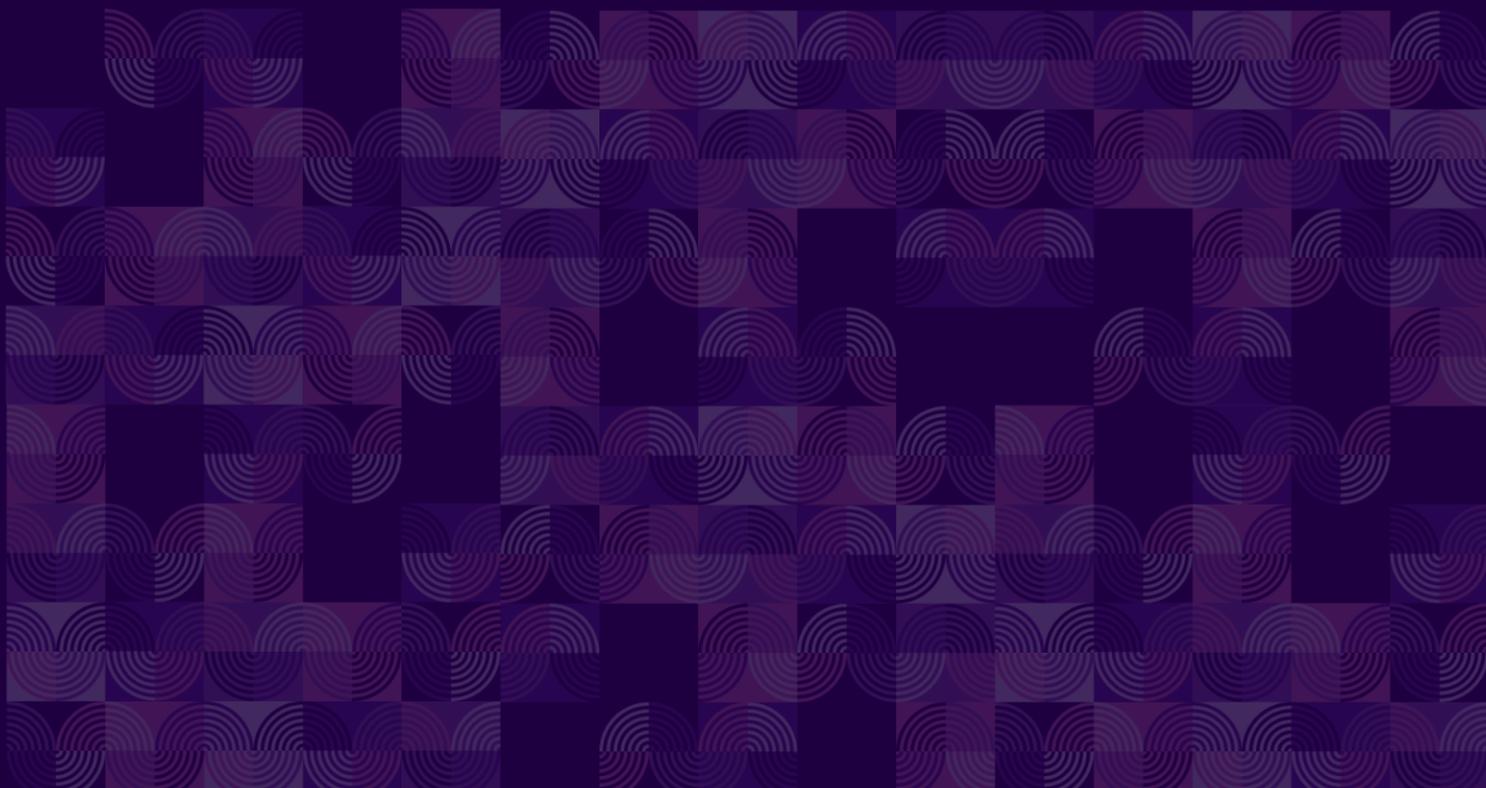




Practical Exercise:

Keyword Research Activity



Activity

Hi everyone! Now that we've covered the essentials of keyword research, it's time to apply what you've learned. This exercise will guide you through identifying, evaluating, and organizing keywords relevant to your nonprofit's mission using the tools we discussed (Google Keyword Planner, Google Trends, and Ubersuggest).

By the end of this activity, you'll have a targeted list of long-tail and thematic keywords to use in your Google Ads campaigns.

Step 1: Define Your Mission and Goals

1. Write a brief statement about your nonprofit's mission (e.g., "Providing education to underprivileged children").
2. Identify 2–3 specific goals you want your Google Ads campaign to achieve (e.g., increase donations, recruit volunteers, raise awareness).

Template:

Nonprofit Mission Statement	Campaign Goals

Step 2: Brainstorm Seed Keywords

Think of 5–10 initial keywords related to your mission. These are broad terms that describe your nonprofit's services or cause.

Example: If your nonprofit focuses on clean water initiatives, seed keywords could include "clean water," "safe drinking water," or "water sanitation programs."

Template:

Seed Keywords

Step 3: Use Keyword Research Tools

Use **Google Keyword Planner**, **Google Trends**, and **Ubersuggest** to expand your keyword list. For each seed keyword, find at least 3 related long-tail keywords. Gather data on search volume and competition for each.

Template:

Long-Tail Keyword	Search Volume	Competition (Low/Medium/High)	Tool Used

Step 4: Analyze and Group Keywords

Organize your keywords into thematic groups based on common topics. This will help structure your campaigns effectively.

Example:

If your seed keyword is "clean water," your groups might include:

- Education: "teaching water sanitation," "school water programs"
- Advocacy: "water conservation awareness," "clean water initiatives"

Template:

Thematic Group Name	Keywords

Step 5: Evaluate Relevance and Quality Score Potential

For each keyword, think about how well it aligns with your nonprofit's mission and how you might incorporate it into ad copy or landing pages. Mark the ones you believe can achieve a Quality Score of 3 or higher.

Template:

Keyword	Relevant? (Yes/No)	Quality Score Potential (1-5)	Integration Notes (Ad Copy/Page)

Step 6: Reflection and Action Plan

1. Which tools did you find most helpful, and why?
2. List 3 keywords you plan to test in your first campaign.
3. Share one insight you gained from the search volume or competition analysis.

Template:

Tools Used (Reflection)	Keywords to Test	Key Insights

Submission

Once you've completed the exercise, submit your completed tables and reflections. Feel free to share your top 3 keywords in the comments below to exchange feedback with your peers!

Remember, keyword research is an ongoing process. The more you refine and test your keywords, the more effective your campaigns will become. Happy researching!