#)

Science shows that voting by mail is safe and secure. [Request your ballot](#)

[ABOUT](#) [TAKE ACTION](#) [SCIENCE NETWORK](#) [REPORTS & MULTIMEDIA](#)

[EN ESPAÑOL](#)



[DONATE](#) [+](#)

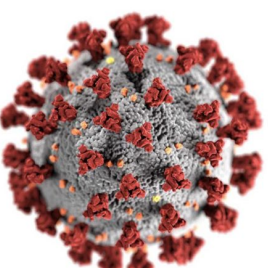
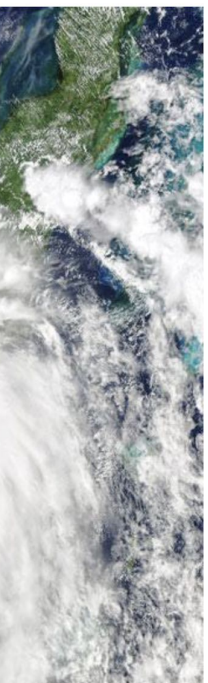
Union of
Concerned Scientists

[Climate](#) [Energy](#) [Transportation](#) [Food](#) [Nuclear Weapons](#) [Science & Democracy](#)

Ten Signs of Climate War

REPORTS & MULTIMEDIA

Published Apr 4, 2020



STOP WHITE HOUSE ATTEMPTS TO SUPPRESS PANDEMIC DATA

Demand the CDC continue collecting data on COVID-19 illness, hospitalizations, and deaths.

First Name

Last Name

ZIP Code

Email

[SEND LETTER](#)

You'll receive updates and urgent action alerts from [UCS](#). You can unsubscribe at any time.

THE ACTION GOES "ABOVE THE FOLD"

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Ad · www.littleangels servicedogs.org/ · (603) 255-4078

Foster A Dog - Little Angels Service Dogs

Seeking individuals and families willing to **foster** our service **dogs** in training! Learn about our programs and all the ways you can help change a life, one **dog** at a time. San Diego, CA. Bartlett, NH. Services: Mobility Assistance, Seizure Alert **Dogs**, Autism Assistance.

Foster Program

Long Term & Weekend
Foster Opportunities

PUPS Program

Puppies Uplifting
Prisoner's Spirits

Contact Us

Questions, Comments, or Concerns?
We Would Love to Hear from You

Little Angels Shop

Apparel, Mugs
Headwear & More

Foster Program



Little Angels is seeking individuals and families who are willing to volunteer their time to foster our service dogs in training!

Fostering a Little Angels Service Dog is an incredible opportunity! Not only do you get to learn how to help train specialized dogs, but you get to interact with numerous lovable, four-legged friends; not to mention helping change the lives of those with disabilities. If you are interested but are worried about the time commitment, look at the options below.

- Long Term Fosters:** Our Long Term Fosters will commit to keeping a dog in training along with a lesson and all the necessary supplies for the dog every 2 months. The dog is training with any with the foster full-time for the term of the foster period, but can come back to the ranch for training or vacations as needed. At the end of the term the dog in training will either go to a new foster for more training or move back to the ranch to finish its advanced training.



receive all the supplies and training that a regular foster receives, however, they will come to our ranch to pick up their dog in training late Friday afternoon and keep the dog through Sunday.



Applicants for this program should:

- "Have 1 hour for dogs.
- "Display a patient and professional demeanor.
- "Have a desire to assist others.
- "Be willing to learn.
- "Show a POSITIVE attitude.

Accepted Fosters Must be Willing to:

- "Provide a loving, safe environment to house the dog.
- "Apartment are acceptable.
- "Attend private instructional classes at our kennel in Jamul, California (County of San Diego), or at our ranch in Bartlett, New Hampshire at least once every two months.
- "Take the dog out into public settings a minimum of 3 times per week.
- "Examples of outings include: the grocery store, restaurants, movie theaters, malls and parks.



Each Accepted Foster Receives:

Initially, temperament tested puppies and/or young adult dogs to foster within their home.

Paid medical for their foster dogs.

A dog crate, bowls, leashes and toys for their foster dogs.

Regular instruction on dog training and behavioral management.

Continuous support and guidance.

The blessing of assisting the disabled through their efforts.



Our program is successful because fosters receive a private instructional class with each new dog or puppy taken into their care. Most of our dogs graduate as working assistance dogs because they receive a broad range of socialization by living with many different fosters, in varying home environments, and are able to visit new public locations regularly. Our fosters receive skilled education and continuous support which allows our dogs to be successful.

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Interested Applicants Will Follow These Steps to Apply

- 1) Fill out and submit a foster application by clicking the link below.
- 2) Applicants will be asked to attend a 2 hour group interview and introductory class.
- 3) We will schedule a home inspection to ensure the safety of the dogs while living in your home. We can offer suggestions to make sure your living space is prepared for your new furry house guest.
- 4) Approved applicants will then attend two separate instructional classes. These classes are 4 hours in length and will be held on two consecutive Saturdays.
- 3) Our educated and prepared fosters will then be scheduled to pick up their first dog and attend a 1 hour instructional class designed specifically for that dog. There will be an additional 1 hour class for each additional dog received. This allows each dog to be treated as an individual.



Thank you for your interest in our fostering program.


Together we will change lives ... one dog at a time.

Click here to submit a foster application

Thanks for your interest in our Foster Program!

Share This:

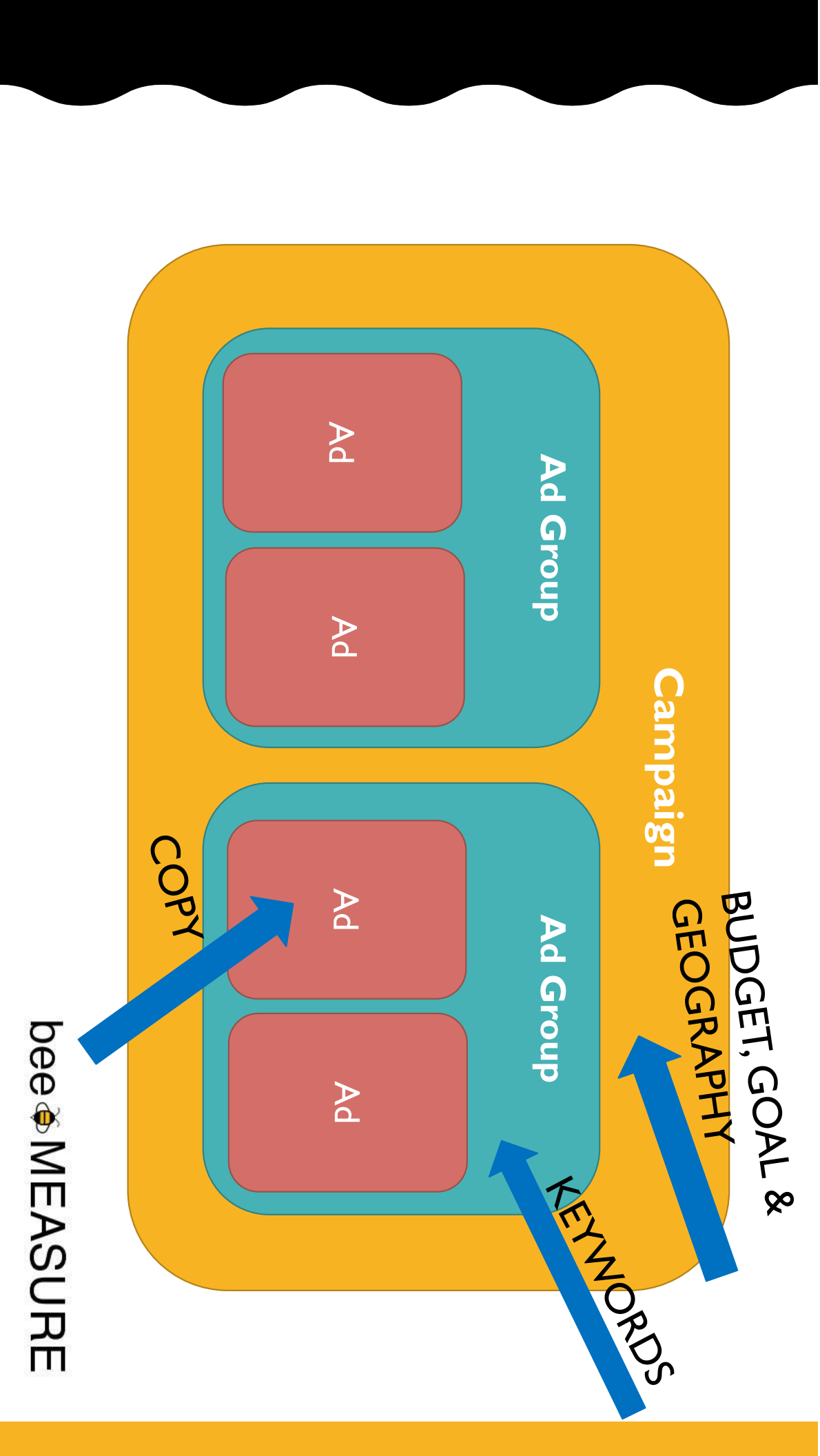




SETTING UP NEW ADS

SETTING UP A NEW AD CAMPAIGN IS A MULTI-STEP PROCESS





Where your ads appear

Where viewers are located

Want to bid higher for certain people?

Budget. \$333/day is max for grants

Bidding. Start with clicks

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Creating an ad group


What are different ways people can search for the same information?


Ad group name

Eco Friendly Home

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 <https://www.rainforestalliance.org/articles/8-easy-ways-to-green-your-home>

 Enter products or services

Keywords are words or phrases that are used to match your ads with the terms people are searching for

environmentally friendly house
eco home products
eco friendly home products
eco friendly house ideas
eco friendly appliances
eco friendly ideas for home

Match types help control which searches can trigger your ads


keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)


Ad group name


Sustainability Home

Keywords

Find relevant keywords by describing what you're advertising in this ad group

 <https://www.rainforestalliance.org/articles/8-easy-ways-to-green-your-home>

 sustainable home



Add products or services

Keywords are words or phrases that are used to match your ads with the terms people are searching for

sustainable homes
environmentally friendly homes
sustainable household
sustainable green homes
environmentally sustainable homes
at home sustainability
sustainable home
sustainability articles
sustainability ideas
sustainability products

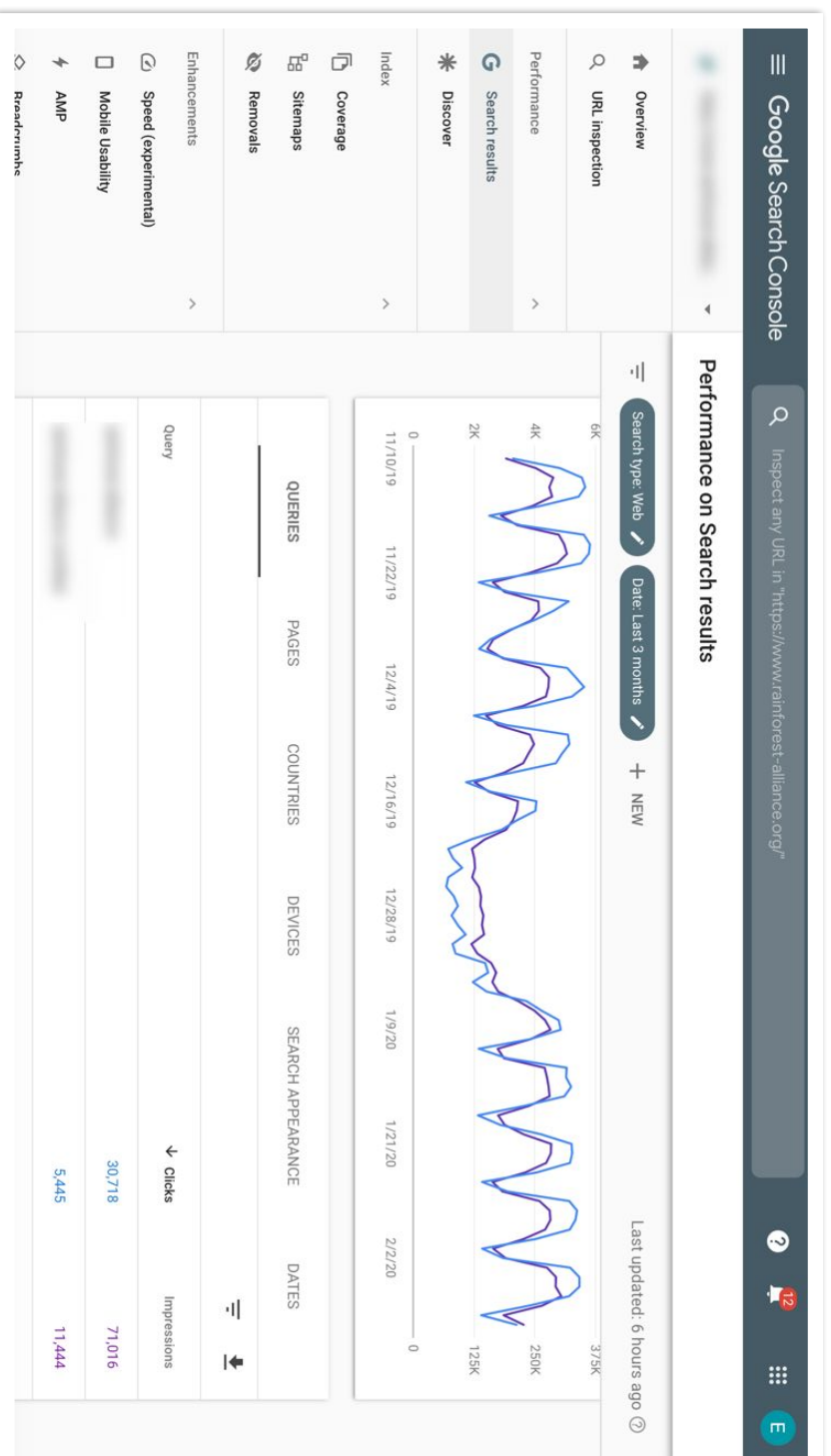
Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



PICKING PERFECT KEYWORDS

HOW ARE USERS ALREADY FINDING YOU IN GOOGLE?



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sweaters for women



★★★★★ Rating for [HAWKSWELL.COM](#): 4.5 - 29 / 10 REVIEWS - VIRTUALITY GENUINE. 29/01

Nothing Better Than Cozy **Sweaters**. Come Check These Out.

It's Sweater Weather · Cozy Up To These Styles · Become A Madewell Insider

📍 1037 Emmet St N, Charlottesville, VA - Open today · 10:00 AM – 8:00 PM ▾

Ad · [www.fjallraven.com/](#) ▾

Fjällräven® Women's Sweaters | Explore the Collection

Shop **Sweaters**, Pants, Packs & More! Free Shipping on Orders over \$100! #NatureIsWaiting.

Unparalleled functionality & design. Shop all available styles and colors here! Created On

Nature's Terms. From City to Summit. Styles: Parkas, Jackets, Trousers, Bags, & More.

Bags & Gear · Eco-Shell Technology · Kids Collection · Greenland Collection · Shop Kanken

Ad · [www.asos.com/](#) ▾

Women's Sweaters | Cardigans for Women | ASOS

★★★★★ Rating for [asos.com](#): 4.5 - Email reply time: 7 hours

Shop Our Range of Fashion at ASOS. Enjoy Free Shipping to All States! Types: Dresses, Shoes,

Swimsuits, Bikinis, Jumpsuits, Skirts, Jeans, Tops & Hoodies, Sneakers, Bags & Accessories.

Students Get 10% Off 24/7 · Up To 80% Off Dresses · Up To 80% Off Womenswear

Searches related to sweaters for women

cardigan sweaters for women

womens pullover sweaters

women's sweaters on sale

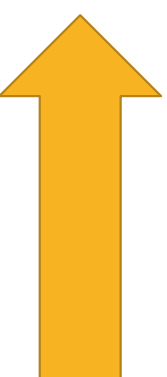
sweaters for juniors

old navy womens sweaters

oversized knit sweaters

macys womens sweaters

sweaters for women sweatshirt



WHAT ELSE ARE PEOPLE SEARCHING FOR?



1 2 3 4 5 6 7 8 9 10 Next

SHOULD WE RUN ADS ON OUR BRAND NAME?

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KEYWORD MATCHING OPTIONS

| Match Type | | Symbols | Matches to: | Example Keyword | Matches to: |
|------------|----------------------|-------------------|---|-----------------|------------------|
| Reach | Broad | example keyword | misspellings, synonyms, related searches, close variations | bike shop | cycle store |
| | Broad Match Modifier | +example +keyword | search terms that include all words preceded by '+', or a close variant | +bike +shop | bike repair shop |
| | Phrase | "example keyword" | search terms that include the keyword phrase without any words in between, or a close variant | "bike shop" | local bike shop |
| | Exact | [example keyword] | search terms are only that keyword, or a close variant | [bike shop] | bike shop |
| Relevance | | | | | |

ADD PROMISING NEW KEYWORDS

Google Ads interface showing the 'Keywords' tab for the 'AFF - Brand' campaign. The 'SEARCH TERMS' tab is selected, and a line chart displays search volume over time (Oct 1, 2018 to Dec 9, 2018). The 'Added/Excluded' column is highlighted with a red circle, and the 'CTR' column is highlighted with a red arrow. The 'Conversions' column is also highlighted with a red arrow.

| Search term | Match type | Added/Excluded | Clicks | Imp. | CTR | Avg. CPC | Cost | Conversions | Cost / conv. | Conv. rate |
|------------------------------|------------|----------------|--------|------|--------|----------|----------|-------------|--------------|------------|
| Total Filtered search | | | | | | | | | | |
| Phrase match | None | | 135 | 399 | 33.83% | \$1.99 | \$268.22 | 26.00 | \$10.32 | 19.26% |
| Phrase match (close variant) | None | | 11 | 92 | 11.96% | \$2.11 | \$23.16 | 3.00 | \$7.72 | 27.27% |
| Phrase match (close variant) | None | | 8 | 86 | 9.30% | \$2.21 | \$17.69 | 4.00 | \$4.42 | 50.00% |
| Phrase match (close variant) | None | | 2 | 32 | 6.25% | \$1.27 | \$2.55 | 1.00 | \$2.55 | 50.00% |

bee MEASURE

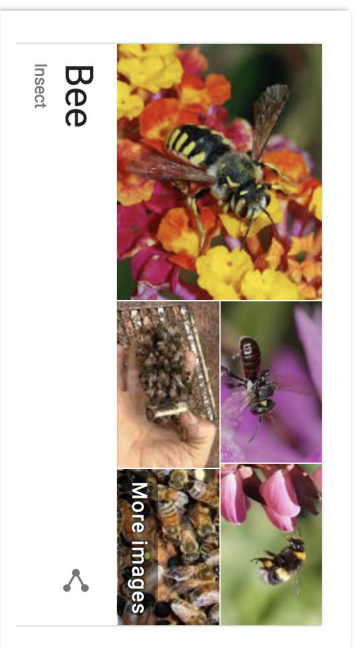
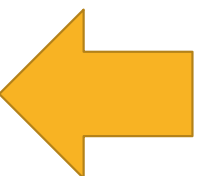
BLOCK IRREVERENT SEARCH TERMS



bee

Google Search

I'm Feeling Lucky



Scrrips National Spelling Bee: Homepage

spellingbee.com/

This journey is the Scrrips National Spelling Bee, and your students can take part in this great journey when you enroll your school in our program. Enroll Your ...

Take the Test · Scrrips National Spelling Bee · About the Bee · Parents & Students

BurtsBees.com | Burt's Bees® Official Site | Free Shipping Over \$49

www.burtsbees.com/

100% Natural Formula That Lengthens And Defines Lashes Instantly. Shop Now! Gentle Formula. Visibly Lengthens. 100% Natural. Naturally Nourishes. Naturally Moisturizing. Types: Lengthens & Defines, Classic Black, Black Brown.

See beeswax candles



Le Labo SANTAL
26-245 g / 8.6 oz
\$75.00
Le Labo
Free shipping



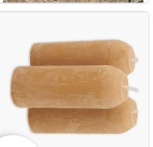
Premium Flicker
Flameless...
\$47.00
Pottery Barn
27% price drop



Beeswax Taper
Candles
\$14.00
Schoolhouse El...



100% Pure &
Natural Beeswa...
\$23.50
Etsy



UCO Beeswax
Candles 3 pack -...
\$11.99
Google Express
Free shipping

Sponsored



bee MEASURE



WRITING GOOD ADS

Creating an ad

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads. ⓘ

Final URL

<https://www.rainforest-alliance.org/articles/8-easy-ways-to-green-your-home> ⓘ

Display URL ⓘ

rainforest-alliance.org / **green-home** / 10 / 15 0 / 15

Headlines ⓘ

⌵ For optimal ad performance, include these keywords in your headlines

- ✓ sustainable household **sustainability products** ✓ sustainable homes
- ✓ sustainable home ✓ sustainability ideas **sustainability articles**
- ✓ environmentally friendly homes ✓ sustainable green homes

[More ideas >](#)

| | |
|--------------------------------|---------|
| 8 Easy Ways To Green Your Home | 30 / 30 |
| Sustainability Starts At Home | 29 / 30 |
| Rainforest Alliance | 19 / 30 |
| Get Our Expert Advice | 21 / 30 |
| How To Get Started | 18 / 30 |
| Get Our Tips | |

Ad strength ⓘ [Leave feedback](#)

Try adding a few more unique headlines or unpinning some assets

Average

- ✓ Add more headlines [View ideas](#)
- ✓ Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

Preview

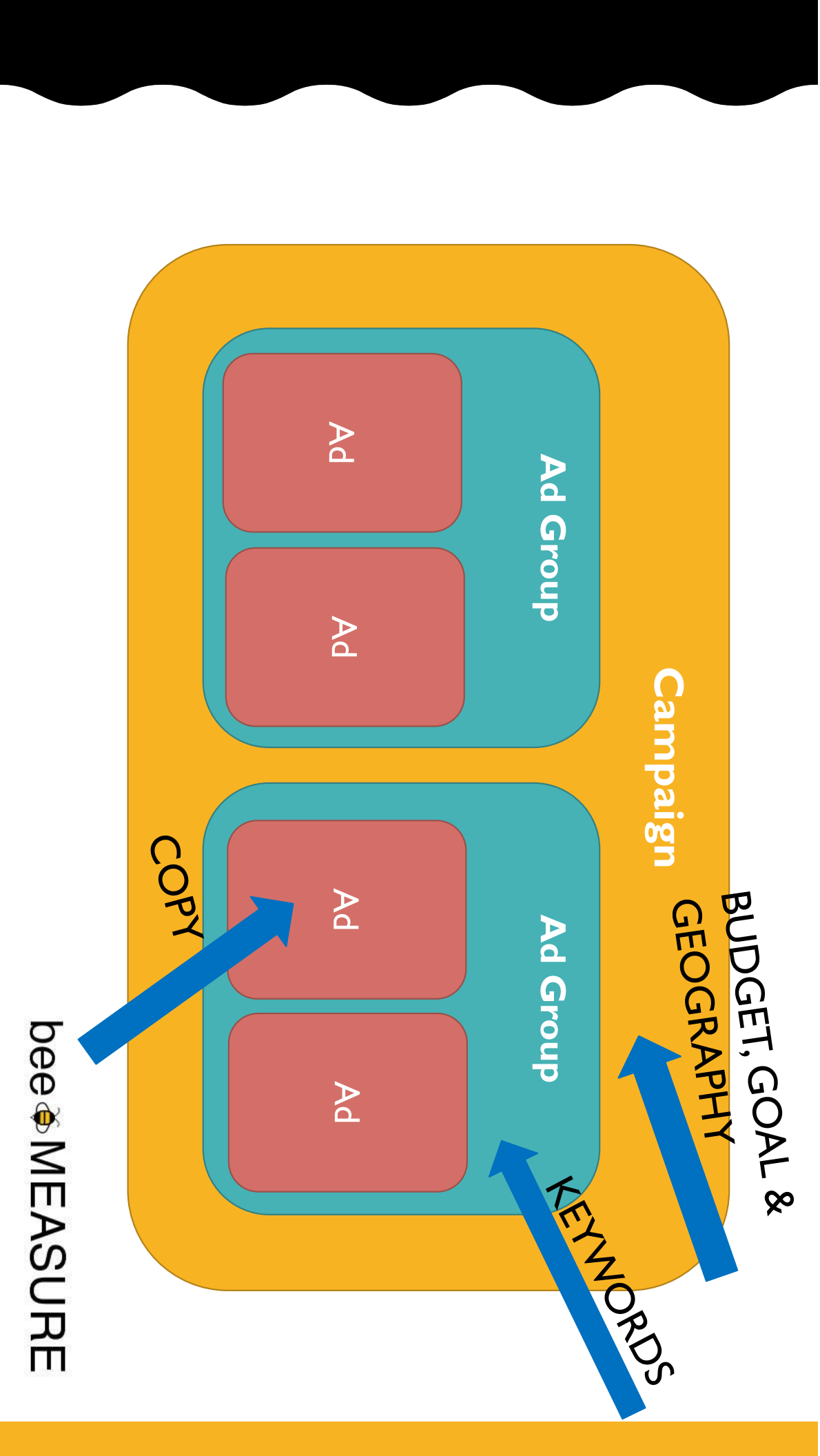
⏪ ⏩ ⏴ ⏵

Ad · www.rainforest-alliance.org/green-home

Tips For A Sustainable Home | How To Get Started | Read More

Rainforest Alliance certified products support local communities and the Earth. From food to appliances, buying sustainable goods contributes to the health of the planet.

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)



foster a dog near me



All Shopping News Maps Images More Settings Tools

About 479,000,000 results (0.75 seconds)

Ad • www.vetdogs.org/ ▾ (631) 930-9000

Short-Term Dog Fosters Needed

Temporary **Foster** Homes Provide A Safe, Loving Environment For Future Service **Dogs**. Volunteer To Care For A **Dog** Or Puppy In Your Home For A Short Period. Apply Online Today! **Dogs** For First Responders. Giving Back To Our Vets. All Services Are Free.

Become A Volunteer

See the many opportunities we have to volunteer with VetDogs.

How To Help

Support our program either with time or monetary gifts. Read more!

Ad • www.littleangels servicedogs.org/ ▾ (603) 374-5156

Foster A Dog - Little Angels Service Dogs

Seeking individuals and families willing to **foster** our service **dogs** in training! Learn about our programs and all the ways you can help change a life, one **dog** at a time. San Diego, CA. Bartlett, NH. Services: Mobility Assistance, Seizure Alert **Dogs**, Autism Assistance.

Foster Program • Little Angels Shop • PUPS Program • Contact Us

Ad • www.gallanth hearts.org/ ▾ (601) 853-6996

Foster A Puppy - Puppy Fostering - gallanth hearts.org

You Can Give A Person Who Is Blind One Of The Most Cherished Gifts They Will Ever Receive.

EASURE

COMPONENTS OF AN AD

Search: “Adopt a Dog in Virginia”

Speak to the
user’s search

Call to Action

Why should I
trust you?

Adoptable Dogs Near You | Rescue a Dog in Need | ASPCA.org

Ad www.asPCA.org/adopt

Wagging Tails, Open Hearts. Search Adoptable Dogs Today.
Pet Care Centers · Career Opportunities · Donate Now · Adoption Services · Contact Us

Use sitelinks for
cross promotion

bee MEASURE

TELL USERS WHAT TO EXPECT IF THEY CLICK YOUR AD

Ad • www.joboneforhumanity.org/emergency ▾

How Can I Stop Global Warming - New Actions You Can Take Now

Declare a **Global Warming** State of Emergency! Sign the Petition **Now**. The Info You Need To Act.
End **Global Warming**. Stop Feeling Helpless. Together We Find the Way. An Action Plan u Can
Use. See the Plan to Fix It. You **Can** Be the Solution.

bee  MEASURE

BE STRAIGHTFORWARD – NOT TOO CLEVER

Fine Whines and Lickers | Dog Rescue - Located in N.C.

Ad www.finewhinesandlickers.org/ ▼

Local **dog rescue** with wonderful **dogs** available for **adoption** to loving homes

Adult Dogs · Contact Us · Young Dogs · Available Dogs · Shop Clothes

bee  MEASURE

ESTABLISH TRUST, EXPERTISE AND/OR CREDIBILITY

Search: “Relators in Charlottesville”

Why should I
trust you?

Ad • www.topagentsranked.com/ ▼

Agents in Charlottesville VA | We've Done The Research

★★★★★ Rating for topagentsranked.com: 4.6 - 280 reviews

Benefit From Our Trusted **Charlottesville VA** Agent Research. Free & Unbiased. A+ Rating from BBB. Based on Advanced Science. Top Agents Only. All Brokerages. Totally Free. 10 Years Experience. Types: Local, Experienced, Top-Performing, Custom Matched.

bee MEASURE



CONVERSIONS

ARE USERS DOING THE “RIGHT” STUFF?

You send users to your site. Are they doing what you want?

Goals are typically either events or views of a specific page. Typical goals include:

- Sign up for email
- Make a purchase
- Register for an event/webinar/class
- Contact the company



The image shows a portion of a website. On the left, there is a red button with the word 'DONATE' in white capital letters and two white arrows pointing to the right. To the right of this is a white box with a light blue border. Inside this box, the text 'Sign up for our Engage e-Newsletter' is displayed in blue. Below the text is a white input field with the placeholder text 'email'. To the right of the input field is a small grey button with the word 'GO' in white capital letters.

Backwater Valve Installation Program

Prevent costly damage to your home from sewage backups that can pose health risks.

See if you're prequalified

Ask a

bee MEASURE

Thanks for Subscribing!

Thank you for subscribing to Bee Update. Check your inbox on Friday for this week's edition.

Can't wait until Friday? [Check out past editions here.](#)

USING YOUR CONVERSION DATA

Campaign status: All enabled

ADD FILTER

SEARCH

SEGMENT

COLUMNS

REPORTS

DOWNLOAD

EXPAND

MORE

| <input type="checkbox"/> | Campaign | Campaign type | Impr. | Interact | Interaction rate | Avg. cost | Cost | Conversion: | Cost/conv. |
|--------------------------|------------|---------------|--------|--------------|------------------|-----------|------------|-------------|------------|
| <input type="checkbox"/> | ● q | Search | 24,902 | 1,634 clicks | 6.56% | \$3.58 | \$5,851.50 | 21.00 | \$278.64 |
| <input type="checkbox"/> | ● q | Search | 5,744 | 515 clicks | 8.97% | \$2.52 | \$1,297.47 | 14.00 | \$92.68 |
| <input type="checkbox"/> | ● q | Search | 3,776 | 395 clicks | 10.46% | \$1.67 | \$658.96 | 0.00 | \$0.00 |
| <input type="checkbox"/> | ● q | Search | 3,860 | 330 clicks | 8.55% | \$2.12 | \$698.07 | 8.00 | \$87.26 |
| <input type="checkbox"/> | ● q | Search | 2,469 | 275 clicks | 11.14% | \$1.73 | \$475.53 | 0.00 | \$0.00 |
| <input type="checkbox"/> | ● q | Search | 1,314 | 128 clicks | 9.74% | \$1.73 | \$221.06 | 0.00 | \$0.00 |
| <input type="checkbox"/> | ● q | Search | 1,204 | 104 clicks | 8.64% | \$1.86 | \$193.73 | 6.00 | \$32.29 |
| <input type="checkbox"/> | ● q | Search | 570 | 67 clicks | 11.75% | \$6.03 | \$403.88 | 57.00 | \$7.09 |
| <input type="checkbox"/> | ● q | Search | 775 | 55 clicks | 7.10% | \$1.66 | \$91.37 | 0.00 | \$0.00 |
| <input type="checkbox"/> | ● q | Search | 320 | 25 clicks | 7.81% | \$1.72 | \$42.96 | 1.00 | \$42.96 |
| <input type="checkbox"/> | ● q | Search | 165 | 12 clicks | 7.27% | \$1.67 | \$20.00 | 0.00 | \$0.00 |

bee  MEASURE

PRO TIP: CREATE EVERGREEN GOALS

- For example, create one goal for all webinar sign ups – not a different goal for each webinar
- Goals cannot be deleted, just paused
- They only work moving forward

Bee Measure >

All campaigns

SEARCH REPORTS TOOLS & SETTINGS 973-685-4468 Bee Measure emily@beemeasure.com

Overview

Overview

Recommendations

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Less

Locations

Ad schedule

Devices

Advanced bid adj.

Overview

PLANNING

SHARED LIBRARY

BULK ACTIONS

MEASUREMENT

SETUP

Performance Planner

Keyword Planner

Reach Planner

Ad Preview and Diagnosis

Audience manager

Bid strategies

Negative keyword lists

Shared budgets

Location groups

Placement exclusion lists

All bulk actions

Rules

Scripts

Uploads

Conversions

Google Analytics

Attribution

Business data

Policy manager

Access and security

Linked accounts

Preferences

Google Merchant Center

0

Sep 14, 2020

Oct 13, 2020

\$0.00

105

\$200

Get more efficiency with Target CPA +9.3%

APPLY

VIEW

< 1 / 3 >

Biggest changes

Last 30 days compared to the prior 30 days

Cost

MLP - Mao Land

-\$324.40

Campaigns

Cost

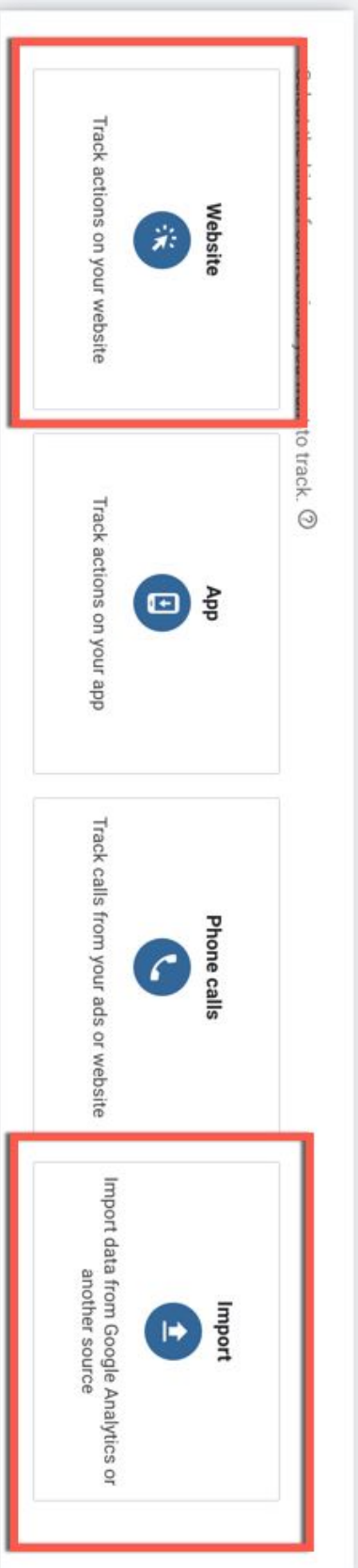
Conversions


Cost / conv.

IMPORT GOALS FROM GOOGLE ANALYTICS – OR CREATE NEW ONES

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)





QUESTIONS?

More questions? Reach out

Emily Patterson

BeetMeasure.com

emily@beemeasure.com

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