

Is conversion success measured as a percentage or hard minimum number?

In the **Google Ads dashboard**, conversion success is displayed as a **percentage** — this is your **conversion rate**.

The actual **number of conversions** (hard count) is also shown in a separate column (“Conversions”), but Google evaluates campaign health mainly on the *rate*, not a fixed total.

What would you recommend selecting as daily budget?

Always set the daily budget to **\$329** — the system will never spend more than that, and you’ll maximise your opportunity to use the full grant.

If you are using it (Ad Grants) to promote shows, what do you need to do to make Google happy that this commercial activity supports a charitable purpose?

Promoting your own events, classes, or exhibitions through Ad Grants is entirely acceptable — it’s only unrelated commercial activity that risks noncompliance. The test is always **purpose, not profit**: does this sale or event advance your stated charitable work? If yes, you’re in the clear

What about traffic campaigns, can visits to a page be a conversion?

No. Visits, page scrolls, or time-on-page are not considered valid conversions under Google Ad Grants.

Google expects conversions to represent a **meaningful action someone has taken on your website**, such as booking a ticket, filling out a form, signing up for a newsletter, downloading a resource, or making a donation.

Tracking simple page visits inflates your conversion rate without proving real engagement and may cause your account to underperform or be flagged for inaccurate tracking.

If you want to monitor traffic, you can still do so in Google Analytics — just don't count those metrics as "Conversions" in your Ad Grants dashboard.

Landing page optimization - So do we use ai to see what a search engine is seeking regarding our charity and try to include as many of those points on our landing page as we can?

Yes — AI can be a great tool for **brainstorming what to include on your landing page**, especially when you're not sure what questions your audience might have.

A simple and effective method:

1. **Write your prompt in the first person** — e.g., "I'm a parent looking for ballet classes for my 7-year-old."
2. **Describe what you're searching for** — the thing you're promoting on your landing page (e.g., "a beginner-friendly ballet class").
3. **Ask what 'I' would want to know before booking or signing up.**

The AI will return a list of common questions, objections, and decision factors. You may not agree with all of them, but it's an excellent **starting point** to identify what your real visitors might expect to see.

To set up an account - what official documentation is required? Is it the certificate or can you use the Charity Commission website page?

Your **Charity Commission listing** is generally enough proof. The best way is to go to [Google for Non-profits and follow their instructions](#). They do change from time to time. For example, you will need to be verified by their UK partner, and those partners sometimes change. The Google for Non-profits website will guide you.

Is the ad group the demographic i.e. adults living in London or is it adults living in London interested in theatre?

No — **Search Ad Groups don't target audiences or demographics.**

They're built around **themes or topics**, not people.

- **Campaigns** handle your **target audience** (who and where).
- **Ad Groups** handle your **content focus** (what you're advertising).

So, if your Campaign targets *Greater London*, every Ad Group inside that Campaign will show ads only in London — but each Ad Group might focus on a different aspect, like:

- “Theatre workshops,”
- “Family shows,”
- “Discount matinees.”

Your ad shows when someone in that location searches for a phrase matching your Ad Group’s keywords.

If you want to reach a different region or audience — say, *Manchester* or *school groups* — it’s best to create a **separate Campaign**, because the geo-targeting and audience focus differ.

If you really want to target your ads to specific audiences, Performance Max campaigns do just that, but we haven’t covered them in this webinar.

So does geo-location mean that for a charity operating in 4 regions, you'd have 4 campaigns (min) - 1 for each region but landing on same page?

That’s a tricky question and really should be decided on a case-by-case basis. However, let’s look at an example. Say you run free, no-audition choirs in multiple locations: in Leeds, Manchester, and Newcastle areas. There are two ways you could structure your campaigns.

I. You can have one Campaign covering all three cities.

That’s allowed and sometimes makes sense if you have the same messaging and landing page that are relevant in every location.

In that setup:

- You might have **Ad Group: “Free choir”** with keywords like:
 - free choir Manchester
 - free choir Leeds
 - free choir Newcastle
- And another **Ad Group: “No-audition choir”** with:
 - no audition choir Manchester
 - no audition choir Leeds
 - no audition choir Newcastle

That works fine.

BUT your **city-level performance** is now visible **only at the keyword level**.

You can't easily see which *city as a whole* performs better, because all three are mixed under one Campaign.

Filtering by keyword ("contains newcastle") will give you an indication, but not a clean performance summary.

Three Campaigns give you a better, more scalable structure

If you create:

- **Campaign 1:** Manchester
- **Campaign 2:** Leeds
- **Campaign 3:** Newcastle

and then within each:

- **Ad Group 1:** Free choir
- **Ad Group 2:** No-audition choir

then you gain:

1. **Clear top-level reporting:** instantly see which city performs best.
2. **Ad Group comparisons per city:** e.g., how "Free choir" performs in Newcastle vs Manchester.
3. **Flexibility for local relevance:** each Campaign can later link to slightly tailored landing pages — "Join our Leeds choir" vs "Join our Manchester choir" — with local rehearsal details or images.
4. **Control:** you can pause one location, test different messaging, or add regional extensions without affecting others.

Are there any resources you would recommend for additional learning in this area?

Ad Grants have changed a lot since last year (when Performance Max were introduced) so you need to be careful looking at sources as they might be outdated. Confusingly, Google itself has several pages with Ad Grants help. Again, they are not always up to date but at least you get it from the horse's mouth.

Here they are:

<https://www.google.com/grants/get-help/>

<https://support.google.com/google-ads#topic=10286611>

<https://support.google.com/nonprofits>