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Google Ads keyword research checklist

From the first brainstorm to tight ad groups and a negative list.

- ☐ List core searches: service + qualifier + place.
- ☐ Expand with Keyword Planner (Discover new keywords, add your site).
- ☐ Add proven queries from Search Console and past search terms reports.
- ☐ Tag each keyword: high intent, research, irrelevant.
- ☐ Start with high-intent terms only.
- ☐ Choose match types: exact for proven terms, phrase for close variations.
- ☐ Group into ad groups: one theme, 5 to 20 keywords, one landing page.
- ☐ Build the negative list before launch.
- ☐ Sense-check: estimated CPC x clicks needed per customer, against your budget.

Match types at a glance

Type	Written as	Use it for
Exact	[villa for sale lombok]	Proven, highest-intent terms
Phrase	"villa for sale lombok"	Close variations that keep the meaning
Broad	villa for sale lombok	Only with solid tracking, smart bidding and strong negatives

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