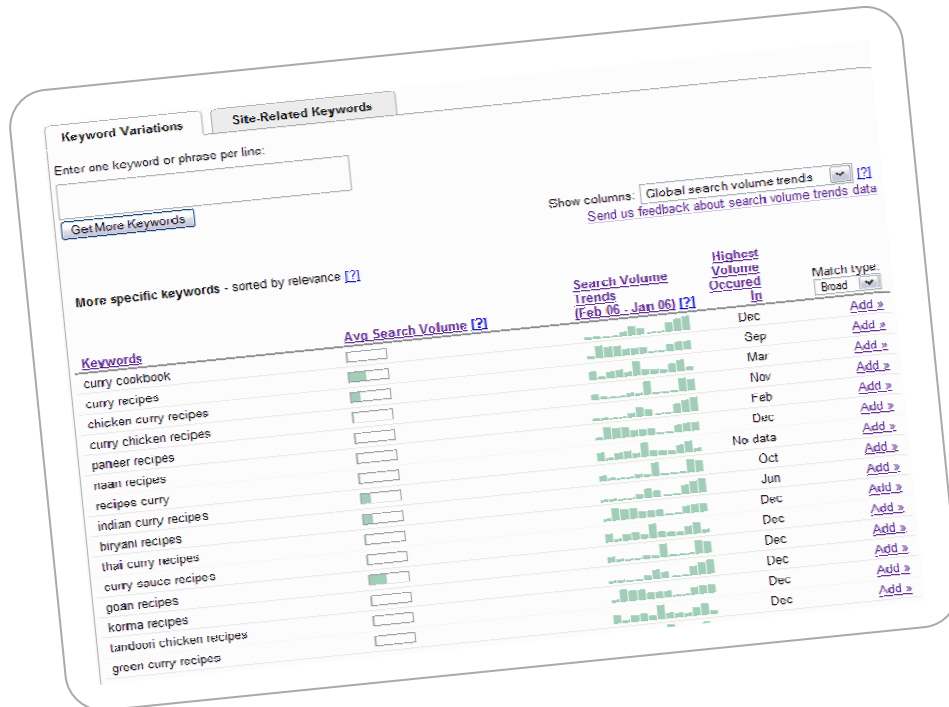


Keyword Tool

Generate potential variations of keywords or website-related keywords to find new keywords to help AdWords advertisers widen ad distribution and better reach target audiences



- View estimated **advertiser competition**, keyword search volume, search volume trends, predicted cost of ad position
- Easy to generate, select, and add keywords, keyword match type and **keyword negatives** directly into your ad group
- Generate keywords based on keywords you enter, your highest click-through rate keywords, or any website content, including **text from your website**

Learn more about Keyword Tool: <http://adwords.google.com/select/KeywordToolExternal>