

# Keywords to the Wise

## A checklist for keywords & targeting

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Search engine marketers should consider these points to get the most out of their keywords. If you want to learn more, download our guide [here](#).

### Align Keywords with Your Business Goals

- 1 Think holistically about the different ways that customers could reach you.  
**Why:** Your keywords should reflect all of the different types of user queries that could help someone find you when they're looking for something you offer.
- 2 Align your keywords and their management with your overall business goals.  
**Why:** Different keywords have different purposes, and they should be held accountable to the goal that most aligns with their purpose.
- 3 Delete your low search volume keywords.  
**Why:** Reduce clutter. If keywords aren't going to drive any traffic for you, there's no need to keep them around.

### Manage Match Types for Growth and Control

- 4 Use broad match to capture long tail queries, reserve exact match for your primary volume and value drivers.  
**Why:** Maximize coverage on queries relevant to your business while keeping account management reasonable.
- 5 Don't create minute variations of phrase/exact match keywords.  
**Why:** Phrase and exact match types expand to cover close keyword variations, so you don't need to worry about creating additional keyword clutter in your account.

### Find New Targeting Opportunities

- 6 Use Dynamic Search Ads to streamline account management.  
**Why:** Avoid the need for continual updates to your keyword lists every time you make a change to your site.

### Expand the Reach of Existing Keywords

- 7 Maximize the presence of your keywords by improving their Ad Rank.  
**Why:** Adding new targeting options isn't the only way to grow volume. A more aggressive bid coupled with higher quality ads can drive volume on existing keywords.
- 8 Extend your reach to users that aren't on Google.com by targeting search partners.  
**Why:** Get more volume from the same set of keywords in your account.

### Refine Your Traffic with Negative Keywords

- 9 Make negative keyword additions a regular part of account maintenance. Use the Keyword Planner or your search terms reports to find the most impactful negatives.  
**Why:** Save money by avoiding clicks from people that aren't going to become customers.
- 10 Just like your main keywords, focus negative keyword management on the places that will do the most good.  
**Why:** Your account's health depends on adding impactful, not exhaustive, negatives.