Keyword Match Type Checklist

Choosing the Right Keyword Match Type

1. Campaign Goals
- What are the primary goals of your campaign? (e.g., brand awareness, lead generation, sales)
- Are you targeting a broad audience or a specific niche?

2. Target Audience
- How well do you know your target audience?
- Are you targeting new customers or retaining existing ones?

3. Budget Considerations
- Do you have a limited budget or a flexible one?
- Are you willing to spend more for a broad reach or focus on precise targeting?

4. Keyword Research
- Have you conducted thorough keyword research?
- Do you have a mix of long-tail and short-tail keywords?

Using Phrase Match Effectively

1. Keyword Selection
- Choose keywords that are specific and relevant to your products or services.
- Focus on keywords that reflect the intent of your target audience.

2. Ad Copy Alignment
- Ensure your ad copy closely matches the phrase match keywords.
- Highlight the specific benefits and features that align with the search intent.

3. Negative Keywords
- Regularly add negative keywords to exclude irrelevant searches.
- Monitor search term reports to identify and exclude non-relevant queries.

4. Performance Monitoring
- Track the performance of phrase match keywords.
- Adjust bids and refine keywords based on performance data.

Using Broad Match Effectively

1. Keyword Selection
- Start with a broad set of keywords to capture a wide audience.
- Include keywords that represent various aspects of your offerings.

2. Ad Copy Testing
- Test different ad copies to see which ones perform best with broad match keywords.
- Use dynamic keyword insertion to make your ads more relevant.

3. Search Term Reports
- Regularly review search term reports to identify high-performing queries.
- Add successful queries as exact or phrase match keywords.

4. Negative Keywords
- Aggressively use negative keywords to filter out irrelevant traffic.
- Continuously update your negative keyword list based on search term reports.

5. Budget Management
- Set a clear budget and monitor spending closely.
- Adjust bids to balance reach and cost efficiency.

General Tips for Both Match Types

1. Combining Match Types
- Use a combination of phrase and broad match keywords to balance reach and relevance.
- Create separate ad groups for different match types for better control and analysis.

2. A/B Testing
- Continuously test different ad copies, landing pages, and keywords.
- Use the results to refine and optimize your campaigns.

3. Regular Reviews
- Schedule regular reviews of your PPC campaigns.
- Analyze performance metrics and make data-driven adjustments.

4. Use of Analytics
- Utilize tools like Google Analytics to track user behaviour and conversion paths.
- Use insights to refine keyword strategies and improve ROI.

5. Continuous Learning
- Stay updated with the latest trends and changes in PPC advertising.
- Attend webinars, read industry blogs, and engage with PPC communities.

By following this checklist, you can make informed decisions about which keyword match type to use and how to use it effectively to achieve your campaign goals.