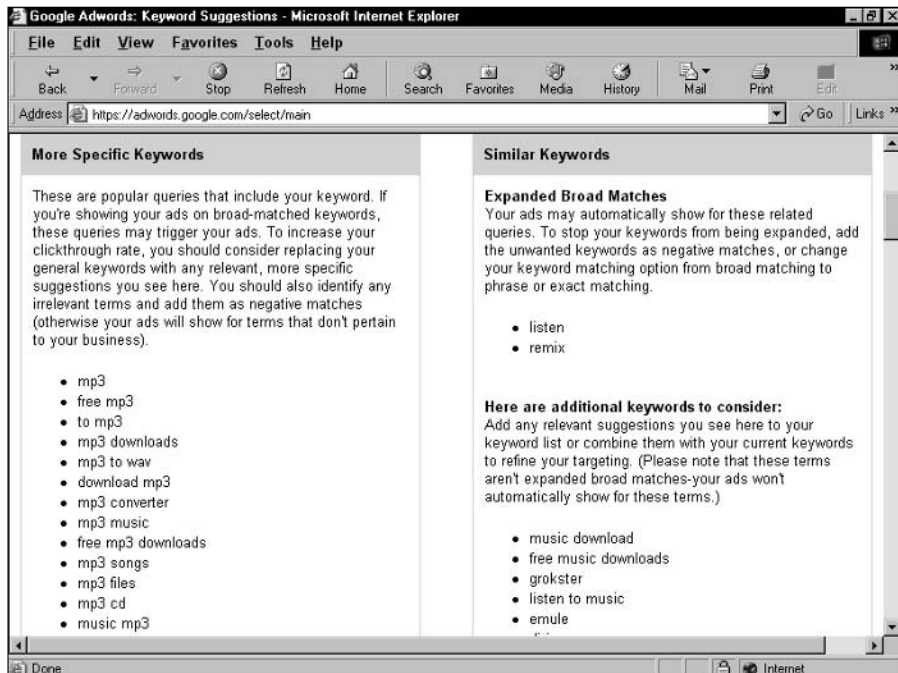


- Also on the right side of the page but further down are more suggested keywords, but these don't trigger ads associated with the keyword you entered. I often find that these words are the most useful. This list is where Google's contextual intelligence shines in the Keyword Suggestion Tool. The best new, yet related, ideas are in this list. Most of the keywords and phrases here do not include the keyword you entered but are related *in concept*. This type of relationship is extremely valuable and sometimes difficult to invent without assistance. And, because Google gets its ideas from its immense database of search terms that people have entered, you know these are viable search queries.

## Thinking like a customer

The sad truth is that business people often don't think the way their customers think. As consumers, we see this frustrating reality every day in the products we complain about. When advertising on Google, and in particular when selecting keywords, the big challenge is understanding the mind of potential customers as they enter the search engine. Even if you know what they're looking for, do you know the search terms they'll use to find it? That is the question that counts.



**Figure 9-11:**  
The list of additional keywords contains great concept-related ideas.