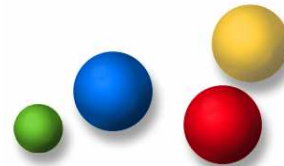


Search Query Performance Report



Introducing the Search Query Performance report

The **Search Query Performance report** is a new report that shows performance data for the user search queries which triggered your ads that received clicks to show.

Agenda for today:

- Benefits
- Details
- Features
- FAQs

Search Query Performance Report | Benefits

- 1** Select the correct match type (i.e. broad, phrase, exact, or negative) for your existing keywords

- 2** Identify new keywords to add to your account

- 3** Identify existing keywords that should be deleted

Search Query Performance Report | Details

- **The Search Query Performance report is available for:**
 - The search network only
 - Search query data from May 2, 2007 and onward
 - Search queries that triggered ads that were clicked on

- **The Search Query Performance report will **not** include:**
 - Mobile search queries
 - Data for low volume search queries
 - Data for search queries that did not receive a click
 - The keywords that correspond to each search query

Search Query Performance Report | Features

The Search Query column shows the queries that triggered your ads that were clicked on to show.

Google™ Search Query Report | May 2, 2007 - Jun 11, 2007 -- (GMT-08:00) Pacific Time
AdWords

Download report as: [.csv \(for excel\)](#), [.csv](#), [.tsv](#), [.xml](#) [?]

Showing rows 301 - 400 of 12,913.

Search Query ▼	Search Query Match Type	Impressions	Clicks	CTR	Avg CPC	Cost	Conversion Cost	Avg Position
anniversary bouquet	Broad	3	1	33.33%	\$1.83	\$1.83	\$1.83	2.0
anniversary centerpieces	Broad	6	3	50.00%	\$2.26	\$6.77	\$6.77	1.7
anniversary flowers	Exact	688	64	9.30%	\$1.80	\$115.44	\$119.23	1.8
anniversary flowers	Phrase	18	3	16.67%	\$1.82	\$5.46	\$5.46	4.9
anniversary gifts	Broad	5,586	9	0.16%	\$0.89	\$7.99	\$8.40	3.5
anniversary gifts for her	Broad	5	1	20.00%	\$2.94	\$2.94	\$2.94	1.0
anniversary roses	Exact	11	4	36.36%	\$1.14	\$4.54	\$4.54	3.1

Search Query Performance Report | Features

The Search Query Match Type column illustrates how close a user's search query was (in terms of match type) to an actual keyword in your account.

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Search Query Performance Report | FAQs

What is the 'Search Query Match Type' column?

The query match column illustrates how close a user's search query was (in terms of match type) to an actual keyword in your account.

For example:

- If the column shows "exact match" for a query, this means you already have that query in your account as an exact, phrase, or broad match keyword.
- If the column shows "broad match" or "phrase match" for a query, this means you don't have that exact query in your account. Instead, a broad or phrase match keyword in your account is enabling your ad to be shown for this query. If you like the query, consider adding the query to your account as either a broad, phrase, or exact match keyword. If you don't like the query, you should consider adding it as a negative keyword to prevent your ads from appearing on that search query.

Search Query Performance Report | FAQs

What is the Search Query Performance Report?

The Search Query Performance report is a new report type that shows performance data for search queries which triggered your ads and received clicks. Search query performance data provides insight into how users find and react to your ads. Using the report's information, you can refine, rethink, or simply analyze the keywords within your account.

Why is Google launching this report?

Search query data has always been available to advertisers via web logs; however, web log information is often difficult to collect and analyze. The Search Query Performance report provides an easy way to review and use search query data to optimize AdWords accounts.

Will this report include every single query that triggered an ad to show?

No. This report will not include every search query that triggered your ad to show. Rest assured that the report will include the vast majority of queries which resulted in your ads being clicked on, and especially those that will provide the most helpful in optimizing your account's keyword lists.