

THE **TRAINING**  
COLLECTIVE.

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# Taking your Google Ads to the next level as an NFP Webinar

PRESENTED BY GINA NOVOA  
26 AUGUST 2020

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A close-up, slightly blurred photograph of a person with long brown hair, wearing a light-colored long-sleeved shirt, sitting at a desk. They are holding a blue pen and writing in a spiral-bound notebook. The notebook is open, showing a page with some faint text and a small diagram. The background is out of focus, showing a desk lamp and other items.

# WHAT WE WILL ACHIEVE TODAY

Learn about how to assess your existing Google Ads campaigns, ad sets and ads as well as keywords with the help of tools such as Google Analytics and Keyword Planner inside the Google Ads interface itself.



**BEFORE WE  
START...**

**What you'd like to  
learn in today's  
session?**

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# ABOUT ME: GINA NOVOA



- A BA in Industrial Engineering might seem like an unusual qualification for a Digital Marketing Specialist, but the parallels are striking.
- Optimising complex systems by improving and implementing integrated systems of information is what Gina is all about.
- Originally from Bogota, Colombia, she has over ten years' experience in Product Development and Project Management.
- She moved to Australia and studied Digital Marketing with certification direct from Google for Google Analytics and Google Ads. Have worked for digital agencies as well as small and medium business in digital.
- Joined The Creative Collective in early 2020.
- She's also a digital nerd.
- She eats big data for breakfast washed down with a cup of Colombian single origin.



A close-up, slightly blurred photograph of a person with long brown hair, wearing a light grey sweater, sitting at a desk. They are holding a blue pen and writing in a spiral-bound notebook. The notebook is open, showing a page with some faint, illegible text. The background is out of focus, showing another person and some office equipment.

# WHAT WE WILL ACHIEVE TODAY

1. What is Google Ads, Orientation around the Google Ads interface, basic concepts.

2. Key metrics to look out for in Google Ads and what they mean

3. Conversion tracking and tools to use: Google Analytics and Keyword Planner

4. Specific guidelines for NFP Google Ads and how to manage them.



# **1. What is Google Ads Orientation around the Google Ads interface, basic concepts.**

# 1. Google Ads Basics

## Google Ads interface, basic concepts

- Google Ads is a **paid advertising platform** that falls under a marketing channel known as **pay-per-click (PPC)**, where you (the advertiser) pays per click on an ad.
- With Google Ads, you can boost your website traffic, receive more phone calls, and website enquiries.
- The advertising platform came on the scene in October 2000 as Google Adwords, but after some rebranding in 2018, it was renamed Google Ads.
- Your organisation will show up on the search engine results page (SERP) at the moment your ideal customers are looking for products and services like yours via Google Search or Google Maps.



About 651,000 results (1.02 seconds)

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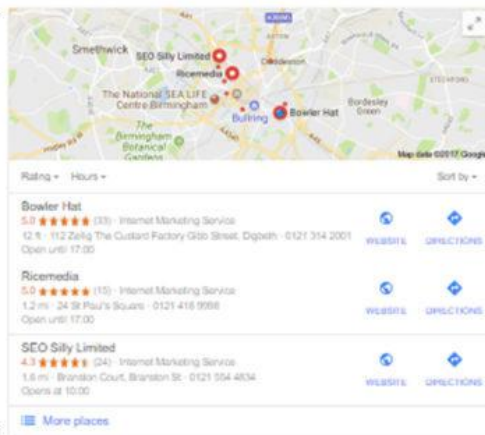
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# WHAT IS SERP?

*Search Engine Results Page*

## PAID ADS - GOOGLE ADS

Around 3-4 paid ads results. Very competitive.

## LOCAL SEO - LOCAL PACK - MAPS

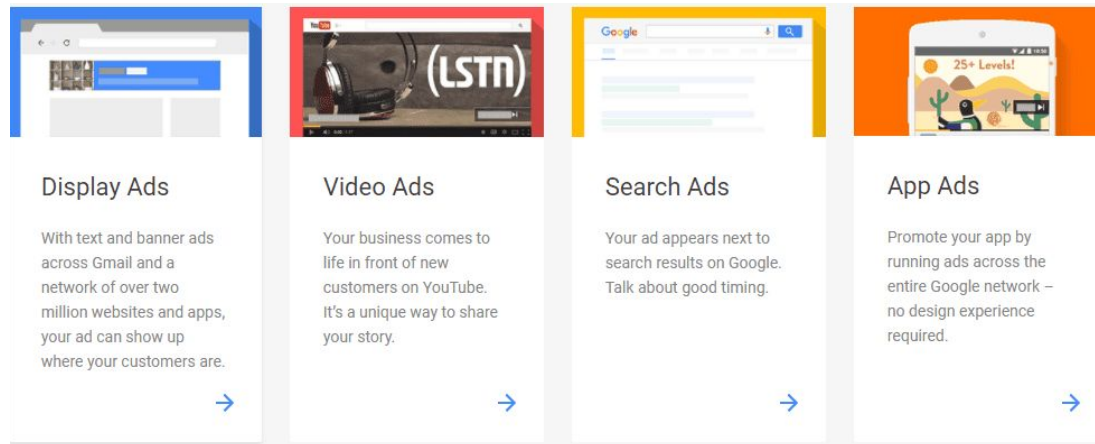
Google My Business is another great free way to get high visibility on Google. Your ads can also appear here.

## ONLY 10 RESULTS - ORGANIC (NON-PAID)

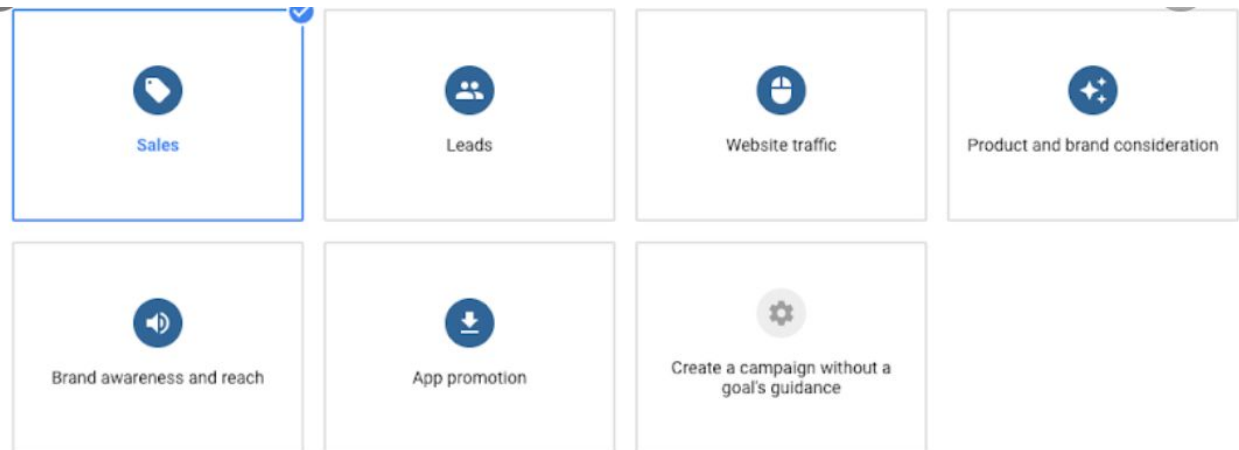
## ONLY 10 RESULTS



# 1. Google Ads Basics - Type of Google Ads



*NOTE: Your daily budget will need to be set at \$329 (\$10,000 per month) and **you cannot have keywords with a Max CPC over \$2.00**. Plus, your ads can only appear on Google.com – you cannot use Search Partners and since you can only be on Google.com with text ads, **you are not eligible for the Display Network either..***



# 1. Google Ads Basics - Campaign plan

## Google Ads Account

WordStream

### Campaign 1

### Campaign 2

#### Ad Group 1A

#### Ad Group 1B

#### Ad Group 2A

#### Ad Group 2B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword

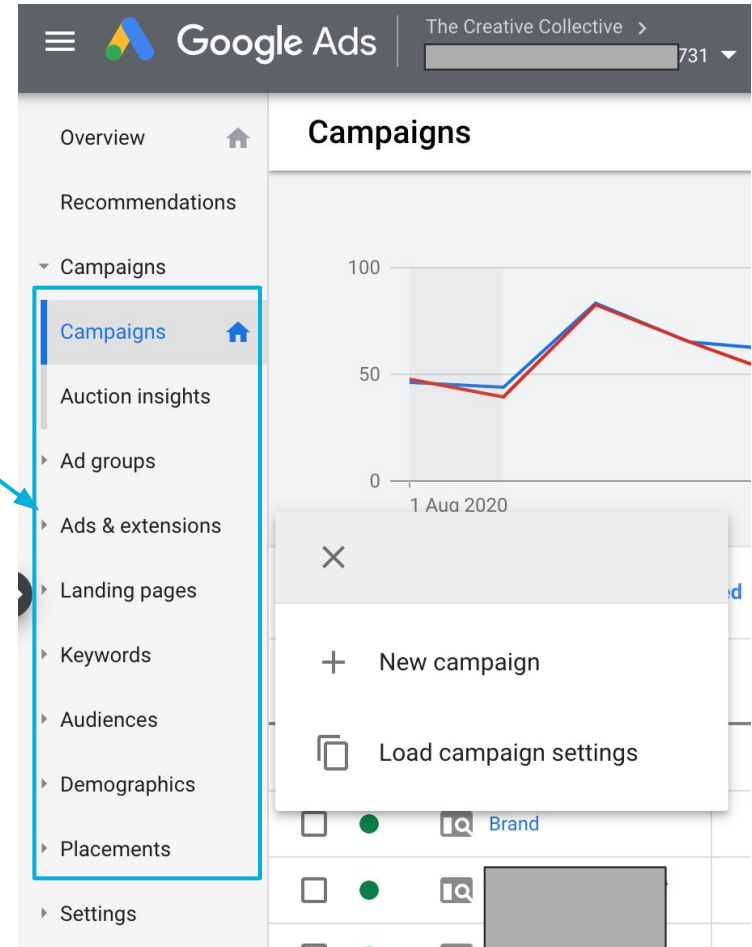
Ad A  
Ad B

### CAMPAIGN 1: FOSTER CARE

- AD GROUP 1: FOSTER CARE NSW
  - AD VARIATION 1
  - AD VARIATION 2
  - AD VARIATION 3
- AD GROUP 2: FOSTER CARE QLD

### CAMPAIGN 2: DISABILITY SERVICES

- AD GROUP 1: DISABILITY SERVICES NSW
- AD GROUP 2: DISABILITY SERVICES QLD



*NOTE: Must have at least 2 ads per ad group and at least 2 sitelink ad extensions.*

# 1. Google Ads Basics - campaign plan

1. **Identify your goals:** Is your goal to drive direct response traffic and generate clicks?  
Or is your goal to promote your brand and measure user engagement?
2. **Optimise your landing page**/website for conversions.
3. Do a proper **keyword research** to find the right set of keywords, search volume and average CPC to determine budget.
4. Select a **campaign type**: search, display, video, shopping, etc.
5. Select **ad groups**: Let's say you own a furniture business. You might create an ad group named "Couches" where you'd target keywords like "leather couches," "sofas," and "loveseats." You'd then create ads about couches and link to the couches section of your website.
6. Select your **location targeting, audiences (if apply) and extensions**.
7. Monitor, measure and optimise your ads actively.

# 1. Google Ads Basics - campaign plan

## Keyword Research

Locations

Period

Source: Google Keyword Planner

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
keyword 1				
keyword 2				
keyword 3				
keyword 4				
keyword 5				
keyword 6				
keyword 7				
keyword 8				
keyword 9				
keyword 10				

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## Campaign 1

Please add the suggested headlines and descriptions

Final URL (service/product page Url)

Ad group 1	Headline 1 (Keyword)	Headline 2	Headline 3 (CTA or Brand Name)	Description 1	Description 2
Ad variation (option 1)					
Ad variation (option 2)					
Ad variation (option 3)					

### Residential Aged Care

### See what the ad looks like

AD 1

[C A Brown Lodge - Booragul | Residential Aged Care | Anglican Care](#)

NEW purpose built home, designed for comfort & family moments with a lovely Cafe & Salon.

Dementia secure areas, 24/7 RN care, married couple rooms, library and doctors clinic.

AD 2

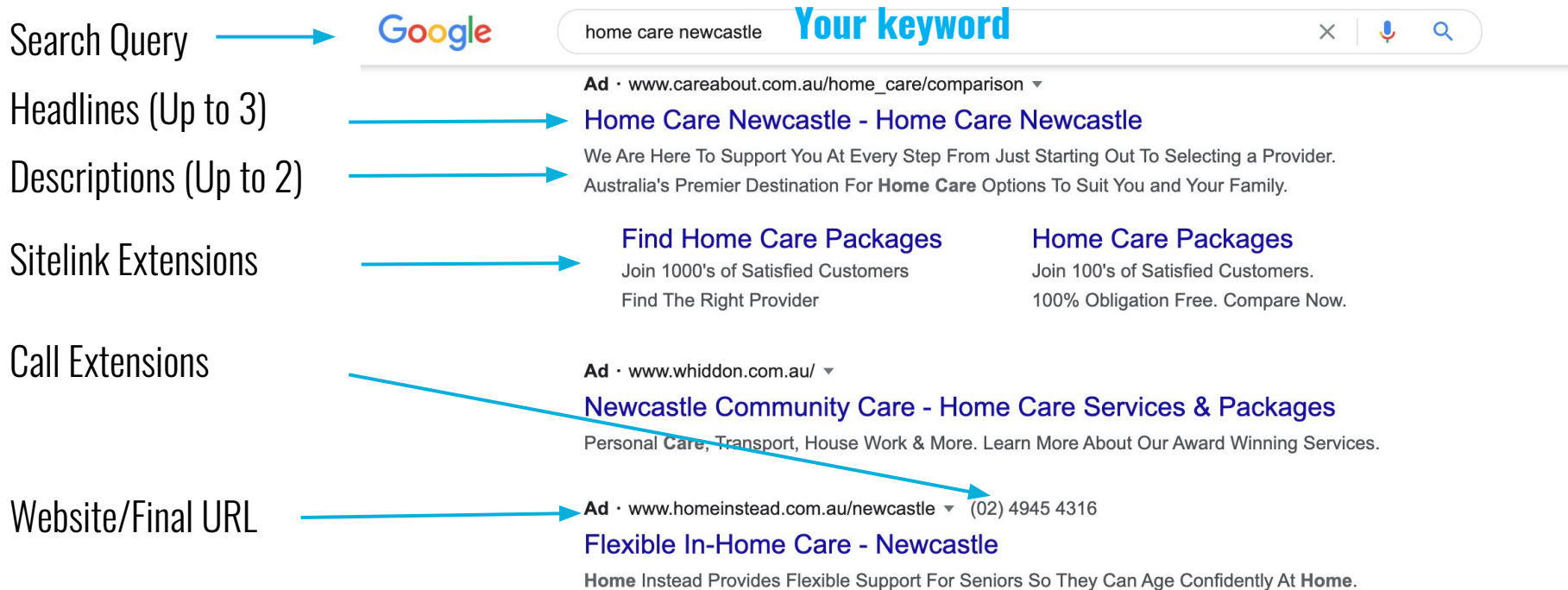
[Anglican Care C A Brown Lodge | Residential Aged Care Booragul | Book a Tour Today!](#)

NEW architecturally designed home with dedicated & caring staff PLUS Cafe and Salon.

Dementia secure areas, 24/7 RN care, married couple rooms, library and doctors clinic.



# 1. Google Ads Basics - structure

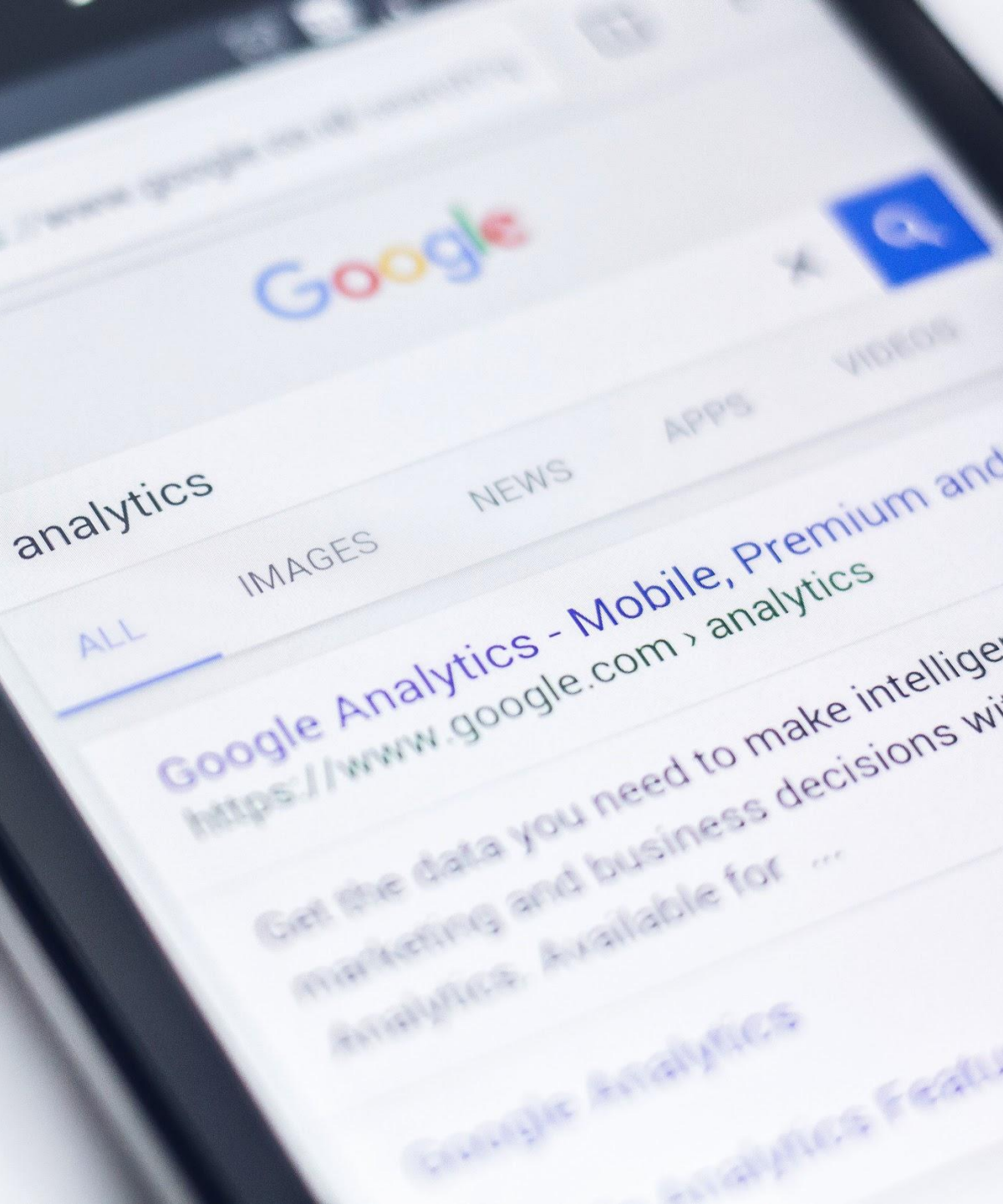


The Google Ads **auction is focused around keywords** – advertisers choose a list of keywords to target that are relevant to their business offerings, the words that people are most likely to use when searching for their product.

They then **bid on these keywords**, basing each bid on **how much they are willing to pay for a Google user to click on their ad**. This bid, combined with a Quality Score assigned by Google based on the quality of your proposed ad, determines which Google ads appear on the SERP.

A neon sign with the words 'QUIZ' and 'TIME' stacked vertically. The sign is composed of glowing pink and blue lines. 'QUIZ' is in pink, and 'TIME' is in blue. The sign is framed by a blue border on the left and right, and a pink border on the top and bottom. The background is a dark brick wall.

QUIZ  
TIME



## 2. Key metrics to look out for in Google Ads and what they mean

## 2. Key Metrics - How to measure your Google Ads campaign

### Top 5 key metrics

#### 1. Quality Score

- Quality Score is Google's measure of the relevance of your keywords, used to ensure that searchers see relevant ads and have a positive experience.
- It measures the quality of your landing page.
- It's important to maintain good Quality Scores because Google uses them to determine your ad rankings as well as how much you pay per click.
- *NOTE: No keywords with a quality score of 1 or 2 permitted*

#### 2. Click-Through Rate

- It's one of the most important factors in determining your Quality Scores.
- It tells you whether or not your ads are relevant to searchers.
- Low click-through rates are a sign that either your keywords or your ad creative (or both) need improvement.
- *NOTE: Must maintain a 5% click-through rate (CTR) each month*



## 2. Key Metrics - How to measure your Google Ads campaign

### Top 5 key metrics

#### 3. Conversion Rate

- Conversion rate tells you how many people who clicked your ad went on to complete the desired action on your landing page.
- Strong conversion rates mean that the money you spend per click is coming back to you in profits (that's what we call return on investment,

#### 4. Cost Per Conversion

- If you have to pay more to gain a new customer than that customer is actually worth to your business, then your campaign is failing.

#### 5. Wasted Spend

- The best way to reduce your wasted spend is through smart use of negative keywords. Negative keywords allow you to filter out traffic that is irrelevant to your business and unlikely to convert.
- Go to Keywords > Search terms and filter by conversions and clicks.

# 2. Key Metrics - How to measure your Google Ads campaign

## Top 5 key metrics

You can add/remove your metrics using  
COLUMNS

You can change the period / compare to previous  
period/year

The screenshot displays the Google Ads 'Campaigns' page. The left sidebar shows navigation options: Overview, Recommendations, Campaigns (selected), Auction insights, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Placements, and Settings. The main content area shows a table of campaigns with columns for Campaign, Budget, Status, Optimisation score, Campaign type, Impr., Interactions, Interaction rate, Avg. cost, Cost, Conversions, Cost / conv., Conv. rate, Avg. CPC, and Bid strategy type. The table lists several campaigns, including 'Home Care | Central Coast', 'Brand', and 'Limited by budget'. The top right of the interface includes a search bar, reports icon, tools & settings icon, and a date range selector set to 'Custom Aug 1 - 20, 2020'. A green box highlights the 'Columns' icon in the top right, and a green arrow points from the 'Columns' icon to the 'Custom' date range selector.

Campaign	Budget	Status	Optimisation score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate	Avg. CPC	Bid strategy type
Home Care   Central Coast	\$10.00/day	Eligible	100%	Search	21,112	83 Clicks	0.39%	\$2.15	\$178.81	0.00	\$0.00	0.00%	\$2.15	Manual CPC
Brand	\$15.00/day	Eligible (Learning)	100%	Search	1,106	250 Clicks	22.60%	\$1.23	\$308.37	15.00	\$19.91	6.05%	\$1.23	Maximise conversions
Limited by budget	\$3.00/day	Limited by budget	100%	Search	193	21 Clicks	10.88%	\$2.29	\$48.16	3.00	\$16.05	14.29%	\$2.29	CPC (enhanced)
	\$3.00/day	Eligible	100%	Search	41	11 Clicks	26.83%	\$0.58	\$6.41	0.00	\$0.00	0.00%	\$0.58	CPC (enhanced)
	\$20.00/day	Eligible (Learning)	100%	Search	2,169	104 Clicks	4.79%	\$4.01	\$417.05	3.00	\$139.02	2.88%	\$4.01	Maximise conversions
	\$5.00/day	Eligible (Learning)	100%	Search	477	36 Clicks	7.55%	\$2.50	\$90.16	0.00	\$0.00	0.00%	\$2.50	Maximise conversions
	\$10.00/day	Eligible	100%	Search	307	10 Clicks	3.26%	\$3.49	\$34.86	0.00	\$0.00	0.00%	\$3.49	Manual CPC

## 2. Key Metrics - Best Practices for a successful campaign

### Ad Copy

- Speak directly to your target persona
- Include the main keyword that you're bidding on
- Provide an actionable CTA so the searcher knows what to do next
- Make the offer appealing
- Use language that matches your landing page copy
- Perform A/B Split tests with your copy

### Landing Page Best Practices

- Strong headline that mirrors your search ad
- Clean design and layout
- Responsive form that is easy to use with a stand-out CTA button
- Copy that is very specific and relevant to your target keywords
- Presents the offer that was promised in your ad
- Your landing page should allow a user to easily complete the action highlighted in your ad (such as signing up to volunteer, giving a donation, or downloading an informational packet)

## 2. Key Metrics - Best Practices for a successful campaign

### Maximising Your ROI

- Speak directly to your target persona
- Include the main keyword that you're bidding on
- Provide an actionable CTA so the searcher knows what to do next
- Make the offer appealing
- Use language that matches your landing page copy
- Perform A/B Split tests with your copy

### Keyword monitoring

- Don't let too much time pass before you check how your keywords are performing.  
[NOTE: No single-word keywords permitted & No overly generic keywords permitted \(i.e. "Free videos", 'e-books'\)](#)
- You can place higher bids on the keywords that are creating the best results for your campaign, and eliminate others
- Nonprofits often have longer conversion cycles to take action after learning about an organization, especially on donations, so consider setting the window at its maximum, "90 days".
- Track a visitor that sees a 'thank you' page URL, one that's only reached when someone completes a meaningful action on your site.

### Conversion Tracking





QUIZ  
TIME

A neon sign with the words "QUIZ" and "TIME" stacked vertically. The sign is composed of glowing pink and blue lines. The word "QUIZ" is in pink, and "TIME" is in blue. The sign is set against a dark blue brick wall background. The sign is enclosed in a rectangular frame made of pink and blue lines, with a small triangular point at the bottom right.



### **3. Conversion tracking and tools to use: Google Analytics and Keyword Planner**

# 3. Conversion Tracking - What is Google Analytics?



Created by Google in 2005. It is a tool you need to analyse data in one place.

Google Analytics is free and tells you about the performance of your website & where your traffic is coming from.

## 1. Audience

Info about Gender, age, interests and location of website visitors.  
Browsers and devices they use.

## 2. Acquisition

Detailed information about how people arrive at your site.  
Social, Direct, Referral, Organic or Paid.

## 3. Behaviour

How people are interacting with your site. Which pages on your website are the most popular.

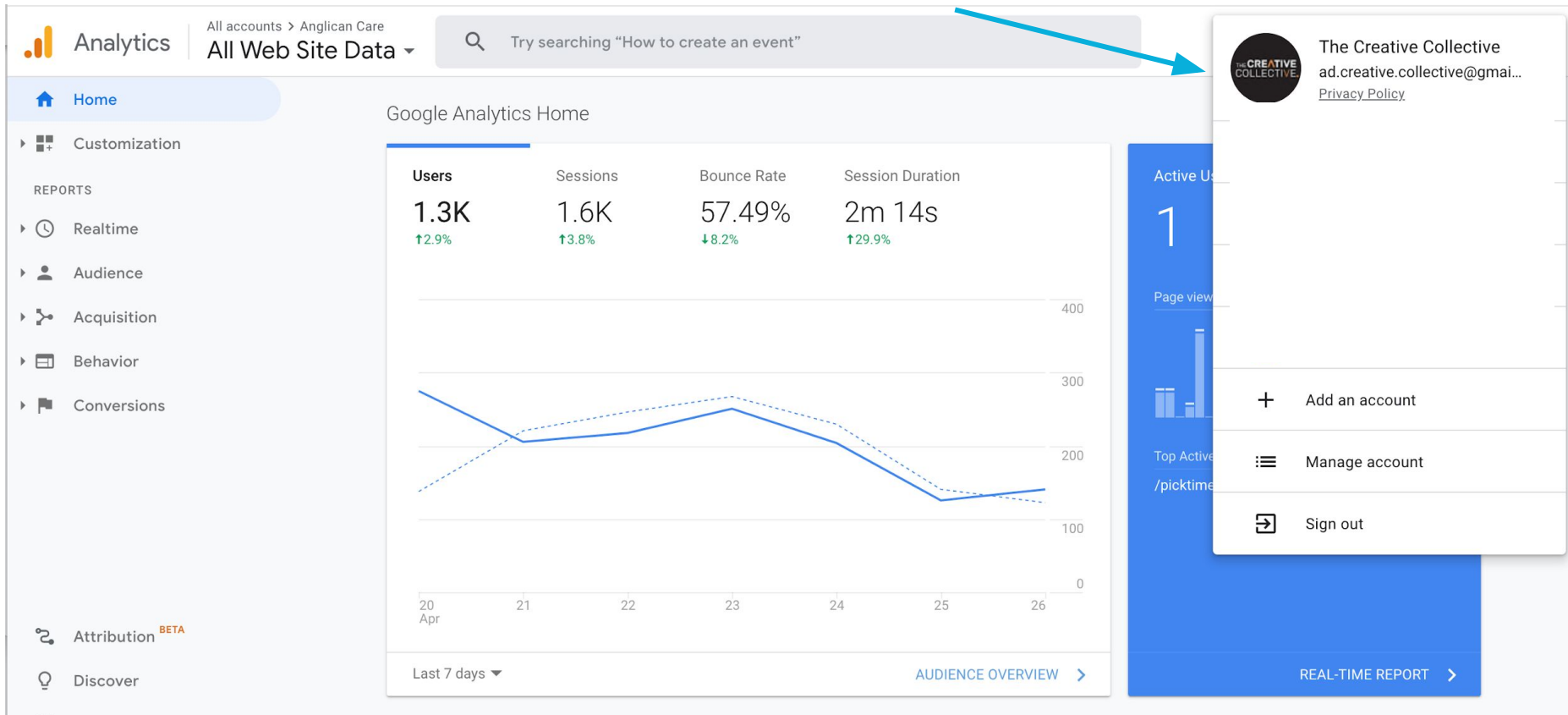
## 4. Conversions

Set up Conversion goal pages to review how many people engage to achieve your goals and which media support conversion best.

### 3. Conversion Tracking

**CREATE A GOOGLE ANALYTICS ACCOUNT TO SEE HOW MUCH TRAFFIC YOUR SITE IS GETTING AND WHERE IT IS COMING FROM (HOW MUCH IS COMING FROM ORGANIC SEARCH/SEARCH ENGINES)**

**CREATE A GMAIL ACCOUNT AND GO TO GOOGLE ANALYTICS - SIGN IN**

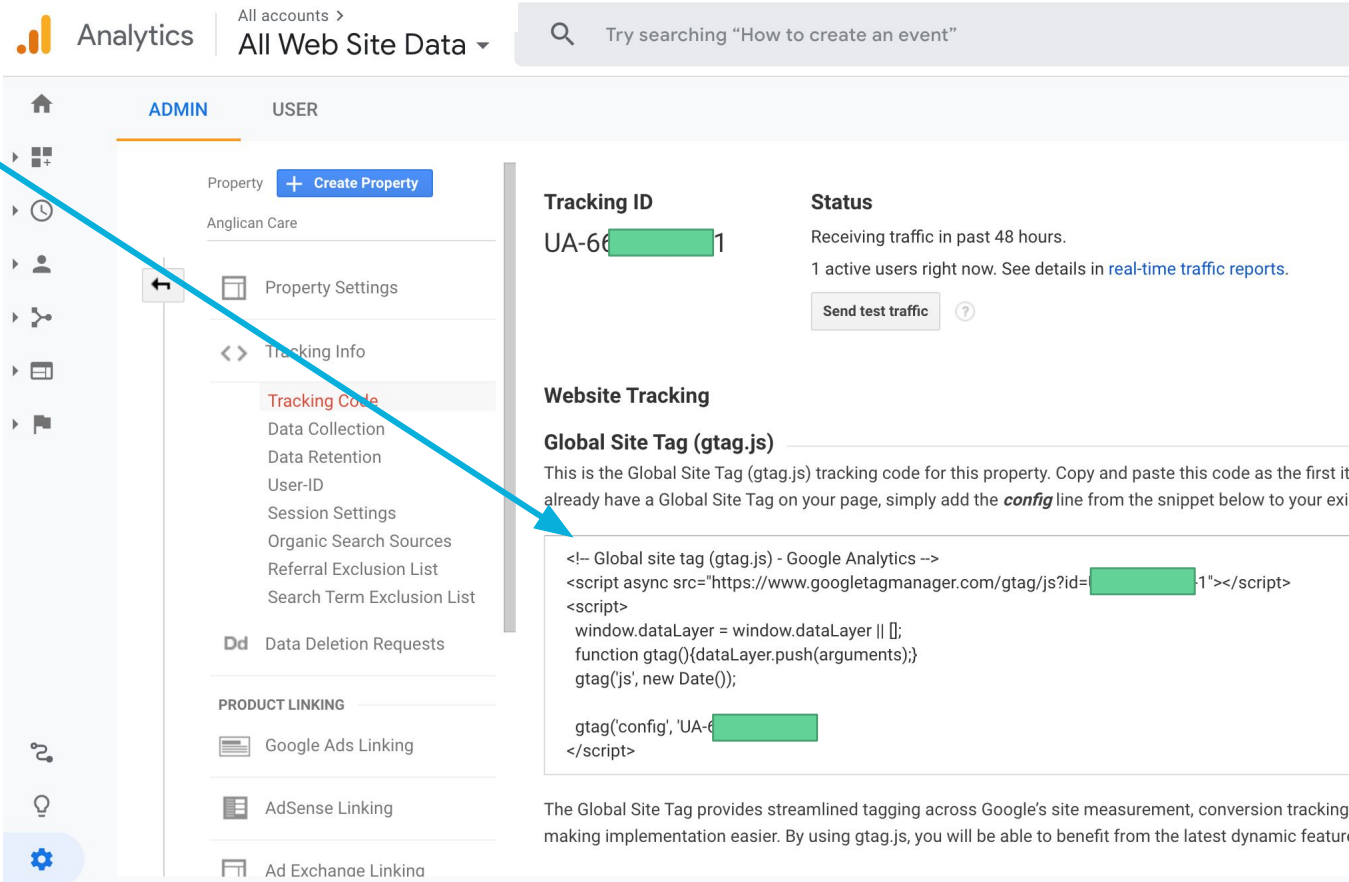




# 3. Conversion Tracking

## INSTALL GOOGLE ANALYTICS ON YOUR WEBSITE - GO TO ADMIN > PROPERTY > TRACKING INFO > TRACKING CODE

### TRACKING CODE



The screenshot shows the Google Analytics Admin interface. The top navigation bar includes the Analytics logo, account selection (All accounts > All Web Site Data), and a search bar. The left sidebar contains navigation options for ADMIN and USER. Under ADMIN, the 'Tracking Info' section is expanded, and 'Tracking Code' is highlighted. The main content area displays the 'Tracking ID' (UA-66[redacted]1) and 'Status' (Receiving traffic in past 48 hours). Below this, the 'Website Tracking' section shows the 'Global Site Tag (gtag.js)' code snippet. A blue arrow points from the 'Tracking Code' sidebar item to the code snippet.

**Tracking ID**  
UA-66[redacted]1

**Status**  
Receiving traffic in past 48 hours.  
1 active users right now. See details in [real-time traffic reports](#).  
[Send test traffic](#) ?

**Website Tracking**  
**Global Site Tag (gtag.js)**  
This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first it already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your exi

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=[redacted]1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-[redacted]1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic featur

# 3. Conversion Tracking

## HOW TO VERIFY THAT YOUR GOOGLE ANALYTICS HAS BEEN CORRECTLY INSTALLED ON YOUR SITE?

### 1. USE GOOGLE CHROME AS YOUR DEFAULT WEB BROWSER

### 1. INSTALL GOOGLE TAG ASSISTANT CHROME EXTENSION



chrome web store

Home > Extensions > Tag Assistant (by Google)



#### Tag Assistant (by Google)

Offered by: Google

★★★★★ 1,135 | [Developer Tools](#) | 1,000,000+ users

By Google

anglicancare.com.au

anglican care

RESIDENTIAL CARE HOME CARE

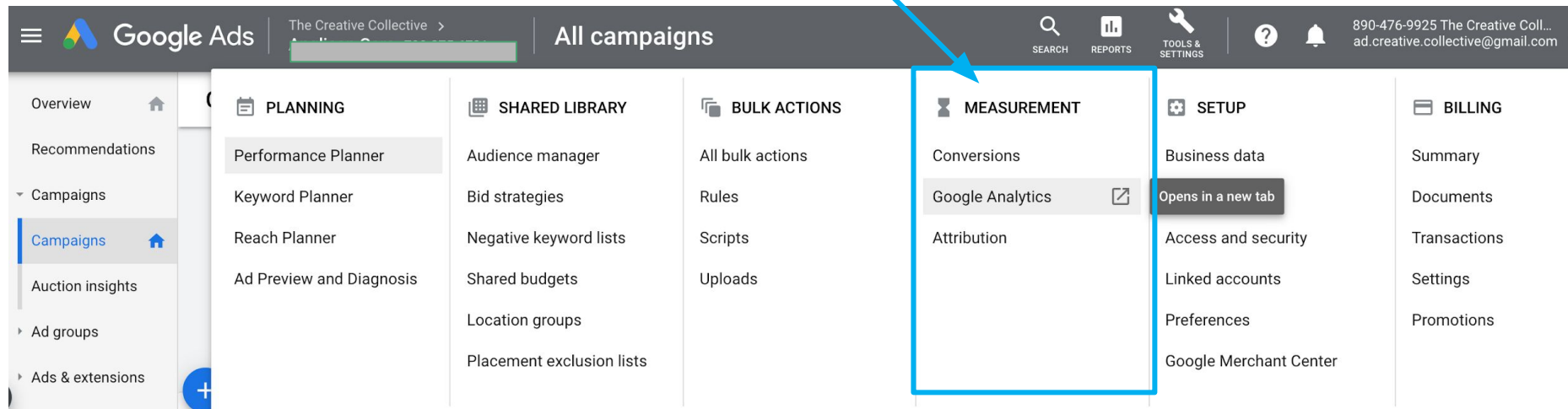
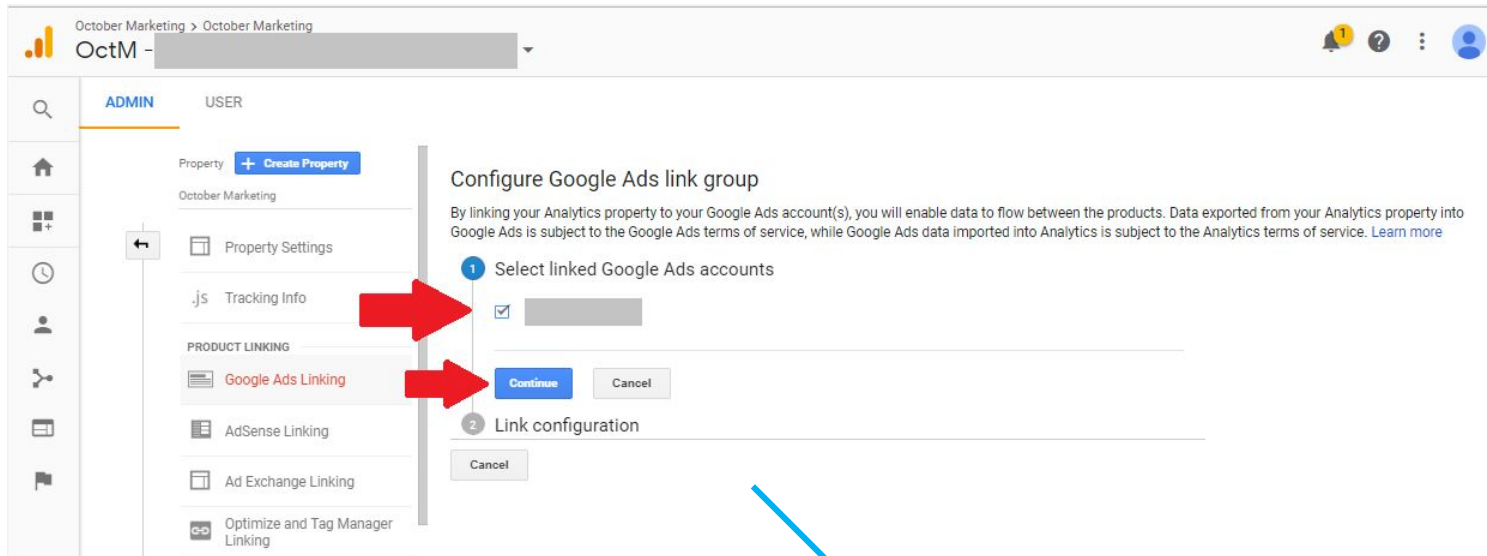
Google Tag Assistant

Result of Tag Analysis 6 In total

- 4. Google Analytics UA-66729306-1
- 5. Google Tag Manager GTM-PK4C45

# 3. Conversion Tracking

## LINK GOOGLE ADS TO GOOGLE ANALYTICS



# 3. Conversion Tracking - How to measure your Google Ads campaign

Analytics

All accounts > All Web Site Data

Try searching "Top countries by users"

🔔 🏠 ? ⋮

REPORTS

▶ Realtime

▶ Audience

▼ Acquisition

Overview

▶ All Traffic

▼ Google Ads

Campaigns

Treemaps

Sitelinks NEW

Bid Adjustments

Keywords

Search Queries

Hour of Day

Final URLs

Display Targeting

Attribution BETA

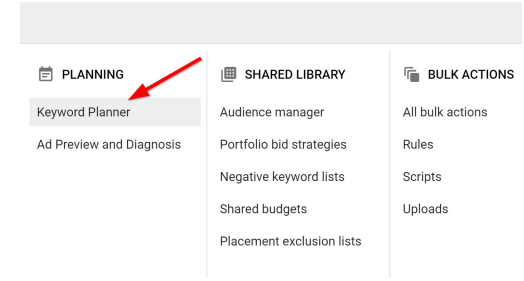
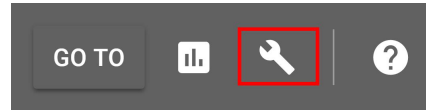
Primary Dimension: Campaign / Campaign ID Google Ads: Ad Group

Plot Rows Secondary dimension Sort Type: Default

advanced

Campaign / Campaign ID	Acquisition			Behavior		Conversions		
	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Contact Us (Goal 1 Conversion Rate)
	347 % of Total: 100.00% (347)	\$353.84 % of Total: 100.00% (\$353.84)	\$1.02 Avg for View: \$1.02 (0.00%)	296 % of Total: 18.97% (1,560)	346 % of Total: 18.42% (1,878)	68.79% Avg for View: 62.62% (9.85%)	2.07 Avg for View: 2.15 (-4.03%)	0.00% Avg for View: 0.00% (0.00%)
1. Display Banner ads - General 9992575596	97 (27.95%)	\$24.49 (6.92%)	\$0.25	104 (34.32%)	121 (34.97%)	91.74%	1.14	0.00% 0 (0.00%)
2. Brand 1593257733	76 (21.90%)	\$69.32 (19.59%)	\$0.91	68 (22.44%)	80 (23.12%)	42.50%	3.20	0.00% 0 (0.00%)
3. [REDACTED]	63 (18.16%)	\$52.37 (14.80%)	\$0.83	42 (13.86%)	51 (14.74%)	52.94%	2.67	0.00% 0 (0.00%)
4. [REDACTED]	33 (9.51%)	\$82.69 (23.37%)	\$2.51	27 (8.91%)	30 (8.67%)	80.00%	1.60	0.00% 0 (0.00%)
5. [REDACTED]	23 (6.63%)	\$33.99 (9.61%)	\$1.48	18 (5.94%)	19 (5.49%)	89.47%	1.21	0.00% 0 (0.00%)
6. [REDACTED]	16 (4.61%)	\$25.54 (7.22%)	\$1.60	14 (4.62%)	14 (4.05%)	64.29%	1.50	0.00% 0 (0.00%)

# 3. Conversion Tracking - Find the right keywords



Google Ads | Keyword plan

Locations: Australia Language: English Search networks: Google Last 12 months Aug 2019 – Jul 2020

Search: aged care facilities, aged care, disability services, foster care provider

DOWNLOAD KEYWORD IDEAS

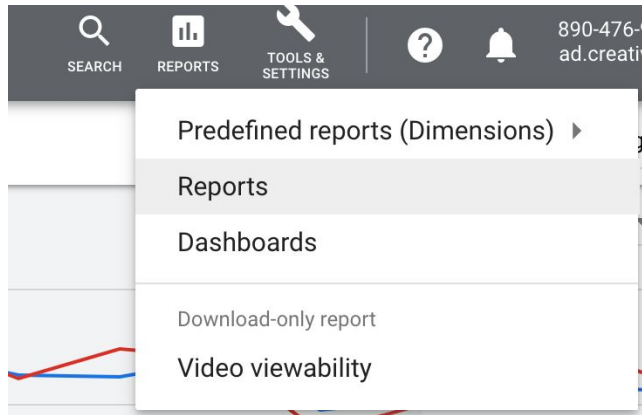
Broaden your search: + aged services + special needs services + accessibility services + needs services + contingency services + foster care organisations + foster care

REFINE KEYWORDS

Exclude adult ideas ADD FILTER 669 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided						
<input type="checkbox"/> aged care facilities	3,600	Low	< 1%	\$2.93	\$7.81	In Account
<input type="checkbox"/> aged care	22,200	Medium	—	\$2.92	\$8.07	
<input type="checkbox"/> disability services	2,900	Medium	—	\$2.42	\$8.03	
<input type="checkbox"/> foster care provider	10	High	—	\$1.26	\$6.07	
Keyword ideas						
<input type="checkbox"/> my aged care	49,500	Low	< 1%	\$2.55	\$8.89	
<input type="checkbox"/> disability support pension	9,900	Low	—	\$2.40	\$5.41	

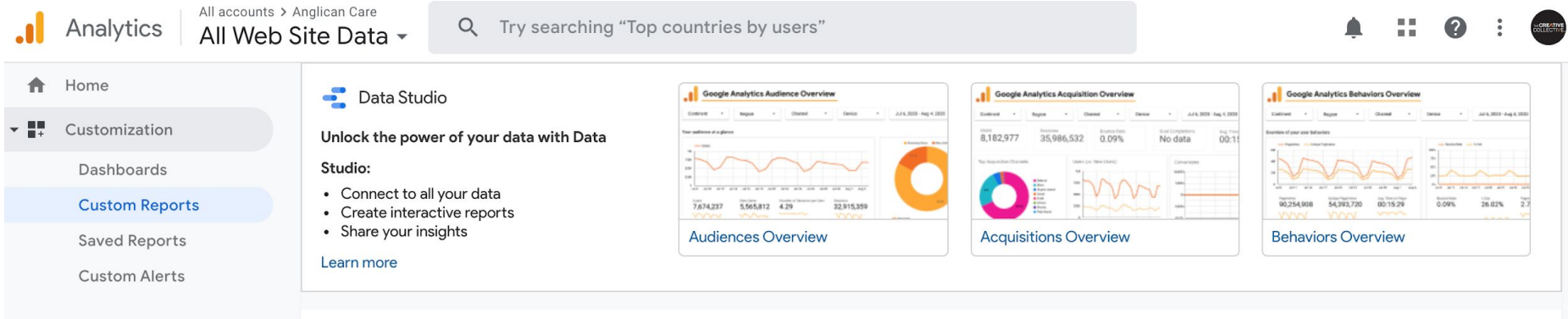
# 3. Conversion Tracking - Have clear reports in place



Report tools you can use:

- Google Ads Reports
- Google Analytics - custom reports
- Google Data Studio -

<https://datastudio.google.com/>

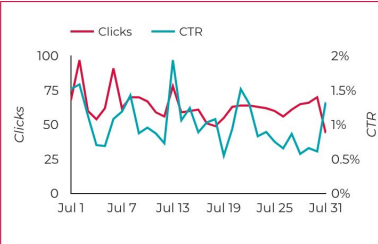
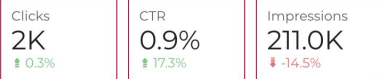




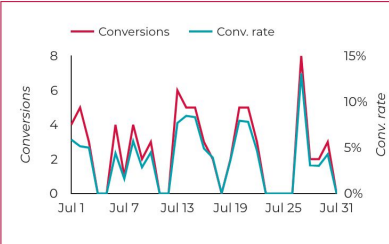
# 3. Conversion Tracking - Have clear reports in place

## Google Ads - Overview

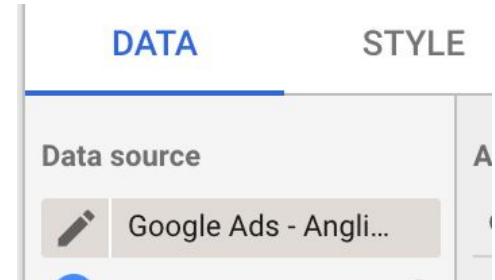
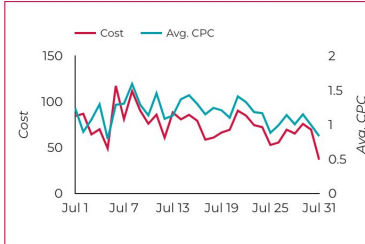
### Click Through Rate & Impressions by Clicks, CTR, and Impressions



### Conversion Rate & Cost by Conversions Rate and Cost / Conv.



### Cost Per Click by Cost, CPC, and CPM



## Campaigns Breakdown

	Campaign	Daily Budget	Impressions	Clicks ▾	Avg. CPC	Cost	CTR	Cost / conv.	Conversions
1.	Display Banner ads - General	\$5.00	172,367	755	\$0.2	\$152.44	0.44%	\$76.22	2
2.	Brand	\$15.00	1,390	354	\$1.29	\$456.01	25.47%	\$18.24	25
3.	Residential Care   CA Brown (NEW)	\$10.00	3,518	301	\$1.01	\$303.31	8.56%	\$17.84	17
4.	Home Care   Newcastle	\$20.00	3,204	167	\$3.64	\$607.98	5.21%	\$43.43	14
5.	Residential Care   Kilpatrick Court (NEW)	\$5.00	12,013	120	\$1.26	\$151.48	1%	\$21.64	7
6.	Residential Care   Warnervale Gardens (NEW)	\$3.00	3,871	84	\$1.06	\$88.91	2.17%	\$29.64	3
7.	Home Care   Central Coast	\$10.00	13,212	78	\$3.67	\$285.92	0.59%	\$71.48	4
8.	Residential Aged Care   Toronto Nursing Home	\$5.00	765	59	\$2.57	\$151.92	7.71%	\$75.96	2
9.	Residential Care   Storm Retirement Village	\$3.00	340	36	\$1.77	\$63.59	10.59%	\$21.2	3
10.	Home Care   Taree	\$10.00	354	11	\$5.04	\$55.44	3.11%	\$0	0
	Grand total		211,036	1,967	\$1.18	\$2,317.14	0.93%	\$30.09	77

- <https://datastudio.google.com/>



QUIZ  
TIME

A neon sign with the words "QUIZ" and "TIME" stacked vertically. The sign is composed of glowing pink and blue neon tubes. The word "QUIZ" is in pink, and "TIME" is in blue. The sign is framed by a blue neon border that has a jagged, speech-bubble-like shape at the bottom. The background is a dark blue brick wall.



## 4. Specific guidelines for NFP Google Ads and how to manage them



## 4. Specific guidelines for NFP Google Ads

Google

For non-profits

Meet the eligibility criteria  
for registering as a G4NP.

STEP  
01



Enrol for Google  
Ad Grant.

STEP  
03

STEP  
02

Apply for Google  
for Nonprofits.

STEP  
04

Create the Google  
Ad Grant account.

Submit for review.

STEP  
05



## 4. Specific guidelines for NFP Google Ads

The most pressing restrictions include:

- Ensure your organisation only targets keywords with a quality score of a minimum of 3/10
- Maintaining a click-through-rate of 5% for the entire account
- Not targeting single word or overly generic keywords
- Using at least 2 ad groups per campaign
- Using at least 2 sitelinks
- Only targeting relevant geographic areas.

\* Use Maximise conversions as a smart bidding strategy.

\* It's quite common to spend less than this because we are limited to targeting keywords that adhere to the above policies.

\*It is often recommended having a Ad Grant account and a standard account so your organisation can make the most of other networks such as display, remarketing, YouTube and shopping.

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

\*Consider bidding on branded keywords. Chances are that your organization already ranks high in the organic search results for searches of your organization's name, the name of your CEO, or other similar branded searches. Serving search ads for these keywords will likely have a high CTR as a result.

\*Don't waste your time on broad keywords like "donation," "events," or "New York City." Most likely your ad won't be shown since there are already huge organizations and other companies that are bidding on that same keyword. Go for long-tail keywords such as 'aged care facilities newcastle'.

# WHERE TO FROM HERE

- We will send the slides and any supporting resources out within the week
- We will also send a survey out - please complete it!
- If you enjoyed this, love you to leave us a review on our Facebook page:  
[www.facebook.com/thetrainingcollective](https://www.facebook.com/thetrainingcollective) or  
Google My Business page:  
[https://search.google.com/local/writereview?placeid=ChIJORvSVG52k2sRsuQ3e\\_Sqgw4](https://search.google.com/local/writereview?placeid=ChIJORvSVG52k2sRsuQ3e_Sqgw4)  
and tell your friends about us!
- Talk to us if you need help!
- Do more training on other topics.



# HOW WE CAN HELP

Our team can help you with everything from:

- **Google Ads Audit & Strategy**
- **Google Ads Management**
- **Consulting**
- **Training**



**For a range of budgets & have done lots of work in the not for profit space!**

# QUESTIONS?

**Book an explorative chat:**

**[www.thecreativecollective.com.au](http://www.thecreativecollective.com.au)**

**or email us**

**[admin@thecreativecollective.com.au](mailto:admin@thecreativecollective.com.au)**