

Why your Google Ad Grant has low impressions



Low impressions are usually caused by a handful of small problems stacking up, like an ineligible campaign, a keyword nobody searches for, or a Quality Score holding your ads back. This checklist walks through the five checks our account managers run during every audit, so you know exactly where to start.

1 Can Google show my ads?

Before anything else, make sure your campaigns are actually eligible to serve.

Check:

- ☐ Campaigns enabled
- ☐ Ad groups enabled
- ☐ Ads approved
- ☐ Audience targeting isn't overly restrictive
- ☐ Location targeting
- ☐ Ad schedule

2 Does Google know what success looks like?

Google can optimize far more effectively when it understands which actions matter most to your nonprofit.

Check:

- ☐ Conversion actions
- ☐ Meaningful conversions
- ☐ Tracking working correctly
- ☐ Bidding strategy
- ☐ Maximize Conversions (where appropriate)

3 Are my keywords creating enough opportunities?

Google can only show ads when people are searching.

Check:

- ☐ Low search volume keywords
- ☐ Internal jargon
- ☐ Add higher-demand keywords
- ☐ Negative keywords
- ☐ Match types
- ☐ Keyword Planner

4 Are my campaigns sending Google clear signals?

A clear account structure makes it easier for Google to understand when your ads are relevant.

Check:

- ☐ Campaigns grouped by nonprofit goal
- ☐ Ad groups organized by search intent
- ☐ Avoid overly fragmented campaigns
- ☐ Landing pages aligned

5 Does Google think my ad is the best answer?

Relevant ads are more likely to compete successfully in the auction.

Check:

- ☐ Quality Score diagnostics
- ☐ Expected CTR
- ☐ Ad Relevance
- ☐ Landing Page Experience
- ☐ Ad Strength
- ☐ Assets (Sitelinks, Images, etc.)
- ☐ Mirror Test:
 - ☐ Does the keyword match the ad?
 - ☐ Does the ad match the landing page?
 - ☐ Would a visitor immediately know they're in the right place?



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