

KYEWORD MATCH TYPES & COMPETITOR ANALYSIS

BROAD MATCH

Eg

{Digital Marketing Training in hyderabad}

OUT OF THIS ONE WORD ALSO MATCHES YOU
AD WILL APPEAR

This is a wrong Practise where we have to
not use any Broad Match types

PHRASE MATCH

Eg:

" Digital Marketing Training in hyderabad "

VISITOR SHOULD NOT DISTURB THE PATTERN

BUT VISITOR CAN ADD THE WORDS BEFORE
AND AFTER THE PATTERN, SO THAT YOUR
ADD WILL APPEAR

This is one of the Best Technique to
Implement

Eg:

BEST " Digital Marketing Training In Hyderabad
" NEAR ME

EXACT MATCH

Eg:

" Digital Marketing Training in hyderabad "

VISITOR SHOULD SEARCH EXACT MATCH
WORDS

THEN ONLY YOUR AD WILL APPEAR

This is one of the Best Technique to
Implement

[Digital Marketing Training in Hyderabad]

BROAD MATCH MODIFIER

ALL THE WORDS SHOULD GET MATCH

THEN ONLY YOUR AD WILL APPEAR

Wrong Practice, Not to use Mostly

+ Digital Marketing + Training + Hyderabad

NEGATIVE MATCH

Words for which your ad should not appear

EG:

FREE, FREE JOB TRAINING, FREE JOB
PLACEMENT, FREE DOWNLOAD, DOWNLOAD

COMPETITOR ANALYSIS

<https://adstransparency.google.com/?region=IN>

👉 👉 FOR COMPETITOR ANALYSIS GO TO
THIS KEYWORD