

Google Ad Grants Compliance Checklist

This checklist helps verify that your nonprofit's Google Ad Grants account meets Google's compliance requirements. Use it to confirm your current configuration, close gaps before Google's automated review catches them, or hand off to a colleague who manages your account.

1. Compliance & Performance Violations

	Checklist Item	Notes / How to Check
	Performance Metrics	
☐	Account-level CTR stays at or above 5% every month	Keywords tab → CTR column, reviewed monthly
☐	At least one valid tracked conversion recorded every month	Conversions column in Google Ads
☐	All campaigns use Smart Bidding (Maximize Conversions/Value, Target CPA, or Target ROAS)	Campaign settings → Bidding
☐	No active keywords sitting at a Quality Score of 1 or 2	Keywords tab → add Quality Score column
☐	The annual Ad Grants program survey has been completed	Check account email / in-product notifications

2. Keyword & Targeting Restrictions

	Checklist Item	Notes / How to Check
	Keyword Rules	
☐	No single-word keywords outside approved brand/medical exceptions	Keywords tab → review broad terms
☐	No overly generic, non-mission-specific keywords	Search Terms report
☐	No bidding on competitor names or trademarks without authorization	Keywords tab → brand term review
☐	Geo-targeting is limited to your actual service area, not "all countries"	Campaign settings → Locations

3. Account Structure Faults

	Checklist Item	Notes / How to Check
	Structural Requirements	
☐	At least 2 active campaigns running account-wide	Campaigns tab
☐	At least 2 active ad groups in every campaign	Ad groups tab

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☐	At least 2 active ads in every ad group	<i>Ads & assets tab</i>
☐	At least 2 active sitelink assets at the account level	<i>Assets tab → Sitelinks</i>

4. Landing Page & Website Technicalities

	Checklist Item	Notes / How to Check
	Website & Landing Pages	
☐	Phone numbers are verified and rendered as text, not images	<i>Review call assets and landing page footer</i>
☐	All ad traffic lands on the domain approved at grant setup	<i>Compare final URLs to original grant application</i>
☐	No broken links, slow pages, or malware flags on landing pages	<i>Google Search Console / PageSpeed Insights</i>
☐	Landing pages focus on mission and programs, not commercial sales	<i>Manual site review</i>

5. Account Management & Trust

	Checklist Item	Notes / How to Check
	Ongoing Management	
☐	Logged in and made at least one optimization in the last 90 days	<i>Change History report</i>
☐	No credit card or billing profile entered on the grant account	<i>Billing settings</i>
☐	Only one Ad Grants account per organization — no workaround attempts	<i>Confirm with your Google for Nonprofits admin</i>

Need help getting set up?

The CBA team works with nonprofit and public media organizations at every stage of their digital advertising, from initial Ad Grants setup to ongoing compliance management. If you'd like to talk about what a healthier grant account could look like, don't hesitate to contact us.

Contact: info@carlbloom.com / [Schedule a meeting](#)