

# Contextual Keyword Targeting

With contextual keyword targeting, you can place ads on sites with content that matches your keywords and phrases to place your message where it makes sense. This strategy can help you achieve higher click-through and conversion rates.

## WHAT'S CONTEXTUAL KEYWORD TARGETING?

A strategy that allows you to create keyword lists to target or block based on the content of websites.

## HOW IT WORKS

A **preferred list** is an index of preferred keywords that you wish to target based on the content of a site. Building a list of keywords or phrases where you want your ads to be shown near can be used in its own ad group as a form of contextual targeting.

A **blocklist** is an index of negative keywords that you do not want to target based on the content of a site. Building a list of keywords or phrases where you do not want your ads to be shown near can be used within other ad groups to ensure brand safety.

When setting up custom categories, balancing relevance and scale is key. Our platform offers two match types: similar for greater scale and exact for precise targeting, ideal for blocking specific categories.

## NOTES & BEST PRACTICES

- Creating a keyword list for contextual targeting focuses on the content where you want your ads to appear, such as fitness tips and healthy recipes for a sports drink company. If your brand is well-known, include branded keywords.
- Align your creatives to your keywords by developing new creatives that complement specific content to enhance your call to action.