



People Helping People



Generation Digital SEO for Nonprofit Organizations Guide

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1. What is Generation Digital SEO for Nonprofits?

Generation Digital SEO for Nonprofit is the nonprofit edition of Our SEO Services, Generation Digital Grants empowers nonprofit organizations, through 8 months **free SEO Services** which worth of \$5,000 USD per month in-kind Search engine optimization, to promote their missions and initiatives on search engines and organic search results.

2. Is your nonprofit eligible for Generation Digital SEO for Nonprofits?

1. To be eligible for the Generation SEO for Nonprofit program, organizations must:
 - Hold current and valid charity status, as determined by your country; please see your country's charity status definition below.
 - Acknowledge and agree to the application's required certifications regarding nondiscrimination and donation receipt and use.
 - Have a functioning website with substantial content
2. Please note that the following organizations are not eligible for SEO for Nonprofits :
 - Governmental entities and organizations
 - Hospitals and medical groups
 - Schools, childcare centers, academic institutions and universities (philanthropic arms of educational organizations are eligible).

Definition for charity status in the Hong Kong

Visit the website for Nonprofits organizations and [charity status eligibility details](#).

3. To maintain eligibility in the Generation Digital SEO Grants program:

- We will be work for one website only, for each organization and the website domain that was approved in the application.
- You are required to actively communicate with Generation Digital Team and provide additional information if needed also provide feedback based on review of your account performance monthly report.
- Your account is subject to automatic pausing or cancellation without notification should you fail to make any conditions as mention in our guide.
- Your website must reflect the mission of the approved nonprofit organization and your keywords must be relevant to the nonprofit's programs and services.
- Strictly commercial advertising is not allowed through this program. If you intend to promote products or services, 100% of the sales and/or proceeds must support your program.

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- Your website cannot link to pages that are primarily links to other websites.
- Website offering financial products (such as mortgages or credit cards) or those requesting car, boat or property donations and related keywords are not allowed.
- Your website cannot display Google ad Sense ads or affiliate advertising links while participating in Generation Digital SEO Nonprofit Program.

Nonprofit SEO Services Grantees found in violation of any of these guidelines are subject to removal from the program. Generation Digital reserves the right to grant or deny an organization's application or participation at any time, for any reason, and to supplement or amend these eligibility guidelines at any time. Selections are made at Generation Digital sole discretion, and are not subject to external review.

4. Generation Digital SEO Nonprofit Program Details

Generation Digital SEO Grantees receive free Website Optimization and ongoing SEO Services by Generation Digital to increase their ranking in search results. Generation Digital will manage Grantees SEO Account and manage SEO Services accounts similar to paying Clients, but participate with the following restrictions:

- Monthly 8 hours spend
- Maximum 20 pages optimize
- Only Work for 5 targeted keywords
- Only work with Google search Engine
- Target reason Hong Kong Only

5. Countries Available

At present, Generation Digital Nonprofit SEO Program is open only to organizations based in the Hong Kong.

6. Non Profit SEO Grantees may only promote mission-based and keywords in their website:

Acceptable

Website



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Website title: Shop and Fight Cancer
Our Pink Ribbon Collection has
Unique Gifts for a Great Cause.
Website url: www.yourcharity.org

Keywords:

Shop for cancer
Shop for breast cancer
Cancer store
Cancer merchandise
Not Acceptable

Web site Title:

Buy Gifts Online, Apparel, Books, Music & More - Save Time and Money Now!

Keywords:

Buy clothing
Online clothing store
Online shoe store
Shop mp3s

7. Apply today

If you meet the eligibility criteria, you are welcome to submit application.

Please note, we will review and respond to your applications within 7 working days of submission.

After being approved for Generation Digital SEO for Nonprofits Program, we'll contact you for further guide.

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