**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/

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| --- | --- |
| **Ad Group Keywords: Added 2/15/2016**Yellow implies that keyword is on landing page**Search: how to donate to a food bank**claremontdonate foodfood bank in adfood pantryfood bank donation in addonate to a food bank 21can i donate extra foodwhere can i donate foodwhat do food banks needdonate money to a food banksupport a local food bank 25donate food todaydonate extra food 22donate your extra food in adfind local food bankfind my local food bankfind a local food bankhelp local food pantrieshelp local food banks help your local food bank 25where to donate foodfood bank donation listfood bank news in adfood bank newslettersubscribe to food bank news in ad 27claremont food bank newssupport a local food bank in adsolve hunger in Claremont in adend hunger in Claremont in adSupport Claremont's Food Bank. in ad**Long, but good for ad copy:**best food to donate to a food bank 34how to donate to a food bank 28how to donate to food banks 27how to donate to a food pantry 30learn what helps claremont most 31 | I've decided to save these for my other Newsletter Subscription Ad Groups.**Search: information on food banks**food banksfood pantriesfind local food bankshow to run a food pantrywhat is a food bankhow do food banks workwhat are food pantrieshow do food pantries workhow 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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