

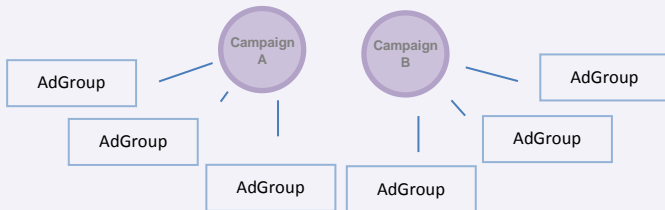
AdWords Glossary

Volume 1.

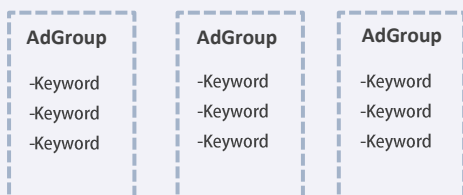
Campaign / Each AdWords account is made up of Campaigns; each Campaign shares the same budget, location, and other settings.



Ad Group / Each Campaign contains a set of AdGroups, which all share a common theme, product type or setting. Each AdGroup has its own set of Keywords and Ads.



Keyword / Your Keywords are the words or phrases that describe your product or service. They help determine when your Ads appear, and must be highly relevant to the AdGroup in which they are contained.



Search Query / This is what the user actually types into the Search Engine. Search Queries are matched to your chosen Keywords using the Match Types you set for each Keyword.

Match Types / There are three different Match Types available within AdWords, offering varying levels of control over Search Queries that may trigger your Ad.

Broad Match / Ads may show for Search Queries that include misspellings and related variations of your Keyword.

Phrase Match / Ads may show when a Search Query is a close variation of your Keyword, in the exact order you set the Keywords in. The Search Query may include words before or after the Keyword.

Exact Match / Ads may only show when the Search Query matches the Keyword exactly, allowing for spelling and grammar mistakes.

Match Type	Search Query	Keyword
Broad Match	Formal Shoes	Evening Footwear
"Phrase Match"	Formal Shoes	"shoes" "Formal" "Formal Shoes" Black " Formal Shoes" "Shoes-Formal"
[Exact Match]	Formal Shoes	[Formal Shoes]

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