



## **Pro-Bono Marketing Project: Google Ad Grants (Google Ads) Strategy**

Kingston Women's Centre (KWC) provides affordable counselling and mental health support for women in our local community.

As mental health concerns continue to rise in our society alongside the increasing cost-of-living, access to counselling is often regarded as a luxury rather than a necessity.

We believe mental health support should be accessible to all, particularly at the moment someone reaches the point of needing support.

At KWC, we provide a safe, non-judgmental and caring environment where women can begin to build emotional resilience and regain a sense of control over their lives.

Many of the women who come to us find our service through online searches when they are actively looking for support.

Through the Google Ad Grants programme, charities like ours can access up to \$10,000 per month in Google Ads credits to help people discover our services online.

We're looking for help to ensure we are making the most effective use of this opportunity so that more women who need support can find us easily.

As a small charity with very limited marketing resources, we would hugely value the expertise of someone who can help us sense-check our current approach and guide us towards the most impactful way of structuring and running evergreen campaigns.

The goal of this project is to help more women discover our service online and feel confident taking the first step towards booking an introductory counselling assessment.

Even a modest improvement in how we use our Google Ad Grant could help more women in our local area access counselling support at the moment they are actively seeking help.

For someone with paid search experience, this project offers the opportunity to use those skills in a way that could have a direct and meaningful impact on women seeking support in their local community.

We're primarily looking for strategic guidance and support setting up a strong evergreen campaign structure that our team can maintain over time, rather than ongoing campaign management.

We anticipate this being a short, focused project involving an account review, campaign structure recommendations, and initial set-up guidance.

We have a small but committed team who will be responsible for maintaining the campaigns over time, so your guidance will translate directly into action.

Our website is built on Wordpress and we have access to Google Analytics and Google Ads accounts.

- **Google Ad Grants Account Review**

- Help us review our existing Google Ad Grants account and identify opportunities to improve how we are currently using the grant.
- This might include reviewing:
  - Current campaign structure
  - Keyword targeting and relevance
  - Ad copy and messaging
  - Landing page alignment
  - Click-through rates and quality scores
  - Compliance with Google Ad Grants policies
- The aim would be to help us understand what is currently working well and where there may be opportunities to improve performance.

- **Evergreen Campaign Strategy**

- Help us design a simple and sustainable evergreen campaign structure that ensures we are capturing the most important searches from local women looking for low-cost counselling support.
- The aim here would be to create a structure that allows us to consistently reach people searching for support throughout the year.

- **Keyword Targeting & Ad Copy**

- Help us identify the most relevant keywords that potential clients may use when searching for counselling services
- We would particularly value guidance on:
  - high-intent keywords that signal someone is actively seeking support
  - structuring keyword groups within campaigns
  - writing clear, compassionate ad copy that encourages people to take the next step
  - using negative keywords to ensure we reach the right audience

- **Landing Page Alignment**

- Help us review whether our ads are directing people to the most appropriate pages on our website.
- Where helpful, suggest improvements to ensure that landing pages clearly support the intent of the search and make it easy for visitors to take the next step towards booking an introductory counselling assessment.

- **Google Ad Grants Compliance**

- Help us ensure that our account structure and campaigns meet the requirements of the Google Ad Grants programme.
- This may include guidance around:
  - maintaining minimum click-through rates
  - avoiding single-word keywords
  - maintaining good quality scores
  - structuring campaigns in a way that ensures long-term compliance.
- **Prioritised Action Plan**
  - Finally, it would be incredibly helpful to receive a clear list of recommended improvements, prioritised by impact and effort.
  - If possible, highlighting quick wins alongside longer-term opportunities would help us understand where to focus first and make the best use of our limited resources.

While this project is unpaid and offered on a pro-bono basis, in return for sharing your expertise with us we would be very happy to provide a testimonial and link to your website from our supporters page and acknowledge your contribution as part of the project if that would be helpful.

To express your interest, please contact [carey.khan@kingstonwomenscentre.org.uk](mailto:carey.khan@kingstonwomenscentre.org.uk) with a short letter explaining your interest in working together, as well as briefly detailing your prior experience in Google Ads or Google Ad Grants

Expressions of interest: by 15<sup>th</sup> September 2026 (although we'd welcome earlier conversations, don't wait for the end date!)

We anticipate selecting a partner by end of September but can be flexible on the project start date.