

Google Ads Keyword Match Types

Parameters	Broad Match	Phrase Match	Exact Match
Symbol	No symbol	“keyword”	[keyword]
Example Keyword	football shoes	“football shoes”	[football shoes]
Appears for	keyword or large variations + close variants*	keyword phrase with words before or after + close variants*	keyword phrase + close variants*
Example Search	turf boots	adidas football shoes	football shoes
Google Ads Default Option	Yes	No	No
Advertiser’s Control Over Keywords	Minimum Control	Some Control	Maximum Control
Restrictive in the sense of when Ad will trigger	Not Restrictive	Restrictive	Most Restrictive
Ad Spend	Likely to be Higher	Likely to be Lower	Likely to be Minimum
Reach	You can reach Maximum Searches	You can reach to Searches more than Exact Match but less than Broad Match	You can only have reach to Minimum Searches

* Close variants include:

- misspellings
- paraphrases
- abbreviations
- acronyms
- stemmings
- implied terms
- synonyms
- singular and plural forms
- and same meaning