



Google Ad Keywords Levitt Foundation Grantees

General

- free outdoor concerts
- free live music near me
- free summer concerts
- outdoor music events
- free community concerts
- live music this weekend
- free concerts this summer
- outdoor concert series
- family-friendly concerts
- free music festival near me
- summer concert series
- lawn concerts near me
- free entertainment near me
- outdoor live music events
- free things to do this weekend

Location-Specific

- free concerts in [City]
- free outdoor concerts [City]
- live music [City]
- summer concerts [City]
- things to do in [City] this weekend
- free events [City]
- [City] concert series
- [Venue Name] concerts
- [Neighborhood] free concerts
- what's happening in [City] this weekend

Tips for Getting the Most from Google Ad Grants

Structure your campaigns by goal — run separate ad groups for attendance, list growth, and donations so you can track what's working for each.

Pair keywords with strong landing pages — each ad should link to a relevant page (concert schedule, donation page, or sign-up form), not just your homepage.

Use location targeting — set your ads to show within a defined radius of your venue so you're reaching people who can actually attend.

Refresh seasonally — rotate in pre-season keywords (e.g., "summer concerts 2026") several weeks before your season opens, then shift to post-season stewardship and year-end giving keywords in the fall.

Monitor search terms regularly — Google Ad Grants requires a 5% click-through rate to maintain eligibility, so pause underperforming keywords and lean into what's converting.