Google Ads Negative Keywords Match Types

marlinSEM

Broad Match
Negative keyword: Harrisburg flights

Search term	Can your ad show?
Plane tickets to Harrisburg	Yes
Harrisburg flight	Yes
One-way Harrisburg flights	No
Flights Harrisburg	No
Harrisburg flights	No

Phrase Match
Negative keyword: "Harrisburg flights"

Search term	Can your ad show?
Plane tickets to Harrisburg	Yes
Harrisburg flight	Yes
One-way Harrisburg flights	No
Flights Harrisburg	Yes
Harrisburg flights	No

Exact Match
Negative keyword: [Harrisburg flights]

Search term	Can your ad show?
Plane tickets to Harrisburg	Yes
Harrisburg flight	Yes
One-way Harrisburg flights	Yes
Flights Harrisburg	Yes
Harrisburg flights	No

Cut here, place somewhere useful and block those unwanted searches!