How to Choose the Right Keywords

AdWords uses keywords to target your ads to the right people and drive potential customers to your website. So how do you choose the right keywords for your business?

1 Use keywords that are 2-3 words long

Keywords that consist of two or more words tend to be more specific and therefore may speak better to what a potential customer is searching for.

2 Use negative keywords

Negative keywords keep your ads from appearing for searches that aren't likely to drive business your way (e.g. queries including the word 'free').

3 Use the Keyword Tool

The Keyword Tool helps you discover new keywords and potential negative keywords. To find it, go to the **Reporting and Tools** tab in your account or go directly to adwords.google.com/select/KeywordToolExternal

Start building better keyword lists

Use the chart below to create a list of relevant keywords.

Column A – What you offer	Column B – Additional details	Column C – Negative keywords
List the specific products and services your business provides or any special promotions you're offering.	Describe your products, services or promotion using words customers may use in a search	List words that are NOT part of the products and services your business provides.
Tip: Identify your best-selling or most popular items and list them separately below.	*Highlight your products' best features in a few simple words*	*Tip: Don't skip negative keywords. They can save you money by not showing your ads to people unlikely to buy.*
Example: Yoga pants	*Example: pink, petite, white*	*Example: free, used*

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Mix and match a little from Column A, a little from Column B...

Once you've listed your products or services and some additional information about what they are, combine column A and column B to create more relevant keywords. Use column C to create your negative keyword list.

Example:

Product: Yoga pants

Keywords:
1.   pink yoga pants
2.   womens yoga pants
3.   white yoga pants
4.   capri yoga pants
5.   petite yoga pants
6.   ...

Negative Keywords:
1.   free
2.   used
3.   maternity
4.   wholesale

Product: Hoodies

Keywords:
1.   full zip hoodies
2.   womens hoodies
3.   mens hoodies
4.   pullover hoody
5.   yellow hoodies
6.   ...

Negative Keywords:
1.   bride
2.   graffiti
3.   school
4.   customized
5.   customizable
6.   wholesale

Your turn...

Product:

Keywords:
1.
2.
3.
4.
5.

Negative Keywords:
1.
2.
3.
4.
5.

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Product: [   ]

Keywords:

1. [   ]
2. [   ]
3. [   ]
4. [   ]
5. [   ]

Negative Keywords:

1. [   ]
2. [   ]
3. [   ]
4. [   ]
5. [   ]

Product: [   ]

Keywords:

1. [   ]
2. [   ]
3. [   ]
4. [   ]
5. [   ]

Negative Keywords:

1. [   ]
2. [   ]
3. [   ]
4. [   ]
5. [   ]

Turn this exercise into action. Log in to your AdWords account and update your keywords by using the keyword lists you just created.