

Appendix A – A short explanation of project-relevant Google programs

Google Analytics – A Java tracking script that allows Web administrators to track their visitors by a variety of criteria, including information on page views, time of visit, number of pages seen, number of new visitors, how they got to the site, etc. It also allows demographic information on visitors by geographic area, language, operating system, Web browser, etc. Inside the geographic area, visitors can be tracked by country, state, county, city, or other specified geographic region.

Google Checkout – Google’s financial transactions software. It allows users to add the program and Google Checkout processes credit card transactions in a secure manner.

Similar to PayPal.

Google Grants – Google Grants is a program that allows nonprofits to apply for an advertising budget grant; if they are accepted, the organization is essentially restricted AdWords users in that they are capped with a relatively small daily budget and a cost per click bid. The “grant” part of this program is they do not have to pay for this advertising. *Google AdSense* – Allows Webmasters from independent sites to display relevant Google ads on their site; for every click through, the Webmaster gets a percentage of the revenue generated by the search.

Google AdWords – Google’s advertising program in which users enter an auction for advertising space, bidding on words so their ads will show up on Google searches. This is the core of Google’s business and where almost all of their revenue is generated from; it is also the core focus of this paper.

Google.org – One of Google’s non-profit arms which administers Google Grants program.

Appendix B – Tips for a successful application (Taken from Google)

Google AdWords Information

Google Grants provides eligible organizations with in-kind keyword advertising using Google AdWords so you can connect directly with your target audience. Through simple, short text ads that run on Google.com, thousands (or even millions) of people can learn about your organization online as they are searching for related information. When someone enters keywords (short phrases specifying a particular search query) into

Google.com, ads targeted to those keywords appear alongside the search results.

Paying close attention to the information below and the Google Grants Program Guidelines will help you to understand the way our advertising program works, and to successfully prepare your application.

How AdWords Work

Our automated system monitors the performance of your ads, and displays the most relevant ads in the most visible position on the page. However, some of your keywords may stop showing your ads on search results if they don't have a high enough Quality Score, which typically occurs when keywords aren't as targeted as they could be, and the ads they deliver aren't relevant enough to what a user is searching for.

Once your campaign is running, you can see how well your ads perform by logging into your AdWords account to view your online reports,

including how often people have clicked on each of your ads and keyword phrases, and the value of those clicks.

Effective Ads and Ad campaigns

To ensure your ads are effective, we encourage you to review all the topics below:

Targeting the right audience (reaching constituents in the region and language you specify)

How your target audience finds your organization (developing your keyword lists)

Use keyword matching options for greater effectiveness (AdWords keyword tools)

Give searchers a reason to visit your site (creating effective ads)

Give searchers an easy way to respond (sending searchers to the right landing page) Tracking conversions (measuring the effectiveness of your Google.com campaigns)