

Figure 9-12 illustrates the screen on which you create the negative word list for the entire campaign. Note the Clean Sweep feature on the right, which lets you extract negative keywords individually embedded in Ad Groups and reassign them to the entire campaign.

### Phrase matching

Phrase matching uses quotation marks around a key phrase, like this:

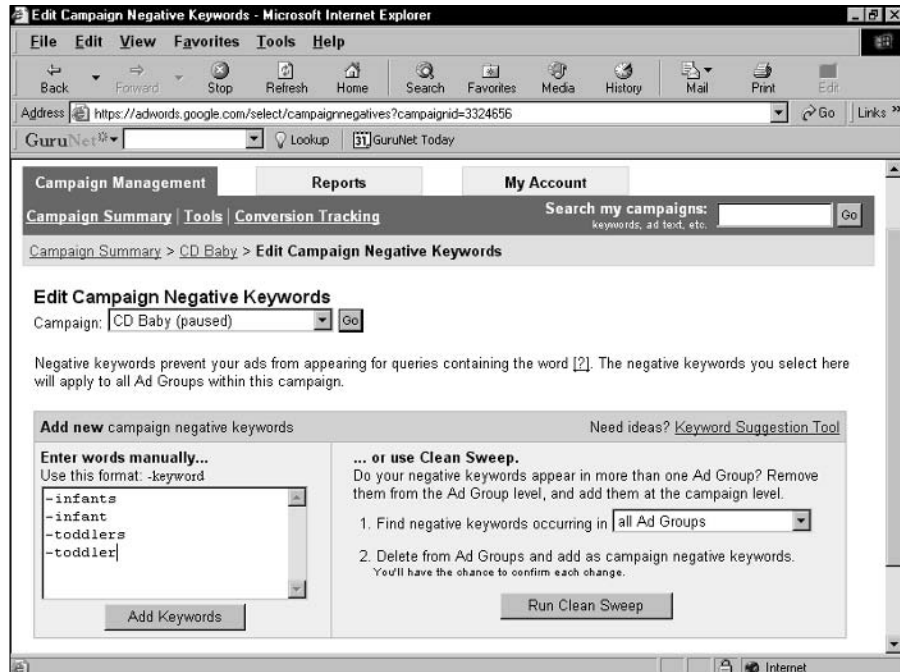
"coin trading"

The quotes force Google to match your keyword to queries in which the quote-enclosed words appear exactly as spelled and as ordered. Google still broad-matches the phrase to related words and concepts but keeps the quoted phrase intact. Don't use phrase matching on a single word.

### Exact matching

Putting brackets around a key phrase is the most restrictive treatment. Exact matching looks like this:

[coin trading]



**Figure 9-12:** Use this screen to add negative keywords that affect your entire campaign.