

Frequently Asked Questions

1. What are the restrictions on an Ad Grant account compared to a paid Ad account?

Although the Google Ad Grant is an amazing tool for many nonprofits, there are a few limitations compared to a paid account that can be found here: <https://support.google.com/grants/answer/9042207?hl=en>. Thankfully we consistently find that Ad Grant accounts are often incredibly successful despite having fewer capabilities compared to a paid account.

2. Does PWI do any website consulting or tell me what I need to do to improve my website?

PWI does provide this service at an additional fee, however not with the Google Ad Grant Management plan. For more information on our website consulting and to get a quote, please email nonprofit@projectworldimpact.com and we can connect you to the appropriate representative on our marketing team.

3. Does PWI help with reactivating old Ad Grant Accounts?

Yes. Our team is fully equipped to apply for or help reactivate your old accounts. This process will likely take a bit longer than a typical account setup. If for some reason your account is unable to be approved or reactivated, we will refund you.

4. Can I get the Ad Grant and still have a paid Google Ads Account?

Yes. Your Google Ad Grant account will function separately from your paid Google Ads account. You are always welcome to continue paying for a Google Ad account, but until you use all \$10,000 from the grant, or unless you need capabilities beyond the ad grant restrictions, there is no need to pay for ads with the grant available.

5. How do I know which of my Ads will display and how does Google control this?

Ads are displayed on Google when a Google user searches a relevant keyword. Depending on what the user searches, Google will determine if there will be ads displayed and, if so, which ads. When setting up an Ads account, PWI will select relevant keywords to be tied to each ad. These keywords need to be directly related to the content displayed on the landing page on your website that the ad is directed towards. Google chooses to display ads on a particular keyword search and will allow you to bid on the opportunity for your ad to be displayed.

6. What does PWI do to optimize ads?

We have real-time monitoring set up to collect and learn from the ad data to improve the account over time. PWI has software that performs daily ad optimization, but in addition, each week our ads team personally looks at each account and uses their expertise to perform personal optimization. Optimization looks different each month, and we have a timeline that explains the different steps we take to ensure that we help you take full advantage of the Google Ad Grant.

7. PWI uses a “holistic approach” to the Google Ad Grant, what does that mean?

Our team uses your whole website to create our Ad Campaigns. We make Ads that run to every single tab on your navigation bar that has keyword search volume. Most companies will run topical campaigns and don't focus on maximizing the grant. Through our efforts, we are able to maximize your opportunity with the grant as best as possible.

8. Does PWI charge per campaign that is running?

No, we create as many campaigns as we see fit for your website. We charge a flat rate of \$250/month with no commitment and no hidden fees. If you are interested in committing for a full year, we can give you a discounted rate with our Basic plans.

9. What are the stats we should expect to see if PWI manages our Google Ad Grants account?

Although we have many grant accounts that use the full 10,000 and drive more than 10,000 people per month to their websites, the average grant account sees stats similar to these:

Average CTR: 10-12%

Average Impressions per year: 250,000+

Average Impressions per month: 20,000+

Average Clicks per month: 2,000+

10. Where does the \$10,000 go? How is the \$10,000 spent? If I don't spend it, do I lose it?

The best way to understand the grant is that you are given ~\$333 to spend on a daily basis of in-kind ads on Google. If you don't use the full \$10,000 each month, you don't have to worry as every day it resets the amount you can spend to ~\$333. The in-kind dollars help cover the costs of people who are clicking on your ads after searching terms related to your organization online. Our goal is to maximize the allocated budget on a daily basis and spend as much of the \$10,000 each month as we can. We do this all while maintaining high quality scores.

11. Can PWI guarantee increased revenue with the Ad Grant?

The Google Ad Grant is created to help drive traffic to your website. We can guarantee you will have added website trac, but it is hard to say for certain that you will find increased revenue. If goal tracking and e-commerce tracking are set up correctly, we can help optimize your campaign to encourage people to donate and purchase on the site. Keep in mind that it would not be typical that the first time someone hears about your organization that they will donate. This is why we also focus on conversion rates of non-monetary calls to action. Although we can't guarantee additional funding from the grant, it is common to see revenue increase as your organization's awareness increases with the grant.

12. Can I set up a meeting and talk to the PWI Ad Grant Management Team?

The PWI team will be reviewing your grant daily throughout the month, so there is no need for additional meetings. We do offer a submit a request option where you can get a hold of our Ad Grant management team and let them know updates as it relates to your website or grant account. If you do require additional meetings, we offer \$100 meetings as frequently as you want with our Ad Grants team. We encourage nonprofits to follow our standard communication system prior to considering paying extra. We know budgets are often tight for nonprofit organizations, and we find that our standard online communication line is all that is necessary beyond the initial setup.

13. Can I link multiple websites to the Google Ad Grant account?

Yes, after the Ad Grant has been approved, you can apply for additional sites through a request form from Google.

14. What are the set-up expectations for my nonprofit organization?

PWI will help with the application and management of your Google Ad Grant. Upon signing up for PWI, your organization will simply need to give us access to a previously-created account or send PWI the necessary information to apply on your behalf. You will also need to set up a Google Analytics account with goal tracking. This is a requirement from Google and will allow us to track conversions on your website. PWI will not manage your Analytics account as it is a separate service completely outside of the Google Ad Grant. Once your grant is running, you can monitor your progress monthly via our customized Data Studio Report. Check out our [FAQ](#) on Google Analytics Goals to better understand how to set up successful goals.

15. How would you compare Facebook Ads to Google Ads?

Both are great opportunities to increase your visibility! Our marketing team would be happy to speak with you in regards to any needs you may have with management of your Facebook Ads. In general, we have found that Google Ads are more successful for increasing website traffic with people searching for specific terms online. Facebook ads are shown to users on Facebook, whereas Google ads can be shown to people as they browse the internet from google.com, chrome, and other display network websites.

16. Does the Google Ad Grant ever expire?

The Google Ad Grant does not expire as long as the program is available. The Google Ad Grants program has been running since 2003. Although periodic changes are made to their terms and conditions, we are confident that you will be able to receive this benefit as long as you can meet the requirements.

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