

STARTER NEGATIVE KEYWORD LISTS

Starting points to adapt, not lists to paste blindly. Check every word against what you sell: “free” blocks searches for “free quote”, and “course” would block a training company's best searches.

■ HOW NEGATIVE MATCH TYPES WORK

Type	Example	Blocks searches that...
Negative broad	jobs	contain all the words, in any order
Negative phrase	“how to”	contain the words in that order, even with other words around them
Negative exact	[plumber salary]	match exactly, with no extra words

Negatives don't cover synonyms, close variants or singular and plural forms, so add those yourself. Google now handles casing and misspellings automatically.

■ JOBS AND CAREERS

jobs, job, careers, career, vacancy, vacancies, salary, salaries, wage, apprenticeship, internship, recruitment, “work from home”

■ RESEARCH AND DIY

“how to”, diy, tutorial, youtube, video, “step by step”, ideas, examples, pdf, template, definition, meaning

■ BARGAIN HUNTERS (IF YOU'RE NOT THE CHEAPEST)

cheap, cheapest, discount, voucher, “second hand”, used, ebay, gumtree, “facebook marketplace”

■ WRONG INTENT

reddit, forum, meme, images, pictures, wikipedia, “for sale” (service businesses), wholesale (consumer-only sellers)

■ ECOMMERCE EXTRAS

manual, instructions, “spare parts”, repair (if you sell new), login, “customer service”, “track order”

■ B2B EXTRAS

student, students, “school project”, assignment, essay, “for kids”

■ CHECK BEFORE ADDING

- **free:** fine for most, but blocks “free quote” and “free delivery” searches
- **course, training:** only if you don't sell either
- **hiring:** blocks “hiring a [service]”, which can be buyers
- **near me:** almost never; these searches are often ready to buy