In video 17 we have learnt about keywords and keyword planning.

Keywords are the words used to search on search engines. Brands can include keywords in their campaigns, bid for them, and rank higher in search results through effective SEM.

Keyword Categories

Keywords are typically categorized in three ways:

1.Brand Keywords - related to a brand's name - they can include models of the brand's products/services *e.g., Toyota, Toyota Fortuner, Toyota Camry*

2.Category Keywords - generic searches related to the overall category of product *e.g., cars, family-cars, SUVs*

3.Competition Keywords - when brands register keywords their competitors are using to show up in front of the same target audience *e.g., Hyundai, Mitsubishi*

Keyword Matching

Brands can determine rules for each of their keywords, which instructs the system to trigger their ads only in certain circumstances. Three types of keyword matches include:

1.Broad Match - this is when a brand's ads will show up in search results for keywords that are related to the keyword but don't match it exactly. For example, if Toyota had a keyword as 'SUV', its ads could still show up when people search for 'big cars' or 'family cars'. By default, keywords are assigned the broad match.

2.Phrase Match - this is when a brand's ads show up in the search results for the exact phrase the brand has registered, or its close variations. For example, Toyota's latest car model may be matched to 'latest car'.

3.Exact Match - in this scenario, ads are only shown when the search matches the registered keywords or their meaning exactly. This gives brands full control over who sees their ads. For example, ads for Toyota Fortuner will show up if someone searches for 'Toyota Fortuner'.

It's also possible for brands to set rules for when they don't want their ads to show up - this is called negative keywording. Toyota may want to avoid showing its Fortuner ads for keyword searches like 'old car', 'free car', or 'Toyota used'.

Keyword Planner

As Google is the primary search engine in the market, its Keyword Planner tool is used by most brands to choose the best keywords for their marketing. It allows brands to conduct keyword research to see what their target audience may be searching, get the latest keyword insights to see competition and how many monthly searches each keyword has, and also a range of bids that they must meet for their results to show on top of the page.

Although **Google Ads** and the **Keyword Planner** will be covered in-depth in our advanced courses, feel free to get started by using the links above. Stay tuned for our detailed study which will elaborate on how to become an SEM specialist!