

How to build the best keyword list

Choosing the right keywords for your clients' ads helps get them noticed. It's like opening the doors to their business and inviting people inside for a look around. And the more relevant the keywords are to the ads, the higher the Quality Score will be. This increases the chances of your client's ads achieving a higher ranking on Google Search, and ultimately, more conversions.

Basic tips: Choosing and organizing keywords

1. Think like a customer when you create your list

Now for some role play. Let's imagine that you're a customer looking online for the products or services your client offers. Write down the words and phrases your client offers. Then, break these down into categories, terms and phrases, and you'll have everything you need to create killer keyword lists.

<input type="checkbox"/>	+	Keyword
<input type="checkbox"/>	+	Limo/luxury hire
<input type="checkbox"/>	+	luxury car hire
<input type="checkbox"/>	+	car hire with driver
<input type="checkbox"/>	+	wedding car hire

2. Target the right audience by choosing more general or specific keywords

Using more specific keywords means that your ad only appears for terms that apply to your client's business. But, if you want to reach as many people as possible, choose more general keywords. Remember though, that those keywords can be more competitive and may require higher bid amounts.

3. Group similar keywords into themes

To show more relevant ads to potential customers, try grouping your keywords and ads into ad groups based on your client's products, services, or other categories. You can also keep your account better organized if your keywords are grouped into themes.

4. Pick the right number of keywords

Most advertisers find it useful to have somewhere between 5 and 20 keywords per ad group, although you can have more than 20 keywords in an ad group. Remember, each ad group that you create should contain keywords that directly relate to that group's theme.



All group ideas	Keyword ideas	
Match terms	Avg. monthly searches	Competition
luxury limousine and car hire	--	--
Keyword by keyword	Avg. monthly searches	Competition
wedding car	110	High
wedding transport	40	Medium
car rental for weddings	16	High
wedding car services	15	--
wedding vehicle rental	16	High

Intermediate tips: Using the Keyword Planner, negative keywords, and the search terms report

1. Use the Keyword Planner to find and select new keywords

We're full of ideas and we want to share them with you. So, use the [Keyword Planner](#) for keyword ideas and traffic estimates to help you build a Search Network campaign. This tool will also show you how a list of keywords might perform and the average number of times people searched for those terms.

2. Improve your clickthrough rate with negative keywords

To stop your ad from showing for terms that aren't relevant to your client's product or service, try adding [negative keywords](#). This'll help reduce costs and make the ad appear only for the search terms you want.

<input type="checkbox"/>	Negative keyword	
<input type="checkbox"/>	[car hire comparison]	
<input type="checkbox"/>	[long term car hire]	
<input type="checkbox"/>	[sport car hire]	

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3. Use the search terms report to further improve your keyword list

The [search terms report](#) gives you information on what people were searching for when they saw your ad and clicked on it.

Advanced tips: Using keyword match types and choosing keywords for the Display Network

1. Use keyword match types to better control who sees your ads

[Keyword match types](#) give you greater control over who sees your ads. With the exact match option, you can make your ad eligible to show up only when someone searches for that exact keyword or close variations of it.

2. Choose keywords that relate to the websites or apps your customers see

On the [Display Network](#), your keyword list helps us show your ads on relevant websites or apps that your customers visit. Try choosing keywords that are related to each other and to the content your client's customers browse.

Learn more about [how to build the best keyword list](#).