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## Google Adwords内容广告网站分类

### Animals 动物

#### Pets 宠物

Exotic Pets 珍稀宠物

Pet Food & Supplies 宠物食品或用品

#### Veterinarians 兽医

#### Wildlife 野生动植物

### Arts & Humanities 艺术和人文科学

#### Books & Literature 图书与文学

Book Retailers 图书零售商

E-Books 电子图书

Fan Fiction 同人小说

Poetry 诗歌

#### Humanities 人文学科

History 历史

Myth & Folklore 神话与民间传说

#### Theater & Performing Arts 剧场与表演艺术

#### Visual Arts 视觉艺术

### Automotive 汽车

#### Auto Financing 车贷

#### Auto Parts 汽车零部件

Vehicle Tires 汽车轮胎

#### Car Stereo 汽车音响

#### Custom & Performance Vehicles 定制及替代燃料汽车

#### Hybrid & Alternative Vehicles 混合及替代燃料汽车

#### Motorcycles 摩托车

#### Off-Road & Recreational Vehicles 越野与休闲车

#### Trucks & SUVs 卡车与运动型多用途车

#### Vehicle Brands 汽车品牌

Acura 阿库拉

Audi 奥迪

BMW 宝马

Chevrolet 雪弗兰

Dodge 道奇

Ford 福特

Honda 本田

Jeep 吉普

Mitsubishi 三菱

Nissan 尼桑  
Subaru 斯巴鲁  
Toyota 丰田  
Volkswagen 大众  
Volvo 沃尔沃

Vehicle Licensing & Registration 汽车执照与牌照  
Vehicle Maintenance 汽车保养  
Vehicle Shopping 购车

Beauty & Personal Care 美容与个人保养  
Beauty Magazines 美容杂志  
Body Art 人体艺术  
Cosmetic Surgery 整容手术  
Cosmetology & Beauty Professionals 整容与美容专家  
Face & Body Care 面部与身体保养  
Cosmetics 化妆品  
Fragrances 香水  
Hygiene & Toiletries 卫生与洁具  
Skin & Nail Care 皮肤与指甲护理

Fitness 健身  
Bodybuilding 健身  
Yoga & Pilates 瑜伽与普拉提

Hair Care & Products 头发护理与护发产品  
Spas & Beauty Services 水疗与美容服务  
Weight Loss 减肥

Business 商业  
Advertising & Marketing 广告与营销  
Marketing Services 营销服务  
Public Relations 公共关系  
Business Plans & Presentations 商业计划与演示  
Business Services & Consulting 商业服务与咨询  
Outsourcing 外包  
Corporate Events 公司活动  
Trade Shows & Conventions 贸易展会

E-Commerce 电子商务  
Merchant Services & Payment Systems 商户服务与付款系统

Human Resources 人力资源  
Corporate Training 企业招聘  
Recruitment & Staffing 招聘与人员安排

Management & Corporate Operations 管理与公司运作  
Business Process 业务流程

Office & Printing Services 办公与印刷服务  
Office Supplies 办公用品

Small Business 小型企业

Computers & Electronics 计算机与电子产品

Computer Security 计算机安全

Antivirus & Malware 防病毒程序与恶意软件

Network Security 网络安全

Consumer Electronics 消费类电子产品

Audio Equipment 音响设备

Home Stereo 家庭影院

MP3 Players MP3播放器

Home Video 家用音响

Televisions 电视

Video Players & Recorders 视频播放器与录音机

Personal Electronics 个人电子产品

Handhelds & PDAs 掌上电脑与PDA

Electronics & Electrical

Enterprise Technology

Data Management

Hardware

Desktops

Hardware Components

Laptops

Mods & Customization

Peripherals

Networking

Data Formats & Protocols

Networking Equipment

Network Monitoring & Management

Programming

Java

Software

Audio & Multimedia

Business & Productivity

Device Drivers

Graphics & Publishing

Fonts

Internet Software

Content Management

Open Source

Operating Systems

Linux & Unix

Mac

Windows

Tech Support

Entertainment

Celebrities

Clubs & Nightlife  
Comics & Animation  
Anime & Manga  
Cartoons  
Comics  
Dancing  
Entertainment Industry  
Fashion & Modeling  
Fun & Trivia  
Humor & Bizarre  
Bizarre  
Humor  
Paranormal  
Movies  
Bollywood & Lollywood  
Horror Films  
Movie Rentals & Sales  
Science Fiction & Fantasy Films  
Multimedia Content  
Flash Content  
Podcasting  
Video Clips & Movie Downloads  
Music  
Alternative-Punk-Metal  
Christian  
Classical  
Country & Folk  
Dance & Electronica  
Jazz & R&B  
Lyrics & Tabs  
Musical Instruments  
Music Art & Memorabilia  
Music Retailers  
Music Streams & Downloads  
Rock & Pop  
Urban & Hip-Hop  
Vocals & Show Tunes  
World Music  
Radio  
TV  
TV Networks  
TV Programs  
Soap Operas  
Finance & Insurance  
Accounting & Tax

- Banking & Personal Finance
- Credit & Lending
- Currencies & Foreign Exchange
- Insurance
- Investing

#### Food & Drink

- Alcoholic Beverages
- Beer
- Liquor
- Wine
- Cooking & Recipes
- Cookware
- Culinary Training
- Food Retailers
- Nonalcoholic Beverages
- Restaurants

#### Games

- Cards & Casino Games
- Lotto & Sweepstakes
- Roleplaying Games
- Video Games
- Cheats & Hints
- Online Games

#### Health

- Aging & Geriatrics
- Alternative & Natural Medicine
- Dental Care
- Health Conditions
- Cancer
- Diabetes
- Heart & Hypertension
- Pain Management
- Skin Conditions
- Health Education & Medical Training
- Health Foundations & Medical Research
- Medical Facilities & Services
- Medical Literature & Resources
- Mental Health
- Anxiety & Stress
- Depression
- Learning & Developmental Disabilities
- Nursing
- Assisted Living & Long Term Care
- Nutrition
- Special & Restricted Diets

- Vegetarian
- Vitamins & Supplements
- Pharmacy
- Reproductive Health
- OBGYN
- Women's Health

#### Home & Garden

- Gardening
- Home Appliances
- Home Furnishings
- Home Improvement
- Homemaking & Interior Decor

#### Industries

- Aerospace & Defense
- Defense Industry
- Space Technology
- Agriculture & Forestry
- Chemicals
- Construction & Maintenance
- Building Materials
- Wood & Plastics
- Design
- Architecture
- Graphic Design & Publishing
- Energy & Utilities
- Alternative Energy
- Oil & Gas
- Engineering Technology
- Industrial Materials & Equipment
- Manufacturing
- Metals & Mining
- Pharmaceutical & Biotech
- Transportation & Logistics
- Aviation
- Import & Export

#### Internet

- File Sharing & Hosting
- Online Goodies
- MySpace Codes & Graphics
- Skins Themes & Screensavers
- Search Engine Optimization & Marketing
- Web Design & Development
- Web Hosting & Domain Registration
- Web Portals
- Web Services

Email & Messaging  
Search Engines  
Web Stats & Analytics

## Lifestyles

Activism & Social Issues  
Environmental Issues  
Charitable & Non-profits  
Disabled & Special Needs  
Ethnic & Identity Groups  
African-Americans  
Africans  
Arab & Middle Eastern  
East Asians & Asian-Americans  
East Indian & South Asians  
GLBT  
Indigenous Peoples  
Native Americans  
Jewish Culture  
Latinos & Latin-Americans  
Southeast Asians & Pacific Islanders  
Kids & Teens  
Children  
Teenagers  
Toys  
Men's Interests  
Parenting & Family  
Baby Care  
Child Care  
Genealogy  
Pregnancy & Maternity  
Religion & Spirituality  
Astrology & Divination  
Religion  
Buddhism  
Christianity  
Hinduism  
Islam  
Judaism  
Spirituality  
Self-Help & Motivational  
Seniors & Retirement  
Subcultures & Niche Interests  
Gothic Community  
Science Fiction & Fantasy  
Weddings

Local

- Women's Interests
- Classifieds
- Event Listings
- Jobs
- Regional Content
  - Africa
  - Caribbean
  - Central & Eastern Europe
  - Greece
  - Central & South Asia
    - Afghanistan
    - India
    - Iran
    - Pakistan
  - East Asia
    - China
    - Japan
  - Mexico & Central America
    - Costa Rica
    - Mexico
  - Middle East
    - Egypt
    - Iraq
    - Israel
    - Lebanon
    - Turkey
    - United Arab Emirates
  - Oceania
    - Australia
    - New Zealand
  - Pacific Islands
  - Russia & Caucasus
  - South America
  - Southeast Asia
    - Indonesia
    - Malaysia
    - Philippines
    - Thailand
    - Vietnam
  - US & Canada
    - Canada
    - USA
  - Western Europe
    - France

- Germany
- Ireland
- Italy
- Spain
- United Kingdom
- Traffic & Public Transit
- Weather
- News & Current Events
  - Business News
  - Gossip & Tabloids
  - Local News
  - Magazines
  - News Networks
  - Newspapers
  - Politics
  - Conservative Sites & Organizations
  - Elections & Campaigns
  - Liberal Sites & Organizations
  - Technology News
- Online Communities
  - Blogging Resources & Services
  - Dating & Relationships
  - Personals
  - Photo Rating Sites
  - Forum & Chat Providers
  - Online Journals & Personal Sites
  - Social Networks
- Photo & Video
  - Photo & Video Equipment
  - Cameras & Camcorders
  - Cameras
  - Photo & Video Sharing
  - Photo & Video Software
  - Professional Photo & Video Services
  - Stock Photography
  - Webcams & Virtual Tours
- Real Estate
  - Home Financing
  - Real Estate Agencies
  - Rental Listings & Referrals
- Recreation
  - Boating
  - Cycling
  - Equestrian
  - Hobbies

- Crafts
- Paintball
- Radio Control & Modeling
- Outdoors
- Fishing
- Hiking & Camping
- Hunting & Shooting
- Running
- Surf & Swim

#### Reference

- Biographies & Quotations
- Business & Personal Listings
- Calculators & Reference Tools
- Dictionaries & Encyclopedias
- Educational Resources
- Forms Guides & Templates
- How-To & Expert Content
- Language Study & Translation
- Libraries & Museums
- Maps & Geography
- Online Directories
- Time & Calendars

#### Science

- Astronomy
- Biological Sciences
- Chemistry
- Ecology
- Marine Science
- Mathematics
- Physics

#### Shopping

- Antiques & Collectibles
- Apparel
- Footwear
- Lingerie & Undergarments
- Watches & Accessories
- Auctions
- Consumer Affairs & Product Reviews
- Consumer Affairs
- Price Comparisons
- Product Reviews
- Coupons & Rebates
- Flowers Gifts & Greetings
- Cards & Greetings
- Gifts

- Parties & Occasions
- Luxury Goods
- Gems & Jewelry
- Shopping Portals & Search Engines

## Society

- Education
  - Colleges & Universities
  - Homeschooling
  - K-12
  - Lesson Plans & Teaching Resources
  - Test Preparation
  - Vocational & Continuing Education
- Government & Regulatory Bodies
- Visa & Immigration
- Legal
  - Criminal Law
  - Intellectual Property
- Military
- Public Safety
- Emergency Services
- Law Enforcement
- Social Science
- Demographics
- Economics
- International Relations
- Psychology
- Social Services
- Counseling Services

## Sports

- Baseball
- Basketball
- Cheerleading
- Combat Sports
- Boxing
- Martial Arts
- Wrestling
- Cricket
- Extreme Sports
- Football
- Golf
- Hockey
- Motor Sports
- Olympics & International Competitions
- Racquet Sports
- Rugby

- Soccer
- Sporting Goods
- Sports Magazines
- Water Sports
- Winter Sports

Telecommunications

- Communications Equipment
- Location & Tracking (GIS-GPS)
- Mobile & Wireless
- Mobile Phones
- Ringtones & Mobile Goodies
- Service Providers
- Cable & Satellite Providers
- ISPs
- Phone Service Providers
- VOIP & Internet Telephony

Travel

- Adventure Travel
- Air Travel
- Attractions & Activities
- Bus & Rail
- Car Rental & Taxi Services
- Cruises & Charters
- Hotels & Accommodations
- Vacation Destinations
- Caribbean Islands
- Hawaii
- Las Vegas
- Mexico
- New York City
- Orlando

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