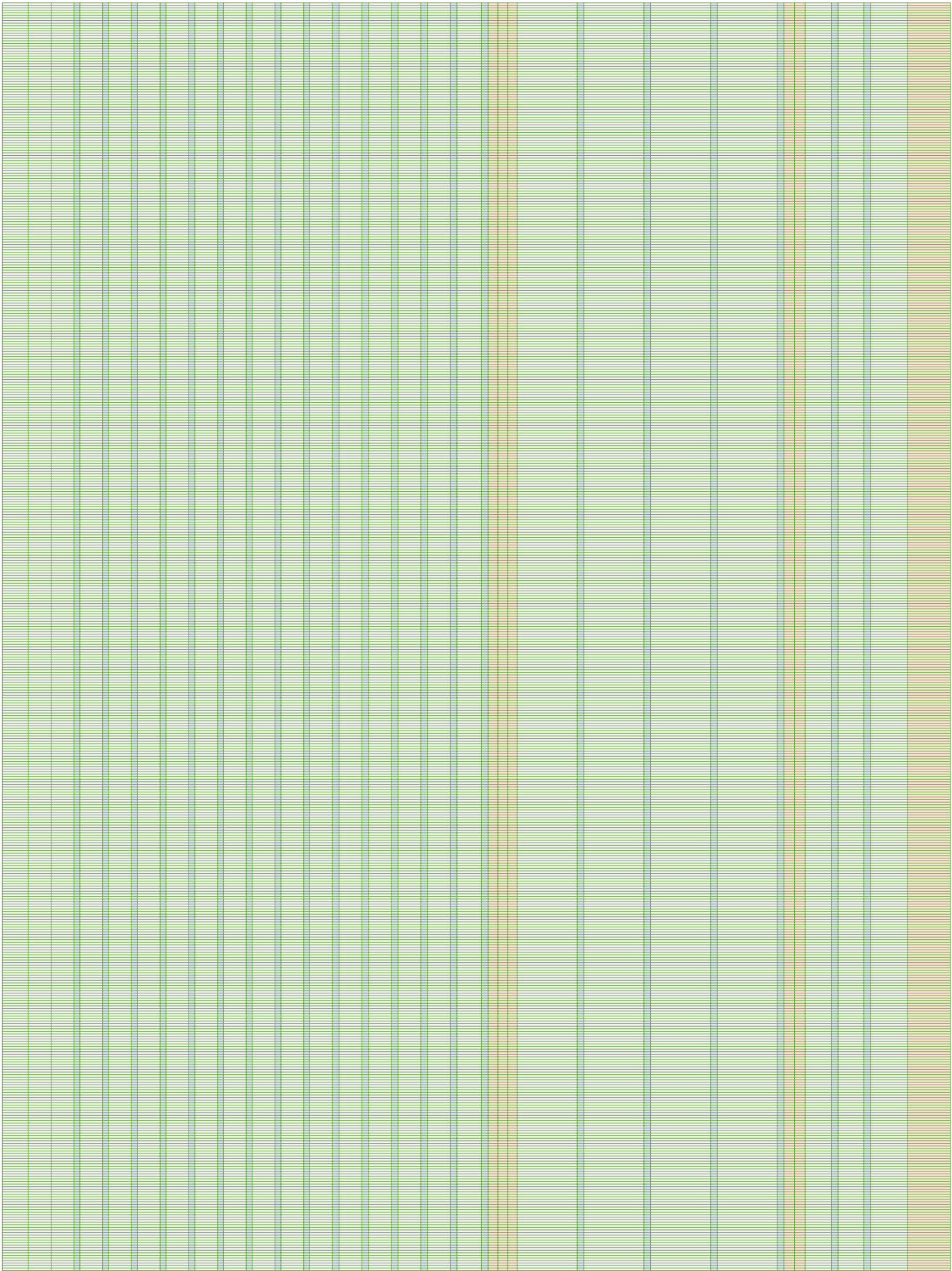| |
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| **Dark green cells are headings. They are not editable.** |
| Light green cells provided explanations or instructions. They are not editable. |
| Light blue cells are informational. They'll tell you if your text is breaking any rules. They are not editable. |
| Grey cells are required. You need to fill all of these out. |
| Pink cells are optional. Generally they are used to make something more specific, but are rarely necessary. |

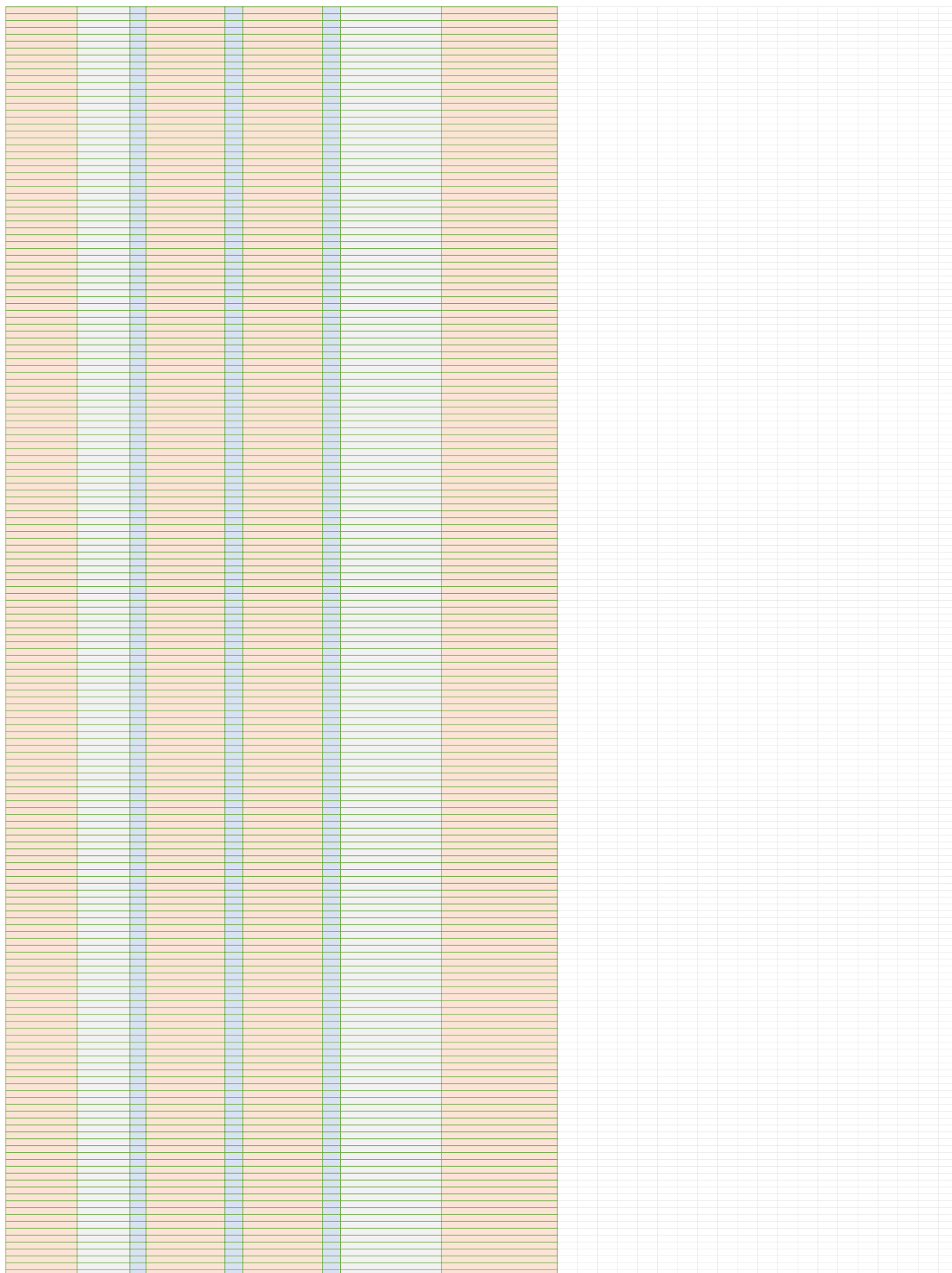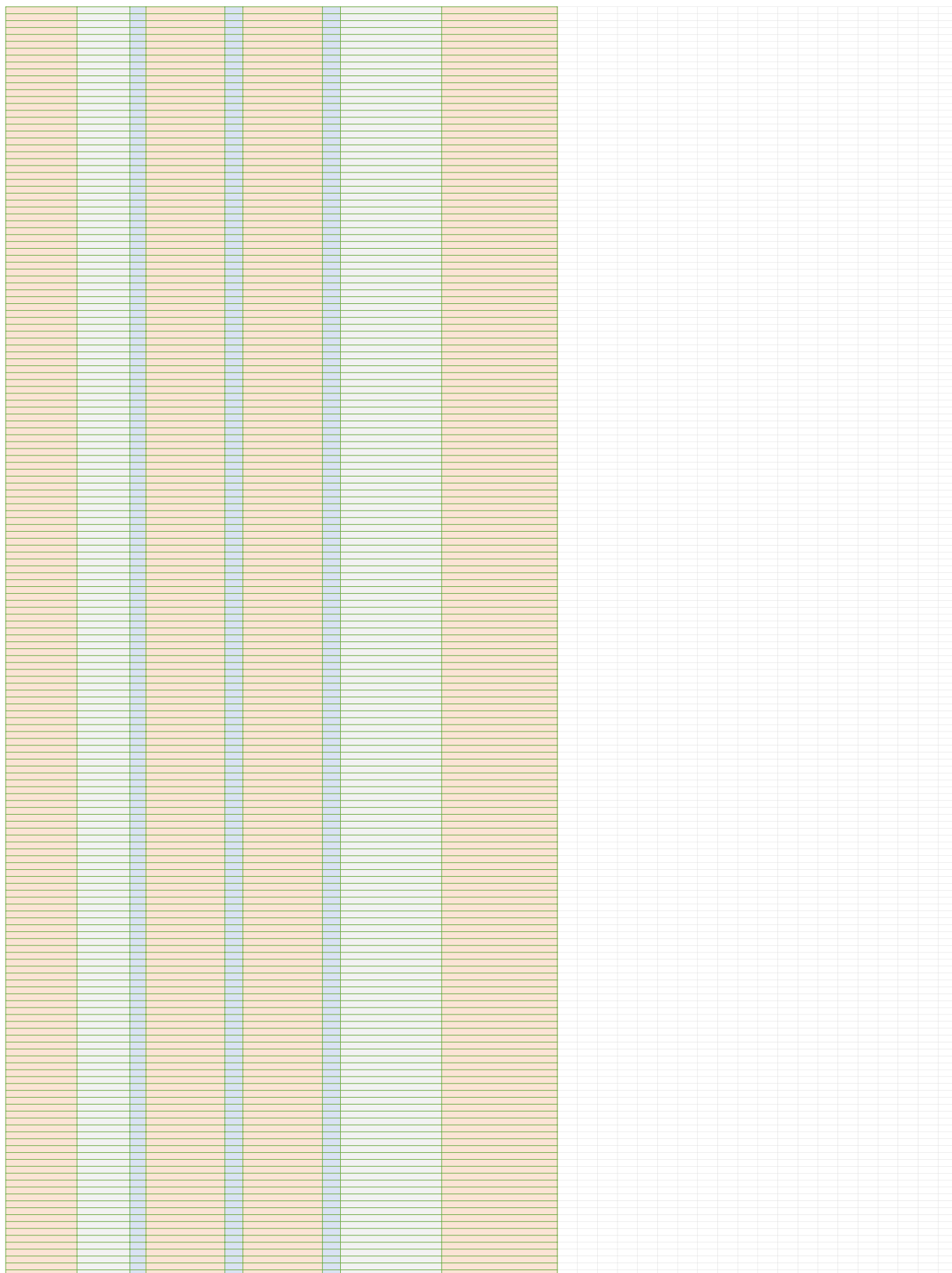| Campaign	Ad Group	Keyword	Max CPC	Match Type
Animals	Kittens	save kittens	2	phrase
Animals	Kittens	no kill shelter for kittens	2	broad
Animals	Kittens	help the kittens	2	exact
Animals	Kittens - Volunteers	volunteer to work with kittens	2	exact
Animals	Puppies	save puppies	2	exact
Animals	Puppies	no kill shelter for puppies	2	exact
Animals	Dogs	dog non profit	2	exact
Animals	Dogs	dog adoption agency	2	exact
Animals	Dogs	help dogs	2	exact
Animals	Dogs - Volunteers	dog shelter volunteering	2	exact
Animals	Dogs - Volunteers	volunteer with dogs	2	exact

Term	Formatting	Description
Ad Group	Plain Text	Ad Groups are used to organized closely related keywords. Ads are written on the Ad Group level (the same ads will show up for all the keywords in each ad group). Since it's better to write ads extremely relevant to your keywords, it's better to use more ad groups with fewer keywords in each one, allowing you to write ads that are tailored more specifically to the keywords in the ad group.
Keyword	Plain Text	The search term you want to show up for when people are searching in Google.
Match Types	exact	Ads will appear for exactly this [keyword] and keywords nearly identical to it (plurals, misspellings, similar context).
	phrase	Ads will appear for any search term containing the "keyword" phrase in order, regardless of words surrounding them
	broad	Ads will appear for any search term containing or similar to the keyword. This is the widest reaching match type and is typically recommended for Google Grants accounts (since traffic is free).
Max CPC	$	The maximum CPC for Google Grants campaigns is $2. We almost always recommend bidding this maximum.

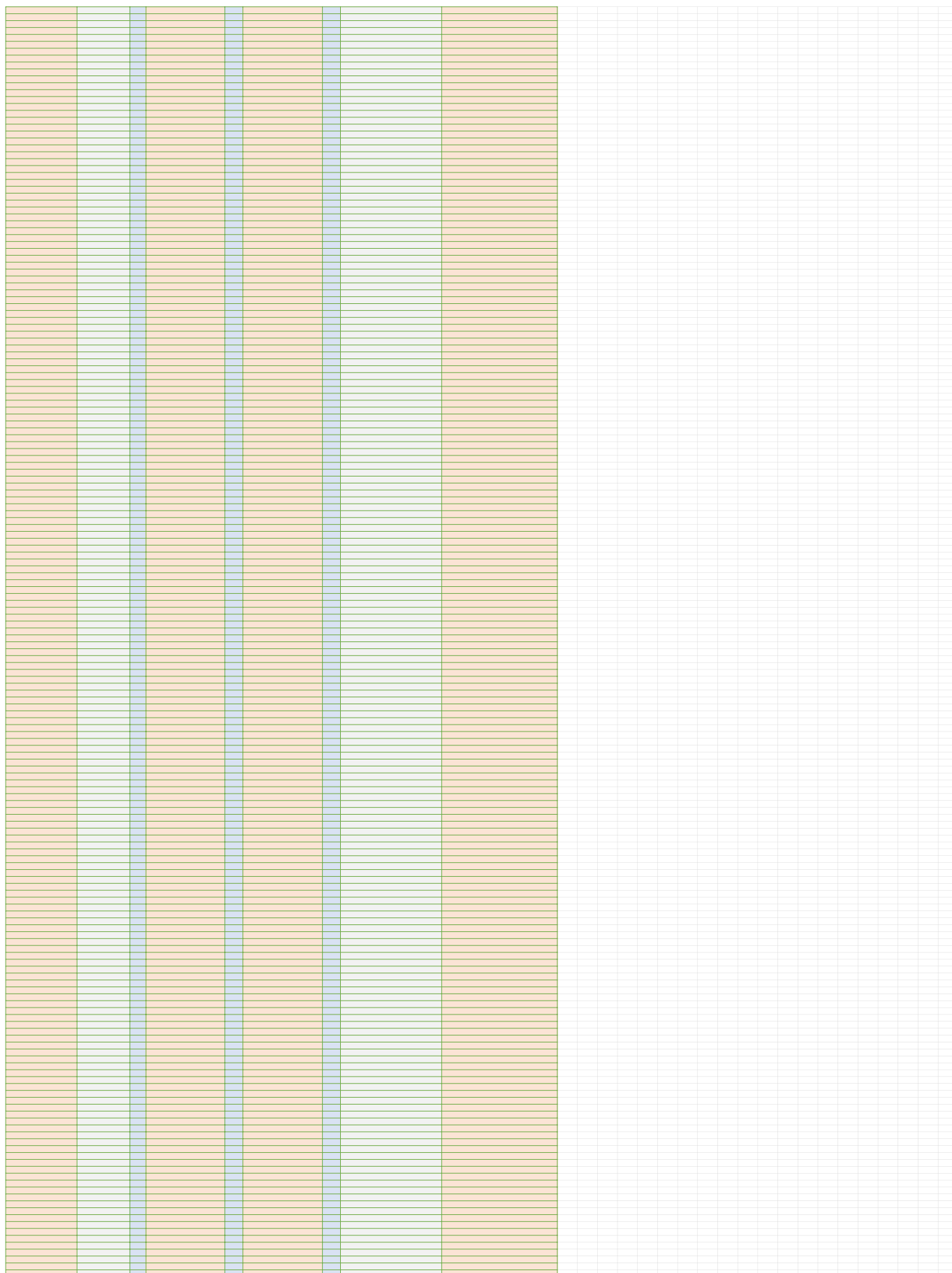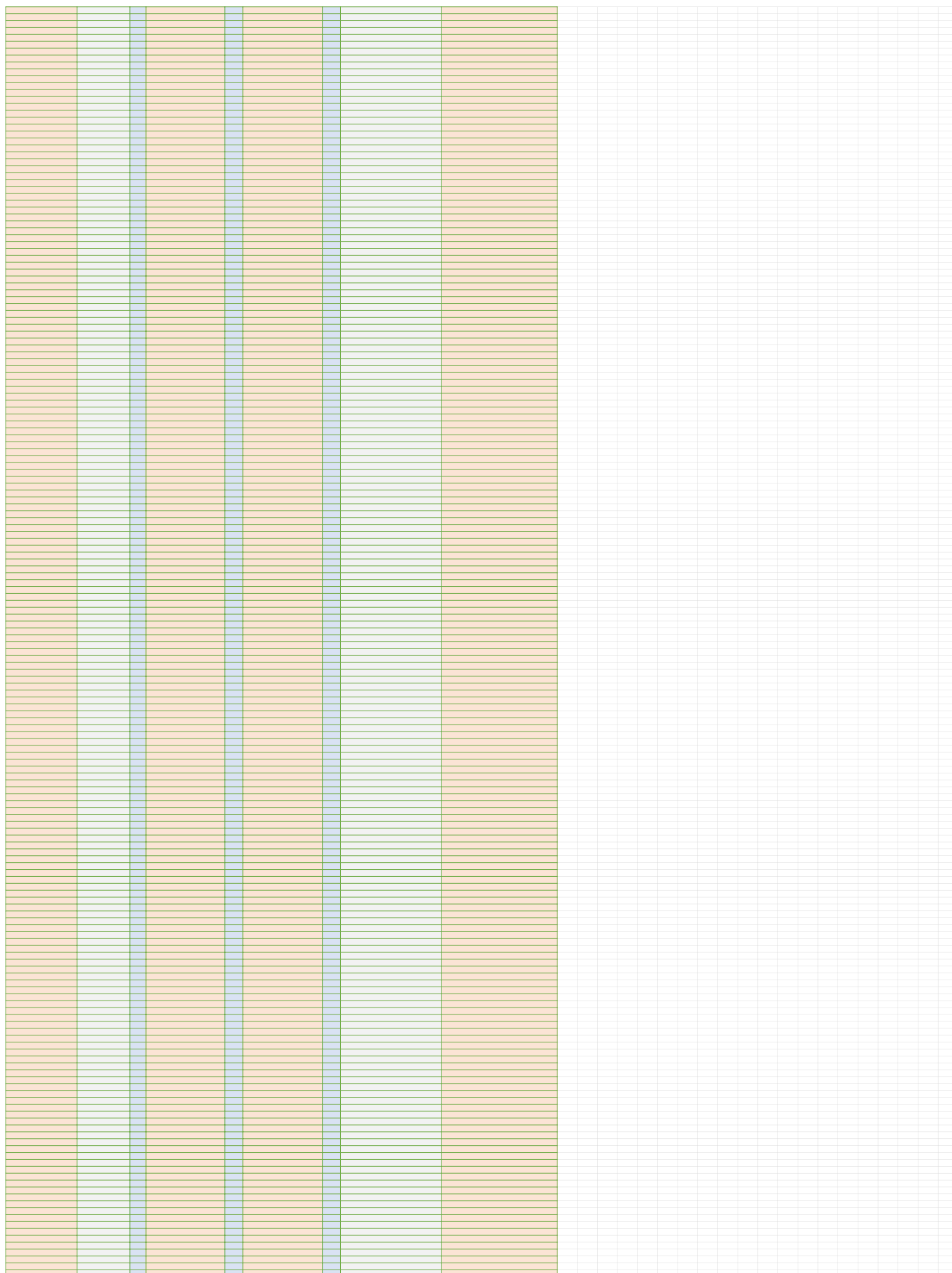| Negative Keyword	Match Type			Match Types	Formatting	Description
buy a dog	phrase			exact	[keyword]	Exactly this [keyword] and only exactly this keyword will be excluded from your campaigns
sell a dog	broad			phrase	"keyword"	Any search term containing the "keyword" phrase in order will be excluded from campaigns, regardless of words surrounding them
sell kittens	exact			broad	keyword	Any search term containing the keyword will be excluded from campaigns
veternarian near me	exact					
				* We recommend using "phrase" match negative keywords for the majority of keywords. You can have "one" word keywords, "two word" keywords, or "more if you want".		
				However, keep phrases as short as possible to maximize impact.		

Extensions are often added to ads at Google's discretion. Sitelink extensions are links to other pages on your website, and typically appear under the main ad copy. Sitelink extensions can be applied on the Account, Campaign, or Ad Group level. Use sitelinks to advertise other relevant parts of your website that users may be interested in. Link Text can be up to 25 chacters long.

Campaigns / Ad Groups	Link Text	Len	Description 1	D1 Len	Description 2	D2 Len	Final URL	Final Mobile URL
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Campaigns / Ad Groups	Callout Text	Len
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Header	Examples	Instructions
Amenities	Ski Storage, Swimming Pool, Restaurant, WiFi, Pool	Extensions are often added to ads at Google's discretion. Structured Snippets are a list of certain things (see left) that may be provided by your organization. Not every Header is going to be relevant
Brands	Nest, Nexus, Chromebook	for your business - just use the ones that are. Snippet extensions can be applied on the Account, Campaign, or Ad Group level. Snippets do not link to your website, but simply highlight parts of your
Courses	Linear Algebra, Creative Writing, Data Structures	business you want to point out. Text can be up to 25 characters long.
Degree programs	Accounting, Biology, Psychology	
Destinations	Las Vegas, New York, Tokyo, Taj Majal, Empire State Building	
Featured hotels	Luxury Inn, Alpine Lodge, Lakeside Hotel	
Insurance coverage	Liability, Collision, Comprehensive, Term, Whole Life	
Models	Corolla L, Corolla LE, Corolla Premium, Corolla LE Plus	
Neighborhoods	Downtown, Hayes Valley, Mission, Brooklyn, King's Cross	
Service catalog	Oil change, Smog check, tire alignement, Packing, Auto transp	
Shows	The Voyage, Knights, American Dancer	
Styles	Wingback, Button Tufted, French Country, Flatweave, Jute, S	
Types	Pendant lamps, Ceiling lights, Wall lamps, LED, Incandescent	

Campaigns / Ad Groups	Language	Header	Values	Len
	English	Neighborhoods	Manhattan	9
		Neighborhoods	Hell's Kitchen	14
		Neighborhoods	Midtown	7
		Neighborhoods	Tribeca	7
		Types	Cats	4
		Types	Dogs	4
		Types	Horses	6
		Types	Chickens	8
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Instructions

Extensions are often added to ads at Google's discretion. Call extensions typically show up as a clickable phone number for users searching on mobile. Call extensions can be applied on the Account, Campaign, or Ad Group level, but are typically just used on the entire account. However, Call Extensions must by imported from Google My Business, so you must set up the account at google.com/business and make sure your Google Ads account owns or has access to that listing.

Instructions

Extensions are often added to ads at Google's discretion. Location extensions typically show up as a clickable address/map for users searching on both desktop or mobile. Location extensions can be applied on the Account, Campaign, or Ad Group level, but are typically just used on the entire account. However, Location Extensions must by imported from Google My Business, so you must set up the account at google.com/business and make sure your Google Ads account owns or has access to that listing.

[1] [Threaded comment]

Your version of Excel allows you to read this threaded comment; however, any edits to it will get removed if the file is opened in a newer version of Excel. Learn more: https://go.microsoft.com/fwlink/?linkid=870924

Comment:
    only allow ad groups on the keyword tab

[2] If you ALWAYS want a certain headline to appear 1st, specify which headline here.

[3] If you ALWAYS want a certain headline to appear 2nd, specify which headline here.

[4] If you ALWAYS want a certain headline to appear 3rd, specify which headline here.

[5] If you ALWAYS want a certain description to appear 1st, specify which description here.

[6] If you ALWAYS want a certain description to appear 2nd, specify which description here.