Positively Impact Your AdWords Results with Negative Keywords



Negative keywords filter out searches that may not be related to the products or services that you offer.

AdWords will show your ads based on the keywords that you've selected. But what if someone searches for a keyword that is related to your products or services, but not exactly what you offer? Let's say you're selling patio furniture and someone is searching for 'free patio furniture'. How can you make sure that your ad won't appear? By using negative keywords.

Finding negative keywords

You can create your own negative keywords by listing words that could be related to your business but are NOT part of the products or services you provide.

Here are some popular negative keywords:

free	career	salary
used	school	weather
definition	license	history
wholesale	jobs	training
photos	supplies	map
books	diy	rental

List negative keywords related to your business:

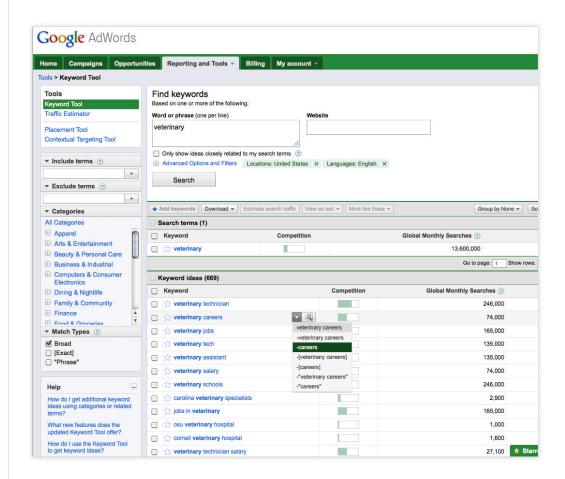
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Need help?

If you need help finding negative keywords, use the Keyword Tool. To find it, go to the **Reporting and Tools** tab of your account or go directly to adwords.google.com/select/KeywordToolExternal.



Adding negative keywords

Once you have your keywords, adding them to your campaigns is simple:

- Select the campaign, and then the ad group that you want to add the negative keywords to.
- 2. Go to the **Keywords** tab.
- 3. On the bottom of the page, click on the **Negative keywords** link.
- 4. Add negative keywords to an ad group or the entire campaign.

For more help creating keyword and negative keyword lists, check out the **How to Choose the Right Keywords** video and worksheet.