Negative keywords: starter lists

For Google Ads, by trade. Check each word against what you actually sell.

A negative keyword stops your ad appearing when someone searches with that word. These lists are a first pass, so remove anything that is really a service you offer.

How to use them

1. Add the universal list at **account level** so it covers every campaign.
2. Add your trade list as a campaign level list.
3. Use **phrase match** ("how to") for families of searches and **exact match** [free quote] for one off words.
4. Check the search terms report each week and add what you find.

> **Do not over block.** "Cheap" can be someone wanting an affordable fitter, and "free" appears in "free quote". Block a word only when you have seen it waste money more than once.

Universal list

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jobs, job, careers, vacancy, vacancies, apprentice, apprenticeship, salary, hiring,
recruitment, course, courses, training, qualification, cv, diy, how to, tutorial,
video, youtube, instructions, yourself, free, freebie, cheap, cheapest, second hand,
used, gumtree, ebay, facebook marketplace, wholesale, supplier, parts, spares, manual,
pdf, template, reviews of, complaints
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Negative keywords: by trade

Paste the list for your service as phrase match negatives

Kitchens and bathrooms

flat pack, ikea, b&q, wickes, screwfix, magnet, diy, worktop only, tap only, reclaimed, second hand, kitchen jobs, kitchen designer course, bathroom fitter jobs, plumbing course, free quote template

Windows and doors

diy, replacement glass only, hinges, handles, locks only, parts, spares, how to fit, upvc windows jobs, glazier jobs, glazing course, secondary glazing grant, council, housing association

Roofing

diy, felt, tiles only, slates only, how to repair, scaffold hire, roofer jobs, roofing course, training, insurance claim template, flat roof kit, council roof repairs

Conservatories and extensions

kit, diy, plans only, planning drawings, architect jobs, second hand, used, flat pack, builder jobs, extension course, grant

Clinics (physio, dental, aesthetic)

nhs, free, jobs, training, course, student, degree, salary, how to, exercises, diy, video, youtube, pdf, council, charity, emergency nhs, 111, a&e

Trades (plumbing, electrical, building)

jobs, apprentice, course, training, diy, how to, parts, supplier, wholesale, second hand, free, cheap, manual, regulations pdf, qualification, certificate

Your own additions