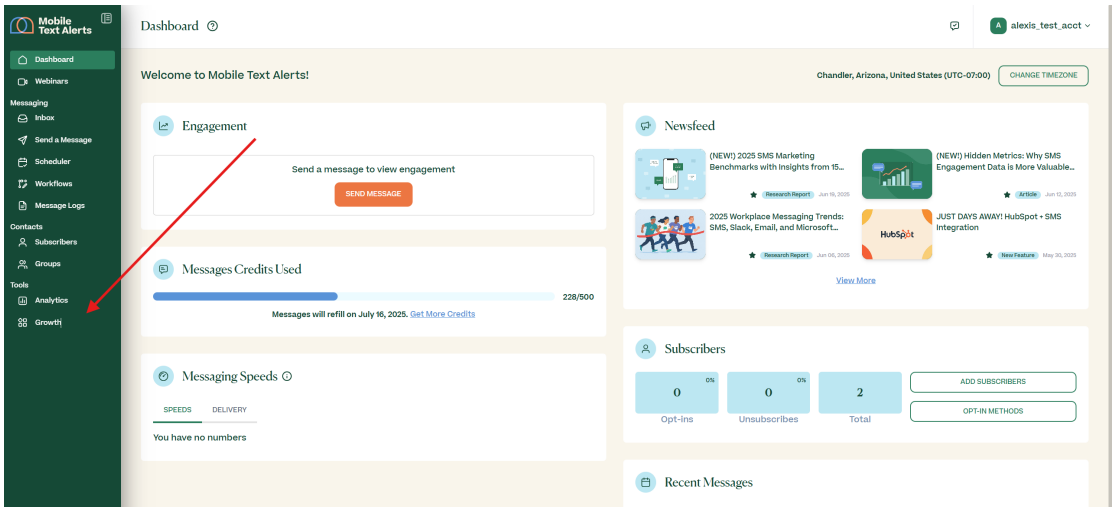
Keywords

Sam Pelton - 2025-06-26 - Comments (0) - Platform Basics

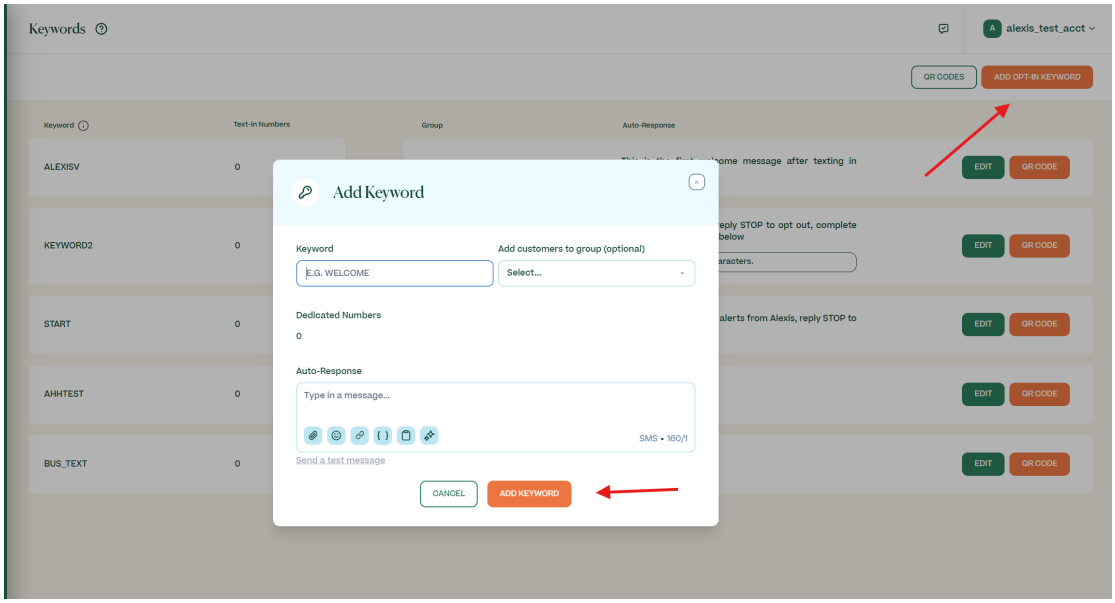
With your Mobile Text Alerts account you're able to purchase/add as many additional opt-in keywords as you need! Opt-in keywords allow people to text in a particular word to be subscribed to your mass text alerts.

This tutorial will walk you through how to navigate the "Keywords" page. You'll find Keywords under your "Growth" tab:



Add/Purchase a Keyword

To purchase a short code keyword (or to add a free keywords on your account's dedicated sending number, click the orange "Add" button toward the top right. A page will pop up from which you can select what keyword you would like to add, what group (if any) you'd like the system to add people to when they text in this keyword, and what auto-response message you'd like people to receive when they text in.



Keyword

Back on the Opt-in Keywords page, you will see a table showing you a list of all the opt-in keywords associated with your account. The “Keyword” field shows you the the actual word that people must text in to be added to your subscriber list. This is the word you selected when you purchased/added the keyword.

Text-In Number

This shows the number(s) that people must text the keyword to in order to be added to your subscriber list.

Group

If you have groups set up on your account, you can select a group to be affiliated with this particular keyword. Then if anyone texts in the keyword they will be directly added to the designated group. If you select “None," any subscribers who text in the keyword will just be added to your general subscriber list and will not be added to any particular group on the list.

Auto-Response

Here you can view the auto-response message your subscribers will receive when they text in your keyword.

Include...

Contact Card

Select this option if you'd like your account's Contact Card to be included in the auto-response message that is sent when people text in your keyword.

Sign-Up Page

Select this option if you'd like your account's subscriber sign-up page to be included in the auto-response message that is sent when people text in your keyword.

Edit

You can use this button to edit information for your keyword.

QR Code

Select this option to assign a QR code template to your keyword. You can share this QR code with your audience, and they can scan it to pre-fill their phone with the correct keyword and text-in number so they can easily subscribe to your texts.