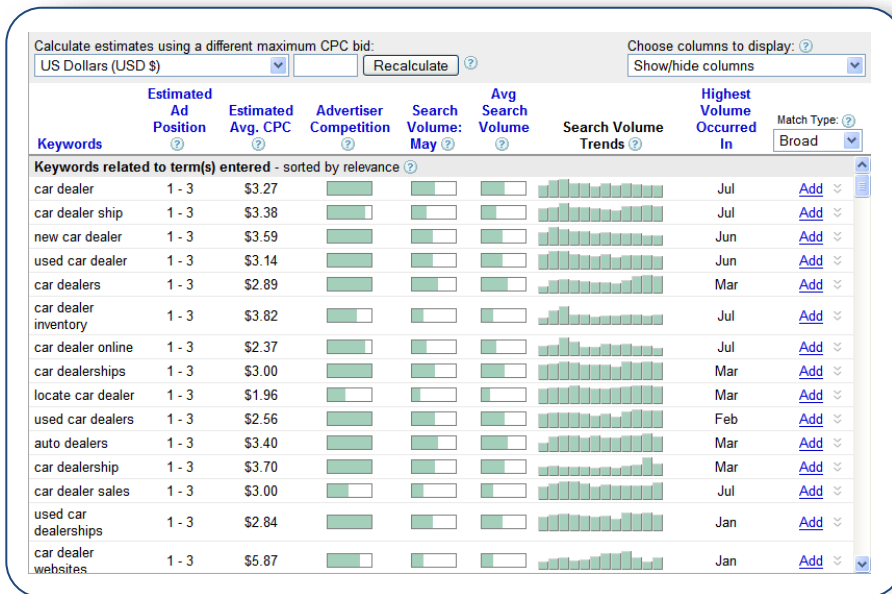


# Google Keyword Tool

- Expand and refine your AdWords keyword list.



## How does it work?

- Generate keyword ideas from words, phrases, web page URLs or from your best performing existing keywords

## Benefits for Marketers

- Find **new and variations of keywords**, or keywords related to your website, to expand reach
- View **advertiser competition**, keyword search volume, search volume trends and predicted cost of ad position
- Generate, select and add keywords, keyword match type and **keyword negatives** directly into your existing AdWords campaign