

Google Ads Keyword Match Types

Match Type	Special Symbol	Example keyword	Ads may show on searches that	Example Searches
Broad Match	none	women's hats	includes misspellings, synonyms, related searches and other relevant variations	buy ladies hats
Phrase Match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Exact Match	[keyword]	[women's hats]	are an exact term and close variations of that exact match	women's hats