

NEGATIVE KEYWORD CHECKLIST FOR BEFORE YOU LAUNCH YOUR CAMPAIGN

THE BASICS OF NEGATIVE KEYWORDS

- ☐ Have you built your negative keyword list?
- ☐ Have you used the keyword planner to find negative keywords based on what people are already searching?
- ☐ Have you added your negative keywords at an account, ad group, and campaign level?

THE ACCOUNT-LEVEL GENERAL KEYWORD LIST

- ☐ Have you added a general negative keyword list?
- ☐ Did you think outside the box when creating this list?
- ☐ Did you add random keywords that may not have anything to do with your industry?

EXPAND THE REACH OF YOUR NEGATIVE KEYWORDS

- ☐ Add the plural and singular versions of your negative keywords to maximize their impact.
- ☐ Look for the main part of your long tail keyword you would like to exclude and add it in broad match.
- ☐ Try and find a similar way to refer to your negative keywords and add them

EXPANDING YOUR NEGATIVE KEYWORD LIST ONCE YOU HAVE LAUNCHED YOUR CAMPAIGN

EXPLORE ALL THE DIFFERENT MATCH TYPES YOU CAN ADD NEGATIVE KEYWORDS IN

- ☐ Have you used the search terms report to find terms that people use to find your ads?
- ☐ Remember to add negative keywords extracted from the search term report in broad match, or phrase match if it's more than one word.

BE PROACTIVE

- ☐ Have you identified trends within your negative keywords? If you have, be proactive and expand your list based on such trends.
- ☐ Did you research all the possible negative keywords you could add based on the trends you identified? Pro tip: Do a search on websites related to yours and use tools like merge words to enhance your list.
- ☐ Have you researched the keywords or negative keywords being used by your competitors? Pro tip: Try using Spyfu or SEMrush to find out this information.

MAKE ALL THE APPROPRIATE ADJUSTMENTS IN YOUR CAMPAIGNS

- ☐ It is common to pause keywords as you optimize your campaign, but when you do, make sure you add the keyword you paused to your negative keyword list.
- ☐ Remember to add your keywords at all pertinent levels.
 - ☐ Campaign level
 - ☐ Ad group level
 - ☐ Account level

IF YOU ARE RUNNING A DISPLAY NETWORK CAMPAIGN

- ☐ Do not add more than 50 negative keywords to your Display campaigns.
- ☐ Do not add your regular keyword lists - Google will choose randomly from the active keywords if you have more than 50