

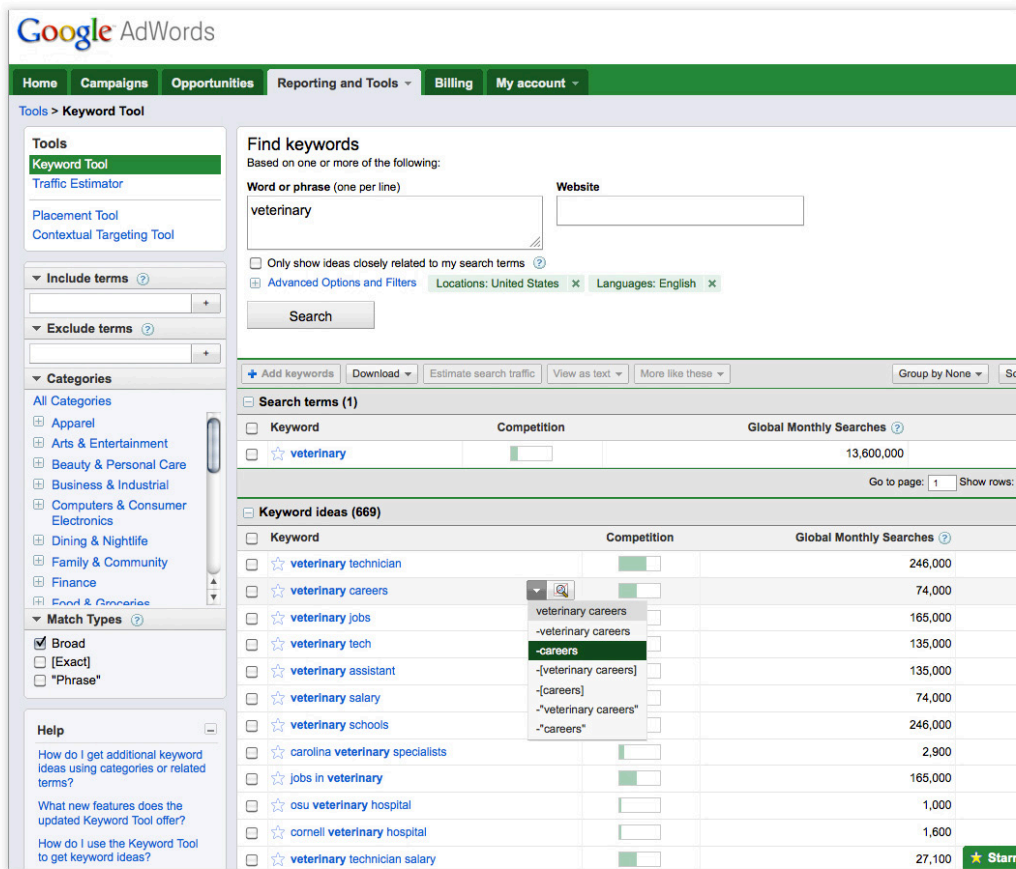


# Positively Impact Your AdWords Results with Negative Keywords



## 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](https://adwords.google.com/select/KeywordToolExternal).



## Adding negative keywords

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

1. 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.