

# 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	contain misspellings, synonyms, related searches and other relevant variations	buy ladies hats
Broad Match Modifier	+keyword	+women's +hats	contain the modified term (or closer variations, but no synonyms), in any order	hats for women
Phrase Match	"keyword"	"women's hats"	contain a phrase, and close variations of that phrase	buy women's hats
Exact Match	[keyword]	[women's hats]	contain an exact term and close variations of that exact match	women's hats