

Title:

Keyword Fitness, Broad, Phase Or Exact

Word Count:

554

Summary:

Yes is the short answer. But lets take a closer look at keyword match options and examine why

Google has defined the three-keyword match options in a fairly understandable way. You need to

BROAD MATCH is the default option Google will use in determini...

Keywords:

keywords, keywords google adwords, keywords adwords

Article Body:

Yes is the short answer. But lets take a closer look at keyword match options and examine why

Google has defined the three-keyword match options in a fairly understandable way. You need to

BROAD MATCH is the default option Google will use in determining the relevancy of your keyword

infant carseats will show your ad when a search for both words are used, in any order, or when

PHRASE MATCH refers to entering your keywords using quotation marks. Google will show your ad

^infant carseats~ will show your ad when a search for the complete phrase occurs. This allows

EXACT MATCH occurs when you surround your keywords in brackets. This will show your ad only wh

[infant carseats] will show your ad when a search for infant carseats appears. It will not app

NEGATIVE KEYWORD gives you the opportunity to exclude words. For example, if you do not want t

So which option is the best to use? The very best option is to use all three, broad, phrase and

A standard recommendation of 25 unique keywords per Ad Group is then changed to 75 when all th

It may seem very redundant to include the three different match types, and it certainly means

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