## How can you change keyword match Type ?

**Ans:-**

# About keyword matching options

Keywords are words or phrases that are used to match ads with the terms people are searching for. The keyword match types dictate how closely the keyword needs to match with the user's search query so that the ad can be considered for the auction. For example, you could use broad match to serve your ad on a wider variety of user searches or you could use exact match to hone in on specific user searches.
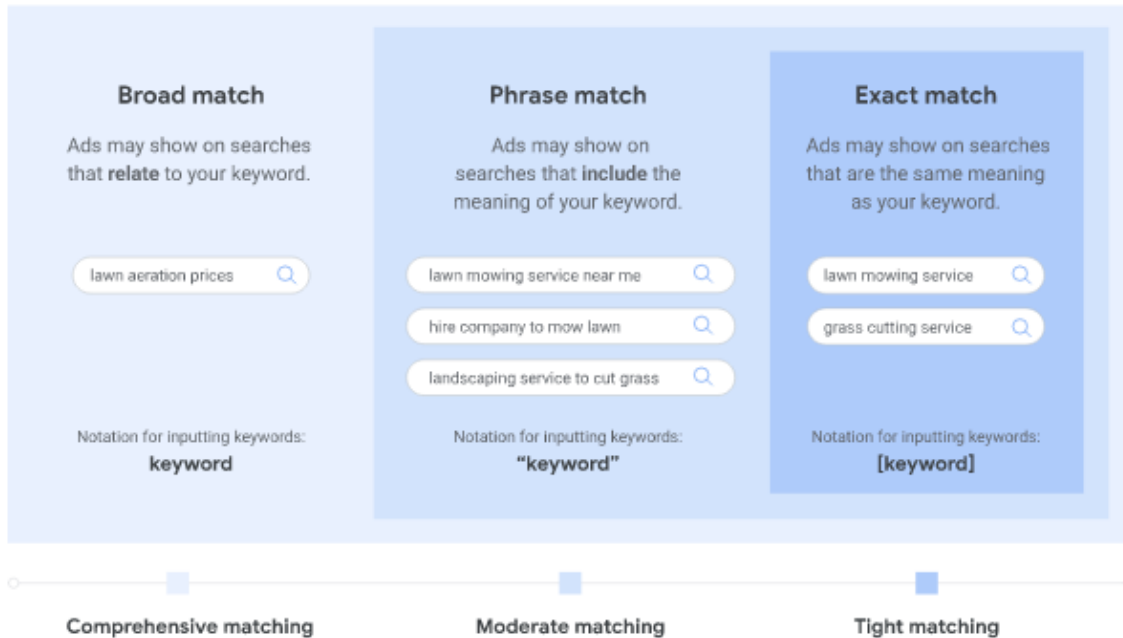
*Tip*
Broader match types capture all the queries of narrower match types, plus more. This means that a phrase match keyword will match all the searches as the same keyword in an exact match. Similarly, a broad match keyword will match all the searches of equivalent phrase and exact match keywords, plus additional related searches. Therefore, you get the same benefits of multiple match types in one broad match type without needing to repeat keywords.

## Keyword Match Types

For the keyword lawn mowing service, we can match the following queries ( 🔍 )
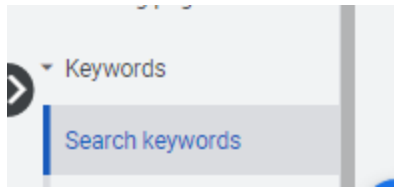
*per match type*

| Broad match | Phrase match | Exact match |
|---|---|---|
| Ads may show on searches that **relate** to your keyword. | Ads may show on searches that **include** the meaning of your keyword. | Ads may show on searches that are the same meaning as your keyword. |
| lawn aeration prices 🔍 | lawn mowing service near me 🔍 | lawn mowing service 🔍 |
| | hire company to mow lawn 🔍 | grass cutting service 🔍 |
| | landscaping service to cut grass 🔍 | |
| Notation for inputting keywords: **keyword** | Notation for inputting keywords: **"keyword"** | Notation for inputting keywords: **[keyword]** |

Comprehensive matching — Moderate matching — Tight matching

## Negative keywords

You can use negative keywords to exclude your ads from showing on searches with that term. For example, if you're a hat company that doesn't sell baseball hats, you could add a negative keyword for baseball hats.

In Google ads

Step 1:-

Make login to ads.google.com

**Step 2:-** left hand side click on Keywords and then click Search Keywords and then you will see match type column as shown in yellow mark.



**Step 3:-**

Click on match type on Broad match then you will see following option

Here you will select Exact   Match.