

This match forces Google to place the ad only on pages responding to the exact query, with no other related matching. If any other words appear in the query, your ad will not be called onto the results page. Don't use exact matching with single words.



A useful keyword-matching tool lurks under **Tools** in the Campaign Management tab. Go there and click **Change Keyword Matching Options**. This interactive timesaver lets you change all of one type of match to another type of match, throughout an AdWords Campaign, as shown in Figure 9-13.

Rather a blunt tool for advertisers with carefully tailored keyword lists containing different matching options, this tool is good for running experiments on campaigns built entirely on broad matching. If you are running all broad matches, and if the campaign is struggling, changing all broad matches to phrase matches might prove a worthy experiment. Note that the first drop-down menu (see Figure 9-12) invites you to take all broad-, phrase-, and exact-matched words and change them into one type of matching.

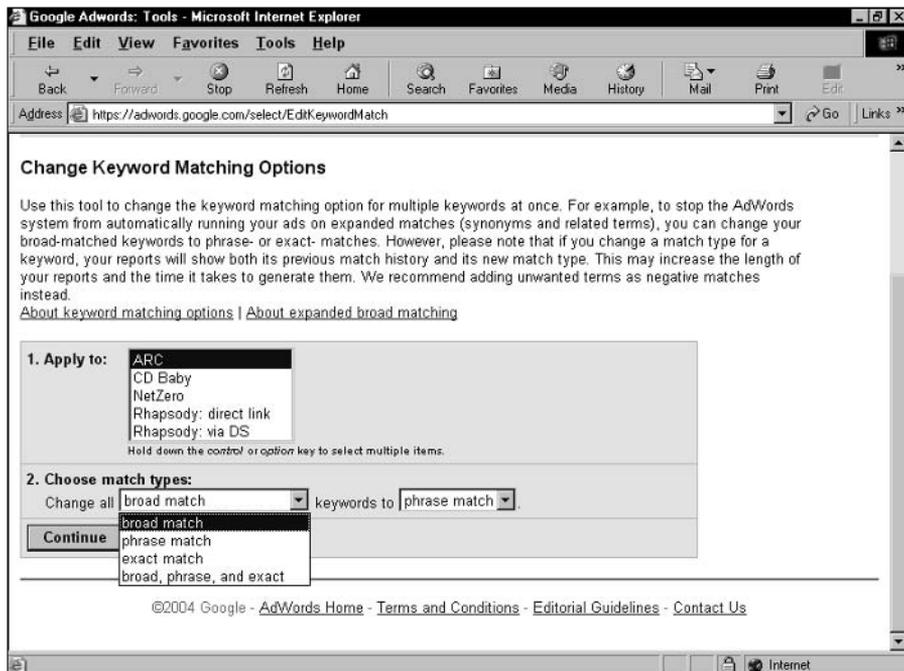


Figure 9-13:
You can change the matching option of all keywords in an entire AdWords Campaign.