

# G4NP - Google for Nonprofits: What you NEED to know

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# G4NP

[techsoupsouthafrica.org](https://techsoupsouthafrica.org)

# Website

- Domain Registration
- Developer Access
- Call To Actions
- Contact Information
- Content Check
- Mobile Friendly
- Loading Time



# Google+ Listing

- Verified?
- Do you know how to post?
- Contact information correct?
- Are you linking to Grant?
- Have you discovered the G4NP Community yet?



# AdWords Express

- AdWords Express vs AdWords
- Billing Reminders
- T&C's Acceptance
- 90 Days
- Daily Budget - \$300
- Keyword Planner
- Verified Email



# Analytics

- Tracking Code
- Website Properties
- Snapshot Reports
- Additional User Access
- Reporting Times
- Report Understanding



Google  
Analytics

# Maintenance

- Keyword Planner
- Content Planner
- Budget Planner
- Social Media Posting
- Call To Action Planner
- Analytics Planner

