

HOW-TO GUIDE

How to Move Keywords From One Ad Group to Another: Step-by-Step Guide [2026]

Key insights and actionable frameworks



Overview

How do I move keywords between ad groups?

Google Ads does not offer a drag-and-drop move feature for keywords. The process is: Copy the keywords (with match types and bids) from the source ad group Add them to the destination ad group Pause or remove the keywords from the source ad group You can do this manually in the Google Ads interface,

STEPS 1 - 2

S1 What important considerations should I keep in mind

What transfers and what does not Element Transfers? Notes Keyword text Yes
Exact text is preserved Match type Yes Broad, Phrase, or Exact preserved
Keyword-level bid Yes (in Editor) May need adjustment for new ad group
strategy Quality Score No QS resets, it depends on ad group context (ad
relevance

S2 Conclusion

Moving keywords between Google Ads ad groups requires adding keywords to the destination ad group then pausing or removing them from the source, as Google Ads lacks a native move function. Use Google Ads Editor for bulk moves (recommended), the web interface for 1-10 keywords, or CSV export/import f

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