



## GOOGLE ADWORDS CAMPAIGN PLANNING WORKSHEET

Google AdWords is a great search advertising program. Combined with Google Grants, nonprofit organizations may qualify for free ads. We've created this simple worksheet to help you plan, execute, and measure your next AdWords campaign to make sure you spend those free dollars strategically!

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### Define Your Campaign Goals

You'll start off on the right foot if you take time for a little discovery. What are your organization's big-picture goals for digital marketing? Common goals include raising brand awareness, list growth, program recruitment, and, of course, fundraising. Once you've got your list of goals, set just one goal for this campaign and be sure to document it somewhere (ex. We want to grow our email list by 10% or We want to attract 100 new monthly donors).

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### Name Your Ad Groups & Select Your Keywords

Ad groups are a set of ads that target a shared set of keywords and can be used to organize ads by a common theme. If you're just starting out, set up 2 ad groups with 2-3 ads in each group to measure against each other. Each ad group should have 5 or 6 keywords. Selecting the right keywords may be a bit of trial and error. You'll be able to modify your keywords (and adjust your keyword bids) as you tweak and optimize ad performance over time.

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### Create Your Ads

You'll need an ad title, URL, and 2-3 short, simple sentences for each ad. Here's a short version of the ad template: Headline 1: up to 30 characters of text. Headline 2: up to 30 characters. Description: Up to 80 characters. (All character counts include spaces.) Display URL: this is automatically generated, but you can add up to two "path" fields to give people an idea of where they're going. For example: [www.fireflypartners.com/adwords/worksheet](http://www.fireflypartners.com/adwords/worksheet). The AdWords program allows you to set up sample ads and see how they will display in search results. Remember to keep your keywords and conversion goals in mind as you experiment with ad copy.

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### Plan Your Landing Page

A well-designed landing page is essential for a high-quality ad score (which means your ad will be displayed more often on a Google search page). Page content must be relevant to your keywords and ad text, clearly make the case for taking an action, and, if possible, offer something of value to people who convert. For example, your landing page may promote a special offer, a video, or a special resource that will help convince visitors to sign up for your email list.

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### Optimize Your Ads

AdWords is not a "set it and forget it" deal, especially in the first 2-3 weeks of launching a new campaign. What types of changes might you want to make in your keywords, ad copy, or landing page content to improve performance? Make a list of elements you'll plan to test — some great examples include keywords, call to action language in the ads, short ad headline vs. long ad headline, and landing page images. You can test the potential impact of your changes in AdWords before taking them live.