**Chapter 11 Ad Group Template with Food Bank Newsletter Ads and Keywords**

**Center for Sustainable Development:** [http://www.nonprofit.csd-i.org/](http://www.csd-i.org/nonprofit-adwords-training/)

**Use this Document as your template for your assignment.**

**Campaign:** Newsletter Subscriptions

**Ad Group:** Newsletter for Food Bank Donors

**Date:** February 15, 2016

**Landing Page:** Title: Subscribe to Claremont Food Bank News: Learn to End Hunger (58)

h1: Subscribe to Claremont Food Bank News: Learn to End Hunger

h2: Learn how we solve hunger in Claremont—and how you can participate too—in this informative newsletter.

FK: food bank

Meta: End hunger in Claremont. Join a community of doers & support families in need. Subscribe to Food Bank News & learn the benefits of donating & volunteering. (156)

URL: http://nonprofit.csd-i.org/subscribe-to-claremont-food-bank-news/

Yellow highlights mean that these keywords are keywords from below.

2/15/2016

Claremont—where to donate food 30/30

Subscribe to Food Bank News. 28/30

nonprofit.csd-i.org/food-bank-news/subscribe-today 14/15

End hunger in Claremont. Make a food bank donation and support families in need. 80/80

Destination URL:

http://nonprofit.csd-i.org/subscribe-to-claremont-food-bank-news/

2/15/2016

Example

Support a Claremont Food Bank. 30/30

Subscribe to Food Bank News. 28/30

nonprofit.csd-i.org/food-bank-news/subscribe-today 14/15

End hunger in Claremont. Make a food bank donation and support families in need. 80/80

Destination URL:

http://nonprofit.csd-i.org/subscribe-to-claremont-food-bank-news/

**Ad Extensions: 8/3/2015. Revised and Changed 3/4/2016**

**Mentored Training Program** 25/25

Learn Project Design & Funding 30/35

Six Months—Launch a Winning Project 35/35

http://nonprofit.csd-i.org/mentored-training-design-fund-manage-nonprofit-programs/

**Online Nonprofit Courses** 24/25

Design a Project & Attract Donors 33/35

Great Project Design = More Funding 35/35

http://nonprofit.csd-i.org/training-catalog/ /

**Nonprofit Questions?** 20/25

Contact us.11/35

We'll respond right away. 25/35

http://nonprofit.csd-i.org/contact-us-with-nonprofit-questions

**Subscribe: Nonprofit News**

Learn Fundraising Opportunities

Attract Donors with Great Projects

http://nonprofit.csd-i.org/subscribe-to-csdi-newsletter/

|  |  |
| --- | --- |
| **Ad Group Keywords: Added 2/15/2016**  Yellow implies that keyword is on landing page  **Search: how to donate to a food bank**  claremont  donate food  food bank in ad  food pantry  food bank donation in ad  donate to a food bank 21  can i donate extra food  where can i donate food  what do food banks need  donate money to a food bank  support a local food bank 25  donate food today  donate extra food 22  donate your extra food in ad  find local food bank  find my local food bank  find a local food bank  help local food pantries  help local food banks  help your local food bank 25  where to donate food  food bank donation list  food bank news in ad  food bank newsletter  subscribe to food bank news in ad 27  claremont food bank news  support a local food bank in ad  solve hunger in Claremont in ad  end hunger in Claremont in ad  Support Claremont's Food Bank. in ad  **Long, but good for ad copy:**  best food to donate to a food bank 34  how to donate to a food bank 28  how to donate to food banks 27  how to donate to a food pantry 30  learn what helps claremont most 31 | I've decided to save these for my other Newsletter Subscription Ad Groups.  **Search: information on food banks**  food banks  food pantries  find local food banks  how to run a food pantry  what is a food bank  how do food banks work  what are food pantries  how do food pantries work  how to get food from a food bank |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Google Keyword Planner results:**  **Final Keywords Chosen for AdWords Ad** | | | Searches | Competition | Bid Cost |
| claremont |  |  | 18,100 | Low | $0.82 |
| donate food |  |  | 880 | Medium | $2.68 |
| food bank |  |  | 40,500 | Low | $2.18 |
| food pantry |  |  | 27,100 | Low | $1.76 |
| food bank donation |  |  | 320 | Medium | $2.27 |
| donate to a food bank | |  | 20 | Medium | 0 |
| can i donate extra food | |  | 0 | 0 | 0 |
| where can i donate food | |  | 390 | Medium | $2.27 |
| what do food banks need | |  | 30 | Low | $1.85 |
| donate money to a food bank | |  | 0 | 0 | 0 |
| support a local food bank | |  | 0 | 0 | 0 |
| donate food today |  |  | 0 | 0 | 0 |
| donate extra food |  |  | 10 | Medium | 0 |
| donate your extra food | |  | 0 | 0 | 0 |
| find local food bank |  |  | 30 | Low | $0.64 |
| find my local food bank | |  | 10 | Medium | $2.25 |
| find a local food bank | |  | 30 | Medium | $0.05 |
| help local food pantries | |  | 0 | 0 | 0 |
| help local food banks | |  | 0 | 0 | 0 |
| help your local food bank | |  | 0 | 0 | 0 |
| where to donate food | |  | 480 | Medium | $2.35 |
| *food bank donation list* | |  | 50 | Medium | $4.45 |
| food bank news |  |  | 30 | Low | 0 |
| food bank newsletter | |  | 20 | Medium | $15.99 |
| subscribe to food bank news | |  | 0 | 0 | 0 |

End hunger in Claremont. Make a food bank donation and support families in need. 80

End hunger in Claremont. Join a community of doers and support families in need. 80

**food bank**

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