

Keyword Cheat Sheet

Keyword Building Strategies

Successful keyword lists are both targeted and robust. Here are some tips for developing your list.

www.tennis-things.com

<ul style="list-style-type: none"> Include specific & relevant terms relating to your business. Avoid overly general, single-word terms. 	<p><u>Include</u></p> <ul style="list-style-type: none"> tennis apparel tennis balls tennis rackets tennis skirt tennis shoes 	<p><u>Avoid</u></p> <ul style="list-style-type: none"> sports athletes ball gear shoes
	<p><u>Variations</u></p> <ul style="list-style-type: none"> plurals spelling variations synonyms 	<p><u>Examples</u></p> <ul style="list-style-type: none"> tennis outfit & tennis outfits tennis racket & tennis racquet tennis apparel & tennis wear
<ul style="list-style-type: none"> Here are some other ideas to create a targeted & robust keyword list. 	<p><u>Include</u></p> <ul style="list-style-type: none"> product names your brands product queries 	<p><u>Avoid</u></p> <ul style="list-style-type: none"> single-word terms word redundancies competitor names & trademarks

TIP: Unsure about a keyword? – Search Google. If most of the search results do not relate to your intended meaning, then do not include the keyword in your list. It will likely perform poorly, not helping to reach your intended customers.

Expand Your Keyword List

Try the **AdWords Keyword Suggestion** tool for ideas on additional relevant keywords for your campaign: www.google.com/keywords

Group Your Keywords

For the best results in both search & content targeting ads, divide your keywords into **categories by theme**. This will help you identify areas that can be built out or expanded upon, as well as allow you to write the most customized creatives possible for each keyword.

For example:

Ad Group

Tennis Rackets

Keywords

tennis racket
tennis rackets
tennis racquet
tennis racquets
best tennis racket
tennis racket sale
tennis racket reviews

Creative

[Tennis Racket Deals](#)

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