



**Figure 9-4:**  
Here's a friendly interface for creating unique keyword values.

## Researching and Refining Keywords

Enough mechanics. The remainder of this chapter is mostly about strategic issues. I discuss formulating keyword concepts using the Keyword Suggestion Tool, the widespread reliance on keyword generators, finding keywords by thinking like your customer, and the four keyword-matching options at your disposal. You find out about tactical positioning of ads on search pages, planning for distribution in Google's extended networks, and trademark controversies. I continue the discussion of Google's insistence on relevance at all costs. Let's get started.

### *Hunting for the ideal keyword*

Imagine the gold ring of search advertising: the mythical keyword that's in high demand by searchers but has no competition from other advertisers. That sweet spot in Google where, even if only for a short time, you can reach