CHECKLIST

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.

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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