

Google Ad Grants Program Management

Account audit – Sample organization

Account audit findings – top level

1. The account has recently undergone significant expansion and utilizes a decent portion of the Ad Grant since September.
2. Ad copies are well written and tailored to keywords which helps to maintain above-average quality scores.
3. Account includes large variety of generic and branded keywords.
4. Ads and keywords are linked to 2 different top-level domains. Few URLs link to non-existent pages.
5. Campaigns are missing most of the ad extensions.
6. Given broad organization's mission definition all ads and keywords seem to be compliant with mission-based requirement.
7. Both domains <https://www.sample1.org/> and <http://www.sample2.org> include Google AdSense ads that is not compliant with Ad Grant's policy "Your site can't display Google AdSense ads or affiliate advertising links."

Problematic areas

1. <https://www.sample1.org/>; <https://sample2.org/> and <http://www.sample3.org> all include Google ads which is against Ad Grant policy in general. If those pages were approved even with ads on it Google might respect it but I would still recommend checking this explicitly with Ad Grants team to avoid sudden removal from the program. It might also make sense to review outgoing URLs and make sure there are no affiliate links included.
2. Only app install and call from ads conversions are configured. No other conversion actions are set up which besides hard performance evaluation also limits the ability of enhanced CPC bidding strategy to work properly. Additional conversion goals are set up in Google Analytics but not imported to Adwords.
3. Google Analytics account is not properly linked to Adwords account.
4. Shared budget 1 is limiting spend of multiple campaigns while shared budget 2 is not used entirely - this puts cap on overall grant utilization.
5. Dynamic campaign brings in most of traffic. Its structure is flat, with no specific adgroups. Also it only includes 1 ad and the brand name itself is excluded from it.
6. Multiple adgroups have low bids yet their average ad positions are below 3.
7. Keywords with different match types are grouped in same adgroup. There are also few instances of duplicate keywords in same match type.
8. Organization's IP address is not excluded from the account. In larger organizations this can skew the data.

9. Most adgroups only include 1-2 ads. Final URLs are often redirected and 2 URLs even end up on non-existent pages (the entire list is attached in separate Excel sheet).
10. Most campaigns only include 2 callout extensions. Structured snippet and call extensions are rarely used and call extensions do not have custom schedule defined.
11. Few keyword level URLs have manual UTM tags in them despite automatic URL tagging being turned on.
12. Account includes multiple instances of generic and single keyword phrases
13. Remarketing audiences are not yet set up.

Optimization ideas

1. Set targeting method to only target people in desired locations (not people associated with them).
2. Set up multiple conversion types, also add engagement-based conversions that might provide additional information about traffic quality.
3. Link all eligible Google Analytics properties to Adwords, create and import retargeting audiences.
4. Expand dynamically generated campaign, add more ad copies.
5. Add all missing campaign-level ad extensions and tailor them to campaign content.
6. Use dynamic keyword insertion elements and ad customizers in ad texts.
7. Launch ad copy and landing page experiments.
8. Loosen shared budgets to start utilizing full Ad Grant.
9. Try maximize conversions strategy after new conversion types are configured.
10. Use final URLs instead of 301 redirect URLs. Fix links to non-existent pages.
11. Lift up bids in adgroups with low average ad positions.
12. Remove manual UTM tags.
13. Remove duplicate keywords.
14. Add separate Brand campaign including all brand keywords. Remove these keywords from other campaigns afterwards.
15. Eliminate single word phrases and too generic phrases (cooking, show).
16. Eliminate brand names and trademarks belonging to other organizations