

Paid Search (Google Ad Grants)

Digital skills workshop

Culture & Tourism Connected

3 October 2022

ct consults.

1

**Campaign planning &
Setup**

2

**Campaign monitoring
& Optimisation**

1

Campaign planning & Setup

**Why should you be using
paid search?**

REACH

ATTRACT

INVOLVE

SATISFY

EXTEND

DIRECT
EMAIL
SOCIAL
"BRAND"
URL

SEARCH
ORGANIC
PAID
SEARCH

REFERRAL
DISPLAY
PR
PARTNERS
CONTENT

GUIDE

HOME

INFO

ITEM

POST

CHECK
OUT

RETENTION

REFERRAL

SUBSCRIBE

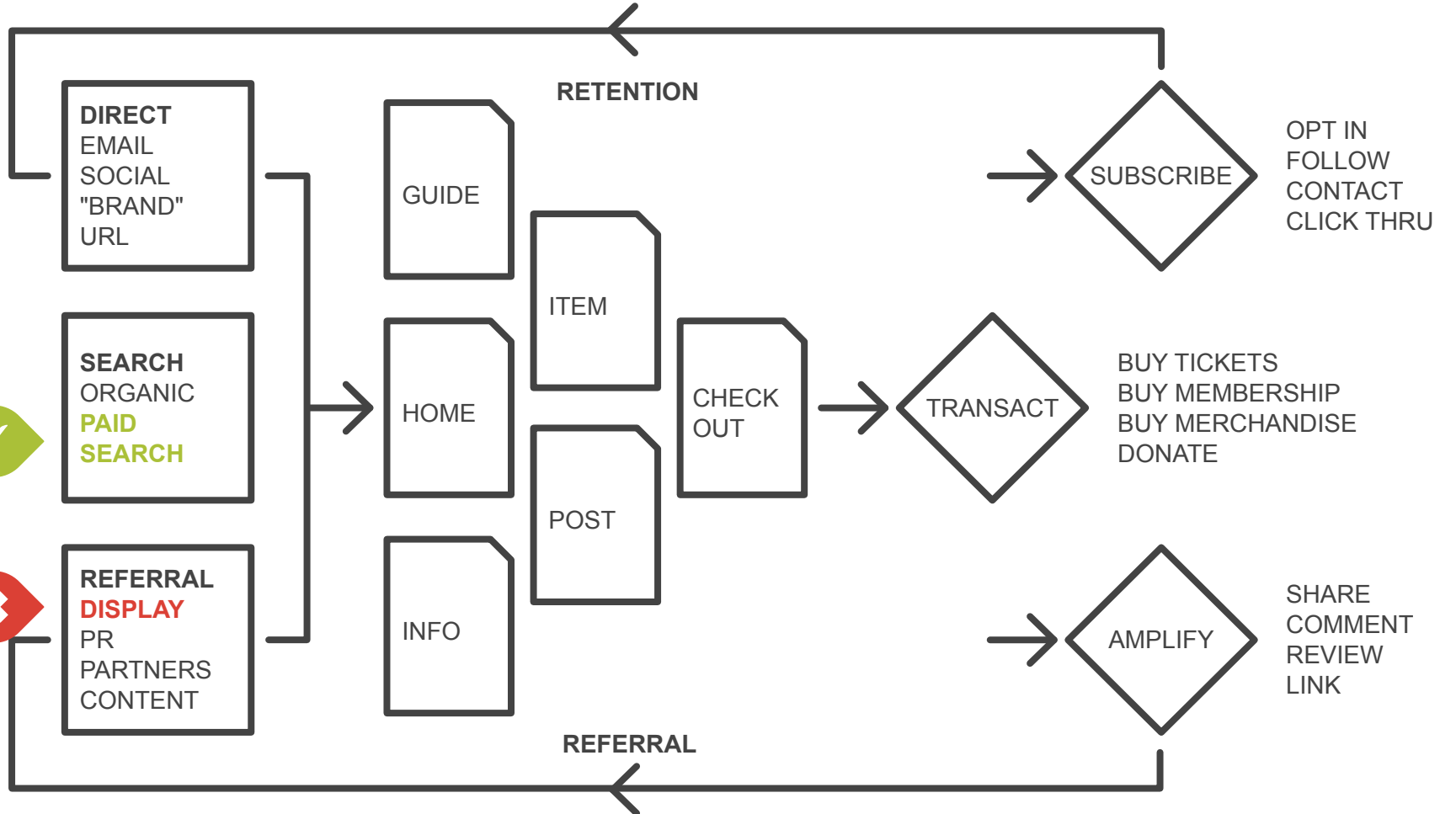
TRANSACTION

AMPLIFY

OPT IN
FOLLOW
CONTACT
CLICK THRU

BUY TICKETS
BUY MEMBERSHIP
BUY MERCHANDISE
DONATE


SHARE
COMMENT
REVIEW
LINK




manchester museums

All Maps Images News Shopping More Settings Tools


Museums > Manchester




Manchester Museum




Museum of Science and Industry



People's History Museum



National Football Museum



Whitworth Art Gallery



[Visit IWM North In Manchester - Museums In Manchester - iwm.org.uk](http://www.iwm.org.uk)
www.iwm.org.uk/Visit/IWM-North
 Explore The History & Technology Of Modern Warfare. Free Entry, Visit Today!
 Great Family Activities · Unique Experience · Engaging Historical Site



[Manchester Museum](http://www.museum.manchester.ac.uk/)
www.museum.manchester.ac.uk/
 Features collections and galleries of animal life, plants, rocks and minerals, and prehistoric life, an aquarium and a vivarium. Includes details of exhibits, hours, ...
 Visit · What's On · Manchester Museum events · Collection

[Manchester Museum \(@McrMuseum\) · Twitter](https://twitter.com/McrMuseum)
<https://twitter.com/McrMuseum>



<p>A quick behind the scenes with @paleomanchester who is busy installing Object Lessons opening this Friday! We are excited #MMObjectLessons pic.twitter.com/UwHqmJn...</p> <p>5 hours ago · Twitter</p>	<p>For Dementia Awareness week come and watch Over The Garden Fence - a nostalgic journey Sat 20 May 2-4pm Book: www.eventbrite.com/e/ov...</p> <p>1 day ago · Twitter</p>	<p>Sneak peek close up at what is to feature in #MMObjectLessons opening this Friday - we are excited! #MMObjectLessons pic.twitter.com/ZoeV3Fd...</p> <p>1 day ago · Twitter</p>
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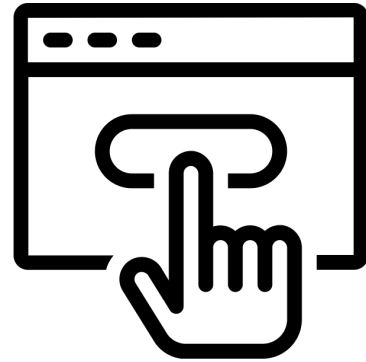
[The 10 Best Museums in Manchester - TripAdvisor](https://www.tripadvisor.co.uk)
<https://www.tripadvisor.co.uk> > ... > England > Greater Manchester > Manchester
 Museum of Science & Industry, 6,169 reviews. #1 of 27 Museums in Manchester. The Manchester

How does Google Ads work?

Pay-per-click (PPC) Advertising

Creating your Google Ads account is **free**.

As advertiser you only pay when someone **clicks** on your ads.

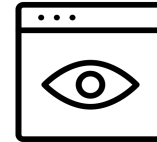
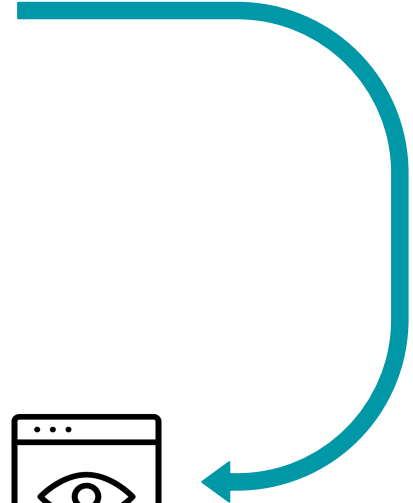




1. Conduct keyword research. What keywords are your target audiences searching for?



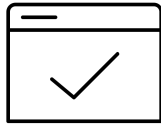
2. Create a campaign with ad groups, ad copy, and landing pages focused on those keywords.



3. Make an impression. Your ad appears in Google results when someone searches for your keywords.



4. Generate clicks. Interested users click-through from your ads to landing pages on your website.



5. Convert users through one or more goals (e.g. buy tickets, donate, sign up)

Who pays for those 'clicks'?

Who pays?

Option 1: You

You can pay for your own campaigns by setting daily budgets in Google Ads.

Who pays?

Option 1: You

You can pay for your own campaigns by setting daily budgets in Google Ads.

Option 2: Google Ad Grants

If you are an eligible charity, Google will contribute up to USD \$10,000 per month (for paid search text ads only).

Getting to know Google Ads:
Account structure & Ad Grants requirements

Account level

You control:

- Contact & business info
- Billing information
- Google Analytics linking
- Manage user access
- Conversion tracking

Ad Grant requirements:

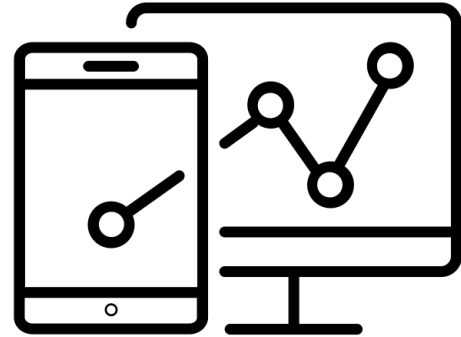
- No billing information needed
- Separate from paid account
- Conversion tracking required

Google Ads Account
birmingham-rep.co.uk

Conversion Tracking

Conversion Tracking

See how effectively your ads are performing by **tracking conversions**.

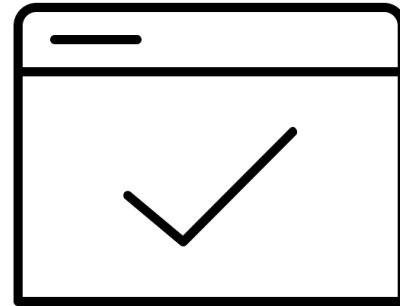


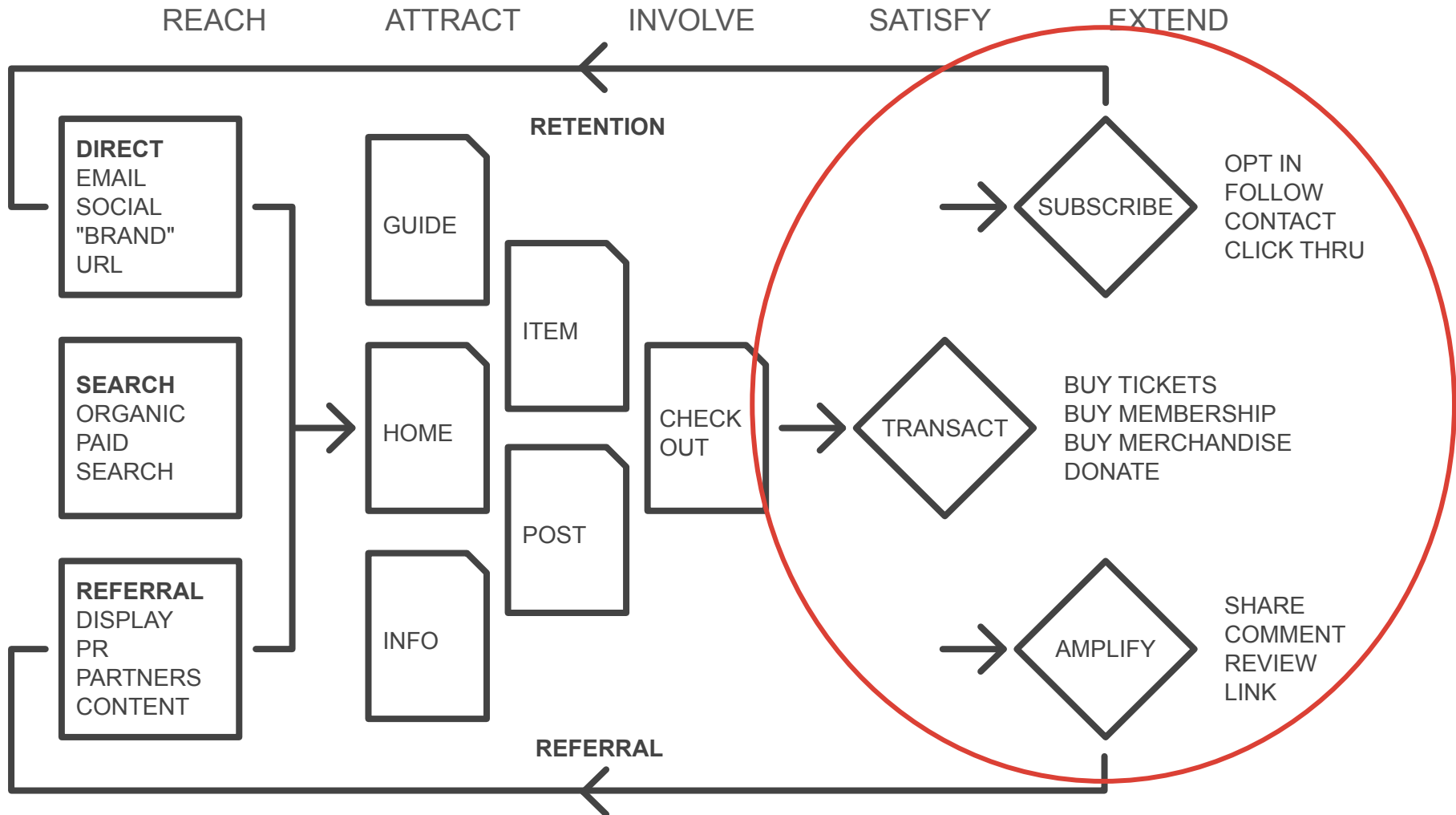
Conversion

= any user interaction that you value

For example:

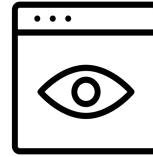
- Buy a ticket
- Make a donation
- Sign up for email
- View your 'visit us' page
- View an event listing page
- Watch a video





Example

Birmingham Rep creates a Google Ads paid search campaign with the aim of reaching theatre-interested audiences in Birmingham or planning a visit to Birmingham and selling tickets



Impression

Ad appears on Google results for "theatre shows in birmingham"



Click

User clicks on ad and is directed to landing page on birmingham-rep.co.uk



Conversion

User books 2 theatre tickets
= 1 conversion

Account level

You control:

- Contact & business info
- Billing information
- Google Analytics linking
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- Conversion tracking

Ad Grant requirements:

- No billing information needed
- Conversion tracking required
- Separate from paid account

Google Ads Account
birmingham-rep.co.uk

Campaign level

You control:

- Campaign Type (e.g. search)
- Name
- Start & End Dates
- Budget
- Location (e.g. Birmingham)

Ad Grant requirements:

- Must set location
- Max. \$329 daily budget
- Max £2 cost-per-click (CPC)

Google Ads Account
birmingham-rep.co.uk

Campaign
e.g. 'Brand search - UK'

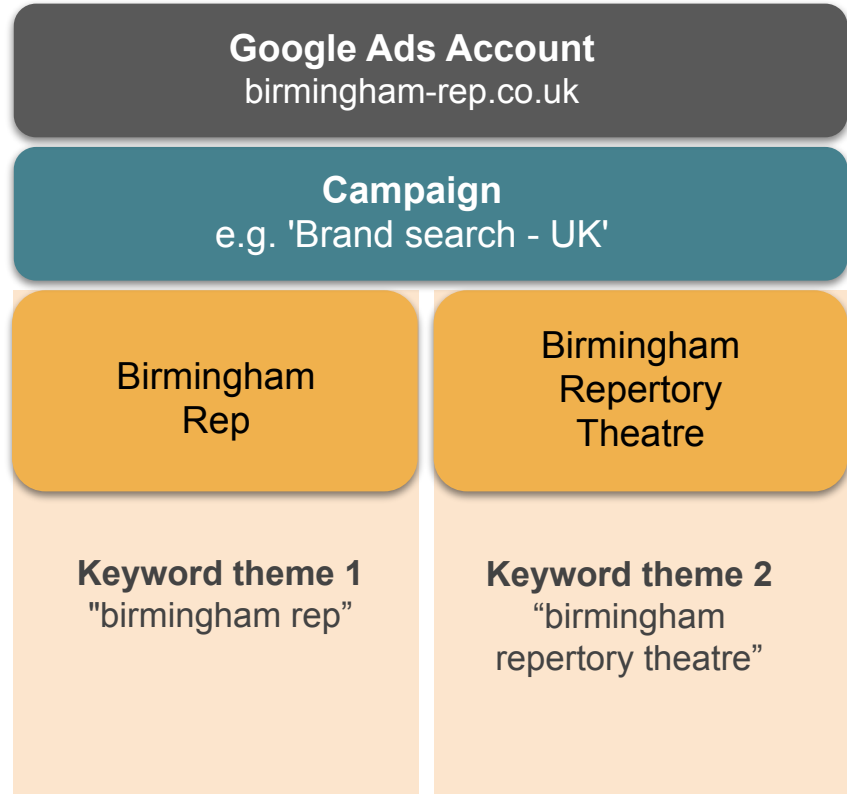
Ad Group level

You control:

- Ad group names
- Target keywords
- Ads for your keywords
- Links to your landing page(s)

Ad Grants Requirements:

- Mission-specific keywords
- 2 Ad Groups, 2 Ads, 2 Sitelinks



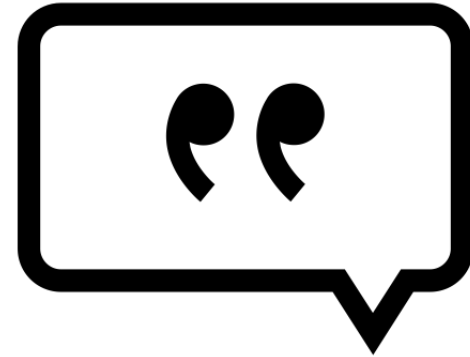
Ad Grant keywords

Avoid:

Single-word keywords such as "theatre" (with a small number of [exceptions](#))

Branded keywords such as "BBC" (unless it's your own brand)

Irrelevant keywords. They must relate to your mission and your offer (e.g. events, programmes)

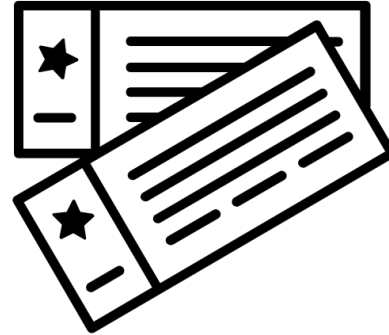


Event or ticket related keywords

Businesses that sell event tickets are allowed to advertise through Google Ads, but first they must be certified by Google.

If you sell event tickets, complete this form:

https://support.google.com/google-ads/contact/Certification_AdWords_policy



Keyword research

Place in keyword

vs.

Geo-targeting

Keyword ideas

theatre tickets, theatre shows, uk theatre United Kingdom English Google Sep 2021 - Aug 2022

Broaden your search: + theatre events + theatre + tickets + ticket sales + shows + fairs + events

Exclude adult ideas Add filter 1,893 keyword ideas available Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> theatre tickets	33,100
<input type="checkbox"/> theatre shows	8,100
<input type="checkbox"/> uk theatre	1,600
Keyword ideas	
<input type="checkbox"/> west end shows	49,500
<input type="checkbox"/> london theatre shows	60,500
<input type="checkbox"/> lion king broadway	1,300
<input type="checkbox"/> lion king tickets	22,200
<input type="checkbox"/> lion king london	40,500
<input type="checkbox"/> london theatre tickets	40,500
<input type="checkbox"/> leeds grand theatre	40,500
<input type="checkbox"/> theatre london	90,500

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

theatre in Birmingham, theatre shows birmingham, Birmingham theatre shows, birmingham theatre, theatre tickets

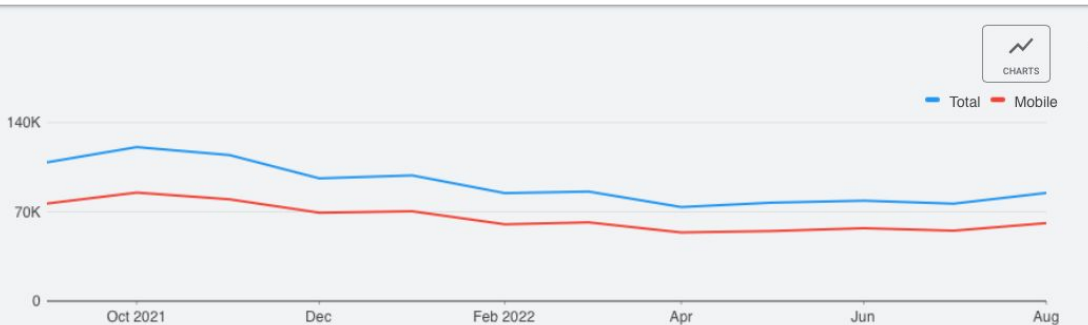
United Kingdom

English

Google

Sep 2021 - Aug 2022

Broaden your search: + theatre + theatre tickets + theatre shows + shows + fairs + events + festivals



Exclude adult ideas Add filter 303 keyword ideas available Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> theatre in birmingham	14,800
<input type="checkbox"/> theatre shows birmingham	3,600
<input type="checkbox"/> theatre tickets birmingham	720
Keyword ideas	
<input type="checkbox"/> alexandra theatre birmingham	22,200

Keyword ideas

<input type="checkbox"/>	alexandra theatre birmingham	22,200	
<input type="checkbox"/>	the alexandra birmingham	6,600	
<input type="checkbox"/>	birmingham repertory theatre	4,400	
<input type="checkbox"/>	birmingham rep theatre	3,600	
<input type="checkbox"/>	east is east birmingham rep	480	
<input type="checkbox"/>	alexandra birmingham	1,900	
<input type="checkbox"/>	birmingham hippodrome seating plan	2,400	
<input type="checkbox"/>	the hippodrome birmingham	1,300	
<input type="checkbox"/>	birmingham hippodrome events	1,300	
<input type="checkbox"/>	crescent theatre birmingham	1,000	
<input type="checkbox"/>	rep birmingham	9,900	
<input type="checkbox"/>	the old rep birmingham	720	



Keyword ideas

Forecast

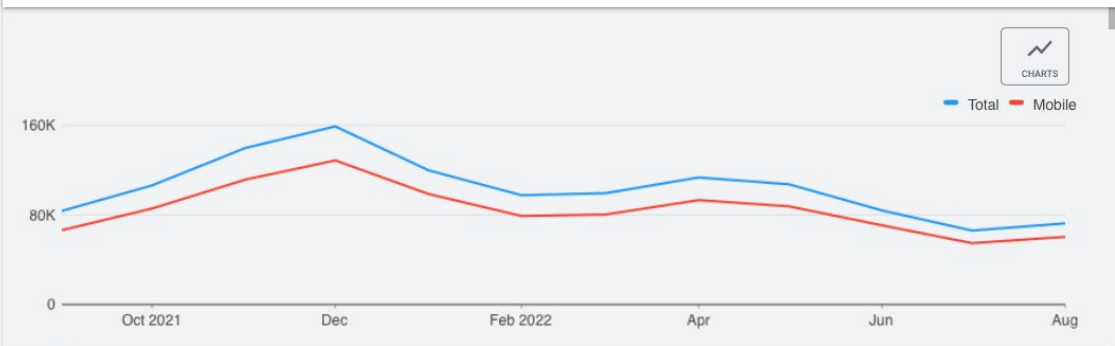
Keyword plan

Saved keywords

Negative keywords






comedy birmingham, birmingham comedy, comedy shows birmingham, comedy tickets United Kingdom English Google Sep 2021 - Aug 2022

Broaden your search: + comedy shows + comedy + tickets + live comedy + stand-up + shows + events



Exclude adult ideas Add filter 1,162 keyword ideas available Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> comedy birmingham	1,600
<input type="checkbox"/> comedy shows birmingham	880
<input type="checkbox"/> comedy tickets	2,900
Keyword ideas	
<input type="checkbox"/> comedy shows near me	3,600

<input type="checkbox"/> comedy shows near me 2021		10
<input type="checkbox"/> peter kay tour 2022		2,400
<input type="checkbox"/> gabriel iglesias shows 2021		10
<input type="checkbox"/> ricky gervais tour 2022		1,900
<input type="checkbox"/> russell brand tour 2021		210
<input type="checkbox"/> bill burr tour 2022		20
<input type="checkbox"/> stand up comedy tickets		480
<input type="checkbox"/> comedy show tickets		390
<input type="checkbox"/> jerry seinfeld tour 2021		10
<input type="checkbox"/> comedy store tickets		90
<input type="checkbox"/> jeff dunham tour 2022		140
<input type="checkbox"/> bill burr comedy tour		10
<input type="checkbox"/> kevin hart irresponsible tour		30

Example

Birmingham Rep creates a Google Ads paid search campaign with the aim of reaching theatre-interested audiences in Birmingham or planning a visit to Birmingham and selling tickets

Theatre
Shows
Birmingham

Ad group

"Theatre shows
Birmingham"

"theatre shows in
Birmingham"

"Birmingham
theatre shows"

Keyword
list

Ad Group level

You control:

- Ad group names
- Target keywords
- Ads for your keywords
- Links to your landing page(s)

Ad Grants Requirements:

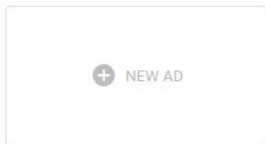
- Mission-specific keywords
- 2 Ad Groups, 2 Ads, 2 Sitelinks



Create ads

For each ad group, we recommend that you create at least three ads that closely relate to the theme of your keywords.

Ad group: Square Chapel - UK
Keywords: "square chapel", "square chapel halifax", "square chapel calderdale" and 1 more



New text ad

Final URL

<https://www.squarechapel.co.uk/>

Headline 1

Square Chapel Arts Centre

Headline 2

Film, Theatre, and More

Headline 3

Visit Us Today

Display path

[squarechapel.co.uk / visit-us](https://www.squarechapel.co.uk/visit-us) / Path 2

Description 1

Bringing you the best in film, theatre, live music, comedy, shows, workshops & more.

Description 2

Visit Us at the Square Chapel Arts Centre!

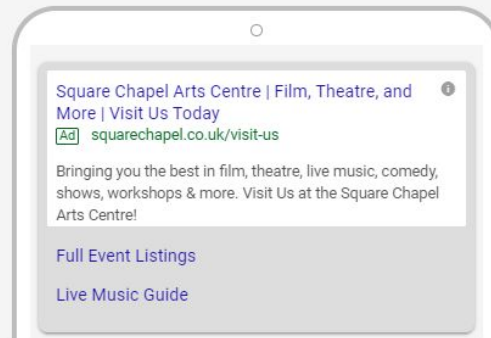
Ad URL options

DONE CANCEL

1 of 2 previews < >

Highlight ad

Mobile



Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

Final URL →

Headlines 1-3 →

Display Path →

Multiple Descriptions →

Ad Group level

You control:

- Ad group names
- Target keywords
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Ad Grants Requirements:

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Where will my ads **appear** relative to other advertisers?

Ad Rank

= determines your **ad position**,
i.e. where your ad shows on
search results pages relative to
other ads

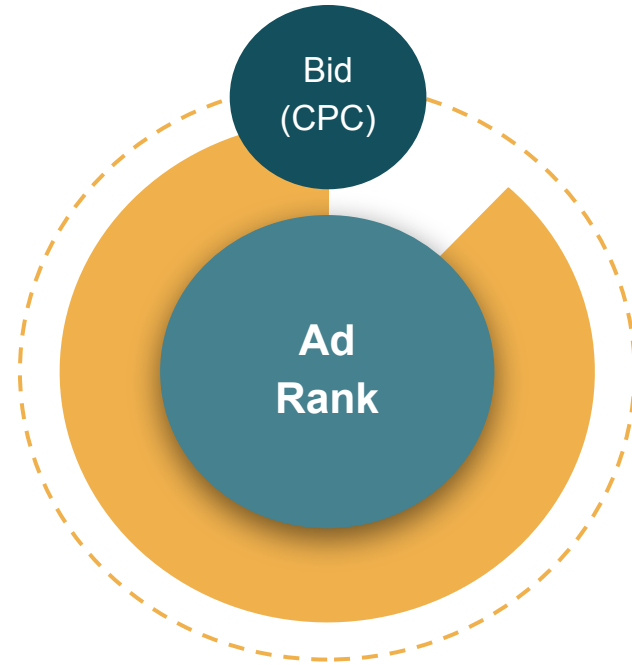
> **How does Google calculate
Ad Rank?**



Ad Rank

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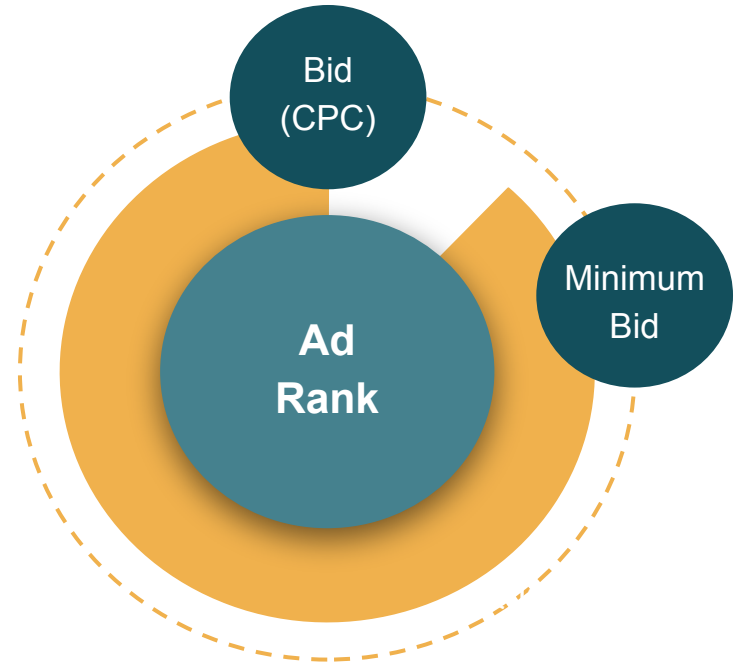
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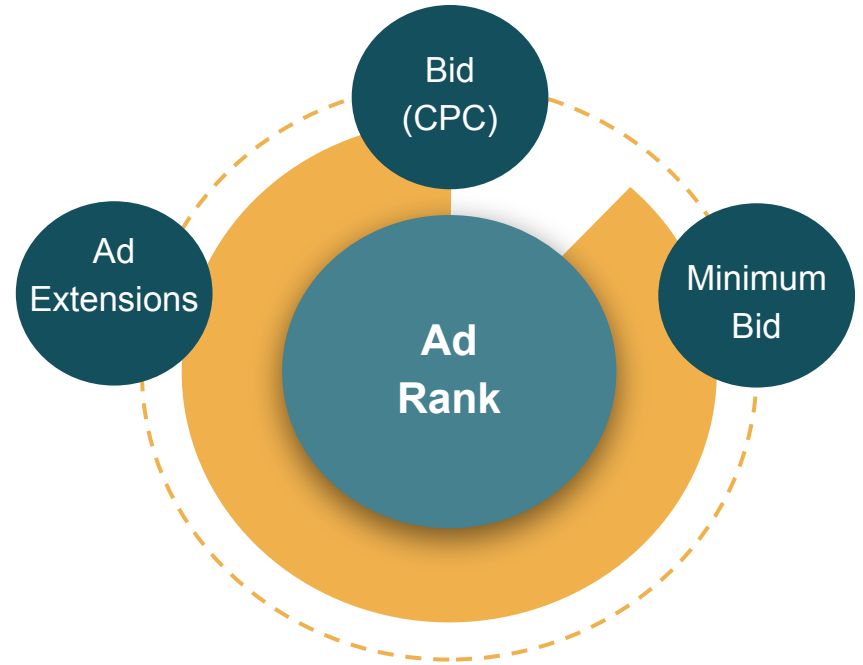
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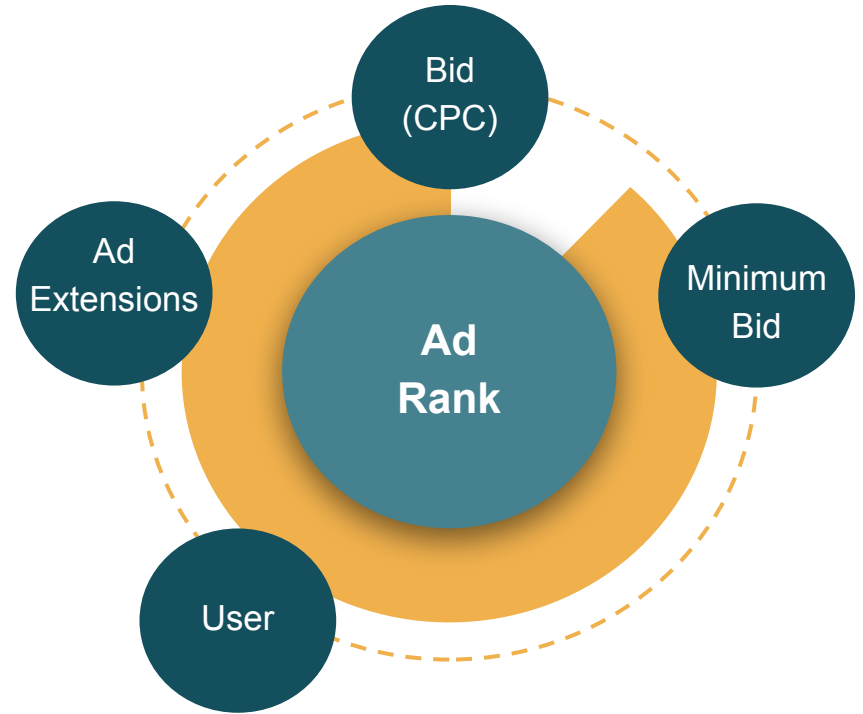
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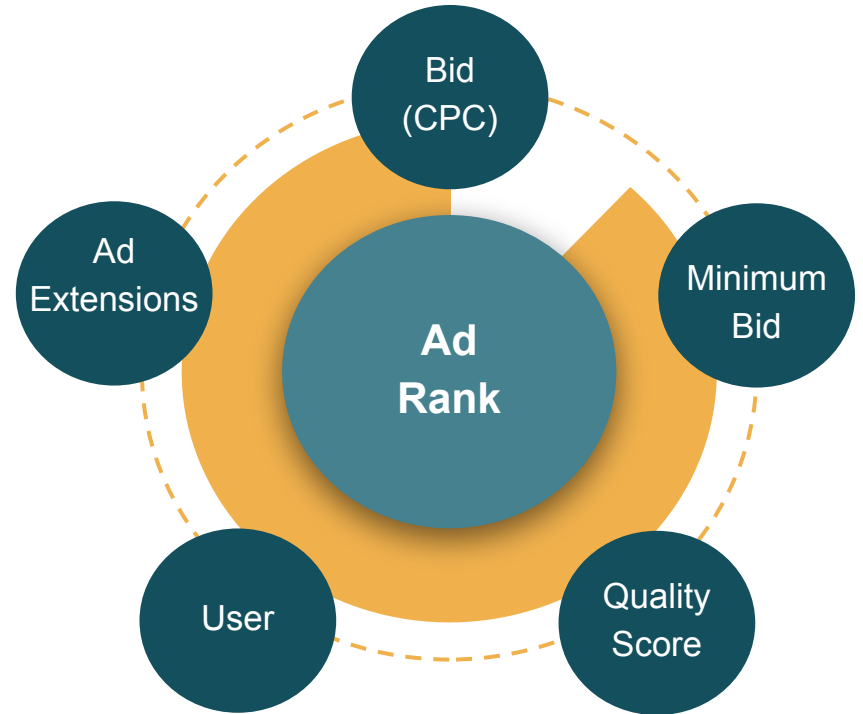
> **How does Google calculate
Ad Rank?**



Ad Rank

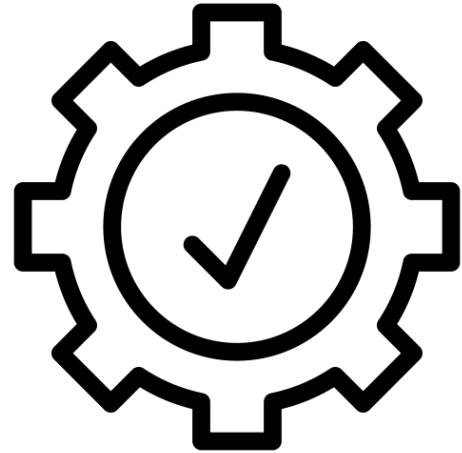
= determines your **ad position**,
i.e. where your ad shows on
search results pages relative to
other ads

> How does Google calculate
Ad Rank?



Quality Score

= score between 1-10
estimating the **quality of
your ads, keywords,
and landing pages**



Note that...

The ads of Ad Grant holders will appear **below** ads of paying advertisers — or may even be hidden if there is competition from paying advertisers



1

Campaign planning & Setup / Practice

Create a Google Ad campaign

1. Create a **blank outline**
2. Identify what you want to achieve with your campaign, i.e. what's your goal?
3. Conduct keyword research
4. Fill in outline: campaigns, ad groups, keywords, ad variations (messaging, CTAs), sitelinks, landing pages
5. Publish / identify landing page(s)

In Google Ads:

6. Create campaign and settings
7. Create ad groups and keywords
8. Create ad variations (2+)
9. Make sure conversion tracking is active
10. Activate!

Google Ads quick campaign template

Account

Campaign

Ad Group

Ads (2)

Final URL:	Final URL:
Headline 1:	Headline 1:
Headline 2:	Headline 2:
Headline 3:	Headline 3:
Display path:	Display path:
Description 1:	Description 1:
Description 2:	Description 2:

*Headlines -
30 characters*

*Descriptions -
90 characters*

Sitelinks

/	/	/	/
---	---	---	---

Keywords

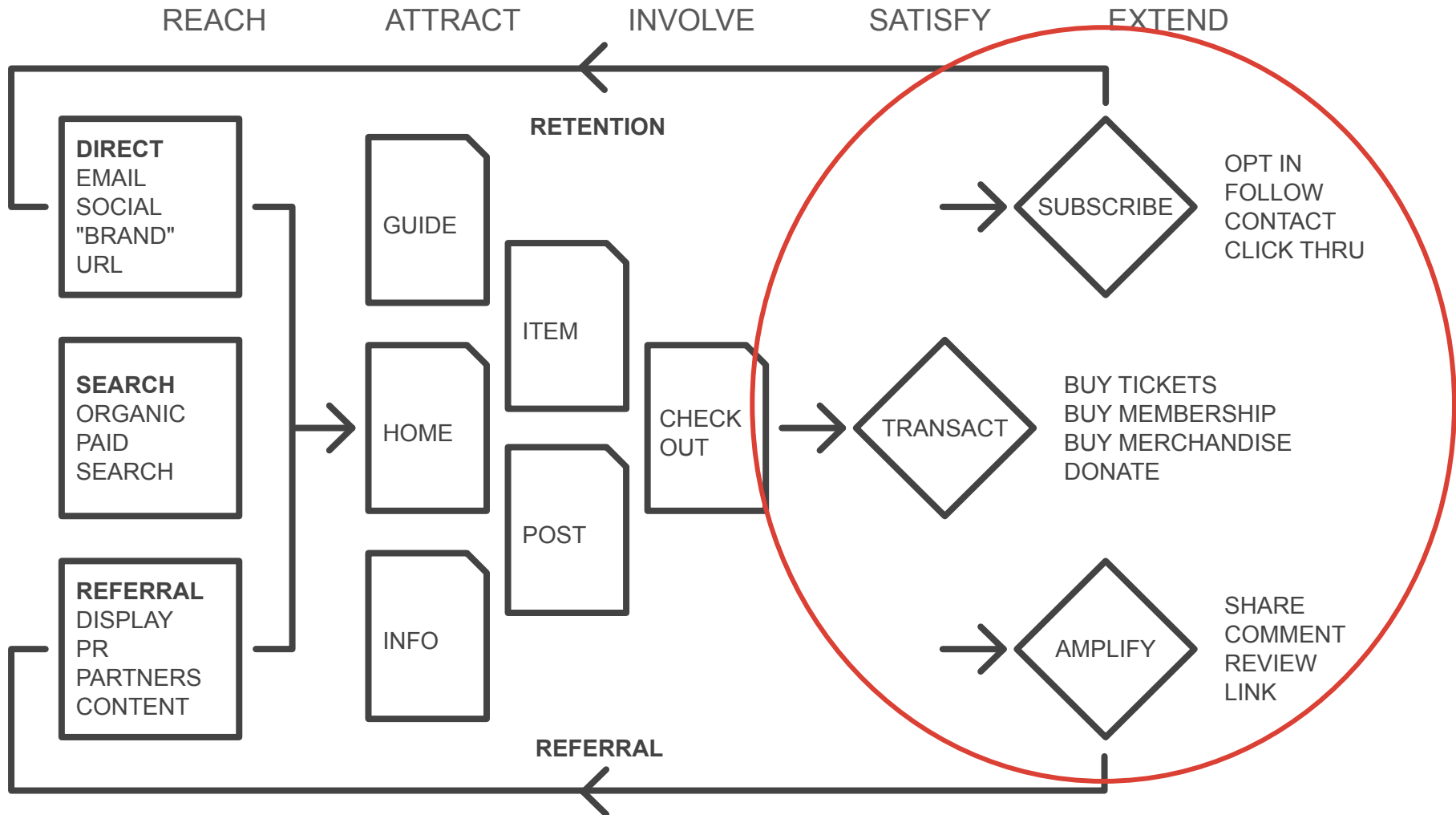
Landing page

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How do you select the **right** keywords?

relevance

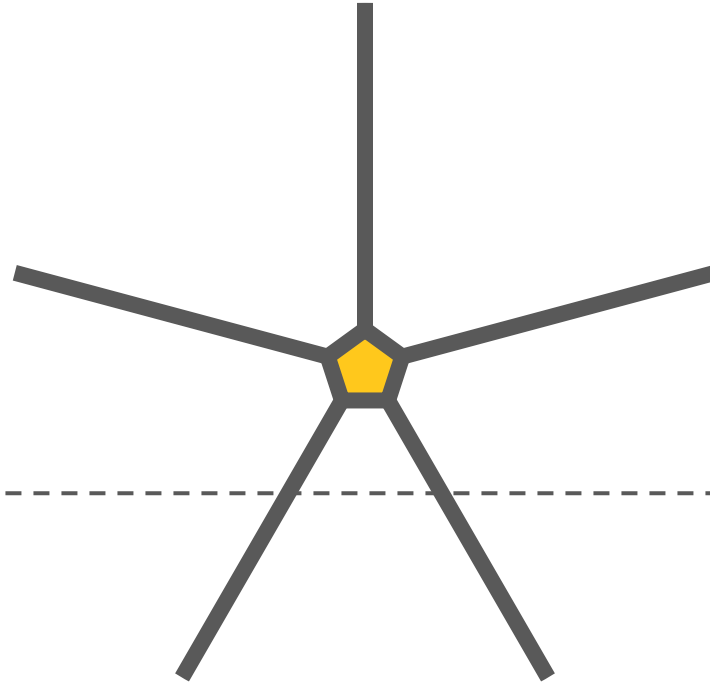
motivation

appropriateness

**keyword
Planner**

competition

popularity



Keyword match types

= help you control which searches will trigger your ads

Match type	Symbol	Example keyword	Matching search queries (examples)
Broad match	none	independent cinema	"Are UK cinemas really independent?"
Phrase match	"keyword"	"independent cinema"	"independent cinema in Birmingham"
Exact match	[keyword]	[independent cinema]	"independent cinema"

When to use which match type

Match type

Use if...

Broad match



You are trying to reach a wide audience

Phrase match



Reduce unwanted impressions, increase clicks

Exact match



If you know your audiences search patterns really well

When to use which match type

Match type

Use if...

Broad match



[Probably best to avoid this one]

Phrase match



Reduce unwanted impressions, increase clicks

Exact match



If you know your audiences search patterns really well

Create a Google Ad campaign

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Brand Campaign



Generic Campaign



Create a Google Ad campaign

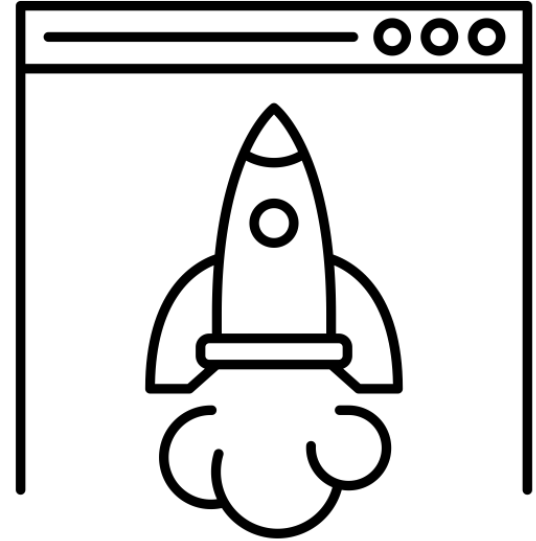
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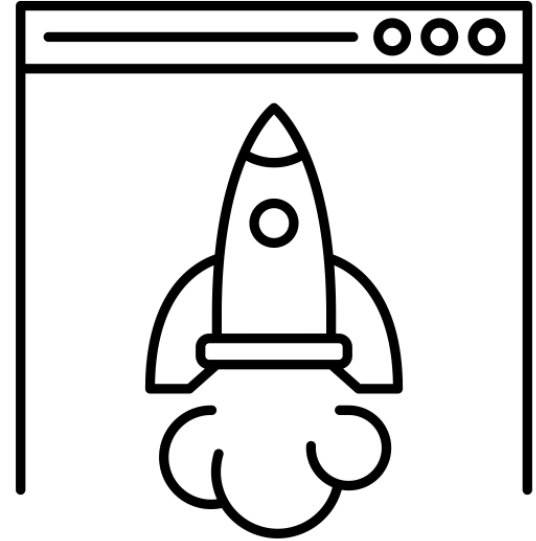
Landing page options

1. Use existing page
 - a. Homepage (for brand terms)
 - b. Product category page, e.g. "Theatre", "Comedy", "Dance"



Landing page options

1. Use existing page
 - a. Homepage (for brand terms)
 - b. Product category page, e.g. "Theatre", "Comedy", "Dance"
2. Create custom landing page
 - a. Brand, e.g. drive email signup
 - b. Focus on single product, e.g. drive enquiry
 - c. Product category page, e.g. drive bookings



Custom landing page elements

- Main heading <h1>
- Page title <title>
- Body copy
- Image
- Product listings (if relevant)
- Primary call-to-action
- Secondary calls-to-action

All should relate to the keyword theme for your ad group



What's on in Manchester, direct to your inbox



New Order + Liam Gillick So it goes.. at Manchester International Festival credit Jon Davies

From world-class collections to international artists and award-winning museums and galleries. Discover what's on in Manchester and the North every Friday with curated recommendations from our editors. From the stand-out concerts and exhibitions and to family days out, literature and cinema recommendations.

Never miss a show.

Your email here

Sign up

We're serious about protecting your privacy and won't share your details with anyone, ever.
[Read our privacy policy.](#)

Follow Us



Classical music in Manchester



BBC Philharmonic are joined by Sheku Kanneh-Mason who has performed everywhere from the Royal Albert Hall to the wedding of Prince Harry and Megan Markle.

Two years after winning BBC Young Musician, Sheku Kanneh-Mason makes his Bridgewater Hall debut with perhaps the greatest cello concerto of all: Elgar's reflection on the First World War, performed tonight to mark this month's centenary of the Armistice. Also this evening, Stravinsky's kinetic *Petrushka* anticipates the shock of the same composer's *Rite of Spring*, which was written just two years later, and Ravel's *Le tombeau de Couperin* pays gentler homage to the music of the French baroque era.

Thursday 1 November

7.30pm

Tickets £18.50 to £32.50

(All ticket prices inc £2.50 booking fee)

Students & Under-16s tickets £3 (in person) or
£5.50 (online/by phone) | BBC Philharmonic
Flexible Packages available

Book Tickets



World War, performed tonight to mark this month's centenary of the Armistice. Also this evening, Stravinsky's kinetic *Petrushka* anticipates the shock of the same composer's *Rite of Spring*, which was written just two years later, and Ravel's *Le tombeau de Couperin* pays gentler homage to the music of the French baroque era.

[Book Tickets](#)

Also in the 18|19 season



BBC Philharmonic: Stephan/Walton/Howells/Shostakovich

Moritz Gnanconductor | **Lawrence Powerviola**
Friday 16 November 7.30pm

[More Info](#)



Stephan/Walton/Howells/Shostakovich

Moritz Gnan conductor | Lawrence Powerviola

Friday 16 November 7.30pm

[More Info](#)



BBC Philharmonic: Rachmaninov/Holst

Vassily Sinaisky conductor | Alexander Gavrylyuk piano | Manchester Chamber Choir (ladies)

Saturday 8 December 7.30pm

[More Info](#)



Symphonic Cinema

BBC Philharmonic | Ben Gernon conductor | Lucas van Woerkum film director

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2. Identify what you want to achieve with your campaign, i.e. what's your **goal?**
3. Conduct **keyword research**
4. **Fill in outline:** campaigns, ad groups, keywords, ad variations (messaging, CTAs), sitelinks, landing pages
5. Publish / identify **landing page(s)**

In Google Ads:

6. Create campaign and settings
7. Create ad groups and keywords
8. Create ad variations (2+)
9. Make sure conversion tracking is active
10. Activate!

2

Campaign Monitoring & Optimisation

/ Theory

/ Practice

Managing your Ad Grants account

Follow the rules

Ad Grants Requirements - Quick Summary

1. **Account Level:** No billing information, link to main domain(s)
 2. **Campaign Level:** Set geo-targeting (e.g. national, regional, or local)
 3. **Ad Group Level:** 2 Ad Groups with 2 Ads each & 2 Sitelinks, mission-specific keywords
 4. **Track conversions**
 5. **Budget:** Max. \$329 USD/day, Max. \$2 USD CPC
 6. **Performance:** 5% CTR (ongoing once account is live)
- + **Respond to the the annual Ad Grants program survey!**

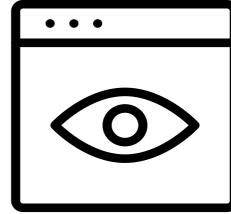
**Ad Grants Ongoing Performance
Requirement**

5% Click-Through-Rate

Click-Through-Rate (CTR)

= ratio showing how often people seeing your ad actually click on it

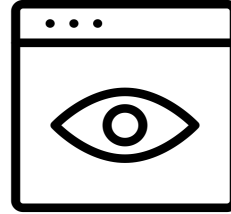
$$\frac{\text{Clicks}}{\text{Impressions}} \times 100\%$$



CTR Example

100 impressions, 5 clicks

$$\frac{5}{100} \times 100\% = \mathbf{5\%}$$



How do you **monitor & optimise** your
campaign performance?

Key performance indicators

Campaign element

Optimisation focus

Keywords (max. CPC) 

Average Cost-per-Click (CPC)

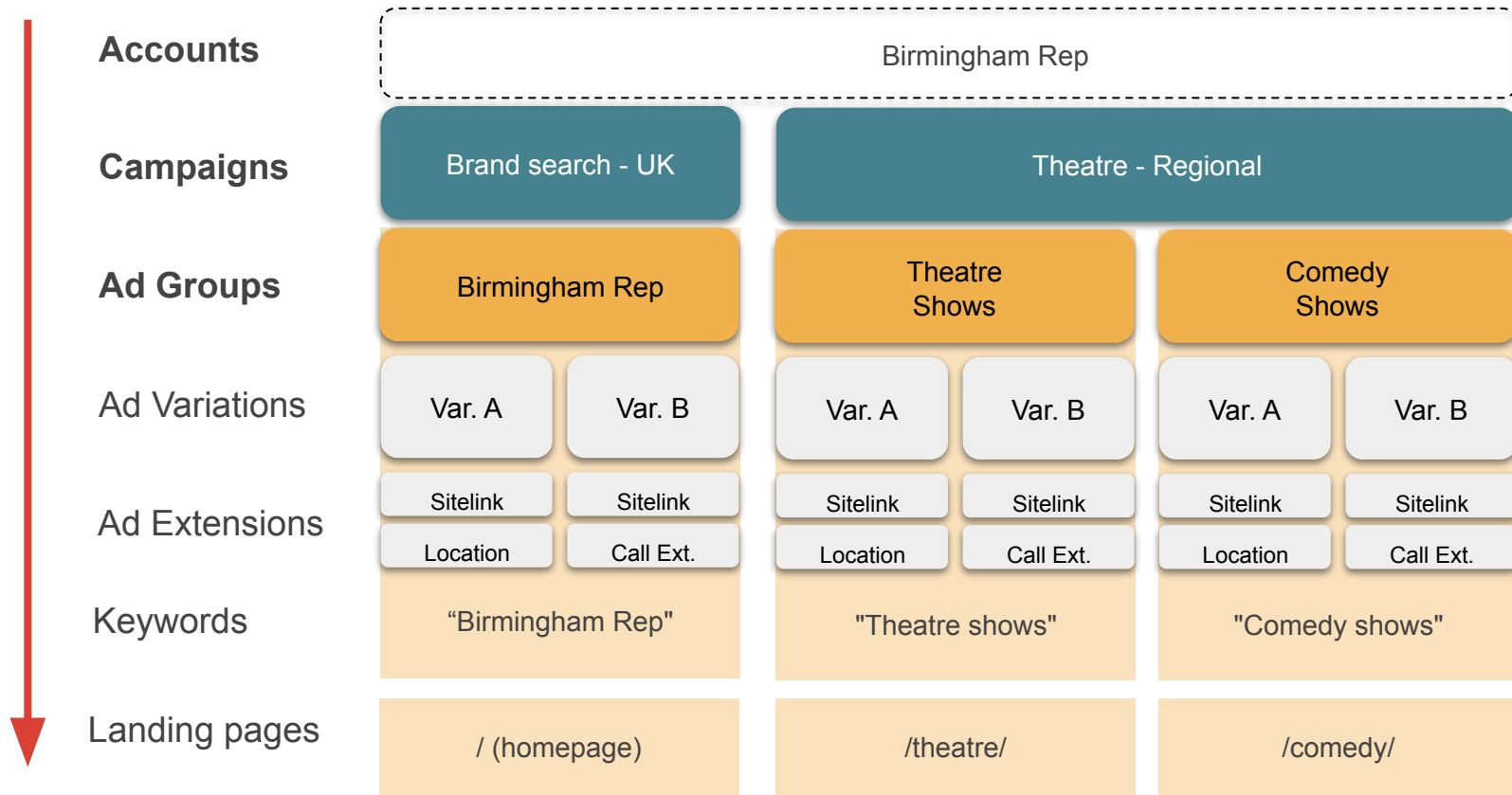
Ad variations 

Click-Through-Rate (CTR)

Landing pages 

Conversions

Work Systematically



Google Ads Performance Monitoring

Context Metrics

- Impressions
- Clicks
- Cost
- Conversions

Performance Indicators

- CTR (higher is better)
- Avg. CPC (lower is better)
- Conversion Rate (higher is better)
- Cost per Conversion (lower is better)

Monitor performance at campaign level

Campaign	Clicks	Impr.	CTR	Avg. CPC	Con-versions	Cost / conv.	Conv. rate
Brand search - UK	10,012	45,486	22.01%	£0.07	438	£1.45	5.19%
Events - UK	246	10,298	2.39%	£1.24	41	£7.44	17.4%
Services - Yorkshire	1,071	17,693	6.05%	£0.68	70	£10.20	6.69%

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Monitor performance

- Which campaigns are **over- / under-performing**?
- Which **indicators** are better / worse?
- What can we **learn**?
- How can we **improve**?
- What else can we **test**?
- How might we reallocate **budget**?
- At what point should we cut our losses & hit **pause**?

Are your indicators moving in the right direction?



Monitor performance at Ad Group level

Ad Group	Clicks	Impr.	CTR	Avg. CPC	Con-versions	Cost / conv.	Conv. rate
Event Production	228	5,685	4.01%	£0.95	23	£9.40	10.09%
Festival Production	381	5,536	6.88%	£0.83	31	£10.22	8.14%
Theatre Production	462	6,472	7.14%	£0.42	61	£3.20	13.20%
Total	1,071	17,693	6.05%	£0.68	70	£10.40	6.69%

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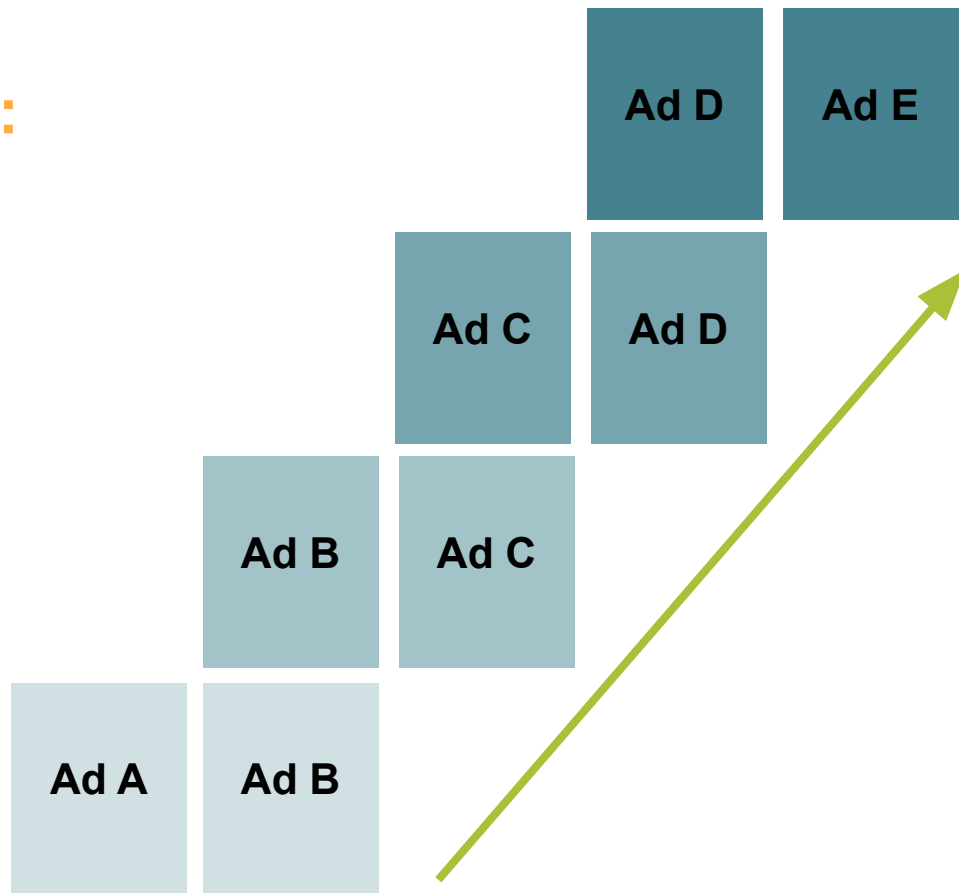
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Monitor performance at keyword level

- Which keywords are **over- / under-performing**?
- Shave down **max. CPC** ('bid') to reduce avg. CPC
- Change **match** type (broad, "phrase", [exact])?
- Set **negative** keywords?
- **Split off** into separate ad groups?
- **Experiment** with new keywords?
- Pause irrelevant / non-performing keywords **pause**?

Ad copy optimisation: The Leapfrog Method

- Always have at least **2 active ads** (1 control, 1 test)
- Check for **significance** — run longer or choose now?
- **Pause** the ad with lower click-through rate (CTR)
- Create a new ad using the better-performing ad as a **template**
- Make just one tweak to **test** something new — e.g. "**Book Now!**" vs "**Last Days!**"



Paid Search Next Steps

1. Create Google for Nonprofits account & Google Ad Grants account

We will provide a separate guide to these steps

2. Create national (UK) brand campaign

At least 2 ad groups each with 2 ads linked to your homepage, plus 2 sitelinks & conversion goal — confirm active with min. 10% click-through rate

3. Create regional **product** campaign

2 ad groups for each of your core product categories (e.g. "comedy", "live music") each with 2 ads linked to your **product category landing pages** plus 2 sitelinks and conversion goal

4. Optimise your website to convert users from paid search through your goals

Maintain min. 5% conversion rate overall. Continuously improve your existing ad groups and create new ones.



Thank you!

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