

# Google Ad Grant Checklist

## Best practices to maximize your Google Ad Grant

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|--------------------------|--|---|
| <input type="checkbox"/> | <b>Minimum 5% CTR for Entire Campaign</b>              | Using the name of your attraction in keywords will increase the campaign's click-through-rate.          |
| <input type="checkbox"/> | <b>Minimum of 2 Ad Groups</b>                          | Create ad groups for concepts like "things to do in [city]" and "holiday events near me."               |
| <input type="checkbox"/> | <b>Minimum of 2 Ads per Group</b>                      | Google wants to test different ads to find what works best. Only use relevant keywords in your ad copy. |
| <input type="checkbox"/> | <b>Select a Geo</b>                                    | You must select a market or country. You can select multiple. No global targeting.                      |
| <input type="checkbox"/> | <b>No Single-Word Keywords</b>                         | Avoid keywords like "zoo" or "aquarium" or "museum" on their own. The exception is your brand name.     |
| <input type="checkbox"/> | <b>No Competitor Bidding on Keywords</b>               | You can target your competitors in a paid version of Google Ads.  |
| <input type="checkbox"/> | <b>Use at least 2 Sitelink Extensions per Campaign</b> | Be sure to create sitelink extensions that are relevant to the user's search intent.                    |
| <input type="checkbox"/> | <b>Login at Least Once a Month</b>                     | Google can cancel your grant if you are not actively monitoring your Google Ad account.                 |
| <input type="checkbox"/> | <b>Check and Clear Notifications</b>                   | Prioritize implementing Google's automated recommendations to help maximize this grant.                 |